

Press Release - Paris, 6 May 2021



The Pernod Ricard Corporate Foundation's new location will be open to the public from 19 May 2021

This new space crowns the Group's commitment to artists. It will enable the Foundation, created more than 20 years ago, to continue supporting the contemporary art scene and make it as widely accessible as possible – Art is not complete until it is shared

Located at 1 Cours Paul Ricard, in Saint Lazare, right in the heart of Paris, this new multidisciplinary venue, whose layout was entrusted to the firm *NeM / Niney et Marca Architectes*, features a main exhibition space spanning 300m². A 112-seat auditorium and a modular foyer will host conferences, performances and temporary installations. The *Pantruchoise* team (Franck Baranger, Pauline Labrousse, Nicolas Chatellain and Edouard Bobin) will manage "*Café Mirette*", named in honour of Paul Ricard's wife. The entrance to the Foundation, the café will house a library and a bookshop accessible to all, which will provide locals and visitors alike with a warm and friendly place to meet. The Foundation, accessible to all free of charge, will operate as a platform supporting artists, with the same ambition it has had since its creation: to raise the profile of the young contemporary scene in France and throughout the world. To achieve this, it will make even greater use of the resources provided by a global Group that has 86 subsidiaries. In these new spaces, the Pernod Ricard Corporate Foundation will roll out a "pioneering and audacious" programme according to its Director Colette Barbier. Retaining its human scale, it will continue to nurture this very special relationship it has developed with artists by increasing the opportunities for encounters and interaction. Since opening in 1998, the Foundation has featured more than 1,000 artists, invited by 250 curators as part of 150 exhibitions. Not having its own collection, its identity is shaped by those who bring it to life on a daily basis – artists, curators, authors, intellectuals, and the general public.

For its opening on 19 May, the Foundation will give free reign to artist Bertrand Dezoteux, guest curator of the group exhibition *Le Juste Prix* until 12 June, in which the real and the virtual collide. Then, between 21 June and 31 July, it will host a personal exhibition by the artist Isabelle Cornaro (recipient of the Pernod Ricard Award in 2010) based on her film making. To add to the artistic experience, the Foundation is also developing a new and interactive virtual gallery to mark the occasion.

Alexandre Ricard, Chairman & CEO of Pernod Ricard and President of the Foundation, said "*The opening of the Pernod Ricard Corporate Foundation's new location marks another stage in our Group's history, a symbol of our enduring commitment to creation. We are delighted to be able to provide Paris with a new artistic venue in the heart of the vibrant Saint Lazare district, which will contribute to the dynamism of the capital's culture life and to the "artistic conviviality" that we wish to share as widely as possible.*"

About Pernod Ricard

Pernod Ricard is the world's No 2 in wines and spirits with consolidated sales of €8,448 million in FY20. 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, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: 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's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics, as illustrated by the 2030 Sustainability and Responsibility roadmap supporting the United Nations Sustainable Development Goals (SDGs), "Good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis. Pernod Ricard is also a United Nations' Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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