



Press release – 3 June 2019



**PERNOD RICARD AND BOILER ROOM, GLOBAL MUSIC & CULTURE BRAND,
ANNOUNCE FESTIVAL PARTNERSHIP**



Boiler Room, in partnership with Pernod Ricard, today announced the launch of the *Boiler Room Festival*, with London the first in a series of landmark, music festivals across three continents, continuing in Los Angeles and Johannesburg.

The *Boiler Room Festival* partnership will be the first time that Boiler Room and Pernod Ricard will come together to celebrate and bring to life Pernod Ricard’s overarching company vision of “*Créateurs de Convivialité*,” centred on uniting people around authentic, shared moments.

A Convivial festival

The *Boiler Room Festival* partnership will be the first time that Pernod Ricard brands have ever come together publicly to celebrate and bring to life the overarching company vision of ‘Creators of Convivialité’ - which centres around uniting people for intimate, authentic, shared moments. The partnership is forged around innovative co-creation, with an objective to create differentiated communal music experiences today, whilst also establishing a vision of ‘convivialité’ for the future.

Both Boiler Room and Pernod Ricard, in their respective areas, have successfully demonstrated their ability to unite people around shared moments. The *Boiler Room Festival* will be a common ground for collaboration based on a passion for celebration, where innovative co-creation lends itself to differentiated convivial experiences.

The primary festival destination is the ‘Basecamp’ at Copeland Park, in the heart of South London’s creative hub, Peckham. Here, each of these four Pernod Ricard brands will collaborate with Boiler Room to host a series of interactive, multimedia exhibitions that tell the stories behind each festival music pillar, and of the communities at the heart of them.

Four of the leading Pernod Ricard brands will each support one of the core musical pillars of the London Boiler Room Festival: Jazz, supported by *Beefeater Gin*, Rap, supported by *Jameson*, Bass supported by *Ballantine's*, and Club supported by *Absolut Vodka*.

For Blaise Bellville, Founder and CEO of Boiler Room, *"From the outset Boiler Room was created to provide a platform for underground talent and to connect music fans around the world to local scenes for authentic shared moments. With the Boiler Room Festival, we are creating a shared music moment on our biggest ever stage. It's the culmination of everything we've built up over the best part of a decade, and we're happy to have found in Pernod Ricard a partner who shares and supports this vision."*

For Alexandre Ricard, Chairman and CEO of Pernod Ricard, *"Music, like our products, brings people together and creates moments of conviviality. Blaise and I share the same values of sharing and authenticity, and I am very happy about our partnership to work alongside Boiler Room and have consumers get to know our brands at the Boiler Room Festival."*



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 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, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well 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 86 "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.

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About Boiler Room & Brand Labs

Founded by Blaise Bellville in 2010, Boiler Room has grown into a cultural institution with a global audience of 200+million. Boiler Room is a music and culture platform celebrating subcultures and championing underground artists around the world. It has completely disrupted the music industry, utilising the Internet to open local club culture to music fans around the world, making underground cultural movements accessible to international audiences with events in 162 cities around the world. Boiler Room was one of the first music and culture brands to shun traditional ads and offer a completely fresh approach to brand activations, putting brands at the centre of real world cultural moments and amplifying those moments through live-

broadcast and online activation. Brand Labs leverages the company's expertise to fulfil the market need for an agency offer that is genuinely audience - first and approaches brand partnerships through the lens of culture.

Brand Labs gives marketers unparalleled insight into Gen-Z consumers. Brand Labs will leverage its international audience of young, engaged fans to build deep, insight-driven propositions for brands. To kick this off, Brand Labs ran one of the most extensive Gen-Z research pieces conducted by any UK-based publisher / cultural institution in the past five years, surveying 5,000 young people globally.

These research findings will help brands make informed decisions on how to engage Gen-Z consumers. The Boiler Room audience is 5x more influential than the general population, with 40% holding a social following of over 1,000. Further findings reveal that 42% identify new experiences and culture as a priority, and 43% state that they would switch brands based on a social cause.

Boiler Room's research provides clear evidence that it is no longer enough for brands to superficially interface with culture. Brands now need to meaningfully support culture, anchor themselves around a clear purpose, and very clearly communicate what they stand for to Gen-Z.