



**ERASMUS' 30<sup>TH</sup> ANNIVERSARY**  
***"TOWARDS MORE RESPONSIBILITY FOR EUROPEAN STUDENTS?"***  
**330 000 STUDENTS REACHED OUT TO SINCE 2010**  
**PERNOD RICARD RENEWS ITS PARTNERSHIP WITH ESN**  
**FOR THE 7<sup>TH</sup> YEAR**

Pernod Ricard is pursuing its commitment to promoting responsible alcohol consumption among students. In the framework of the 30<sup>th</sup> anniversary of the European exchange program, the Group will renew its partnership with the Erasmus Student Network (ESN) on Tuesday 24<sup>th</sup> January for the seventh consecutive year by supporting the Responsible Party program. Since 2010, the program has organized close to 500 "responsible parties" in 32 countries across Europe and raised awareness about the need for convivial and responsible consumption of alcoholic drinks amongst 330 000 students.

Alexandre Ricard, Chairman and CEO of Pernod Ricard, and Christian Porta, Chairman and CEO of Pernod Ricard EMEA/LATAM (Europe, Middle East, Africa/Latin America), will travel to Brussels on Tuesday 24 January to once again show their support for the program and meet with the students. As part of this visit to Brussels, Alexandre Ricard will also take part in a conference/debate open to the public on the topic titled *"European students: towards more responsibility?"*, together with representatives from both the European Commission and ESN, represented by its President Safi Sabuni.

Alexandre Ricard says: *"I'm delighted to renew our partnership on Responsible Party with ESN for the seventh year. This program, in which Pernod Ricard's name or brands never appear, is to me one of the best examples of an initiative of pan European scale about responsible drinking led directed at young adults. Together with public actors, we can tackle this issue: as an industry player, we bring real added-value to these prevention programs. It's in all of our interest. Responsible conviviality works!"*

Responsible Party is aligned with the Group's other numerous initiatives led in Europe and globally to promote responsible drinking to students or pupils through partnerships. In Sweden for example, the *Prata Om Alkohol* program (Talk about Alcohol) has been bringing the industry, schools and parents together since 2006 to raise awareness among middle-school pupils about the risks of excessive alcohol consumption, reaching more than 620 000 teenagers. In Spain, the *Adolescence and Alcohol* initiative has the same objective and has reached out to more than 300 000 students since 2011. In Asia as well, a program similar to the Responsible Party in Japan called *"No Ikki!"* (No binge-drinking!) discourages students from partaking in excessive alcohol consumption with more than 220 000 of them reached out to since 2011.

The latest results of an independent scientific study carried out for the last two years by researchers from the Foundation for Research in Alcoholology (FRA) seemed to show the effectiveness of the program: 85% of student respondents view the program positively and 92% of them find the tips they are given very useful. On a larger scale, according to the Espad\*, a pan-European study conducted every four years on addictive behaviour amongst young people over 16 years old (96 046 students respondents in 35 countries), found that consumption behaviours for young people are

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inferior to those reported in 2011 in most countries. As for France, binge-drinking has decreased by 30% since 2011.

#### About Responsible Party:

Since 2010, Pernod Ricard and the pan-European association ESN which supports students on university exchanges across more than 39 European countries, have together been organising Responsible Parties during which “ambassador” students raise awareness amongst their peers of the importance of drinking responsibly. Awareness has been raised among 330,000 students since the programme was launched. The ambassadors deliver positive messages about drinking alcohol responsibly and hand out information during student parties.

**Join the debate on Twitter** via [@Pernod Ricard](#) and [@EurActiv](#)  
#EADebates #ResponsibleParty

*\* European School Survey on Alcohol and other Drugs*

#### About Pernod Ricard

*Pernod Ricard is the world's No 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.*

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