



Financial press release

**Turnover of the Vranken-Pommery Monopole Group
for the financial year ending 31 December 2012:
€ 326.1 million**

**Stronger export positions
Leadership position in France maintained in an erratic market**

Reims, January 24th 2013

<i>In millions of euros</i>	Q4 (1 October / 31 December)			
	2012	2011	Variation	in %
Champagne and others	128.3	134.5	-6.2	-4.6%
Sable de Camargue and Provence wines	9.8	10.1	-0.3	-3,0%
Total Q4 turnover	138.1	144.6	-6.5	-4.5%

<i>In millions of euros</i>	Financial year ending 31 December			
	2012	2011	Variation	in %
Champagne and others	268.5	281.7	-13.2	-4.7%
Sable de Camargue and Provence wines	57.6	57.9	-0.3	-0.5%
Total annual turnover	326.1	339.6	-13.5	-4.0%

Turnover 2012 down 4 %

The consolidated turnover for the year ending 31 December 2012 stood at € 326.1 million, compared with € 339.6 million as at 31 December 2011.

In a market estimated to have fallen back by around 5% compared with the previous year, characterised by a very aggressive competitive market in the cheapest price segment, Vranken-Pommery Monopole maintained its commercial policy that focuses on supporting and developing its brand portfolio internationally. The 5 % fall in sales of Champagne wines is partly offset by the 3 % increase in sales of the brands Côtes de Provence Wines and Gris de Gris Wines from Camargue.

Champagne

In this difficult environment, the export business performed particularly well, notably in “third countries” such as Japan and the United States.

In France, the group opted to maintain the quality position of the Vranken-Pommery Monopole brands rather than following the pricing policy adopted by a number of its competitors, and this weighed on its turnover in the retail sector.

The quality position of the Vranken-Pommery Monopole brands was therefore not affected.

Moreover, for 2013 it has been decided to strengthen sales of Vranken-Pommery premium products.

Vranken's "Millésimes' d'Or" and contemporary vintages, along with the new Pommery Apanage Prestige vintage will be presented to clients throughout the world in the first quarter.

Côtes de Provence and Sable de Camargue

The Group continued to develop sales from its Domaines and Châteaux, Côtes de Provence and Gris de Gris Wines, both in Europe and in third countries. The sales teams integrated the Château La Gordonne and Domaine de Jarras perfectly into the on-trade networks.

In 2012, the faster pace of sales of brand products resulted in a particularly significant increase in volumes of Sable de Camargue from the vineyards and property of the Group, despite the unfavourable weather conditions during the summer.

At the same time, the noticeable decline in the turnover may be attributed to a fall in sales of generic wines that was bigger than the increase in sales of brand wines.

Outlook

Despite the fall in business seen in 2012 in a market environment disrupted by the global economic context, and thanks to the continued investments in communication aimed at underpinning the brands position, the positive development of the "price mix" for both Champagnes and rosé wines should make it possible to maintain the Group's profitability in 2012.

Forthcoming statement

Annual results 2012: 29 March 2013

About Vranken-Pommery Monopole

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

The Vranken-Pommery Monopole Group, Europe's leading Wine Grower, directly cultivates more than 2,500 hectares of vineyard.

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

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