Organic growth in sales (+2%)
and profit from recurring operations (+4%)
Significant reinvestment to support brands
Further key stage in debt reduction

- **Sales: € 7,081 million (-2%, organic growth +2%)**
- **Increase in marketing investment: € 1,262 million (+2%, organic growth +5%)**
- **Profit from recurring operations: € 1,795 million (-3%, organic growth +4%)**
- **Group share of net profit from recurring operations: € 1,001 million (-1% or +7% excluding foreign exchange effect)**
- **Group share of net profit: € 951 million (+1%)**
- **Strong cash generation: Free Cash Flow from recurring operations € 1,160 million**
- **Marked improvement in Net Debt[(1)] / EBITDA ratio (on average forex rates): 4.9[(2)] at 30 June 2010 vs 5.4[(2)] at 30 June 2009**

Press release - Paris, 2 September 2010
The Pernod Ricard Board of Directors' meeting of 1 September 2010, chaired by Patrick Ricard, approved the financial statements for the 2009/10 financial year ended 30 June 2010.

Pernod Ricard achieved a good performance over the 2009/10 financial year, including:

- ✓ Renewed sales growth[(3)], following a stable 2008/09 financial year[(3)]
- ✓ Satisfactory growth in earnings, with advertising and promotion expenditure concurrently increased to support strategic brands
- ✓ Significant debt reduction of € 1,090 million, excluding translation adjustment.

Within a contrasting economic environment, which nonetheless improved overall in the second half-year and with:

- ✓ Strong growth in most new economies
- ✓ Very gradual recovery of consumer spending in the US against a continuing uncertain backdrop
- ✓ A contrasting situation in Europe, with some signs of a recovery but also the impact of austerity measures
- ✓ High foreign exchange volatility (especially EUR/USD rate) and historically low interest rate levels for EUR and USD

Sales

Full-year sales totalled **€ 7,081 million** (excluding tax and duties), **a moderate decline of 2%** that resulted from:

- **organic growth of 2%**, including a **significant 9% upturn in the second half-year,**
- a **foreign exchange effect limited to a negative € 50 million, or -1%** over the full financial year, compared to a negative effect of € 184 million at the end of the first half-year,
- and **a 3% negative group structure effect,** primarily relating to the disposal of Wild Turkey, Tia Maria and Bisquit and the impact of the termination of Stolichnaya distribution.

The Top 14 brands (55% of Group sales), grew by 2% in volume and **4% in value**[(3)]. Two of them reported double-digit growth[(3)], **Martell (+12%)** and **Jameson (+12%)** and seven other continued to grow[(3)], in particular: **The Glenlivet (+7%), Absolut (+6%)**, **Chivas (+5%)** and **Havana Club (+5%)**. Conversely, **Mumm (-7%)** reported a decline[(3)], due to the French champagne market, which proved especially difficult in the on-trade.

As for our **priority premium wine brands**, the decline in **Jacob's Creek** sales (**down 5%**[(3)]) reflected our premiumisation strategy for the brand.

The **18 key local spirits brands** grew as a whole by **4% in value**[(3)], featuring in particular continuing very strong growth by local whisky brands **in India** (Royal Stag up 30% and Blender's Pride up 22%), as well as renewed growth by premium Scotch whisky **Imperial in South Korea (+12%).**

Premium brands [(4)] represented **69%** of Group sales over the 2009/10 financial year, an increase of one point compared to 2008/09.

Over the **4th quarter 2009/10**, consolidated **sales** amounted to **€ 1,755 million,** an increase of 7%, reflecting organic growth of 3%, a positive foreign exchange effect of 6% and a 2% negative group structure effect. The trends observed since the start of the 2010 calendar year were confirmed in the 4th quarter, including strong growth in emerging markets, a rebound in certain markets (Russia, South Korea and Duty Free), a gradual recovery in the US, as well as persisting difficulties in Western Europe, especially in Spain, the UK, Ireland and more recently in Greece. Group sales for this quarter were also affected by shipments brought forward in the 3rd quarter due to earlier Easter celebrations in 2010 than in 2009 and sales achieved ahead of price or excise duty increases.

Contribution margin of portfolio

Gross margin (after logistics costs) increased by 4%[(3)] **to € 4,218 million,** which was twice the pace of sales growth. **The gross margin to sales ratio** improved significantly to **59.6% in 2009/10**, compared to 58.4% over the previous year (up 115bps), mainly due to a favourable mix effect, price increases (averaging 1.8% on Top 14) and stable cost of goods sold.

Advertising and promotion expenditure was up 5%[(3)] to € 1,262 million. As announced, Pernod Ricard significantly increased investment to support its brands, as reflected in the **advertising and promotion expenditure to sales ratio** of **17.8%,** compared to 17.2% in 2008/09 and 17.9% before the crisis in 2007/08. The **Top 14** attracted 3/4 of expenditure and **benefited from an advertising and promotion expenditure to sales ratio of 24%** over 2009/10. The mix of the advertising and promotion expenditure also improved in 2009/10, with an **11% increase in media**[(3)].

Overall, the **contribution after advertising and promotion expenditure rose by 4%**[(3)] to € 2,956 million and represented 41.7% of sales, an increase of 50 bps compared to the previous financial year.

Structure costs

Structure costs recorded an increase of 3%[(3)] to € 1,160 million. Excluding other income and expenses, the increase in structure costs was limited to 1%[(3)], which testifies to the Group's cost control efforts. In addition, the distribution network was strengthened in high potential emerging countries. Overall, the **structure costs / sales ratio was 16.4%** over the 2009/10 financial year.

Profit from recurring operations

Profit from recurring operations rose by 4%[(3)] to € 1,795 million. **The operating margin was 25.4% of sales,** compared to 25.6% over the previous financial year.

Profit from recurring operations by region:

- ✓ Outstanding 14% organic growth in **Asia/Rest of World,** notably resulting from dynamic sales of Martell in China and local brands in India, the sales upturn in South Korea and the Duty Free markets and strong growth in Africa and the Middle East.
- ✓ Slight growth (+1**%**[(3)]) in the **Americas** region, with sales stable overall in the US but showing a marked improvement in the second half-year. Latin America reported satisfactory growth due to Chivas, Absolut and Something Special. However, the Americas region was strongly penalised by the foreign exchange effect, especially on the Venezuelan Bolívar.
- ✓ **Europe excluding France** was the region most affected by the crisis, posting a 3%[(3)] decline in profit from recurring operations. The situation remained difficult in Western Europe (Spain and the UK) even though a number of countries achieved growth, such as Germany and Sweden, and Duty Free markets noted a recovery. In Eastern Europe, Russia and Ukraine reported a strong upturn in the second half-year but the situation was more difficult for local vodka brands in Poland.
- ✓ Satisfactory 7%[(3)] growth in **France**, due to strong increase by Absolut and Havana Club and the good performance of Ricard and whiskies (Chivas, Ballantine's, Jameson and Clan Campbell). The increase in the proportion of high gross margin brands and controlled structure costs generated a significant increase in PRO and PRO as a percentage of sales.

Over the full 2009/10 financial year, foreign exchange had a negative effect of € 58 million on profit from recurring operations. It was solely attributable to the devaluation of the Venezuelan Bolivar.
The € 63 million negative group structure effect on the 2009/10 profit from recurring operations was primarily due to the disposal of **Wild Turkey** and **Tia Maria.**

Net profit from recurring operations

Net financial expenses from recurring operations totalled € 497 million: € 446 million in debt-related financial interest, plus € 11 million in finance restructuring charges and € 40 million in other financial expenses, primarily related to pension commitments.

Income tax on items from recurring operations was an expense of € 271 million, a rate of 20.9% in line with our forecasts. Lastly, **minority interests and other** had a € 26 million negative effect.

In total, the **Group's share of net profit from recurring operations totalled € 1,001 million,** a slight decline of 1% compared to the 2008/09 financial year. It grew by 7% on constant foreign exchange rates.

Pernod Ricard

Net profit

Other operating income and expenses from non-recurring operations was a net € 88 million expense, including a € 16 million net capital loss on disposals (primarily related to the sale of Tia Maria and certain Scandinavian and Spanish assets), € 116 million in intangible asset writedowns (more specifically relating to the Kahlua brand for € 100 million), restructuring costs for € 44 million as well as other non-recurring income and expenses that amounted to an € 88 million net income. **Net non-recurring financial expenses** came to **€ 10 million**. Lastly, **tax on non-recurring items was an income of € 48 million**, primarily due to the deduction of non-recurring expenses and the favourable impact of foreign exchange movements (deductible exchange losses).

Consequently, **net profit – Group share totalled € 951 million, a 1% increase** on the 2008/09 financial year.

Debt and cost of borrowing

Net debt at 30 June 2010 amounted to € 10,584 million, which was a face value decline limited to € 304 million due to highly unfavourable foreign exchange movements (EUR/USD rate of 1.23 at 30 June 2010 vs 1.41 at 30 June 2009).

Excluding foreign exchange movements, the 2009/10 reduction in debt was very substantial (down € 1,090 million), with:

- Strong Free Cash Flow generation of € 1,110 million
- Non-recurring cash optimising items:
    - disposals (Tia Maria, Scandinavian assets, etc.) for about € 200 million
    - cash dividend limited to € 0.50 / share in respect of the 2008/09 financial year

The change in the **Net Debt / EBITDA ratio** also shows that the 2009/10 financial year was a further significant stage in the reduction of Group debt. This ratio, calculated by converting non euro-denominated debt at average rates for the financial year (in particular the EUR/USD rate at 1.39), decreased from **5.4 at 30 June 2009 to 4.9 at 30 June 2010**.

The **average cost of borrowing** came to **4.3% over the full 2009/10 financial year**, which was a marked improvement compared to the 4.8% noted over the previous financial year. Based on current interest rates, **our 2010/11 target** is to maintain the average cost of borrowing **below 5%**.

It should be noted that the Group successfully carried out a € **1.2 billion bond issue** in March 2010.

Dividend: € 1.34 / share

A dividend of € 1.34 / share in respect of the 2009/10 financial year will be submitted for approval to the Annual General Meeting of 10 November 2010. Considering the 0.61 € / share interim dividend paid on July 7th 2010, this means a final dividend of 0.73 € / share.

As announced, this dividend signals a return to the usual policy of distributing about 1/3 of net profit in cash.

<u>Conclusion and outlook</u>

Pernod Ricard has demonstrated its capacity to withstand the crisis and to keep growing in new economies, while remaining true to its **premiumisation strategy** and giving priority to **long-term investments,** through:

- ✓ Growth in profit from recurring operations in excess of initial guidance and significant debt reduction
- ✓ Strong growth in organic sales (+8%*) in new economies markets
- ✓ Substantial increase in gross margin due to Top 14, with virtually all key brands benefiting from a favourable price / mix effect
- ✓ Increase in A&P expenditure to support strategic brands

According to Pierre Pringuet, Chief Executive Officer of the Group: "**Our performance over the 2009/10 financial year was a strong and sound one. Our priorities for the 2010/11 financial year remain the development of our premium strategic brands, a continuing strong marketing investment level, and the reduction in Group debt**."

Pernod Ricard, in line with its practice, will communicate its **earnings guidance for the current year at the Annual General Meeting to be held on 10 November next**.

(1) *Net Debt calculated by translating the non EUR-denominated portion at average forex rates for the financial year*
(2) *According to Syndicated Credit method*
(3) *Organic growth*
(4) *Retail price > USD 17 for spirits and > USD 5 for wine*

About Pernod Ricard

Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. 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 about 18,000 people and operates through a decentralised organisation, with 6 "Brand Owners" and 70 "Distribution 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: entrepreneurship 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.

Audit procedures have been carried out and the auditors' report is being prepared.

The regulated information related to this press is available on our website: www.pernod-ricard.com

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ORGANIC GROWTH OF BRANDS

	Volumes FY 2008/09 (Million of 9 litre cases)	Volumes FY 2009/10 (Million of 9 litre cases)	Volume organic growth (*)	Net Sales organic growth (*)
Absolut	10.2	10.4	6%	6%
Chivas Regal	4.2	4.2	1%	5%
Ballantine's	6.1	5.9	-4%	-4%
Ricard	5.4	5.4	0%	1%
Jameson	2.7	2.9	9%	12%
Malibu	3.4	3.3	-1%	-1%
Beefeater	2.3	2.3	-1%	1%
Kahlua	1.8	1.8	-1%	-1%
Havana Club	3.4	3.5	3%	5%
Martell	1.5	1.6	6%	12%
The Glenlivet	0.6	0.6	5%	7%
Royal Salute	0.1	0.1	6%	1%
Mumm	0.7	0.6	-9%	-7%
Perrier Jouet	0.2	0.2	-2%	0%
Top 14	**42.6**	**42.9**	**2%**	**4%**
Jacob's Creek	7.8	7.1	-10%	-5%
Brancott Estate	1.2	1.3	7%	6%
Campo Viejo	1.5	1.5	2%	1%
Graffigna	0.3	0.3	7%	37%
Priority Premium Wines	**10.8**	**10.2**	**-6%**	**-2%**

(*) Organic growth on Absolut: from August to June

CONSOLIDATED INCOME STATEMENT

(€ millions)	30/06/2009	30/06/2010	Change
Net sales	**7 203**	**7 081**	**-2%**
Gross Margin after logistics costs	**4 208**	**4 218**	**0%**
A&P expenditure	(1 237)	(1 262)	2%
Contribution after A&P expenditure	**2 971**	**2 956**	**-1%**
Structure costs	(1 125)	(1 160)	3%
Profit from recurring operations	**1 846**	**1 795**	**-3%**
Financial income/(expense) from recurring operations	(619)	(497)	-20%
Corporate income tax on items from recurring operations	(204)	(271)	33%
Net profit from discontinued operations, minority interests and share of net income from associates	(13)	(26)	NA
Group share of net profit from recurring operations	**1 010**	**1 001**	**-1%**
Other operating income and expenses	(89)	(88)	-1%
Non-recurring financial items	(71)	(10)	-86%
Corporate income tax on items from non recurring operations	96	48	-50%
Group share of net profit	**945**	**951**	**1%**
Minority interests	21	27	25%
Net profit	**966**	**978**	**1%**

FOREX EXCHANGE EFFECT

Forex impact FY 2009/10 (€ millions)		Average movement in exchange rates 2008/09	2009/10	%	On Net Sales	On Profit from Recurring Operation
Venezuelan Bolivar	VEF	2.95	8.93	203.0%	(112)	(58)
US Dollar	USD	1.37	1.39	1.5%	(20)	(19)
Russian Ruble	RUB	40.16	42.05	4.7%	(7)	(4)
Mexican Peso	MXN	17.39	17.98	3.4%	(7)	(2)
Chinese Yuan	CNY	9.38	9.50	1.3%	(7)	(4)
Ukrainian Hryvnia	UAH	9.23	11.27	22.1%	(5)	(2)
Indian Rupee	INR	65.19	64.93	-0.4%	1	0
Polish Zloty	PLN	4.01	4.09	2.2%	(2)	1
Australian Dollar	AUD	1.85	1.58	-14.9%	37	(9)
Korean Won	KRW	1.75	1.64	-6.1%	15	6
Thai Baht	THB	47.52	46.14	-2.9%	4	1
New Zealand Dollar	NZD	2.28	1.98	-13.0%	16	0
Canadian Dollar	CAD	1.59	1.47	-7.7%	16	4
Brazilian Real	BRL	2.84	2.50	-11.8%	18	4
South African Rand	ZAR	12.32	10.56	-14.3%	8	3
Swedish Krona	SEK	10.36	10.09	-2.6%	3	(3)
Pound sterling	GBP	0.86	0.88	2.7%	(10)	5
Currency translation variance / FX hedging						11
Other currencies					(0)	9
Total					**(50)**	**(58)**

GROUP STRUCTURE

Group structure FY 2009/10 (€ millions)	On Net Sales	On Profit from Recurring Operations
Total Group Structure	**(201)**	**(63)**

Pernod Ricard

CONSOLIDATED BALANCE SHEET

Assets (€ millions)	30/06/2009	30/06/2010
(Net book value)		
Non-current assets		
Intangible assets and goodwill	16 199	17 757
Property, plant and equipment and investments	1 940	2 083
Deferred tax assets	1 115	1 307
Total non-current assets	**19 253**	**21 148**
Current assets		
Inventories and receivables (*)	4 916	5 217
Cash and cash equivalents	520	701
Total current assets	**5 435**	**5 918**
Assets held for sale	178	42
Total assets	**24 867**	**27 107**
(*) after disposals of receivables of:	351	435

Liabilities and shareholders' equity (€ millions)	30/06/2009	30/06/2010
Shareholders' equity	7 423	9 122
Minority interests	185	216
of which profit attributable to minority interests	21	27
Shareholders' equity – attributable to equity holders of the parent	**7 608**	**9 337**
Non-current provisions and deferred tax liabilities	3 142	3 599
Bonds	2 523	2 893
Non-current financial liabilities and derivative instruments	8 724	7 300
Total non-current liabilities	**14 390**	**13 792**
Current provisions	312	312
Operating payables and derivatives	2 114	3 346
Current financial liabilities	383	317
Total current liabilities	**2 809**	**3 975**
Liabilities held for sale	60	2
Total equity and liabilities	**24 867**	**27 107**

MOVEMENTS IN NET DEBT

(€ millions)	30/06/2009	30/06/2010
Self-financing capacity	**1 782**	**1 893**
Decrease (increase) in working capital requirements	246	(48)
Financial result and tax cash	(794)	(573)
Net acquisitions of non financial assets	(197)	(163)
Free Cash Flow	**1 037**	**1 110**
Net disposals of financial assets and others	373	91
Change in Group structure	(5 933)	12
Dividends, purchase of treasury shares and others	701	(123)
Decrease (increase) in net debt (before currency translation adjustments)	**(3 823)**	**1 090**
Foreign currency translation adjustment	(922)	(786)
Decrease (increase) in net debt (after currency translation adjustments)	**(4 746)**	**304**
Initial debt	(6 143)	(10 888)
Final debt	(10 888)	(10 584)

SALES ANALYSIS BY PERIOD AND REGION

Net Sales (€ millions)	FY 2008/09		FY 2009/10		Change		Organic Growth		Group Structure		Forex impact	
France	735	*10,2%*	721	*10,2%*	(14)	*-2%*	(2)	*0%*	(12)	*-2%*	0	*0%*
Europe excl. France	2 417	*33,6%*	2 176	*30,7%*	(241)	*-10%*	(123)	*-5%*	(99)	*-4%*	(19)	*-1%*
Americas	2 027	*28,1%*	1 911	*27,0%*	(116)	*-6%*	74	*4%*	(81)	*-4%*	(109)	*-5%*
Asia / Rest of the World	2 023	*28,1%*	2 273	*32,1%*	249	*12%*	181	*9%*	(9)	*0%*	77	*4%*
World	**7 203**	***100,0%***	**7 081**	***100,0%***	**(122)**	***-2%***	**130**	***2%***	**(201)**	***-3%***	**(50)**	***-1%***

Net Sales (€ millions)	Q4 2008/09		Q4 2009/10		Change		Organic Growth		Group Structure		Forex impact	
France	202	*12,3%*	195	*11,1%*	(7)	*-3%*	(7)	*-3%*	(0)	*0%*	0	*0%*
Europe excl. France	510	*31,0%*	490	*27,9%*	(19)	*-4%*	(16)	*-3%*	(21)	*-4%*	18	*3%*
Americas	499	*30,3%*	543	*30,9%*	43	*9%*	35	*7%*	(12)	*-2%*	20	*4%*
Asia / Rest of the World	435	*26,4%*	527	*30,0%*	92	*21%*	30	*7%*	(4)	*-1%*	66	*15%*
World	**1 646**	***100,0%***	**1 755**	***100,0%***	**109**	***7%***	**42**	***3%***	**(37)**	***-2%***	**103**	***6%***

Net Sales (€ millions)	HY2 2008/09		HY2 2009/10		Change		Organic Growth		Group Structure		Forex impact	
France	331	*11,1%*	324	*9,8%*	(7)	*-2%*	5	*1%*	(12)	*-4%*	0	*0%*
Europe excl. France	920	*30,8%*	929	*28,2%*	9	*1%*	12	*1%*	(41)	*-4%*	39	*4%*
Americas	846	*28,3%*	911	*27,7%*	65	*8%*	81	*10%*	(24)	*-3%*	8	*1%*
Asia / Rest of the World	893	*29,9%*	1 128	*34,3%*	235	*26%*	153	*18%*	(5)	*-1%*	87	*10%*
World	**2 991**	***100,0%***	**3 292**	***100,0%***	**302**	***10%***	**250**	***9%***	**(82)**	***-3%***	**134**	***4%***

PROFIT FROM RECURRING OPERATIONS BY REGION

World

(€ millions)	FY 2008/09		FY 2009/10		Change		Organic Growth		Group Structure		Forex impact	
Net sales (Excl. T&D)	7 203	*100,0%*	7 081	*100,0%*	(122)	*-2%*	130	*2%*	(201)	*-3%*	(50)	*-1%*
Gross margin after logistics costs	4 208	*58,4%*	4 218	*59,6%*	10	*0%*	167	*4%*	(87)	*-2%*	(70)	*-2%*
Advertising & promotion	(1 237)	*17,2%*	(1 262)	*17,8%*	(25)	*2%*	(64)	*5%*	22	*-2%*	17	*-1%*
Contribution after A&P	2 971	*41,2%*	2 956	*41,7%*	(15)	*-1%*	102	*4%*	(65)	*-2%*	(53)	*-2%*
Profit from recurring operations	**1 846**	***25,6%***	**1 795**	***25,4%***	**(51)**	***-3%***	**69**	***4%***	**(63)**	***-3%***	**(58)**	***-3%***

Asia / Rest of the World

(€ millions)	FY 2008/09		FY 2009/10		Change		Organic Growth		Group Structure		Forex impact	
Net sales (Excl. T&D)	2 023	*100,0%*	2 273	*100,0%*	249	*12%*	181	*9%*	(9)	*0%*	77	*4%*
Gross margin after logistics costs	1 136	*56,1%*	1 263	*55,6%*	128	*11%*	107	*10%*	(14)	*-1%*	34	*3%*
Advertising & promotion	(383)	*18,9%*	(424)	*18,7%*	(41)	*11%*	(36)	*10%*	2	*-1%*	(7)	*2%*
Contribution after A&P	753	*37,2%*	839	*36,9%*	87	*11%*	71	*10%*	(12)	*-2%*	27	*4%*
Profit from recurring operations	**495**	***24,5%***	**566**	***24,9%***	**71**	***14%***	**66**	***14%***	**(10)**	***-2%***	**15**	***3%***

Americas

(€ millions)	FY 2008/09		FY 2009/10		Change		Organic Growth		Group Structure		Forex impact	
Net sales (Excl. T&D)	2 027	*100,0%*	1 911	*100,0%*	(116)	*-6%*	74	*4%*	(81)	*-4%*	(109)	*-5%*
Gross margin after logistics costs	1 253	*61,8%*	1 193	*62,4%*	(60)	*-5%*	57	*5%*	(33)	*-3%*	(84)	*-7%*
Advertising & promotion	(346)	*17,0%*	(332)	*17,4%*	14	*-4%*	(23)	*7%*	16	*-5%*	21	*-6%*
Contribution after A&P	907	*44,8%*	861	*45,1%*	(46)	*-5%*	34	*4%*	(17)	*-2%*	(63)	*-7%*
Profit from recurring operations	**610**	***30,1%***	**541**	***28,3%***	**(69)**	***-11%***	**6**	***1%***	**(18)**	***-3%***	**(57)**	***-9%***

-Reclassification of € 26 million in other operating income and expenses between Americas (-26) and Europe (+26) in FY 08/09

PROFIT FROM RECURRING OPERATIONS BY REGION

Europe excluding France

(€ millions)	FY 2008/09		FY 2009/10		Change		Organic Growth		Group Structure		Forex impact	
Net sales (Excl. T&D)	2 417	*100,0%*	2 176	*100,0%*	(241)	*-10%*	(123)	*-5%*	(99)	*-4%*	(19)	*-1%*
Gross margin after logistics costs	1 302	*53,8%*	1 234	*56,7%*	(68)	*-5%*	(10)	*-1%*	(36)	*-3%*	(21)	*-2%*
Advertising & promotion	(339)	*14,0%*	(337)	*15,5%*	2	*-1%*	(4)	*1%*	3	*-1%*	3	*-1%*
Contribution after A&P	963	*39,8%*	897	*41,2%*	(65)	*-7%*	(14)	*-2%*	(33)	*-3%*	(18)	*-2%*
Profit from recurring operations	**563**	***23,3%***	**501**	***23,0%***	**(61)**	***-11%***	**(14)**	***-3%***	**(30)**	***-5%***	**(17)**	***-3%***

France

(€ millions)	FY 2008/09		FY 2009/10		Change		Organic Growth		Group Structure		Forex impact	
Net sales (Excl. T&D)	735	*100,0%*	721	*100,0%*	(14)	*-2%*	(2)	*0%*	(12)	*-2%*	0	*0%*
Gross margin after logistics costs	518	*70,5%*	528	*73,2%*	10	*2%*	12	*2%*	(3)	*-1%*	1	*0%*
Advertising & promotion	(169)	*23,1%*	(170)	*23,6%*	(0)	*0%*	(0)	*0%*	0	*0%*	0	*0%*
Contribution after A&P	348	*47,4%*	358	*49,6%*	9	*3%*	12	*3%*	(3)	*-1%*	1	*0%*
Profit from recurring operations	**178**	***24,2%***	**187**	***25,9%***	**8**	***5%***	**11**	***7%***	**(4)**	***-2%***	**1**	***1%***

Reclassification of € 26 million in other operating income and expenses between Americas (-26) and Europe (+26) in FY 08/09