

Press release - Paris, 4 November 2016
Pernod Ricard presents its 41st artistic campaign

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MINDSET

Shot by Omar Victor Diop

A week before the opening of Paris Photo's 20th edition, at which Pernod Ricard is exhibiting again this year, the Group proudly premieres 6 of the 17 photographs of MINDSET, its new campaign shot by Omar Victor Diop. The campaign will be revealed in its entirety at Paris Photo from November 10th. Until then, Pernod Ricard will reveal new photographs from the campaign each day, giving for the first time the floor to its first-time models: the Group's employees.

For its 41st artistic campaign, MINDSET, Pernod Ricard chose Senegalese photographer Omar Victor Diop. Staying true to its commitment to promote contemporary art, legacy of its founder Paul Ricard, Pernod Ricard has been giving "carte blanche" to an artist to illustrate its annual report for more than 40 years. In 2010, the Group chose to focus on contemporary photography, adding a constant to this artistic endeavor: take employees as models.

After Marco Lopes, Eugenio Recuenco, Denis Rouvre, Olaf Breuning, Vee Speers and Li Wei, Omar Victor Diop tried his hand at this unique exercise. For his "carte blanche", he chose to portray 17 employees from Pernod Ricard's affiliates in the African continent and chose to embody the link between them and their colleagues from around the world that most of them have never met. They are depicted in the shape of medallion portraits built in the outfits specially designed by the Senegalese stylist Selly Raby Kane, which can often be found in festive African compositions. Pride of being part of the team, joy of sharing a moment together and excitement to embark on this audacious adventure, those are the words not to say the "mindset" that have characterized this new artistic experience presented by the Group and supported by its best ambassadors: its employees.

Alexandre Ricard, Chairman & CEO of Pernod Ricard, said: "The men and women of Pernod Ricard are the ones who make our Group unique. In addition to supporting artists, this artistic carte blanche allows us to put our employees back at the center of this endeavor while sublimating their identity".

The 17 artistic works from MINDSET will be exhibited at Paris Photo November 10-13 (stand D-1). 17 original photographs that Pernod Ricard is proud to share with the 60 000 visitors of the Fair for this anniversary edition of Paris Photo, the most prestigious international fair dedicated to photography.

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About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of € 8,682 million in FY16. 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 and Malibu, Mumm and Perrier- Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of 18,500 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.

Contacts Pernod Ricard

Sylvie MACHENAUD / Director External Communications
 Emmanuel VOUIIN / Press Relations Manager
 Apolline CELEYRON / Press Relations Officer
 Sylvie GRUMBACH / 2^e Bureau
 Martial HOBENICHE / 2^e Bureau

+33 (0)1 41 00 42 74
 +33 (0)1 41 00 44 04
 +33 (0)1 41 00 40 97
 +33 (0)1 42 33 93 18
 +33 (0)1 42 33 93 18