



Press Release

TURNOVER FOR S1 2010 VERY STRONG GROWTH : + 45,4 %

Reims, July 22 2010

In millions of euros	S1 2010	S1 2009	Variation
Turnover Q1, 2010	54,4	39,4	+ 38,1 %
Turnover Q2, 2010	66,3	43,6	+ 52,1 %
Cumulated Turnover on June 30th, 2010	120,7	83,0	+ 45,4 %
- with unchanged structure (excluding integration of Listel)	91,6	83,0	+ 10,4 %

The very strong results in H1 2010 reflect renewed sustained sales for Vranken-Pommery Monopole over a period that saw an end to the crisis for Champagne.

Although the Champagne market saw a strong recovery in shipments in H1 2010, currently estimated at 14%, this rise partly offset the 19% fall over the same period of 2009. For its part, the Vranken-Pommery Monopole Group, which showed itself particularly resilient, only posted a 1% fall in H1 2009.

The Group's sales, which were up sharply, confirm the continued market share gains by Vranken-Pommery Monopole.

The strategy to keep the Pommery brand focussed on the ultra-premium segment combined with the positioning of Vranken, the original brand, Heidsieck & C° Monopole, long-standing brand, and Charles Lafitte, very dynamic brand, meant that it was possible to take full advantage of market opportunities.

The major effort by the teams and the responsiveness of the networks, which fully supported the strategic repositioning, were also evident in the "Vins Gris" (so-called "grey wines") from Camargue and Rosé Wines from Provence sectors as well as in Vintage Port Wines.

The Group as a whole thus posted very satisfactory performance levels.

Outlook

In light of the performance over the first half, Vranken-Pommery Monopole is optimistic as regards the sales performance of all its brands over the remainder of the year.

"Because of the crisis, consumers temporarily switched to cheaper brands. This phenomenon is now receding. We're seeing a move back to the major brands and cuvées de prestige, the high quality of which has traditionally held great appeal. " notes Paul-François Vranken, Group Chairman.

Furthermore, the decision on 19 July 2010 by Interprofession de la Champagne to only release 10,500 kg / hectare from the 2010 harvest onto the grape market rather than the traditional 14,000 kg, will make it possible to curb downward pressure on the price-mix and progressively set Champagne back on the path to value creation.

For its part, the Vranken-Pommery Monopole Group will push forward with its strategy of strengthening its networks by looking for new outlets to further expand its international footprint.

Forthcoming statements

First half financial results : August 31, 2010

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 Terras do Grifo 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).

Vranken-Pommery Monopole owns the most significant vineyard in Europ located in Champagne, Provence, Camargue and Portugal.

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" (Bruxelles); code ISIN: FR0000062796).

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