



Wuliangye and Pernod Ricard Strike Strategic Partnership

*Two Industry Leaders Jointly to Work Towards a Win-Win Solution,
Developing Sales Channels in the Region Starting from Southeast Asia*

Yibin, Sichuan, November 14, 2019 –Wuliangye International (HK) Limited and Pernod Ricard officially signed a strategic cooperation memorandum of understanding (MOU) in Yibin, Sichuan on November 14. The signing of the MOU signifies both parties’ shared intent to carry out collaborative communication and comprehensive exchanges by jointly strengthening infrastructure, developing regional sales channel systems starting from Southeast Asia, with potential expansion to other markets in Asia outside of China and beyond, at a later stage. By doing so, both Wuliangye and Pernod Ricard aim to capitalize on shared resources to boost their joint development in both the Asia and global spirits markets.

At the signing ceremony, Mr Philippe Guettat, Chairman and CEO of Pernod Ricard Asia commented: “We are excited to form a new strategic partnership with a respected Baiju leader, Wuliangye, and embark a new adventure together. Imported spirits and baiju have both enjoyed a long and glorious history in their respective markets. Joining our forces and expertise today marks a historic milestone in the industry. Leveraging Pernod Ricard’s established network and experience, I am sure this partnership will bring unprecedented innovative forces to the market.”

Mr Li Shuguang, Party Committee Secretary and Chairman of Wuliangye Group said: “The Asia market beyond China will be a very important stepping stone for Wuliangye as it treads into the international market. Wuliangye attaches paramount importance to its partnership with Pernod Ricard and is confident that by working together we will expand across the Asia market.”

By fully leveraging this landmark collaboration with one of China’s largest baijiu producers, Pernod Ricard aims to enhance a win-win relationship that will enable both companies to accelerate further development.



About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated Sales of €8,987 million in FY18. 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 leads China's whisky market with a rich portfolio of renowned brands, including Chivas Regal, Ballantine's, Royal Salute, The Glenlivet, Aberlour, Longmorn and Jameson. Other major brands of the portfolio include: Martell cognac, Absolut Vodka, Havana Club rum, Beefeater gin, Malibu liqueur, Ricard pastis, Mumm and Perrier-Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 19,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 87 "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 Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.