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Press release

Reims, 6 December 2012

CAPITAL INCREASE OF EUR 42.5 MILLION A SUCCESS

Vranken-Pommery Monopole today announces the success of its capital increase of EUR 42.5 million with maintenance of the preferential subscription right for shareholders, launched on 15 November 2012 with a subscription period ending on 28 November 2012.

All 2,234,271 new shares have been subscribed at a unit subscription price of EUR 19, bringing the gross proceeds from the issue to EUR 42.5 million.

EUR 37.6 million of the proceeds from the issue will be used to refinance the acquisition of five companies, primarily the trading company Bissinger & Co and the related current accounts, carried out on 13 November 2012, and will enable Vranken-Pommery Monopole to strengthen its financial structure.

These acquisitions will enable the company to streamline its organisation and flows, improve the security of its grape supplies (supply contract for vines covering 228 ha), integrate the additional margin linked to a flow of two million bottles a year, have in its possession a single, uninterrupted domain of over 20 ha in Champagne, conveying an image for Vranken-Pommery Monopole (Domaine du Montchinois).

The settlement-delivery and the admission for trading of the new shares on the NYSE Euronext Paris and Brussels will take place on 11 December 2012 on the same listing line as the existing shares (code ISIN FR0000062796).

Following this operation, the company capital of Vranken-Pommery Monopole will comprise 8,937,085 shares.

The capital increase was arranged by SODICA ECM (Crédit Agricole group), which acts as consultant to Vranken-Pommery Monopole.

Vranken-Pommery Monopole would like to thank its shareholders for their renewed trust and the resources thus obtained to ensure its continued development.

Public availability

A prospectus authorised by the Financial Markets Authority (FMA) on 13 November 2012 under No 12-541 is available free of charge at the registered office of Vranken-Pommery Monopole, 5 place Général Gouraud, 51100 Reims.

It can also be consulted on the websites of the FMA (www.amf-france.org) and the company (www.vrankenpommery.fr).

This prospectus consists of the reference document filed with the FMA on 30 April 2012 under number D.12-0477, the updated version of this reference document, filed with the FMA on 13 November 2012 under number D.12-0477-A01, and an operating memorandum (including the summary of the prospectus), authorised by the FMA under number 12-541 on 13 November 2012.

Vranken-Pommery Monopole would like to draw the attention of the public to the sections of the prospectus authorised by the FMA relating to risk factors.

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).

CONTACTS

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