

Press Release – Paris, 22 January 2025

Accor joins the groundbreaking data management technology partnership launched by Pernod Ricard and JCDecaux

Two years after the launch of their innovative digital partnership, Pernod Ricard and JCDecaux are welcoming another internationally renowned French group, Accor, as they continue to develop the Data Portal. The collaboration was formalised last night, at Pernod Ricard's headquarters in Paris, in the presence of the three partner companies.

Originally developed in 2015 by Pernod Ricard's teams, the Data Portal enables each partner company to centralise, in a single point, the various data sources from its entities worldwide, facilitating access to and management of this data for teams concerned. Using the solution does not involve any exchange of data between the companies.

Putting data at the very core of their activities, Pernod Ricard and JCDecaux have worked together since September 2022 to continually improve and enrich the Data Portal by the sharing experiences and the jointly developing of technology ecosystems, thereby optimising costs and improving agility between the technical and business teams. Synergies between the two Groups have led to the introduction of new features and the optimisation of existing modules such as the data catalogue and the business glossary, whilst ramping up the delivery of projects and reducing their costs.

This solution has no equivalent on the market and has captured the interest of Accor, a world-leading hospitality group, which is now bringing all its expertise to drive innovation and bolster the development capabilities of the Data Portal. By combining their respective approaches and visions, the three Groups will strengthen their development potential while consolidating their existing functionalities. The purpose of this three-way partnership is to make the Data Portal a more powerful and strategic solution that addresses the growing needs of each partner and supports their digital transformation.

The hospitality industry is extremely rich in data. The challenge is to make this data easier to use and process by staff and management in order to extract its value. Whether personalising the customer experience through marketing, setting prices with sales departments or managing environmental data to support the ESG roadmap, all Accor departments will now be able to search and access this data more easily. The data teams will also be able to continue expanding the range of data available to the business units and monitor its quality.

For Alexandre Ricard, Pernod Ricard's CEO and Chairman, *"The synergies derived from our partnership with JCDecaux have contributed significantly to the day-to-day work of our teams, consolidating our command of data, benefitting both our consumers and our customers. Today, we are delighted to welcome Accor to further develop this fantastic digital acceleration tool."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, commented, *"Since we created this groundbreaking technology partnership with Pernod Ricard in 2021, the Data Portal has been adopted as a pivotal platform in JCDecaux's digital transformation. Innovation is a value cherished and shared by the members of the partnership, and we are therefore delighted to welcome Accor onboard and firmly believe that our collective intelligence will strengthen the future of the Data Portal."*

For Sébastien Bazin, Chairman and CEO of Accor, *"In a world in which data has become the new 'jewel' in the 'crown,' of the customer experience, we are proud to join this partnership with Pernod Ricard and JCDecaux. This alliance offers a fantastic opportunity to build on our own expertise while leveraging the wealth of savoir-faire offered by each of these French powerhouses. AI is in the process of revolutionising the tourism industry, and embracing the opportunities it affords us is a priority for Accor. By collectively making our data even more accessible and smarter, we can look to the future with ambition and face this critical challenge head on."*

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes 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 and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 11 598 million in fiscal year FY24.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 3,918 cities with over 10,000 inhabitants, and develops all its activities: street furniture, transport advertising and large-format billboards. For more than 60 years, JCDecaux's products have been recognised as benchmarks for innovation, quality, aesthetics, and functionality. In the age of smart cities, JCDecaux is positioned to be one of the major players and already participates in the emergence of an increasingly human, open, and sustainable connected city. JCDecaux practices and promotes responsible outdoor advertising, placing more than ever social responsibility and environmental quality at the heart of its solutions and activities. As part of its 2030 ESG roadmap, JCDecaux has formalised an ambitious Climate Strategy aligned with the Paris Agreement's objectives, aiming to achieve Net Zero Carbon by 2050. This commitment reflects JCDecaux's determination to help mitigate global climate change while contributing to the United Nations' Sustainable Development Goals (SDGs). JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index. JCDecaux is recognised for its extra-financial performance in rankings such as the CDP (A List), FTSE4Good (3.8/5), MSCI (AAA), Sustainalytics (13.7), and has achieved Gold Medal status from EcoVadis.

About Accor

Accor is a world-leading hospitality group offering experiences across more than 110 countries with over 5,600 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on X, Facebook, LinkedIn, Instagram and TikTok.

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