Press Release

ANNUAL RESULTS 2009
Net income increase of 6.9%

REIMS, 30 March 2010 – The Board of Directors of Vranken-Pommery Monopole met on 29 March 2010 under the chairmanship of Paul-François Vranken and in the presence of the Statutory Auditors to close the books of the Group for the fiscal year 2009.

In millions of euros	**2009**	**Published in 2008**	***Variation***
Turnover	269.8	285.8	*- 5.6 %*
Operating income	42.3	51.7	*- 18.1 %*
Consolidated net income	18.3	17.1	*+ 6.9 %*
Net income group share	18.2	16.9	*+7.8 %*

"*In a difficult economic environment, Vranken-Pommery Monopole has achieved high quality results in 2009. The work carried out by the dedicated sales teams to strengthen the positions of the Group particularly in Europe and to develop them in countries where the market is most buoyant continues to be fruitful. The strength of our Brands and the quality of our portfolio places us firmly, for 2010 and beyond, in a situation of growth in sales and gains in market shares. With the integration of Listel, our Group has now a new look based on 3 areas of business, Champagne, Port Wine and Gris and Rosé wines. In this area of our business, the takeover of Listel has made us the market leader"* declared Paul-François Vranken, Chairman and Managing Director.

Analysis of business

During the 2009 financial period the group recorded a consolidated turnover of EUR 269.8 million *(*)*, a slight drop of 5.6% compared with 2008.

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 champagne market in slight downturn, 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.

(*) This figure is slightly higher than that published on 22 January 2010 (EUR 267.3 million) because of a cut-off adjustment in the activity of a subsidiary in the statement of accounts for 2009.

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 Champagne Charles Lafitte recorded significant growth in France and in Europe, in proof of their reputation amongst clients.

Although suffering from the economic downturn like all ultra-premium brands, Pommery nevertheless 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 9.1%, Vranken-Pommery Monopole has succeeded in maintaining its level of sales activity in terms of volume (- 0.1%).

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 European sales teams offset this fall in purchases by clients in the most distant countries.

Financial elements

The operating income of the Group in 2009 stands at EUR 42.3 million compared with EUR 51.7 million in 2008 resulting in a net profit ratio of 15.7%.

The variation in operational income includes the impact of the change in accounting method chosen in order to increase readability and comparability of balance sheets within the framework of the application of revised IAS 23 by eliminating the activation of finance charges on stocks applied until now. The other non-recurrent elements consist mainly of the excess value in the portion of the stake held by the buyer (VPM) in the fair value of assets and liabilities in relation to the cost of acquiring Listel and withdrawal operations associated with certain abnormal charges accounted for in Germany. All of these operations together present a variation of – EUR 0.9 million between the operating income for 2009 and that published in 2008.

Despite the decline of the mixed price, Vranken-Pommery Monopole has maintained a good level of operating income thanks mainly to continued gain in market share, the huge responsiveness of sales teams, and cost cutting measures which have led to continued gains in market shares.

Net financial expenses dropped to EUR 20.6 million during the 2009 fiscal year compared with EUR 26.3 million in 2008 because of the combined effect of reduction in operational debt in the Champagne business and the drop in interest rates. This improvement will continue further in 2010.

Taking into account these elements and the positive fiscal impact of non-recurrent transactions and changes in method, consolidated net income stands at EUR 18.3 million, an increase of 6.9%.

The financial situation of the Group has been strengthened by the acquisition of Domaines Listel in conjunction with the increase in capital in December 2009. At present, all of the assets of Domaines Listel and notably the unique vineyard heritage consisting of more than 2,000 hectares of vines in the Sables de Camargue and Provence, are included in the balance sheet for the fiscal year 2009, unlike the business activity which will not be included until 2010.

Consolidated total equity therefore stands, after the effect of the above mentioned change in method and the inclusion of adjustments in Germany, at EUR 251.9 million, compared with EUR 235.8 million the previous year.

Net indebtedness on a comparable basis and excluding non-cash impact has dropped to EUR 511.3 million as compared with EUR 520.3 million in the preceding year. Taking into account Listel's debts and the IAS32 - 39, financial indebtedness stands at EUR 571.1 million.

At 31 December 2009, as in the preceding fiscal year, operational financial debt is covered at 105% by the value of its stocks, the funding of the Champagne business being based on the qualitative necessity to keep production in cellars for an average of 3 years before being sold.

The level of Champagne stocks remains at a constant level, as a guarantee of the future development of our brands.

Dividends

During the shareholders' meeting on 9 June 2010, Vranken-Pommery Monopole will propose a dividend of €1.15 per share.
This dividend will be paid on 9 July 2010 and should correspond to a gross yield of 3.9% on the basis of the last share list.

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.

Its unique portfolio of leading brands, dedicated sales teams and real gains in market shares in 2009, will all contribute to strengthening Vranken-Pommery Monopole's positions in 2010.

The favourable outlook linked to the recovery of the added-value sectors of the market and the strong increase in Vranken-Pommery Monopole Champagne procurements allows us to predict a future sales expansion of more than 20%.

About Vranken-Pommery Monopole

Vranken-Pommery Monopole is the second largest Champagne group. It's portfolio of leading Champagne brands comprises VRANKEN, with its Diamant and Demoiselle vintages, POMMERY with its Louise and POP vintages, CHARLES LAFITTE and HEIDSEICK & 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 Provences (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" (Bruxelles) ; code ISIN : FR0000062796).

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Vranken-Pommery Monopole

Consolidated Income Statement - IFRS

(in € thousands)	31/12/2009	31/12/2008 Adjusted	31/12/2008 Reported
Revenue	**269 810**	**283 389**	**285 832**
Purchases used in production	**- 187 964**	**- 190 276**	**- 185 152**
Personnel costs *	- 35 710	- 36 791	- 36 241
Other operating income	990	928	928
Other operting expenses	- 732	- 863	- 863
Taxes other than on income	- 3 986	- 3 982	- 4 016
Reversals of depreciation, amortization and provisions; expense transfers	- 1 405	1 445	1 445
Depreciation, amortization and provision expense	- 10 057	- 10 047	- 10 033
Recurring operating profit	**30 946**	**43 803**	**51 900**
Other income	12 057	4 291	1 791
Other expenses	- 677	- 4 059	- 2 013
operating profit	**42 326**	**44 035**	**51 678**
Financial income	1 996	6 573	6 573
Financial expenses	- 22 646	- 32 837	- 32 912
Profit before tax	**21 676**	**17 771**	**25 339**
Income tax expenses	- 3 386	- 6 209	- 8 220
Profit for the period	**18 290**	**11 562**	**17 119**
- of which minority interests	82	42	224
- of which profit attributable to equity holders of the parent	**18 208**	**11 520**	**16 895**

**Including statutory and discretionary profit-sharing*

Vranken-Pommery Monopole

Consolidated Balance at December 31, 2009 - IFRS Norms

Assets

in € thousands	31/12/2009	31/12/2008 Adjusted	31/12/2008 Reported
Goodwill			-
Intangible assets	97 170	90 599	90 599
Property, plant and equipment	200 726	130 115	130 115
Other non-current assets	16 618	14 074	14 074
Deferred tax assets	9 136	3 318	3 318
Total non-current assets	**323 650**	**238 106**	**238 106**
Inventories	560 885	526 918	551 599
Trade receivables	119 648	122 023	138 354
Other current assets	56 859	53 784	53 784
Current financial assets	201	-	-
Cash and cash equivalents	4 795	5 069	5 069
Total current assets	**742 388**	**707 794**	**748 806**
Total assets	**1 066 038**	**945 900**	**986 912**

Equity and liabilities

in € thousands	31/12/2009	31/12/2008 Adjusted	31/12/2008 Reported
Share capital	100 541	78 997	78 997
Reserve and share premium account	121 991	102 851	130 957
Profit for the period	18 208	11 520	16 895
Equity attributable to equity holders of the parent	**240 740**	**193 368**	**226 849**
Minority interests	**11 131**	**8 111**	**8 994**
Total Equity	**251 871**	**201 479**	**235 843**
Long-term borrowings	144 316	409 855	409 855
Employee benefit obligations	6 838	4 565	4 565
Deferred tax liabilities	30 572	18 531	28 776
Total non-current liabilities	**181 726**	**432 951**	**443 196**
Trade payables	161 893	157 356	152 120
Short-term provision	677	1 101	1 101
Income taxes payable	20 570	14 423	16 062
Other current liabilities	17 529	13 065	13 065
Short-term borrowings	423 786	115 447	115 447
Current financial liabilities	7 986	10 078	10 078
Total current liabilities	**632 441**	**311 470**	**307 873**
Total equity and liabilities	**1 066 038**	**945 900**	**986 912**