

Press Release
Paris, 12 November 2015

PARIS PHOTO: PERNOD RICARD UNVEILS UNSEEN PRINTS OF ITS NEW ARTISTIC CAMPAIGN SHOT BY CHINESE ARTIST LI WEI

This year, Pernod Ricard is exhibiting "Vision", its annual artistic campaign shot by Li Wei, at Paris Photo, the international fine art photography fair. During the official preview, guests had the chance to discover never seen before prints.



During the official preview of Paris Photo, Pernod Ricard presented on 11 November "Vision", its photo campaign, to the members of the international photography scene.

Since 1975, Pernod Ricard has been offering "carte blanche" to an artist whose work would illustrate the Group's annual report. This year, Pernod Ricard asked Chinese photographer Li Wei to realize the Group's fortieth artistic campaign. There is only one constraint : take Pernod Ricard employees as models. Li Wei gave 40 employees the opportunity to "fly" in front of his camera.

Besides the 9 prints released within the Group's annual report last October, visitors of Paris Photo will discover never seen before prints handpicked by Li Wei for the event.

Pernod Ricard has been focusing on photography for the last 6 years. More than 130 employees have participated in this adventure, taking the chance to represent their company's diversity and the signature that links them all, "Créateurs de Convivialité", for contemporary photographers Marcos Lopes (2009/2010), Denis Rouvre (2010/2011), Eugenio Recuenco (2011/2012), Olaf Breuning(2012/2013), Vee Speers (2013/2014) and today Li Wei (2014/2015).

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Alexandre Ricard, Chairman & CEO of Pernod Ricard, said during the preview : *"today is the first time we show our campaign at Paris. I am very proud to share the result of our artistic collaboration with every visitor of one of the biggest international fairs. Art is by definition convivial: it only makes sense when it's shared"*.

Also attending today, Li Wei expressed his emotion, explaining : *"I have never had the opportunity to conduct a project of such dimension until this campaign: ten sites, five countries in Europe, three weeks on the road... We shared an incredible human experience with each and every one of those 40 men and women, coming from different backgrounds, on the sites that made and still make Pernod Ricard's history and success"*.

The making-off of the campaign, available [here](#), will transport you into Li Wei's aerial universe. You will discover the technical dimension of this artistic adventure.

About Pernod Ricard

Pernod Ricard is the world's co-leader 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 80 "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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