

## EDITORIAL

“

For Pernod Ricard leadership means leading by example and a profound sense of responsibility

”



Alexandre Ricard  
Chairman - Chief Executive Officer

We are now a co-leader in the worldwide spirits market. For Pernod Ricard leadership means leading by example and a profound sense of responsibility. From its beginnings, the Group has always been engaged in Corporate Social Responsibility.

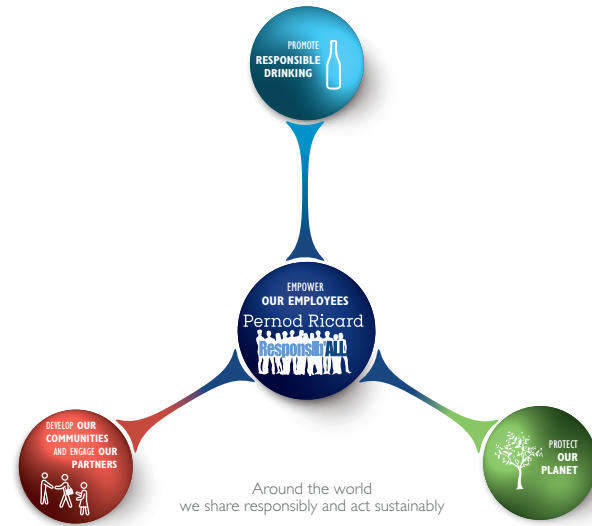
Today, given the new economic challenges we are facing, we must include the development of our social engagements in each of our three pillars of growth: Premiumisation, innovation, and geographical expansion. To continue as a pioneer in the ethical field, we must make

CSR a driver of global performance.

To meet the challenges of tomorrow's world, we must maintain our commitments to empowering our employees, promoting responsible drinking, protecting the environment and developing our communities.

Our founding qualities of conviviality and entrepreneurial spirit are strengths that will enable each of us to meet this responsibility and pursue leadership on a day-to-day basis. That's the meaning of our Responsib'ALL ambition.

## CSR MODEL



Committed to acting responsibly from its beginnings, Pernod Ricard produced a model based on four areas of engagement, which it pursues each day through its employees:

EMPOWER OUR EMPLOYEES  
PROMOTE RESPONSIBLE DRINKING  
PROTECT OUR PLANET  
DEVELOP OUR COMMUNITIES AND ENGAGE OUR PARTNERS



### PERNOD RICARD

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## AT A GLANCE CORPORATE SOCIAL RESPONSIBILITY



Responsib'ALL



Pernod Ricard  
Créateurs de convivialité

## 4 PRIORITIES

### EMPOWER OUR EMPLOYEES



OF EXTERNALLY RECRUITED STAFF ARE **WOMEN**  
(FIGURES AT THE END OF JUNE 2014)



OF EMPLOYEES ARE PROUD TO BELONG TO THE GROUP AND ARE FULLY COMMITTED TO ITS **VALUES**  
(1 SAY 2013)\*



OF EMPLOYEES RECOMMEND PERNOD RICARD AS A WORKPLACE AND SAY THEY **ENJOY THEIR WORK**  
(1 SAY 2013)\*

### PROMOTE RESPONSIBLE DRINKING



OF AFFILIATES HAVE RUN AT LEAST ONE **CAMPAIGN** TO ENCOURAGE RESPONSIBLE DRINKING IN 2013/14



OF AFFILIATES PUT A **RESPONSIBLE DRINKING** MESSAGE ON THEIR PROMOTIONAL AND ADVERTISING TOOLS



DOWNLOADS OF THE **WISE DRINKING** APP IN 4 MONTHS

### PROTECT OUR PLANET



OF PRODUCTION SITES ARE **ISO 14001** CERTIFIED



OF **VINEYARDS** ARE CERTIFIED TO ENVIRONMENTAL STANDARDS



REDUCTION IN SOLID **WASTE** SENT TO LANDFILL OR INCINERATED BETWEEN 2010 AND 2014 AT OUR PRODUCTION SITES

### DEVELOP OUR COMMUNITIES AND ENGAGE OUR PARTNERS



START OF THE **PARTNERSHIP** WITH THE CENTRE POMPIDOU, EXTENDED FOR 9 YEARS IN 2013



**SUPPLIERS** COMMITTED TO THE PRINCIPLES OF SUSTAINABLE DEVELOPMENT (AT END OF JUNE 2014)



OF AFFILIATES ORGANISED AT LEAST ONE INITIATIVE FOR THE DEVELOPMENT OF **LOCAL COMMUNITIES**

\* 1 SAY, AN OPINION POLL CONDUCTED AMONG THE GROUP'S STAFF

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## EMPOWER OUR EMPLOYEES



Because employees are our best ambassadors, they are at the heart of the CSR model. We encourage them to get involved and we cultivate a collaborative, friendly work environment.

## PROMOTE RESPONSIBLE DRINKING



To ensure that the consumption of our products is an enjoyable and safe experience, we promote a moderate drinking culture and combat alcohol misuse.

## PROTECT OUR PLANET



Because all our products come from agricultural raw materials, preserving the environment is not simply a good practice, it is a fundamental strategic act for the future of our business.

## DEVELOP OUR COMMUNITIES AND ENGAGE OUR PARTNERS



We contribute to the development of local communities by actions such as promoting entrepreneurial spirit and the sharing of local cultures. We involve our partners in this approach based on mutual respect.

### FOCUS: RESPONSIB'ALL DAY



Responsib'ALL Day is an annual mobilization for responsible drinking. For 24 hours employees take part in awareness and safety initiatives in every affiliate. In this flagship event the Group's 18,000 employees become CSR ambassadors.

### EDUCATE ALL EMPLOYEES IN CSR ENGAGEMENTS



PAY CLOSE ATTENTION TO THE **WELL-BEING** OF OUR EMPLOYEES AND SUPPORT THEIR DEVELOPMENT



EXPECT OUR LEADERS TO MANAGE BY **EXAMPLE**



ENGAGE EMPLOYEES IN **CSR ACTIONS**



PROMOTE **DIVERSITY** AND RELATIONSHIPS BASED ON MUTUAL TRUST AND RESPECT



### FOCUS: THE INDUSTRY'S 5 COMMITMENTS FOR RESPONSIBLE DRINKING

On 10 October 2012 at the ICAP\* conference Pierre Pringuet (Chief Executive Officer at that time) set out the 5 commitments of the alcoholic drinks industry to reducing harmful and inappropriate consumption of alcohol. A strong commitment, making Pernod Ricard the voice of responsible drinking around the world.



GLOBAL ACTIONS:

PROMOTE **MODERATE DRINKING**



ENCOURAGE A **RESPONSIBLE ATTITUDE** AMONG GROUP EMPLOYEES



AVOID **DRINK-DRIVING**



MAKE YOUNG PEOPLE AWARE OF THE **RISKS** LINKED TO EXCESSIVE OR INAPPROPRIATE ALCOHOL CONSUMPTION



DISSUADE PREGNANT WOMEN FROM **DRINKING**



\* 2014 : ICAP becomes IARD (International Alliance For Responsible Drinking)

PROMOTE **SUSTAINABLE AGRICULTURE** AND PRESERVE BIODIVERSITY



REDUCE **ENERGY CONSUMPTION** AND MITIGATE CLIMATE CHANGE



CONSERVE **WATER RESOURCES**



IMPLEMENT AN EFFECTIVE **ENVIRONMENTAL MANAGEMENT SYSTEM**



PROMOTE **SUSTAINABLE PRODUCT DEVELOPMENT** AND REDUCE THE IMPACT OF WASTE



### FOCUS: THE ENVIRONMENTAL ROADMAP FROM 2015 TO 2020

In an environmental performance approach covering its entire value chain and its activities, Pernod Ricard has produced a roadmap to 2020 detailing orientations, priority actions and objectives in four areas of particular importance to its activities: governance, supply chain, resource management and brand responsibility.



SHARE THE DIVERSITY OF **LOCAL CULTURES**



CONTRIBUTE TO THE DEVELOPMENT OF OUR **LOCAL COMMUNITIES**



PROMOTE THE **ENTREPRENEURIAL SPIRIT**



CREATE **VALUE** AND SHARE IT WITH OUR PARTNERS AND SHAREHOLDERS



ENCOURAGE OUR PARTNERS TO RESPECT THE PRINCIPLES OF **SUSTAINABLE DEVELOPMENT**



### FOCUS: A PARTNERSHIP WITH PLANET FINANCE

In Armenia our affiliate Yerevan Brandy Company is working alongside PlaNet Finance to support the grouping of local wine producers into a cooperative. This pilot project, which aims to raise productivity and ensure more stable incomes, has been a success in both economic and human terms.



1966

Creation of Paul Ricard Oceanographic Institute.

1971

Creation of IREB by Jean Hémard, Chairman of Pernod.

1975

Merger of Ricard and Pernod companies. 1<sup>st</sup> Annual Report illustrated with a work of art.

1990

Co-foundation of Entreprise et Prévention and the EFRD, now SpiritsEUROPE.

1997

Start of the partnership with the Centre Pompidou.

2003

Adherence to the United Nations Global Compact.

2004

Adoption of the global Quality, Safety and Environment policy.

2005

Adherence to the ICAP\*. Granting of the FTSE4Good label. Start of the partnership with l'APPEL.

2006

Adoption in France of the pregnant women's pictogram. Creation of the Sustainable Development Charter.

2007

Adoption of the Commercial Communications Code.

2010

Adherence to the United Nations CEO Water Mandate.

2011

Creation of Pernod Ricard University. Launch of the first "I Say" opinion survey. Organization of the first Responsib'ALL Day.

2012

Announcement at ICAP\* of the industry's five commitments for responsible drinking.

2013

Adherence to Transparency International. Signature of Pernod Ricard's environmental policy.

2014

Signature of the European agreement with EFFAT.