

Press release - Paris, 28 January 2016

RENEWAL OF THE PERNOD RICARD & ERASMUS STUDENT NETWORK PARTNERSHIP : ALEXANDRE RICARD AND CHRISTIAN PORTA ANSWER STUDENTS DIRECTLY

For the 6th year running, Pernod Ricard and Erasmus Student Network (ESN) have renewed their partnership for European program Responsible Party on January 26th in Brussels. Since 2010, the Group and the pan-European association ESN, supported by the European Commission and assisting exchanged students in more than 37 European countries, jointly organize Responsible Parties during which “ambassador” students explain to their peers why responsible consumption is important.

Within 5 years, more than 250 000 students have been reached in 28 EU countries but also in Turkey, Serbia and Switzerland. Since September 2015, an independent scientific study is being conducted by researchers to measure the program’s efficiency as well as get information on both the local and exchange students’ drinking patterns.

After the partnership renewal, Alexandre Ricard, Chairman and CEO of Pernod Ricard and Christian Porta, Chairman and CEO of Pernod Ricard Europe Middle East Africa, invited ESN representatives to join them for a moment of *convivialité* to answer all of their questions on the responsibility of wine and spirits producers. Coming from 18 European countries, twenty students have taken the opportunity to question them directly about Pernod Ricard’s commitment to corporate social responsibility.

For more than two hours, the students initiated debate on the Group’s commitment to be a “responsible actor”. Alexandre Ricard and Christian Porta had the opportunity to explain how protecting youngsters from binge drinking is on the fundamentals of the Group’s initiatives, and reminded them that there could not be conviviality in excess. Another topic that piqued the students’ interest was the internal control of advertising. How can we make sure that all of our brands’ commercial communications comply with both the Group’s and the industry’s commitments? Alexandre Ricard and Christian Porta explained the role of the Responsible Marketing Panel, a committee of internal experts who review more than 500 campaigns a year before they’re released.

During this event, Alexandre Ricard explained: « *This gathering is an excellent opportunity to know our partners such as ESN’s expectations in terms of corporate social responsibility. I’m glad to see those young adults are attached to promote responsible drinking and volunteer their time to raise their peers’ awareness with the Responsible Party program and contribute to its success*”.

Signing the partnership with Alexandre Ricard, Safi Sabuni, President of ESN, recognized how available Alexandre and Christian both were. “*It’s a real pleasure to see to leaders taking the time to interact with students. ESN representatives were impressed by their honesty and humility, and are happy to partner up with Pernod Ricard in the Responsible Party program*”



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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.

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