Press Release - Paris, October 23, 2017
Paris Photo Contest

PERNOD RICARD INVITES 1,000 VISITORS AT PARIS PHOTO

October 23, 2017 – For the third year in a row, Pernod Ricard will exhibit its annual art campaign at Paris Photo, the leading international event in the field of photography, from November 9 to November 12, 2017. Carried out this time by world-renowned photographer Martin Schoeller, the 18 portraits making up this 42nd carte blanche by Pernod Ricard will allow the Group to put up for grabs 1,000 free tickets as well as a portrait belonging to Martin Schoeller's "close-up" series.

By offering 1,000 tickets for Paris Photo, Pernod Ricard provides a specific illustration of its "Creators of convivialité" motto. Olivier Cavil, Pernod Ricard's Communications Director, explains: *"Convivialité is all about sharing, so for us, the art experience only makes sense if shared. This is why we decided to open up this major event to all photo fans, which also allows us to introduce our work to a greater audience. For 42 years now, we have given an artist or photographer carte blanche, with the only constraint of putting the Group's employees into the spotlight. This year, we are honored to welcome Martin Schoeller, who has signed 18 particularly powerful portraits for us in the "close-up" style that has propelled him to fame."*

Since the Group was born in 1975, Pernod Ricard has invited an artist to perform its annual campaign and illustrate its annual report every year. The last eight years have been devoted to photography, which has allowed artists and Pernod Ricard to put the Group's employees into the spotlight. For 3 years now, Pernod Ricard has been sharing the work by a renowned international photographer with Paris Photo visitors. After Chinese Li Wei in 2015 with his suspended models, and Omar Victor Diop's palette of African colors in 2016, this year, German photographer Martin Schoeller has taken 18 portraits of employees in "close-up." All works will be exhibited at Pernod Ricard's stand at Grand Palais' C1 Space.

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About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of € 9,010 million in 2016/17. 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, Malibu liqueur, Mumm and Perrier- Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,500 people and operates through a decentralised organisation, with 6 "Brand Companies" and 86 "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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