



Press Release

SALES TURNOVER FOR Q1 2012

Reims, 23 April 2012

In million euros	Q1 2012	Q1 2011	Variation
Consolidated sales turnover	52.7	57.7	- 8.7 %
<i>Of which Vins des sables and Vins de Provence</i>	<i>11.7</i>	<i>9.2</i>	<i>+27.2 %</i>
<i>Of which Champagne and others</i>	<i>41.0</i>	<i>48.5</i>	<i>- 15.4 %</i>

Activity breakdown by geographic region

In million euros	Q1 2012	Q1 2011	Variation
Consolidated sales turnover	52.7	57.7	- 8.7 %
<i>Of which sales in France</i>	<i>39.9</i>	<i>36.9</i>	<i>+8.1 %</i>
<i>Of which sales in Europe (excluding France)</i>	<i>8.7</i>	<i>17.4</i>	<i>- 50.0 %</i>
<i>Of which sales in third countries</i>	<i>4.0</i>	<i>3.4</i>	<i>17.6 %</i>

From the figures posted by Vranken-Pommery Monopole in the first quarter of 2012, it clearly stands out that they were affected by the change in the supply policy of major European "Champagne" customers.

Yet the sales teams are fully mobilised, as is shown by the figures for French market, where the sales network is close to the end customers.

It should be remembered that for the two cyclical activities, "Champagne" and "Rosé Wines", the first quarter figures are never representative of the full year.

Nevertheless, the negotiations held with all our customers during the first quarter confirm the upward trend of the outlook for 2012.

Therefore a balanced position should be achieved in the next quarters.

With regard to the Champagne, Sable de Camargue Gris de Gris and Rosé de Provence activities, a positive trend should be noted in selling prices and product mix for all our brands during the first quarter, in line with the targets set.

The Group confirms that 2012 will be a year of growth.

Annual General Meeting: 13 June 2012

Turnover for T2, 2012: 24 July 2012

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 Sables 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 owns the largest vineyard in Europe 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); ISIN code: FR0000062796).

Contacts

Vranken-Pommery Monopole:

Patrice Proth, Company Secretary
+ 33 3 26 61 62 34, pproth@vrankenpommery.fr

Press

Claire Doligez, +33 1 53 70 74 25, cdoligez@image7.fr
Caroline Simon, +33 1 53 70 74 65, caroline.simon@image7.fr