

Press Release - Paris, 26 February 2015
Appointments

Appointments

Pernod Ricard is pleased to announce the following appointments, **effective as from the 1st of July 2015:**

Pierre Coppéré, a member of the Executive Committee and currently Chairman and CEO of Pernod Ricard Asia, is appointed Executive Senior Vice-President in charge of Growth Initiatives. He will report to Alexandre Ricard, Chairman and CEO of Pernod Ricard, and will remain a member of the Executive Committee. As part of this 18-month mission, Pierre will oversee the implementation of initiatives designed to accelerate Top Line growth, the Group's key focus for development. Given the strategic importance of the Asian markets to the mission, Pierre will be based in Hong Kong.

Philippe Guettat, a member of the Executive Committee and currently Chairman and CEO of Martell Mumm Perrier-Jouët (MMPJ), is appointed Chairman and CEO of Pernod Ricard Asia. Philippe will be based in Hong Kong.

César Giron, a member of the Executive Committee and currently Chairman and CEO of Pernod, is appointed Chairman and CEO of Martell Mumm Perrier-Jouët (MMPJ). César will be based in Paris.

Philippe Savinel, a member of the Executive Committee and currently Chairman and CEO of Ricard, is also appointed Chairman and CEO of Pernod. His appointment is part of the final stage of the 'Leaders' operational efficiency project launched in February 2014. Philippe will share his time between Marseille, where Ricard is headquartered, and Créteil, where Pernod is.

Other appointments:

Conor McQuaid, currently Group Marketing & Commercial Development Director is appointed, as of **March 1, 2015**, Global Business Development Director, the Holding department bringing together the teams from Marketing, Commercial Development and the Pernod Ricard Research Center (CRPR). Based in Paris, Conor reports to Alexandre Ricard, Chairman and CEO of Pernod Ricard.

Peter Morehead, currently Industrial Director of Irish Distillers Limited (IDL), is appointed Group Operations Director as of **April 1, 2015**. Based in Paris, Peter will report to Gilles Bogaert, Managing Director, Finances and Operations.

Press Release - Paris, 26 February 2015
Appointments

Biographies



Pierre Coppéré, a graduate of ESCP, joined the Group as Export Market Manager at SEGM*. He then served as Director of Sales at SEGM* Germany, Director of Corporate Marketing at SEGM* and Sales Director at Renault Bisquit. In 1996, he became Director of the Southeast Asia zone of Pernod Ricard Asia and Managing Director of Périthai (Thailand). In 1997, he was appointed Managing Director of Polacek and Preco (Poland, Czech Republic and Hungary), then President Directeur of Pernod Ricard Nederland in 1998. In January 2002, he was appointed Chairman and CEO of Pernod SA. Since July 1, 2009, he has served as Chairman and CEO of Pernod Ricard Asia.



Philippe Guettat, a graduate of HEC, joined Pernod Ricard in 1991 as Export Area Manager at Renault Bisquit. In 1992, he was appointed Marketing Manager of Prasia Distribution (Pernod Ricard Singapore). He was named Regional Marketing Director of Pernod Ricard Far East Ltd. in 1994, then Sales & Marketing Director and Managing Director in 1997 of Casella Far East (Pernod Ricard Hong Kong). In 1999 he became Marketing & International Director of Pernod. In 2002 he was named Managing Director of Pernod Ricard China. On July 1, 2009, he became Chairman and CEO of The Absolut Company and was then named Chairman and CEO of Martell Mumm Perrier-Jouët on October 1, 2012.



César Giron, a graduate of EMLYON Business School, joined the Group in 1987 as a Sales Representative with Pernod before moving to the Planning and Budget Department at SEGM*. He was appointed Managing Director of Galibert & Varon in 1991, then Sales Director of Pracs (Pernod Ricard España) in 1993, before heading to Singapore as the Managing Director of Perising. In 1996, he came back to Europe as Sales Director at Renault Bisquit, and in 1999 he was named Managing Director of Perisem (Pernod Ricard Swiss). In 2003, he became CEO of Wyborowa. Since July 1, 2009, he has served as Chairman and CEO of Pernod SA.



Philippe Savinel, a graduate of ESSEC, began working at Pernod Ricard in 1985 as an Internal Auditor before becoming Head of the Planning and Budget Department at Headquarters in 1987. In 1989, he became the CFO of Orangina and in 1993 he moved to Ricard, first as CFO then as National Sales Director from 1997. In 2001, he became the Managing Director of Irish Distillers (IDL). Since 2005, he has been the Chairman and CEO of Ricard SA.



Conor McQuaid holds a degree in International Marketing & Languages from Dublin City University and Universidad de Sevilla in Spain. He began his career with Golden Vale Group plc before joining Irish Distillers Ltd in 1998 as Regional Manager for Southern Europe. He subsequently became Regional Director for Europe in 2000 before taking up the position of International Commercial Director of Irish Distillers Ltd in July 2005. He was appointed Managing Director of Pernod Ricard South Africa in July 2011.



Peter Morehead holds a degree in Dairy Sciences from the National University of Ireland and is a member of the Chartered Institute of Management Accountants. Peter joined Irish Distillers in 1996 as Director of the Midleton distillery. In 2006, he became Director of Bottling and then Industrial Director in January 2008. During his time as Industrial Director, Peter headed up a project that succeeded in increasing the distilling capacity at the Midleton site.

**SEGM: Société pour l'Exportation des Grandes Marques, today Pernod Ricard EMEA*

Press Release - Paris, 26 February 2015
Appointments

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,945 million in 2013/14. 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.

Contacts Pernod Ricard

Sylvie MACHENAUD / Director External Communications
Carina ALFONSO MARTIN / Press Relations Manager

Tel: +33 (0)1 41 00 42 74
Tel: +33 (0)1 41 00 43 42