

## Financial press release

**Vranken-Pommery Monopole Group turnover**  
**1st quarter 2014**  
**€ 53.8 million, +23.4%**

### Strong progress in Champagne and rosé wine brand sales

Reims, 18 April 2014

The Group saw business progress strongly in the first quarter of 2014 compared with 2013, confirming the relevance of the strategy implemented by Vranken-Pommery Monopole. The turnover from sales of brand wines, for instance, rose by over 20%.

This increase should, however, be seen in relative terms, given the seasonal nature of the business, and cannot be extrapolated over an entire year.

#### Champagne

In a market in which the recovery in shipments observed at the end of 2013 appears to be confirmed at the start of 2014, sales of leading Champagne brands, underpinned by a targeted marketing policy, rose by over 20%, both for export and in the national market. The Group also benefited, during the first quarter, from orders placed in anticipation of the increase in duties in certain countries.

#### Provence and Camargue wines

The positive trend in sales of gris wines from Camargue, and those of rosé wines from Provence continued during the first quarter of 2014.

As the move towards closer cooperation with the Castel Group has not been finalised, the turnover from sales of brands that are to be brought into the new entity has been retained in the turnover of the Vranken-Pommery Monopole Group for the first quarter of 2014.

| <i>In millions of euros</i>                                       | <b>Q1 (1 January / 31 March)</b> |             |                  |                       |
|---|----------------------------------|-------------|------------------|-----------------------|
|   | <b>2014</b>                      | <b>2013</b> | <b>Variation</b> | <b>Variation in %</b> |
| Champagnes (*)  | 36,6                             | 30,0        | 6,6              | 22,0%                 |
| Provence and Camargue Wines (*)                                   | 11,0                             | 9,8         | 1,2              | 12,2%                 |
| Other   | 3,6                              | 2,6         | 1,0              | 38,5%                 |
| <b>Sub-total brand sales</b>                                      | <b>51,2</b>                      | <b>42,4</b> | <b>8,8</b>       | <b>20,8%</b>          |
| Inter-profession sales (semi-finished products) and generic wines | 2,6                              | 1,2         | 1,4              | 116,7%                |
| <b>Sub-Total</b>  | <b>2,6</b>                       | <b>1,2</b>  | <b>1,4</b>       | <b>116,7%</b>         |

|                          |             |             |             |              |
|--------------------------|-------------|-------------|-------------|--------------|
| <b>Total Turnover Q1</b> | <b>53,8</b> | <b>43,6</b> | <b>10,2</b> | <b>23,4%</b> |
|--------------------------|-------------|-------------|-------------|--------------|

(\*) excluding inter-profession sales

## **Outlook**

As a precaution, in an economic context that remains uncertain and bearing in mind the seasonal nature of the business, Vranken-Pommery is not setting a target in figures. However, in 2014 the Group intends to continue to implement its strategic plan intended to lead, among other things, to a reduction in the level of indebtedness.

## **Forthcoming statement**

Statement on turnover for the first half of 2014: 24 July 2014

## **About Vranken-Pommery Monopole**

Vranken-Pommery Monopole is the second largest champagne group. Its portfolio comprises the leading brands of VRANKEN with its Diamant and Demoiselle vintages, POMMERY with its Louise and Pop vintages, HEIDSIECK & CO MONOPOLE with its Impératrice vintage and CHARLES LAFITTE with its Orgueil de France vintage. Vranken-Pommery Monopole owns the premium ROZES port wine brand and TERRAS DO GRIFO Douro wines. The group is the leading distributor of rosé wines with Sables de Camargue - Gris de Gris wines - from DOMAINES LISTEL and Côtes de Provence – rosé wines – from the CHATEAU LA GORDONNE.

Vranken-Pommery Monopole owns the largest vineyard in Europe, 2500 hectares spread among Champagne, Provence, the Camargue and Portugal.

Vranken-Pommery Monopole is listed on the NYSE Euronext Paris and Brussels.  
(Code "VRAP" (Paris), code "VRAB" (Brussels); code ISIN: FR0000062796).

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