Press Release

Public offering and placement of bonds to qualified investors in Belgium and the Grand Duchy of Luxembourg as part of a bond loan for an expected minimum amount of €75 million and maximum amount of €125 million

Reims, 28 May 2013

Vranken-Pommery Monopole SA's Board of Directors has decided to issue a bond loan in the form of a public offering and placement to qualified investors in Belgium and the Grand Duchy of Luxembourg, representing an expected €75 million to €125 million. The bonds, which have a par value of €1,000, will be redeemable according to the terms detailed in the prospectus describing the transaction, at 100% of their par value on 20 June 2019 and will generate an interest rate of 4.125%, payable annually in arrears on 20 June each year and for the first time on 20 June 2014. The issue price is set at 101.875%. The gross actuarial yield on the issue price amounts to 3.77%. The net actuarial yield (after deduction of the Belgian withholding tax of 25%) amounts to 2.75%. The offering period will run from 9 am on 3 June 2013 to 4 pm on 13 June 2013 (unless the markets close early). The issue date is 20 June 2013. The Prospectus has been approved by the Autorité des Marchés Financiers (AMF) in France. A file containing the AMF's approval and copy of the prospectus was disclosed this Tuesday, 28 May by the AMF to the Authority of Financial Services and Markets (FSMA) in Belgium and the Supervisory Commission (CSSF) in the Grand Duchy of Luxembourg for the prospectus' passporting in Belgium and the Grand Duchy of Luxembourg for the purposes of the aforementioned offer in these countries.

KBC Bank NV will act as Lead Manager and Bookrunner.

A full prospectus detailing the transaction and its terms can be obtained free of charge from 29 May 2013 (before the stock market opens) from Vranken-Pommery Monopole SA's headquarters, or may be consulted on 29 May 2013 at the latest on Vranken-Pommery Monopole's website (www.vrankenpommery.fr) or that of KBC Bank NV (www.kbc.be).

The proceeds from this issue will substitute existing credit lines, in both the short-term and medium-term, whether secured or unsecured, and will enable debt to be diversified while maintaining the debt reduction plan announced on 29 March 2013. The Bond issue will also extend the average remaining term of Vranken-Pommery Monopole SA's "corporate" funding by one year (on the assumption that the maximum issue amount is reached).

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).

This press release is available on the website www.vrankenpommery.fr.

"This press release does not constitute an offering or a solicitation to buy or subscribe to securities. A prospectus relating to the transaction (duly approved by the AMF) is published at the same time on the website www.vrankenpommery.fr *. Any decision relating to the securities referred to in this press release must be based on a comprehensive examination of the said prospectus. Without prejudice to the prospectus' approval by the AMF in France, the securities to which this press release refers have not been subject to any request for approval in any jurisdiction other than Belgium and the Grand Duchy of Luxembourg. This press release may not be distributed in other jurisdictions where the offering of securities is subject to prior authorisation."*

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