

# POLICY AND PROCEDURES FOR BUYING AND SELLING PURE REGISTERED SHARES IN PERNOD RICARD

## I. BUYING

### 1) THE ORDERING CUSTOMER IS NOT A SHAREHOLDER

#### *a) Receiving buying instructions*

- \_ PERNOD RICARD provides potential shareholders with the following number: + 33 (0)2 51 85 67 89. Calls made to these numbers are recorded.
- \_ Once a call is made, the potential shareholder is sent the following by mail:
  - the Pure Registered Trading Account Agreement, which is mandatory for a new shareholder
  - the printed buy order
- \_ After filling out, dating, and signing them, the potential investor returns the documents to SOCIETE GENERALE, along with a cash transfer or a cheque made out in euros for 50% of the order amount.
- \_ Instructions will be sent to the market as soon as the information is verified and funds received.

#### *b) Paying for transactions*

- \_ Once the order is completed, a registered account transaction notice is sent to the shareholder, stating the amount still payable.
- \_ The shareholder must then pay the balance due as soon as he receives the stock exchange transaction notice.

### 2) THE ORDERING CUSTOMER IS ALREADY A SHAREHOLDER

#### *a) Receiving buying instructions*

- \_ By fax: + 33 (0)2 51 85 53 42
- \_ Or phone: + 33 (0)2 51 85 67 89, or on line at:  
[www.sharinbox.societegenerale.com](http://www.sharinbox.societegenerale.com) (Secure access with personal access code and password)\*
- \_ Shareholders must have a provision of pure registered shares worth 50% of the order's value.

#### *b) Paying for transactions*

- \_ Once the order is completed, a registered account transaction notice is sent to the shareholder, stating the amount still payable.
- \_ The shareholder must then pay for the purchase (inclusive of tax) once he has received the transaction notice.

*\*Orders placed by phone or online are only authorised once the order placement contract has been received by phone or on line, duly signed and accepted by the bearer*

## II. SELLING

### a) Receiving selling instructions

- \_ By fax: + 33 (0)2 51 85 53 42
- \_ Or phone: + 33 (0)2 51 85 67 89, or Internet at: [www.sharinbox.societegenerale.com](http://www.sharinbox.societegenerale.com) (Secure access with personal access code and password)\*
- \_ These instructions will be sent to the market provided the shareholder has sufficient provisions in his pure registered account.

### b) Paying for transactions

- \_ Payment is made by cheque or bank transfer two business days after the selling date on Euronext Paris for payments to accounts opened in France.
- \_ Societe Generale sends the shareholder a registered account transaction notice and a payment notice.

*\*Orders placed by phone or online are only authorised once the order placement contract has been received by phone or on line, duly signed and accepted by the bearer.*

## III. TABLE OF NYSE EURONEXT CLOSING DATES FOR 2017\*

Special Days	Date
Good Friday	Friday 14 April 2017
Easter Monday	Monday 17 April 2017
Labour Day	Monday 1 May 2017
Christmas	Monday 25 December 2017
Boxing Day	Tuesday 26 December 2017

*\*According to Euronext Calendar*

## IV. STOCK EXCHANGE FEES

Stock exchange fees paid to Societe Generale, to complete buy or sell orders, are as follows:

- \_ 0.60% of the total amount for orders of less than EUR 75,000, with a EUR 14 minimum
- \_ 0.50% of the total amount for orders between EUR 75,000 and EUR 150,000
- \_ 0.40% for orders of EUR 150,000 or more

## V. INFORMATION

For more information on this procedure, shareholders may contact:

SOCIETE GENERALE  
SGSS/SBO/CSS/BOC  
32 rue du Champ de Tir  
CS 30812  
44 308 NANTES CEDEX 3  
+ 33 (0)2 51 85 67 89

PERNOD RICARD  
Legal Department  
Pierre THEREL  
(+33 (0)1.41.00.41.00 Fax +33 (0)1.41.00.40.50)  
  
Communications  
Olivier CAVIL  
(+33 (0)1.41.00.41.00 Fax +33 (0)1.41.00.40.85)