

Press Release - Paris, November 6, 2017
Pernod Ricard exhibiting at Paris Photo

Martin Schoeller

Photographer of Pernod Ricard's 42nd artistic campaign

INSPIRING ACTION

Pernod Ricard will exhibit at its stand, located in the D1 space of the international photography exhibition Paris Photo, the totality of its 42nd artistic campaign, Inspiring Action, executed once again by a prominent photographer: Martin Schoeller.

On this occasion the Group, partner of this renowned international photography event, offered via an online contest 1,000 passes valid throughout the duration of the event taking place at the Grand Palais from November 9th to 12th.

This "Inspiring Action" campaign is, as is the case every year, a series of 18 portraits, 18 faces of Pernod Ricard employees from all over the world. Employees have been photographed in the same fashion as the close-up celebrity portraits that have given Martin Schoeller international recognition. He explains, *"I think a close-up is the purest form of portraiture thanks to its intimate approach and the questions it raises. Everything revolves around the face; nothing else matters."*

Since its creation in 1975 Pernod Ricard gives an artist "carte blanche" every year to illustrate its annual report. Since 2010, the Group has chosen modern photography. The artist has one single constraint – using Pernod Ricard employees only as models. *"The primary goal of the artistic campaign is to pay homage to the Group's 18,500 employees. Celebrating their diversity, commitment, and pride has to become a source of inspiration that must guide our actions,"* says Olivier Cavi, Director of Group Communications.

Pernod Ricard will take this opportunity to invite Paris Photo visitors to exclusively discover three unreleased works from Martin Schoeller's latest production – a personal work the artist has never exhibited to the public until now.

Have a look at the making-of on Pernod Ricard's YouTube channel:

<https://youtu.be/XKQIIZQsJfM>

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From left to right, Ary Ganeshalingam (Global Marketing Manager, Chivas Brothers Ltd, United Kingdom), Elna Nordström (Product Development Manager, The Absolut Company, Sweden), Shane O'Leary (Production Shift Operative, Irish Distillers, Ireland), Gurjeewan Kaur (Assistant Marketing Manager, Pernod Ricard India), Jorge Palma Gutierrez (Inventory Control Manager, Pernod Ricard Chile) and Ilargi Leturia Ugarte (Global Brand Manager, Pernod Ricard Winemakers, Spain).

The pictures above are available for on-demand publishing at m.hobeniche@2e-bureau.com or media-relations@pernod-ricard.com

About Pernod Ricard

Pernod Ricard is the No.2 worldwide in Wines & Spirits with consolidated Sales of € 9,010 in FY17. 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 industry: 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 around 18,500 people and operates through a decentralized organization, with 6 "Brand Companies" and 86 "Market Companies" established on 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 guiding 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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