



PRESS RELEASE

## 2012 REVENUES: 274.68 MILLION EUROS

**Reims, Thursday February 7th, 2013 – 5:45 pm**

The LANSON-BCC Group recorded **274.68 million euros** in consolidated revenues for 2012, down -11.4%.

Excluding the brokerage subsidiary CGV, whose activity is traditionally subject to fluctuations, the Group's consolidated revenues came to **269.33 million euros** (-6.3%).

Revenues in million euros (excl. CGV)	2012	2011	Change (%)
9 months	146.80	157.20	- 6.6
Fourth quarter	122.53	130.24	- 5.9
<b>Year to December 31st</b>	<b>269.33</b>	<b>287.44</b>	<b>- 6.3</b>

Consolidated revenues for the fourth quarter of 2012 represented 45.5% of the full-year figure, reflecting the seasonal trend for Champagne sales.

In a global Champagne wine market that saw volumes contract by 4% in 2012 (source: CIVC), the LANSON-BCC Group recorded a 7% drop in its volumes. The subsidiary Maison BURTIN, faced with competition at abnormally low prices, recorded the bulk of the losses in terms of volumes.

**2012 earnings will be released after close of trading on Tuesday March 26th, 2013.**

<p><b>LANSON-BCC fully owns seven Champagne Houses</b></p> <ul style="list-style-type: none"> <li>- <b>Champagne Lanson</b> (Reims), the prestigious international brand.</li> <li>- <b>Champagne Chanoine Frères</b> (Reims), wines intended primarily for the European mass retail market (Chanoine brand), notably with the <b>Tsarine</b> Cuvée range.</li> <li>- <b>Champagne Boizel</b> (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets.</li> <li>- <b>Maison Burtin</b> (Epernay), a European mass retail supplier and owner of the <b>Besserat de Bellefon</b> brand, distributed through traditional networks (restaurants, wine stores).</li> <li>- <b>Champagne De Venoge</b> (Epernay), sold on selective retail markets, notably with its <b>Louis XV</b> grande cuvée.</li> <li>- <b>Champagne Philipponnat</b> (Mareuil sur Aÿ), which owns the prestigious <b>Clos des Goïsses</b>, with wines also available on selective retail markets as well as in leading restaurants.</li> <li>- <b>Champagne Alexandre Bonnet</b> (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors).</li> </ul>	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP <a href="http://www.lanson-bcc.com">www.lanson-bcc.com</a></p> <hr/> <p><b>LANSON-BCC</b> Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 <a href="mailto:investisseurs@lanson-bcc.com">investisseurs@lanson-bcc.com</a></p> <p><b>CALYPTUS</b> Cyril Combe Tel: +33 1 53 65 68 68 <a href="mailto:cyril.combe@calyptus.net">cyril.combe@calyptus.net</a></p>
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