



Financial press release

**Turnover of the Vranken-Pommery Monopole Group
for the first half of 2013: € 111.9 million**

***Marked increase in sales of Brands Champagne and Wines
2013 targets confirmed***

Reims, 24 July 2013

In accordance with its strategic plan presented at the start of 2013, the Group has focused its efforts on sales of its International Champagne Brands and on Wines from its vineyards in Camargue, Provence and Portugal. Thus, the increase in Brand sales, for both Champagne and Provence and Camargue Wines, amounts to +0.8% in the first quarter and +3.1% in the second quarter. However, the decision taken to significantly reduce low-margin inter-profession sales has prompted an automatic decline in turnover. It stands at € 111.9 million for the first half of the year.

It is important to note that the turnover continues to be impacted by the discontinuation of inter-profession sales, mainly to Bissinger. Bissinger has now been integrated : its sales to clients coming later on in the year will bring about a natural rebalancing of the annual turnover.

The apparent fall in the turnover must not hide the relevance of the strategic choice which will entail improved value creation.

Moreover, Vranken-Pommery Monopole points out that all the measures defined in the strategic plan, that will lead among other things to a reduction in the level of indebtedness, have been implemented.

It should be remembered that the first half of the year accounts for around 30% of the annual business of Vranken-Pommery Monopole.

Outlook

Although visibility until the end of the year is limited by an uncertain economic climate, Vranken-Pommery Monopole is maintaining its targets for 2013. The Group is relying on a continued increase in its sales both in France and internationally, where growth remains strong.

<i>In millions of euros</i>	Q2 (1 April / 30 June)			
	2013	2012	Variation	Variation in %
Champagnes (*)	44.2	43.2	1.0	2.3%
Provence and Camargue Wines (*)	17.2	16.8	0.4	2.1%
Other	3.9	3.3	0.6	17.6%
Sub-total brand sales	65.3	63.3	2.0	3.1%
Inter-profession sales (semi-finished products) and generic wines	3.0	9.5	-6.5	NS
Sub-total	3.0	9.5	-6.5	NS
Total turnover Q2	68.3	72.8	-4.5	NS

(*) excluding inter-profession sales

<i>In millions of euros</i>	Q1 (1 January / 31 March)			
	2013	2012	Variation	Variation in %
Champagnes (*)	30.0	29.9	0.1	0.3%
Provence and Camargue Wines (*)	9.8	9.6	0.2	2.1%
Other	2.5	2.5	0.0	0.8%
Sub-total brand sales	42.3	42.0	0.3	0.8%
Inter-profession sales (semi-finished products) and generic wines	1.3	10.7	-9.4	NS
Sub-total	1.3	10.7	-9.4	NS
Total turnover Q1	43.6	52.7	-9.1	NS

(*) excluding inter-profession sales

<i>In millions of euros</i>	H1 (1 January / 30 June)			
	2013	2012	Variation	Variation in %
Champagnes (*)	74.2	73.1	1.1	1.5%
Provence and Camargue Wines (*)	27.0	26.4	0.6	2.1%
Other	6.4	5.8	0.6	10.4%
Sub-total brand sales	107.6	105.3	2.3	2.1%
Inter-profession sales (semi-finished products) and generic wines	4.3	20.2	-15.9	NS
Sub-total	4.3	20.2	-15.9	NS
Total turnover H1	111.9	125.5	-13.6	NS

(*) excluding inter-profession sales

Forthcoming statement

Half-yearly financial report 2013 on line: 30 August 2013

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, 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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