

Photographer Martin Schoeller portrays 18 Pernod Ricard employees for the Group's 42nd artistic campaign

During its annual Summer Party held tonight on the Paul Ricard terraces at the Centre Pompidou in Paris, Pernod Ricard reveals the name of the artist behind this year's carte blanche.

For this 42nd edition, Pernod Ricard chose German photographer **Martin Schoeller** to shoot 18 portraits of the Group's employees, picturing their different cultural, geographic and professional backgrounds.

Following recent editions by Marcos Lopez, Eugenio Recuenco, Denis Rouvre, Olaf Breuning, Vee Speers, Li Wei or Omar Victor Diop last year, another master of contemporary photography is set to reveal the singularity of the Group's employees. The campaign "Inspiring Action", showcases the style and technique of the close-up portraits which have made the artist's stellar reputation: faces without artifice or disguise, raw and authentic, but always bearing a great humanity.



Martin Schoeller explains: *"I liked the fact that Pernod Ricard was featuring its own employees in a global campaign and that they wanted them photographed in my style. They're all unknown to the rest of the world and yet are invaluable: they are men and women whose appearances encourage us to think about our humanity. Different, unique, yet so similar"*.

For Olivier Cavil, Group communications director of Pernod Ricard, *"This is an intense campaign because it's so real and simple – not in its marketing aesthetic, but in the truth of our identity that is both diverse and unique. That's the truth of our Group and the truth of our employees. In this spirit, we've decided to launch a contest to share this amazing experience"*.

Pernod Ricard has decided to launch an international contest to allow the lucky winner to take part in the unique experience of having one's portrait taken by Martin Schoeller. Details of the contest will be announced on October 1st, a few weeks before this year's edition of the Paris Photo Fair (9-12 November at the Grand Palais in Paris) during which the 18 portraits shot by Martin Schoeller will be exhibited.

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.

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