



## Financial press release

**Turnover for first half of 2014 : € 122.1 million, growth of 9.2%**

*Strong growth in the whole activity during the first six months*

Reims, 24th of July, 2014

As at 30<sup>th</sup> of June 2014, Vranken-Pommery Monopole recorded a turnover of € 122.1 million, compared with € 111.9 million during the first half of 2013, a rise of € 10.2 million or 9.2%.

This increase in business of over € 10 million comes particularly from the growth in international sales of Champagne brands which are now benefiting from the firm establishment of nine subsidiaries and the development of sales networks.

The investments made over the past few years are bearing fruit: the group's Champagnes sales have risen by 6.1% on a market showing very slight signs of recovery. Northern Europe drives especially sales of the brands Vranken, Pommery and Heidsieck & Co.

Rosé Wines, meanwhile, continue to benefit from significant growth both on the French market and for export. The attractiveness for consumers remains.

The American market, among others, continues to follow a very positive trend, thanks particularly to the Listel and Billette brands.

In Europe, in addition to the success of the Pink Flamingo (Domaine Royal de Jarras in Camargue) and Vérité du Terroir (Château La Gordonne in Provence) cuvées, sales of generic wines have risen by over 50%.

The association with the Castel group in Listel SAS came into force on 30<sup>th</sup> of June 2014, and the commercial alliance will begin to bear fruit in Eastern European countries and in China from 1 July.

### **Outlook**

Bearing in mind the seasonal nature of the activity, the group does not announce a target in figures.

Moreover, Vranken-Pommery Monopole continues to apply its strategic plan intended to lead, in particular, to the announced debt reduction.

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<i>In millions of euros</i>	H1 (1 January / 30 June)			
	2014	2013	Variation	Variation in %
Champagnes (*)	78,8	74,2	4,6	6,1%
Provence and Camargue wines(*)	28,9	27,0	1,9	7,4%
Other	7,8	6,4	1,4	21,3%
<b>Sub-total brand sales</b>	<b>115,5</b>	<b>107,6</b>	<b>7,9</b>	<b>7,3%</b>
Inter-profession sales (semi-finished products) and generic wines	6,6	4,3	2,3	52,7%
<b>Sub-total</b>	<b>6,6</b>	<b>4,3</b>	<b>2,3</b>	<b>52,7%</b>
<b>Total turnover H1</b>	<b>122,1</b>	<b>111,9</b>	<b>10,2</b>	<b>9,2%</b>

<i>In millions of euros</i>	Q2 (1 April / 30 June)			
	2014	2013	Variation	Variation in %
Champagnes (*)	42,2	44,2	-2,0	-4,5%
Provence and Camargue wines (*)	17,9	17,2	0,7	4,0%
Other	4,2	3,8	0,4	9,5%
<b>Sub-total brand sales</b>	<b>64,3</b>	<b>65,2</b>	<b>-0,9</b>	<b>-1,4%</b>
Inter-profession sales (semi-finished products) and generic wines	4,0	3,1	0,9	27,9%
<b>Sub-total</b>	<b>4,0</b>	<b>3,1</b>	<b>0,9</b>	<b>27,9%</b>
<b>Total turnover Q2</b>	<b>68,3</b>	<b>68,3</b>	<b>0,0</b>	<b>0,1%</b>

<i>In millions of euros</i>	Q1 (1 January / 31 March)			
	2014	2013	Variation	Variation in %
Champagnes (*)	36,6	30,0	6,6	22,0%
Provence and Camargue wines (*)	11,0	9,8	1,2	12,2%
Other	3,6	2,6	1,0	38,5%
<b>Sub-total brand sales</b>	<b>51,2</b>	<b>42,4</b>	<b>8,8</b>	<b>20,8%</b>
Inter-profession sales (semi-finished products) and generic wines	2,6	1,2	1,4	116,7%
<b>Sub-total</b>	<b>2,6</b>	<b>1,2</b>	<b>1,4</b>	<b>116,7%</b>
<b>Total turnover Q1</b>	<b>53,8</b>	<b>43,6</b>	<b>10,2</b>	<b>23,4%</b>

(\*) excluding inter-profession sales

## Forthcoming statement

Half-yearly financial report 2014 on line: 28 August 2014

## About Vranken-Pommery Monopole

Vranken-Pommery Monopole is the second largest Champagne group.

With sites in Champagne, Provence, Camargue and the Douro, it is Europe's leading wine grower.

Its brand portfolio includes:

- the leading Champagne brands VRANKEN, POMMERY, HEIDSIECK & CO MONOPOLE and CHARLES LAFITTE;
  - the ROZES port and TERRAS DO GRIFO Douro wine brands;
  - the Sable de Camargue DOMAINE ROYAL DE JARRAS and Côtes de Provence CHATEAU LA GORDONNE Rosé Wines.
- In addition, it is the joint owner, with the Castel Group, of the LISTEL brand portfolio.

Vranken-Pommery Monopole is a company listed on NYSE Euronext Paris and Brussels.  
(Code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

## Contacts

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