

# Appointments at Pernod Ricard

## Press Release - Paris, 11 June 2012

In line with its policy of internal promotion and international mobility, Pernod Ricard announces the following appointments:

Lionel BRETON, Chairman & CEO of Martell Mumm Perrier-Jouët has expressed to Pernod Ricard General Management his wish to retire as from October 1st 2012, following a career of almost 30 years within Pernod Ricard.

He has particularly driven the remarkable international development of cognac Martell since its acquisition from Seagram in 2001 and revived the Champagne business after the purchase of Allied Domecq. Prior to this, Lionel Breton had been the architect of the turnaround of the affiliate Larios in Spain.

\*\*\*\*

To this respect, Philippe GUETTAT, currently Chairman & CEO of The Absolut Company (TAC) is appointed Chairman & CEO of Martell Mumm Perrier-Jouët, effective October 1st 2012. Member of the Pernod Ricard group Executive Committee, he remains reporting to Thierry Billot, Managing Director, Brands.

\*\*\*\*

Paul DUFFY, currently President & CEO of Pernod Ricard USA, is appointed Chairman & CEO of The Absolut Company (TAC), effective September 1st 2012.

Based in Stockholm, Paul will be a Pernod Ricard group Executive Committee member and will report to Thierry Billot, Managing Director, Brands.

\*\*\*\*

Bryan FRY, currently President & CEO of Pernod Ricard Brasil, is appointed President & CEO of Pernod Ricard USA, effective September 1st 2012, replacing Paul Duffy.

Based in New York, Bryan will be a member of the Pernod Ricard Americas Management Committee and will report to Philippe Dréano, Chairman & CEO of Pernod Ricard Americas.

\*\*\*\*

Thibault CUNY, currently Chief Financial Officer of Pernod Ricard USA, is appointed President & CEO of Pernod Ricard Brasil, effective September 1st 2012, replacing Bryan Fry.

Based in Sao Paulo, Thibault will be a member of the Pernod Ricard Americas Management Committee and will report to Philippe Dréano, Chairman & CEO of Pernod Ricard Americas.

\*\*\*\*

John NICODEMO, currently Chief Operating Officer of Pernod Ricard Korea, is appointed Chief Financial Officer of Pernod Ricard USA, effective September 1st 2012, replacing Thibault Cuny.

Based in New York, John will report to Bryan Fry, President & CEO of Pernod Ricard USA and will be a member of the Pernod Ricard USA Management Committee.

\*\*\*\*



**Philippe Guettat**, 48, HEC Business School, joined Pernod Ricard in 1991 at Renault Bisquit as Export Sales Manager. In 1992, he is appointed Marketing Manager at Prasia Distribution (today Pernod Ricard Singapore). In 1994 he is appointed Regional Marketing Director of Pernod Ricard Far East, then Sales & Marketing Director of Casella Far East Ltd. Hong Kong (today Pernod Ricard Hong Kong) becoming in March 1997 its Managing Director. In 1999 he is appointed Marketing & International Director of Pernod SA in France and in 2002, is promoted to the position of Managing Director of Pernod Ricard China. Since July 2009, Philippe Guettat is Chairman & CEO of The Absolut Company, the Sweden subsidiary in charge of Absolut, Malibu and Kahlúa.



**Paul Duffy**, 46, BBS Trinity College, FCA, joined Pernod Ricard as Assistant Finance Director Treasury / Planning of Irish Distillers Limited. In January 1996, he is appointed Financial Controller Irish Distillers Group, and became its Finance Director in March 1997. In January 2001 he was appointed Chairman & CEO of Pernod Ricard UK and in May 2005, took up the position of Chairman & CEO of Irish Distillers Group. Since July 2008, Paul Duffy is President and CEO of Pernod Ricard USA.



**Bryan Fry**, 40, holds a Bachelor of Applied Science from University of Adelaide and Graduate Diploma in Economics from University of New England. He joined Orlando Wyndham Group in February 1995 and has undertaken the positions of National Agribusiness Manager in 1998 and Regional Manager Asia/Pacific for Orlando Wyndham in 2000. Bryan was appointed Marketing Manager, Wyndham Estate in May 2004. In February 2006, he became Vice President Marketing Pernod Ricard Asia. Since July 2009, Bryan Fry is President & Chief Executive Officer of Pernod Ricard Brasil.



**Thibault Cuny**, 37, is a graduate of Edhec Business School. After a few years at Arthur Andersen and Ernst & Young, he joined Pernod Ricard Holding in October 2003 as Audit and Development Manager. He was then appointed Executive Vice President – Finance at Pernod Ricard South Asia in October 2006 and in March 2009 Thibault Cuny became Chief Financial Officer of Pernod Ricard USA, his current position.



**John Nicodemo**, 49, is a Chartered Accountant and a graduate of the University of Waterloo with a Masters in Accountancy. He held a number of financial positions within the Allied Domecq Group of Companies from April 1988 until March 1998. In March 1998, he was appointed Vice President, Finance of Corby Distilleries Limited. In September 1999 he was appointed Chief Financial Officer and in August 2008, he became Chief Operating Officer of Corby Distilleries. Since July 2009, John Nicodemo is Chief Operating Officer of Pernod Ricard Korea.

**About Pernod Ricard**

*Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,643 million in 2010/11. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: ABSOLUT Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate (formerly Montana), Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of nearly 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 70 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.*

*Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index.*

**Contacts Pernod Ricard**

Jean TOUBOUL / Financial Communication – Investor Relations VP  
Stéphanie SCHROEDER / External Communications Deputy Director  
Alison DONOHOE / Investor Relations  
Florence TARON / Press Relations Manager

Tel: +33 (0)1 41 00 41 71  
Tel: +33 (0)1 41 00 42 74  
Tel: +33 (0)1 41 00 42 14  
Tel: +33 (0)1 41 00 40 88