



## Financial press release

**2017 revenue: €300.2 million**  
**Strong sales momentum**

Reims, 25 January 2018

Vranken-Pommery Monopole's revenue came to €300.2 million in the year ended 31 December 2017, compared with €300.1 million the previous year.

The Vranken-Pommery Monopole group's momentum enabled it to strengthen its traditional positions in French retail and in its foreign subsidiaries.

While the Group has not been immune to the impact of Brexit, the performance of all its other markets remains very promising, and contributed to the good results of 2017.

The fourth-quarter dip is due mainly to the better distribution of semi-finished product and generic wine sales over 2017 as a whole, by contrast with 2016, when a larger share of these sales was concentrated in the fourth quarter.

### Champagne and Port wine sales

Revenue from Champagne and Port wine sales totalled €252.2 million in the year ended 31 December 2017.

In France, the Group continued to bolster its leading position in the off-trade (home consumption), with sales in line with expectations. Sales in the on-trade (non-home consumption) began to pick up again, with encouraging signs for the coming year.

The Group continued to make inroads into major export markets. Sales in Asia, Australia and the Americas grew by more than 10% once more.

The strategy of redeploying the Group's brands is bearing fruit: the Vranken and Pommery brands continue to grow and premium brands record a significant increase in revenue.

The Port and Douro wines saw a repeat of their successes from previous years, with sales rates maintained in 2017 in Portugal, particularly for the Terras do Grifo reds and whites.

### Rosé de Provence and Gris de Camargue sales

Estate and château-produced *rosé* and *gris* wine sales increased by nearly 30%.

Revenue was up despite lower sales of semi-finished products and generic wines than in previous years.



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## **Outlook**

### *Champagne*

The depth of range and creativity of the Pommery & Greno champagnes, which now include the new Apanage Brut and Blanc de Blancs, Royal Blue Sky, and Louise Brut Nature *cuvées*, confirm the brand's ultra-premium positioning.

The end-December 2017 launch of the "Vranken Brut Nature" range, comprising the Brut, Premier cru, Rosé and Millésime *cuvées*, will be another new growth driver for the coming years.

### *Camargue and Provence wines*

The product listings agreements sealed in both Europe - particularly France - and North America for the Pink Flamingo *cuvée* from the Domaine Royal de Jarras in Camargue and the Vérité du Terroir *cuvée* from Château La Gordonne in Provence suggest that 2018 will be a highly successful year.

With its firm foothold in high-end restaurants, La Chapelle Gordonne, the jewel in the Château La Gordonne crown, is a solid benchmark in gastronomic quality.

### *Les Grands Domaines du Littoral wines*

Based on the very strong demand for and quality of these estate and château-produced wines, we expect very satisfactory growth for 2018 on a par with 2017.

### *Sparkling wines*

Louis Pommery California Sparkling Wine, which was marketed in 2017, was a great success in the US market, where Louis Pommery sales will increase thanks to the product listings already in place with retailers in every state.

Camargue-based Domaines Vranken's Brut de France, meanwhile, will be marketed in Europe from February 2018. It has been produced in the Group's vineyards using the traditional method and has already secured a healthy level of reservations.

## Group revenue

<i>In € millions</i>	Financial year ended 31 December		
	2017	2016	Change
Champagne and port wine sales	252.3	254.9	-1.0%
Provence and Camargue wine sales	38.8	37.8	2.8%
Services and other products	9.1	7.4	23.6%
<b>Total full-year revenue</b>	<b>300.2</b>	<b>300.1</b>	<b>0.0%</b>

<i>In € millions</i>	Q4 (1 October - 31 December)		
	2017	2016	Change
Champagne and port wine sales	118.5	125.0	-5.2%
Provence and Camargue wine sales	17.6	18.2	-3.2%
Services and other products	3.7	2.4	52.3%
<b>Total Q4 revenue (1 October - 31 December)</b>	<b>139.8</b>	<b>145.7</b>	<b>-4.0%</b>

<i>In € millions</i>	1 January - 30 September		
	2017	2016	Change
Champagne and port wine sales	133.8	129.9	3.0%
Provence and Camargue wine sales	21.2	19.6	8.4%
Services and other products	5.4	5.0	9.4%
<b>Total revenue 1 January - 30 September</b>	<b>160.4</b>	<b>154.4</b>	<b>3.9%</b>

## Next release

Publication of 2017 annual results: 29 March 2018

Given the seasonal nature of its business, with effect from 2018 the Group has decided to no longer publish its quarterly revenue. The 2018 financial communication calendar is available on the Group's website under "Key Figures and Calendar".

## About Vranken-Pommery Monopole

Vranken-Pommery Monopole is the second largest Champagne group.

With sites in Champagne, Provence, Camargue and Douro, it is one of Europe's leading winegrowers.

Its brand portfolio includes:

- the leading Champagne brands VRANKEN, POMMERY, HEIDSIECK & CO MONOPOLE and CHAMPAGNE CHARLES LAFITTE;
- the ROZES and SAO PEDRO ports and TERRAS DO GRIFO Douro wine brands;
- the Sable de Camargue DOMAINE ROYAL DE JARRAS rosé wines and Côtes de Provence CHATEAU LA GORDONNE.

Vranken-Pommery Monopole is listed on NYSE Euronext (Paris and Brussels).

(Codes "VRAP" (Paris), and "VRAB" (Brussels); ISIN: FR0000062796).

## Contacts

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