

Press Release- Paris, 17 May 2016
Paddy Irish Whiskey

PERNOD RICARD AND IRISH DISTILLERS SELL PADDY IRISH WHISKEY TO SAZERAC

Following the previous press release of 3 May 2016, Pernod Ricard and Irish Distillers announce today the signing and completion of the sale of Paddy Irish Whiskey, the 4th largest Irish whiskey brand in the world, to Sazerac. The value of the transaction is not being disclosed.

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of € 8,558 million in 2014/15. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier- Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, Graffigna and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 85 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

About Irish Distillers

Irish Distillers Pernod Ricard is Ireland's leading supplier of spirits and wines and producer of the world's most well-known and successful Irish whiskeys. Led by Jameson, our brands are driving the global renaissance of Irish whiskey. Jameson is the world's fastest-growing Irish whiskey, experiencing 26 years of consecutive growth and hitting sales of 5m cases in 2015. Our brands are exported to 130+ markets, with over 50 of those experiencing double- or triple-digit growth.

Irish Distillers was formed in 1966, when a merger took place between John Powers & Son, John Jameson & Son and Cork Distilleries Company. In 1988 Irish Distillers joined Pernod Ricard, gaining access to unprecedented levels of investment and an extensive global distribution network. In 2015, we completed a €220m investment which doubled our production and bottling capacity to meet global demand for our products.

We employ over 600 people across our operations in Cork and Dublin.

About Sazerac

Sazerac is one of New Orleans' oldest family owned, privately held companies and has operations in New Orleans, Louisiana; Frankfort, Bardstown, Louisville and Owensboro, Kentucky; Fredericksburg, Virginia; Carson, California; Baltimore, Maryland; Lewiston, Maine; Manchester, New Hampshire; and Montreal Canada. For more information on Sazerac, please visit <http://www.sazerac.com>

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