



Press release

2009 TURNOVER Good business performance and further gains in market share

Reims, 22 January 2010

In millions of euros	2009	2008	Variation
Turnover Q4 2009	132.1	143.3	-7.8 %
Consolidated turnover as at 31 December 2009	267.3	285.8	- 6.5%
- of which Champagnes	250.8	268.2	- 6.5 %
<i>Volume effect</i>			-1.3 %
<i>Price-mix effect</i>			- 5.0 %
<i>Currency effect</i>			- 0.2 %

Analysis of business

During the 2009 financial period, the group recorded a consolidated turnover in Champagne of EUR 250.8 million, a slight drop of 6.3 % compared with 2008, leaving aside the currency effect, the impact of which amounts to -0.2% of the turnover for 2009.

It should be remembered that this figure does not include the activity of Domaines Listel, acquired on 1 December 2009, which is to be included in the consolidated income statement as of the 2010 financial period.

In a market affected by the crisis, the substantial gains in market share recorded by Vranken-Pommery Monopole are linked to the specific position of its portfolio of sole and complementary international brands, which cover all segments of the market.

In geographic terms, the group's sales held up well in Europe, including in Great Britain. The excellent start-up of the Italian subsidiary should also be noted.

The brands Heidsieck & C° Monopole and Charles Lafitte recorded significant growth in France and in Europe, in proof of their reputation among clients.

Pommery also recorded an increase in net sales in the USA, given the intensive involvement of the American team.

Consequently, although the Champagne market has seen volumes shrink by an estimated 10% to date, Vranken-Pommery Monopole has succeeded in maintaining its level of sales activity in terms of volume (-1.3%).

Moreover, as anticipated, the product mix is unfavourable (-5%) and may be attributed entirely to the fall in sales of ultra-premium qualities of the leading Vranken-Pommery Monopole brands.

During the period, the trend towards stock reduction among international clients was confirmed. Nevertheless, the efforts made by European sales teams offset this fall in purchases by clients in the most distant countries.

Outlook

Vranken-Pommery Monopole is confident that orders from its major clients and international partners will recover from 2010 onwards, and that clients will return to the ultra-premium qualities.

Backed up by its unique portfolio of leading Champagne brands and the substantial reinforcement of its high-quality supplies, the Vranken-Pommery Monopole group is continuing its development strategy in all segments of the Champagne sector, as well as in the field of quality branded wines : Porto Rozès, and the wines produced by Domaines Listel now over 95% integrated into the group.

The success of the capital increase of December 2009 raised funds amounting to EUR 35.9 million, to be used to finance the acquisition of Domaines Listel, as well as to strengthen the financial structure of Vranken-Pommery Monopole.

The group now stands at the head of a unique portfolio of wine-growing property comprising over 2 500 hectares of vineyards (Champagne, Port Wine, Vins des Sables and Cotes de Provence), in addition to supply contracts with winegrowers covering more than 4 500 hectares.

All these elements contribute towards ensuring the future development of the leading Vranken-Pommery Monopole brands.

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. The company owns the premium Rozès and Sao Pedro Port Wine brands. The group is also the leader of Rosé Wines, with Vins des Sables (gris de gris wines) from Domaines Listel and Vins de Provence (Château La Gordonne Rosé Wines).

Including the business recorded in Listel products, integrated as of 1 January 2010, the Group's turnover, net of funds to the trade, amounts to almost EUR 350 million in value-added products. Vranken-Pommery Monopole is listed on the NYSE Euronext in Paris and Brussels. (Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

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