



## *Pernod Ricard 2008 Communication on Progress*

### *Ethics : A sincere and sustainable commitment*



*Pernod Ricard's social and environmental responsibility translates into concrete actions through its longstanding commitment. Since its creation, the Group has always defended the values of transparency, respect for people and different cultures and a strict code of ethics to promote responsible drinking.*



## *Statement of Pierre Pringuet*



*Since 2003, Pernod Ricard has adhered to the United Nation Global Compact, and undertakes to respect and to promote its ten principles on Human Rights, Labor Environment standards, and the fight against corruption.*

*Therefore, our company has implemented the “Pernod Ricard’s sustainable development charter” in 2006 to address those principles in our worldwide business activities. This document refers specifically to the initiative of the Global Compact signed by Pernod Ricard. It defines our objectives and responsibilities to combine economic efficiency with social fairness and the protection of the environment, which is a long-term commitment initiated by Paul Ricard in 1966 with the foundation of the “Institut Oceanographique Paul Ricard”.*

*The numerous commitments that we have made on the Quality of our products, responsible drinking, protection of the environment or fair and transparent relations with our shareholders, employees and suppliers are reported in the present “Pernod Ricard 2008 Communication on Progress”.*

*As previously announced, our goal is to implement yearly a new initiative respecting most of the ten principles of the Global Compact and to be accountable and transparent on our corporate social citizenship. The enclosed report highlights the major initiatives undertaken to comply with our commitments towards the Global Compact.*

*We believe that despite the international economic uncertainty, we must remain committed to ensure the success of the Global Compact . Bearing in mind this major objective, a new Vice-President Corporate social responsibility has been appointed in October 2008 in order to reinforce our actions in this field.*

A handwritten signature in black ink, appearing to read "P. Pringuet".

*Pierre Pringuet  
Chief Executive Officer*



# Pernod Ricard 2008 Communication on Progress

*In respect to the principles of the Global Compact*



[http://www.pernod-ricard.com/medias/resources/static/rapport\\_interactif/2008-11-04/fr/intro.html](http://www.pernod-ricard.com/medias/resources/static/rapport_interactif/2008-11-04/fr/intro.html)

[http://www.pernod-ricard.com/medias/resources/static/rapport\\_interactif/2008-11-04/en/intro.html](http://www.pernod-ricard.com/medias/resources/static/rapport_interactif/2008-11-04/en/intro.html)

## The Ten Principles of the Global Compact

## Examples of the Group's actions in 2008

### Human rights :

- To support and respect the protection of international law on Human rights within its sphere of influence**



- To ensure that business is not complicit in human rights abuses**

The Pernod Ricard Charter : Every new Group employee is given the Pernod Ricard charter, which defines, in particular, the Code of Professional Ethics setting out rules to be strictly adhered to (*See page 78 of the 2007/2008 Annual Report*).

Pernod Ricard maintains close partnerships with its suppliers in order to ensure ethical business practices and sustainable development of its activities. In all Group subsidiaries, these partnerships are built on specific requirements and regular controls.

Pernod Ricard has undertaken various initiatives to ensure that the Group's Purchasing Department complies with ethical codes:

<http://www.pernod-ricard.com/en/pages/232/pernod/Corporate-responsibility/Ethics-and-purchasing.html>

*(See pages 112 - 114 of the 2007/2008 Annual Report)*

*Please see the Code of Ethics of Pernod Ricard Purchasing Department applying to principles 1, 2, 5, 6 and 10 (Annex 1).*

### Labor Standards :

- To uphold the freedom of association and the effective recognition of the right to collective bargaining**

79% of the staff benefit from Trade-union or employees representatives in the world, 100 % in France.

One of the Group's commitment is to promote diversity and encourage workplace dialogue. The European Committee organised every year by Pernod Ricard favors the social dialogue.

*(See page 81 of the 2007/2008 Annual Report)*

*Please refer to Best Practice No1.*

- 4. To eliminate all forms of forced and compulsory labour
- 5. To ensure the effective abolition of child labour
- 6. To eliminate discrimination in respect of employment and occupation



Since October 2004, Pernod Ricard has signed the Diversity Charter for France and reports every year on the compliance with the HALDE (Haute Autorité de Lutte Contre les Discriminations et pour l'Égalité).

One of Pernod Ricard's main objectives is to challenge and motivate its employees by giving them responsibilities that match their skills and professional ambitions.

Pernod Ricard encourages professional development for all employees. Throughout their careers, Group employees can benefit from training sessions organised locally by subsidiaries or at the Pernod Ricard Training Centre.

In 2007, Pernod Ricard Espana conducted a survey among its staff about different aspects of the working environment and employee satisfaction.

*(See pages 76 - 85 of the 2007/2008 Annual Report)*

Pernod Ricard Charter provides that all employees must "Afford equality of opportunity, non-discrimination in recruitment and in employees' careers and seek professional development for all members of staff."

Pernod Ricard supports and respects the protection of international law on Human rights through its corporate sponsorship and partnership commitments to preserving its cultural heritage, supporting the arts, participating in humanitarian causes and promoting solidarity. *(See pages 118 - 124 of the 2007/2008 Annual Report)*.

Polar Ice Vodka is a local mainstream brand produced by Corby Distilleries, our subsidiary in Canada. Polar Ice has established a partnership with the Canadian Aids Society. *Please refer to Best Practice No2.*

For example, Pernod Ricard Pacific promotes employment opportunities for the disabled. *(See page 124 of the 2007/2008 Annual Report)*

Pernod Ricard supports PlaNet Finance as "Associate Partnership" which consists in a specific involvement with a financial support during 3 years for female entrepreneurship in Africa (Senegal, Mai and Ivory Coast).



*Please refer to Best Practice No3*

## Environment :

- 7. To support a precautionary approach to environmental challenges



Pernod Ricard uses natural resources to produce its wines and spirits: grapes, grains, beets (used for alcohol production), sugar cane and aromatic plants. To protect these natural resources, the Group follows the principles of sustainable agriculture and supports the protection of biodiversity.

<http://www.pernod-ricard.com/en/pages/204/ Pernod/Corporate-responsibility/Environment/Use-natural-resources.html>

Pernod Ricard's industrial activities have limited impact on the environment. Dedicated to the conservation of natural resources, the Group makes every effort to reduce its water consumption, to minimise water consumption and to improve water treatment.

A reference guide has been created to describe the various water treatment techniques best suited to the Group.

Different practices for reusing wastewater have also been developed, such as vineyard irrigation, composting the sediment from effluent treatment stations and using sediment as agricultural fertiliser.

In Ireland, the distillery for Irish Distillers in Middleton has been equipped with a membrane bioreactor to maximise wastewater treatment efficiency. The completely purified water can then be directly discharged into the river or reused. *(See pages 98 -110 of the 2007/2008 Annual Report)*

Preservation and restoration of biodiversity in the vineyards in New Zealand and Australia through the creation of wet zones :

Convinced by the importance of the wet zones, Pernod Ricard organizes biotope and native flora restoration programmes in the wet zones of Jacob's Creek (Australia), Waipara and Marlborough (New Zealand), and has promoted the natural reintroduction of indigenous fauna and flora.



## 8. To undertake initiatives to promote greater environmental responsibility



## 9. To encourage the development and diffusion of environmentally friendly technologies



After native falcon had disappeared from their natural habitat decades earlier in New Zealand, programmes have been set up to reintroduce falcons firstly to fight against sparrows as a vineyard pest.

Project of filtering gardens to recycle wastewater of the Brancott Winery in New Zealand

At Group level, for the past two years Pernod Ricard has sponsored the international outreach association APPEL whose aim is to provide drinking water to the population of the Turtle Island

(Haiti) by building water tanks. *Please refer to Best Practice No 4*



In France, Pernod Ricard renews its commitment for road safety. The partnership charter on professional road risk signed in 2002 with the French road safety authority, which was due to expire in 2008, has been renewed and extended to the national state health insurance office.

Pernod Ricard had committed itself for the road safety prevention with the signing of the first Charter with the French road safety authority (DISR/DSCR) in 2002, answering to its request to involve the private sector in issuing messages and training. The objectives were the implementation of road safety messages and actions addressed to employees but also to consumers in the framework of direct or indirect relationships built with consumers exposed to road risks.

Six years later, the assessment is very positive especially in terms of internal prevention, accidents reduction and prevention of the drink driving risk in places attended by young adults. With the signing of the new Charter, Pernod Ricard commits itself to continue with the process to subscribe to new internal and external commitments, including the acknowledgement of road risks in the travelling management and training initiatives.

Pernod Ricard accelerates its responsible consumption initiatives - 30 countries concerned in 2008

*Please refer to Best Practice No5 (Press Release of December 2, 2008 and to the report entitled "Alcohol: staying in control – Best practice, around the world by Pernod Ricard").*

[http://www.pernod-ricard.com/medias/CorporateResponsibility/Rapport%20Conso%20Responsable\\_FR\\_1012.pdf](http://www.pernod-ricard.com/medias/CorporateResponsibility/Rapport%20Conso%20Responsable_FR_1012.pdf)

[http://www.pernod-ricard.com/medias/CorporateResponsibility/Rapport%20Conso%20resp\\_BAT\\_0812.pdf](http://www.pernod-ricard.com/medias/CorporateResponsibility/Rapport%20Conso%20resp_BAT_0812.pdf)

*(See pages 92 - 97 of the 2007/2008 Annual Report).*

The urge to give consideration to environmental concerns is now obvious to everyone. This issue concerns all of us, not only to preserve natural resources for future generations but also due to the economic implications involved, particularly energy prices. The Group has been a frontrunner in this area since the actions taken by Paul Ricard in the 1970's and its continuous striving to make progress in its approach of environmental responsibility. Its proactive policy, under the impetus of the Group's Quality-Safety-Environment (QSE) department, relies on a strong commitment by its subsidiaries, which have launched a plethora of local initiatives.

*(See pages 98 - 114 of the 2007/2008 Annual Report).*

**Promoting Recycling :** As a member of the Global Compact since 2003, Pernod Ricard encourages all subsidiaries to reduce waste. Accordingly, the Group promotes the use of recyclable packaging as well as the recycling of organic production waste.

<http://www.pernod-ricard.com/en/pages/219/pernod/Corporate-responsibility/Environment/Promoting-recycling.html>

Pernod Ricard has elaborated an eco-design and packaging guidelines as well as an eco-packaging charter *Please refer to Best Practice No6 on Packaging Eco Design commitment.*

Our subsidiaries have set up new internal training sessions to present these issues. Please see the example of PR Italia. *Please refer to Best Practice No 7 .*

Partnership between Institut Océanographique Paul Ricard and WWF (World Wild Fund) to study the impact of pollution on food chains and marine life. *Please refer to Best Practice N°8.*

Article from "La Lettre d'information" of Institut Océanographique Paul Ricard : "La recherche en plein essor" *Please refer to Best Practice No9.*



## Anti-Corruption :

### 10. To work against corruption in all its forms, including extortion and bribery



**Ensuring ethical purchasing** : Pernod Ricard has undertaken various initiatives to ensure that the Group's Purchasing Department complies with ethical codes:

All buyers must respect the ethical guidelines that have been introduced. These guidelines have been widely distributed among subsidiaries and, in some cases, have been sent to suppliers.

A "Sustainable Development" module has been integrated into the Purchasing training seminar for buyers.

A "Corporate Social Responsibility" clause has been added to subsidiaries' terms and conditions of purchasing.

The "Commitment and Sustainable Development" questionnaire has been sent to the Group's main suppliers and those in the process of being referenced. It has been revised so that it can be extended to all service providers.

*Please see the Code of Ethics of Pernod Ricard Purchasing Department applying to principles 1, 2, 5, 6 and 10 (Annex \*1).*



## *Pernod Ricard 2008 Best Practices*

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- *Best Practice No 1 : Pernod Ricard European Works Council*
- *Best Practice No 2 : Charitable sponsorship between Polar Ice & Canadian Aids Society Limited Edition*
- *Best Practice No 3 : Humanitarian Sponsorship with Planet Finance*
- *Best Practice No 4 : Humanitarian Sponsorship with (Association APPEL)*
- *Best Practice No 5: Press Release : PR accelerates its responsible consumption initiatives*
- *Best Practice No 6 : Eco packaging commitment*
- *Best Practice No 7 : Eco design and packaging – PR Italia*

- *Best Practice No 8 :* *The Institut Océanographique Paul Ricard and the WWF-France sign a scientific partnership*
  
- *Best Practice No 9 :* *The Institut océanographique Paul Ricard : « La Recherche en Plein Essor »*

## *ANNEX*

### *Annex 1*

*Code of Ethic of PR Purchase  
Department (English version)*



## *Best Practice No 1*

### *Le Comité Européen Pernod Ricard*

*« Le CEPR, au cœur du dialogue social »*

#### *Un Comité européen, pourquoi ?*

Le Comité Européen Pernod Ricard (CEPR) est au service du dialogue social. Sa mission consiste à développer l'information des salariés européens sur la situation économique et financière du Groupe, son organisation, l'évolution de ses activités, la formation professionnelle, la mobilité géographique européenne, la santé et la sécurité au travail ou les nouvelles méthodes de travail. L'objectif du CEPR est de devenir une véritable instance de concertation pour permettre des échanges de vues plus larges sur les questions relevant de sa compétence, y compris les transferts de production, les fusions ou fermetures d'établissements, dès lors que sont concernées des filiales issues de pays membres de l'Union Européenne.

#### *Avec qui ?*

Tous les pays de l'Union Européenne ayant plus de 75 collaborateurs Pernod Ricard sont représentés au sein du CEPR.

Le nombre des délégués représentant les salariés du Groupe dans chaque pays de l'Union européenne varie de 1 à 6 en fonction des effectifs du pays.



#### *Comment ?*

Le CEPR se réunit une fois par an. Il est assisté par un Comité restreint (CR) composé de cinq membres titulaires de cinq pays différents. En dehors de la préparation des réunions annuelles, ce CR peut être convoqué lorsque des dossiers importants - rachat de sociétés en Europe, par exemple - concernent plusieurs pays. Et s'il le juge nécessaire, il peut émettre un avis. Pour favoriser la circulation de l'information, le compte rendu des réunions annuelles est diffusé auprès de toutes les filiales du Groupe dans l'Union européenne.

De plus, un « Journal », distribué à tous les collaborateurs de l'Union Européenne, est publié chaque année.

### ***Un Comité en mouvement***

Au terme d'une année qui a vu l'arrivée dans le Groupe du suédois Vin&Spirit (V&S), le Comité Européen Pernod Ricard (CEPR), qui s'est tenu fin novembre 2008, a mis en avant les nouveaux collaborateurs issus de l'acquisition. Après une édition 2007 sur les terres de Martell, la session de 2008 s'est déroulée à Paris, permettant aux délégués de découvrir le Siège du Groupe.

Ces trois jours de réunions ont été l'occasion de faire participer, en plus des 22 délégués permanents, cinq observateurs issus des anciennes structures de V&S et qui ont depuis intégré The Absolut Company, Pernod Ricard Nordic et Luksusowa ZG.

Lors d'une réunion avec la Direction des Ressources Humaines, les participants ont pu assister à une présentation sur les négociations qui ont précédé l'intégration de V&S. Les délégués ont également bénéficié de formations autour de la fonction du Comité Européen et de l'importance croissante qu'il devrait prendre dans le dialogue entre salariés européens et Direction Générale, suite à l'évolution des règles européennes. Enfin, la réunion plénière du 28 novembre a été l'occasion de revenir sur les excellents résultats réalisés par Pernod Ricard au cours du dernier exercice fiscal et d'évoquer les perspectives pour les mois à venir.



### ***CEE: la directive mise à jour***

La réunion du CEPR, fut également l'occasion d'informer les délégués de la prochaine évolution des règles régissant les Comités européens d'entreprise et de ses conséquences sur leur mission.

Réclamée depuis de nombreuses années par la Confédération Européenne des Syndicats, la révision de la directive Européenne 94/45/EC a été votée par le Parlement européen le 16 décembre 2008, suite à l'accord intervenu fin août 2008 entre syndicats et patronat européens. Elle doit maintenant être transposée dans chacun des états membres d'ici 2011.

Les modifications de la directive devraient renforcer le rôle des Comités européens et encourager encore davantage la concertation, grâce notamment à une redéfinition des notions d'information et de consultation. Une fois la directive votée, les entreprises auront deux ans pour se mettre en conformité avec les nouvelles dispositions.

Une discussion sera initiée à l'intérieur du CEPR pour définir des orientations possibles et dégager une vision commune de son rôle par rapport aux autres instances de représentation du personnel.

Le changement du périmètre de Pernod Ricard suite à l'intégration de V&S devrait également conduire à une évolution de l'accord sur le CEPR, notamment afin de permettre une meilleure représentation des salariés scandinaves.



## *Best Practice No 1*

### *Pernod Ricard European Works Council*

*“CEPR at the heart of staff-management dialogue”*

#### ***Why have a European Workers’ Council?***

The CEPR (Comité Européen Pernod Ricard or Pernod Ricard European Workers’ Council) exists to promote dialogue between the Group’s staff and management. Its role is to keep European staff informed about the Group’s business and financial position, its structure and performance, training, job mobility within Europe, health and safety at work and new ways of working. The CEPR aims to become the prime forum for wide-ranging debate on such areas of interest as the redeployment of production plants and the merger or closure of facilities affecting subsidiaries in European-Union member states.

#### ***Who’s involved?***

All EU countries with more than 75 Pernod Ricard employees are represented within the CEPR.

Depending on the number of staff per country, each EU state has between one and six delegates to represent Group employees.



#### ***How does it work?***

The CEPR meets once a year. It is assisted by a Select Committee made up of elected delegates from five different countries. Apart from preparing for the annual meetings, the Select Committee can be called upon to help with substantial matters involving several countries – the acquisition of European companies, for example. If necessary, it can put forward an opinion. To help the flow of information, the minutes of the annual meetings are distributed to all Group subsidiaries in the European Union.

Moreover, a « Journal », distributed to every employee in the European Union, is published every year.

### ***An evolving council***

At the end of an eventful year that saw Sweden's Vin&Spirit (V&S) join the Group, the Pernod Ricard European Works Council (PREWC), which took place in late November 2008, put a strong focus on new colleagues from acquired entities. After a trip to the home of Martell for the 2007 session, the 2008 meeting was held in Paris, giving delegates an opportunity to discover the Group's headquarters.

In addition to the 22 permanent members, the three days of meetings were also attended by five observers from V&S's former structures, who have since joined The Absolut Company, Pernod Ricard Nordic and Luksusowa ZG.

During a meeting with the heads of the Human Resources department, attendees were given a presentation on the negotiations held before the integration of V&S. Delegates were also offered training sessions on the role of the European Works Council and the growing importance it should command in the dialogue between European employees and management as a result of changes in European rules. Finally, the November 28 plenary meeting provided an opportunity to review the excellent results posted by Pernod Ricard during the last fiscal year and look at prospects for the coming months.



### ***CEE: an updated directive***

The PREWC meeting was also an opportunity to inform delegates about upcoming changes to the rules governing European works councils and their consequences on their mission.

Called for by the European Trade Union Confederation for a number of years, the revision of European directive 94/45/EC was adopted by the European Parliament on December 16, 2008, following an agreement reached at the end of August 2008 between European unions and Business Europe. It now needs to be transposed in each member state by 2011.

Changes to the directive strengthen the role of European works councils and should further promote dialogue, thanks in particular to a new definition of the concepts of information and consultation. Once the directive has been transposed, companies will have two years to comply with the new provisions.

Talks will be initiated within the PREWC in order to define possible directions and bring out a common vision of its role in relation to other employees representation bodies.

The change in Pernod Ricard's scope following the integration of V&S should also lead to an evolution of the PREWC agreement, particularly to ensure better representation of Scandinavian employees.





## Best Practice No 2



### Charitable Sponsorship between Polar Ice Vodka & Canadian Aids Society Limited Edition

**Polar Ice Vodka** is a local mainstream brand, produced by **Corby Distilleries** in Canada.

**Polar Ice** has established a partnership with the Canadian Aids Society (now in its 2nd year). The Canadian Aids Society is a national coalition of over 125 community-based AIDS organizations across Canada. We are dedicated to strengthening the response to HIV/AIDS across all sectors of society, and to enriching the lives of people and communities living with HIV/AIDS.

**Polar Ice Vodka worked with the Canadian Aids Society to develop the first limited edition bottle, from which \$1.00 was donated for each bottle sold.**



#### Limited Edition Bottle

Polar Ice Vodka and the Canadian Aids Society commissioned Morgan McConnell, an HIV-positive artist from British Columbia Canada to design the limited edition bottle.

The chosen design embodied the message best described by McConnell: 'The design speaks in visually-direct terms of HIV-positive people in everyday life. **We can be an invisible minority; the same exterior with a remarkably different interior**'.



World Aids Day Gala & Donation : Polar Ice was the leading sponsor at the 1st annual Canadian Aids Society World Aids Day Gala on December 1st, 2008. **Polar Ice presented a cheque for \$80,000 to the Canadian Aids Society, making the brand the largest corporate donator (all costs in Canadian dollars).**

## Uniqueness

No other Spirits brand in Canada has partnered with a charity to commission an artist to design a limited edition bottle.

Polar Ice vodka is the only vodka brand that can credibly partner with a Canadian charity and give back to the Canadian community as it is the largest Canadian-made vodka brand in the country.

### DESIGNED TO CARE

POLAR ICE VODKA WILL DONATE \$1.00 FROM EVERY BOTTLE SOLD TO THE CANADIAN AIDS SOCIETY.

This special edition bottle, designed by British Columbia artist Morgan McConnell embodies his message that AIDS affects each and every Canadian. Each purchase of a special edition bottle will result in \$1.00 being donated to the Canadian AIDS Society to support their national programs. The Canadian AIDS Society is a national coalition of over 125 community-based AIDS organizations across Canada dedicated to strengthening the response to HIV/AIDS across all sectors of society. Their programs help enrich the lives of people and communities living with HIV/AIDS in Canada. Join us in supporting this great organization in their continued efforts to support those living and affected by HIV/AIDS.



For more information on the Canadian AIDS Society please visit [www.caids.ca](http://www.caids.ca)



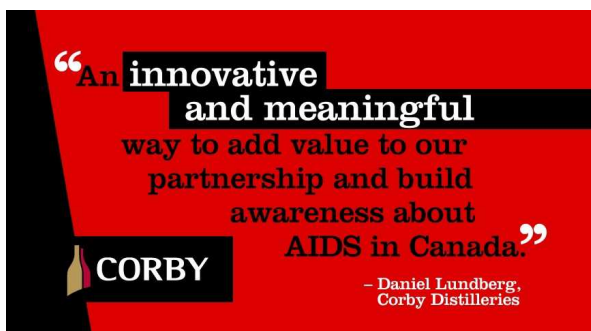
Please enjoy our products responsibly.



Polar Ice is the leading mainstream Canadian vodka brand and has a long and strong history of working with local communities/organizations across Canada.

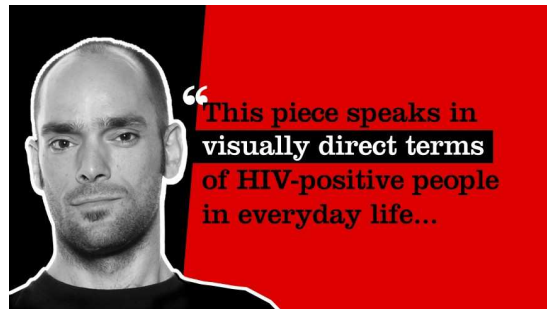
Polar Ice Vodka is seen as a modern and contemporary brand, one that has the authority to develop and launch new & unique initiatives to the market.

The key values for Polar Ice include community and integrity and the personality is confident, social and modern – these values link strongly to the development of a limited edition pack that supports the Canadian consumer.



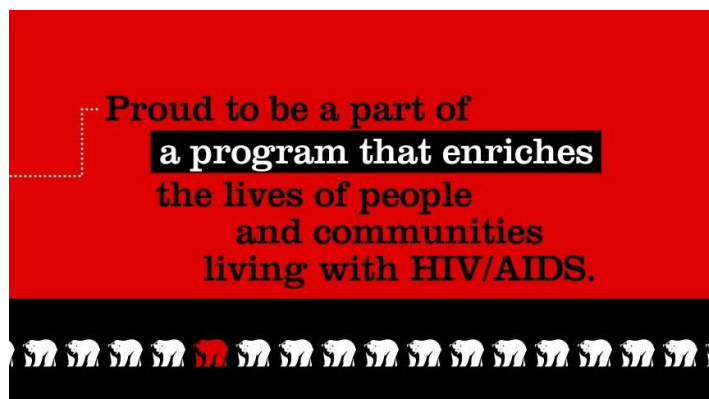


Polar Ice Vodka is the first and only vodka brand in Canada to develop and launch an artist, created limited edition bottle. Combined with a significant donation to a relevant Canadian charity, this initiative generated strong consumer and customer awareness and changed perceptions of the brand in their minds.



This has been a very successful program and we will continue to build on the 2-year partnership with the Canadian Aids Society, including launching a new limited edition in 2009.

The use of a limited edition bottle combined with donations to a relevant Canadian charity resulted in strong visibility and response from all key levels (Consumer, Customer, Media and Partners).





## *Best Practice No 3*

### *Mécénat Humanitaire avec PlaNet Finance Emancipation des femmes via la microfinance*

*PlaNet Finance est une organisation de solidarité internationale (ONG) dont la mission est la réduction de la pauvreté dans le monde par le développement de la microfinance.*



Pernod Ricard soutient Planet Finance, fondée en 1998 par Jacques Attali, dans le cadre d'un partenariat qui consiste à un engagement spécifique par un soutien financier de 50 000 € par an pendant 3 ans.

Depuis 2008, Pernod Ricard s'est engagé à soutenir des programmes de microfinance tels que la sensibilisation et la formation des femmes africaines (Sénégal, Mali, Côte d'Ivoire). Par exemple, au Sénégal, les femmes sont considérées comme une population particulièrement vulnérable et défavorisée. Elles représentent à peine 7% dans le secteur de l'emploi moderne avec un taux d'activité de 33% contre 67% pour les hommes.

L'objectif global de Planet Finance et de Pernod Ricard à travers ce partenariat, est l'amélioration des capacités entrepreneuriales des femmes pour promouvoir leur autonomie. L'autre priorité est de développer et valoriser l'entrepreneuriat féminin au Sénégal.

Pernod Ricard entend ainsi contribuer à un changement d'attitude à l'égard des femmes, notamment en ce qui concerne leur rôle social et économique.





## *Best Practice No 3*

### *Humanitarian Sponsorship with PlaNet Finance Microfinance programmes for women's emancipation*

*PlaNet Finance is an international Non-Governmental Organization (NGO) that aims to alleviate poverty worldwide through the development of microfinance.*



Pernod Ricard supports Planet Finance, funded in 1998 by Jacques Attali, within the framework of "Associate Partnership" which consists in a specific involvement with a financial support up to 50.000,00 euros during 3 years.

Since 2008 Pernod Ricard supports microfinance programmes such as microenterprise awareness and training for African women (Senegal, Mali, Côte d'Ivoire). For example, in Senegal, women are a particularly underprivileged and vulnerable population. They hardly represent 7% in the modern working sector with a rate of activity of 33% vs 67% for men.

The main objective of Planet Finance and Pernod Ricard through his partnership is to improve entrepreneurial abilities of women in order to promote their autonomy. The other priority is to develop and increase the value of women entrepreneurship in Senegal. By its support Pernod Ricard means to contribute to a change of attitude towards women, notably as regard to their social and economic role.



## *Best Practice No 4*

### *Mécénat Humanitaire avec l'Association L'APPEL*



#### *Programme de construction de citernes d'eau en Haïti sur l'Île de la Tortue*

Depuis 2005, Pernod Ricard a contribué à hauteur de 80 000 euros au financement total du programme de 200 000 euros sur cinq ans de construction de citernes d'eau sur l'Île de la Tortue, à Haïti. Cette contribution a permis à 4180 personnes de disposer d'eau potable.



A la fin du programme en 2010, l'objectif final est de permettre à plus d'un tiers de la population de l'île, soit près de 20 000 personnes, de bénéficier d'eau potable avec la construction de près de 406 citernes. Le tour de force est de construire les citernes dans des lieux très difficilement accessibles pour des populations particulièrement démunies qui toutes clament en créole « mesi ampil » (merci beaucoup) Pernod Ricard.

En 2007/2008, Pernod Ricard a fait un don complémentaire de 30 000 euros à l'association Appel qui déploie des actions très concrètes et qui, à la demande de responsables locaux, a lancé ce programme pour améliorer la santé des habitants grâce à une eau saine. Le Groupe porte ainsi sa contribution à 110 000 euros.





## *Best Practice No 4*

### *Humanitarian Sponsorship with Association L'APPEL*



#### *Water tank construction project in Haiti.*

Since 2005, Pernod Ricard has contributed up to €80,000 from the total programme amounting €200,000 to finance water tank construction project in Turtle Island, Haiti. His support has allowed to 4180 persons to get healthy drinking water.



The aim of this five-year project which will be completed in 2010 is to provide drinking water for more than one-third of the island's population, representing some 20,000 people with the construction of about 406 water tanks. The challenge involved in this programme is that the tanks have to be built in locations where access to water is extremely difficult, and for the most destitute communities who all claim in Creole "mesi ampil" (merci beaucoup) Pernod Ricard.

In 2007/2008, Pernod Ricard made an additional donation of €30,000 to the Association Appel, a highly active, hands-on organisation which launched the healthy drinking water project to improve the health of the local population in response to demands from local authorities. The last donation of Pernod Ricard brings the total support of the group to €110,000 in favour of the association.



## *Best Practice No 5*



Pernod Ricard

### **Pernod Ricard accélère ses initiatives en matière de consommation responsable avec 30 pays concernés en 2008**

#### **Communiqué - Paris, 2 décembre 2008**

Depuis sa création, Pernod Ricard a multiplié les initiatives en matière de consommation responsable avec la fondation de l'IRES (Institut de Recherches Scientifiques sur les Boissons), celle de l' « European Forum for Responsible Drinking » en 1990 et la mise en place de procédures internes de contrôle des publicités en 2005.

Aujourd'hui, Pernod Ricard accélère et internationalise ses initiatives. Ainsi en 2008, 30 pays sont concernés par le déploiement de sa politique de consommation responsable. Un rapport intitulé : « **'Alcool, je maîtrise' - Les bonnes pratiques de Pernod Ricard dans le monde** » rassemble les actions conduites en cinq grands axes :

- la préconisation d'une consommation modérée,
- la lutte contre l'alcool au volant,
- la sensibilisation des jeunes aux risques de l'alcool,
- la prévention pendant la grossesse,
- la responsabilisation des collaborateurs.

#### **Modération, le maître mot pour Pernod Ricard et ses filiales dans le monde**

Pernod Ricard préconise une consommation modérée en ligne avec les recommandations des seuils de consommation à moindre risque de l'Organisation Mondiale de la Santé. Ceci se traduit dans la politique publicitaire du Groupe.

Ainsi, Pernod Ricard a adopté un code éthique interne que toutes ses filiales doivent respecter : celui-ci fixe des contraintes qui vont bien au-delà des dispositions générales contenues dans les codes professionnels, comme l'interdiction de la nudité ou encore l'association de l'alcool au sport automobile. Pour en assurer le respect, Pernod Ricard a mis en place un Comité d'approbation interne qui contrôle a priori toutes les campagnes des marques internationales du Groupe.

Par ailleurs, le Groupe réalise des campagnes dont le seul objet est de préconiser la modération. Enfin, désormais, toutes les campagnes publicitaires émises par le Groupe dans le monde comportent un message de modération ou de prévention.

#### **15 filiales Pernod Ricard mènent des actions préventives contre l'alcool au volant**

**En Europe** : Pernod Ricard a signé la Charte Européenne de la Sécurité Routière fin 2007. Le Groupe s'engage ainsi à mener des actions auprès de ses consommateurs et de ses collaborateurs pour réduire le risque de l'alcool au volant.

- En Italie, une opération d'envergure visant les consommateurs en discothèque, les DJ's et les collaborateurs a touché plus de 300 000 personnes.



- En France, dans le cadre de la Charte de la sécurité routière signée en 2002 et renouvelée en 2008, les sociétés Pernod et Ricard :
  - mettent en oeuvre l'initiative du conducteur désigné à l'occasion de toutes les soirées animées par leurs soins,
  - promeuvent le slogan officiel de la Sécurité Routière « *Celui qui conduit, c'est celui qui ne boit pas* » ou « *CKIKI Conduit* »,
  - distribuent des kits de prévention développés au sein d'Entreprise et Prévention. A titre d'exemple, 300 000 éthylo-tests ont été distribués au cours d'opérations de promotion cette année.

**Hors d'Europe :** les filiales du Groupe en Chine, en Thaïlande, en Inde, en Australie, en Nouvelle Zélande, en Corée et au Venezuela ont elles aussi mené des actions de prévention, souvent très innovantes.

### **Multiplication des actions en faveur de la protection des mineurs et de la sensibilisation des jeunes aux risques potentiels de l'alcool**

En fonction de la problématique de chaque pays, les filiales de Pernod Ricard mettent en place des outils pour protéger et sensibiliser les jeunes aux risques de l'alcool.

- En France, Pernod Ricard apporte son soutien au projet de Loi pour relever de 16 à 18 ans l'interdiction de vente d'alcool et mettre un terme à la pratique des open-bars dans les soirées étudiantes.
- Des campagnes publicitaires nationales de lutte contre le « Binge Drinking » ont été lancées par Pernod Ricard USA, Irish Distillers et Pernod Ricard UK.
- En Espagne et en Suède, des programmes pédagogiques sur l'alcool ont été développés pour les établissements scolaires afin de retarder l'âge de la première consommation et de poser les bases d'un comportement responsable. Plus d'un million d'adolescents espagnols et 600 000 élèves suédois ont pu ainsi être sensibilisés.

### **Extension du pictogramme « femme enceinte » aux 27 pays de l'Union Européenne pour dissuader les futures mamans de consommer de l'alcool**

Dès décembre 2006, Pernod Ricard a décidé d'étendre à l'ensemble de l'Union Européenne l'apposition du pictogramme « femme enceinte » sur ses produits. Plus de 550 millions de bouteilles se voient apposer ce logo chaque année.

### **Généralisation des codes internes de bonne conduite en 2008**

Début 2008, Pernod Ricard a demandé à chacune de ses 70 filiales d'élaborer un code interne de bonne conduite ainsi que d'établir des règles de comportement pour l'ensemble de ses promotions afin que l'ensemble des collaborateurs soit sensibilisé aux risques de la consommation excessive d'alcool et que chacun d'eux devienne l'ambassadeur de la politique de consommation responsable du Groupe.

Selon Pierre Pringuet, Directeur Général de Pernod Ricard : « *Pernod Ricard a choisi d'adopter une attitude proactive pour recommander une consommation modérée et responsable de ses produits. Cet engagement est fort et j'en ai fait un axe majeur de la stratégie du Groupe* ».

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## *Best Practice No 5*



Pernod Ricard

### **Pernod Ricard accelerates its responsible consumption initiatives - 30 countries concerned in 2008**

**Press release - Paris, 2 December 2008**

Since its creation, Pernod Ricard has increased its responsible consumption initiatives with the founding of IREB (Alcoholic Drinks Scientific Research Institute), the founding of the "European Forum for Responsible Drinking" in 1990 and the introduction of internal advertising monitoring procedures in 2005.

Today, Pernod Ricard is accelerating and internationalising its initiatives. As a consequence, 30 countries were concerned by the rollout of the Group's responsible consumption policy in 2008. A report entitled "***Alcohol: staying in control – Best practise around the world by Pernod Ricard***" lists the steps taken, focusing on the following:

- Promoting sensible consumption,
- Fighting against drink driving,
- Making young people aware of the risks of alcohol,
- Dissuading pregnant women from drinking,
- Making staff aware of their responsibilities.

#### **Moderation is the key word for Pernod Ricard and its subsidiaries worldwide**

Pernod Ricard promotes sensible consumption, in line with the World Health Organisation's safer drinking limits. This is reflected in the Group's advertising policy.

Pernod Ricard has thus adopted an in-house ethics code, to which all subsidiaries must comply: it sets requirements that far exceed general provisions included in professional codes, such as a ban on nudity and associating alcohol and motor sports. In order to guarantee its observance, Pernod Ricard has set up an In-house Approval Committee, which exercises prior control over all campaigns of the Group's international brands.

In addition, the Group also carries out campaigns that are purely aimed at advocating sensible consumption. Finally, all advertising campaigns issued by the Group worldwide now include a moderation or prevention message.

#### **15 Pernod Ricard subsidiaries lead preventative action against drink driving**

**In Europe:** Pernod Ricard signed the European Road Safety Charter at the end of 2007. The Group is thus committed to taking steps with its consumers and staff members to reduce drink driving risks.

- In Italy: a large-scale exercise, aimed at night club consumers, DJs and Group personnel, targeted over 300,000 people.

- In France: as part of the Road Safety Charter signed in 2002 and renewed in 2008, the Pernod and Ricard companies:
  - Implement the designated driver initiative for all the events they organise,
  - Promote the official French Road Safety slogans: “Drivers don’t drink” and “Who’s driving?”,
  - Distribute prevention kits developed by Entreprise et Prévention. For example, 300,000 breathalysers were distributed this year in the scope of promotion exercises.

**Outside Europe**, the Group’s subsidiaries in China, Thailand, India, Australia, New Zealand, Korea and Venezuela also led often highly innovative preventative campaigns.

### **Acceleration of steps taken to prevent underage drinking and increase young people’s awareness of the potential dangers of alcohol**

Based on each country’s specific features, Pernod Ricard’s subsidiaries set up initiatives to protect young people and increase their awareness of the dangers of alcohol.

- In France, Pernod Ricard supports the Bill that would increase the legal age for buying alcohol from 16 to 18 and stop the open-bar practice at students’ parties to an end.
- Nationwide advertising campaigns to struggle against “Binge Drinking” have been launched by Pernod Ricard USA, Irish Distillers and Pernod Ricard UK.
- In Spain and Sweden, educational programmes on alcohol have been developed for schools in order to delay the age at which young people start drinking and set the benchmark for responsible behaviour. The programmes were thus rolled out to over one million Spanish teenagers and 600,000 Swedish pupils.

### **Extension of the “pregnant woman” pictogram to the 27 European Union countries to dissuade future mothers from consuming alcohol**

In December 2006, Pernod Ricard decided to spread the affix of the “pregnant woman” logo to its products throughout the European Union. This logo is affixed to over 550 million bottles every year.

### **Generalisation of internal codes of conduct in 2008**

Early in 2008, Pernod Ricard asked each of its 70 subsidiaries to develop an internal code of conduct and establish behavioural rules for all its promotions, so that all personnel is made aware of the risks of excessive alcohol consumption and each of them becomes an ambassador for the Group’s responsible consumption policy.

Pierre Pringuet, CEO of Pernod Ricard, declared: *“Pernod Ricard chose to adopt a pro-active attitude and recommends a moderate and responsible consumption of its products. This is a binding commitment and I have made it a major focus of the Group’s strategy”.*

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## Best Practice No 6

### Packaging Eco Design commitment



Qui sommes-nous ?

**Pernod Ricard** : Co-leader mondial des Vins et Spiritueux  
CA 2007-2008 = 6 589 M€ (+9%) Résultat Net Courant = 897 M€ (+8%)

Notre engagement

#### ✧ Amplifier le recours à l'éco-conception des emballages

Réduire la quantité d'emballage dès la conception des produits, et choisir des matériaux recyclables. Sensibiliser les équipes en charge des développements produits, mais aussi des équipes marketing, au moyen, notamment, de séminaires de formation et de la promotion du manuel d'éco-conception des emballages rédigé pour l'ensemble du Groupe. L'objectif d'allègement de la masse d'emballages utilisés en France de 3000 tonnes en 5 ans.

Notre politique de développement durable

**Le Développement durable jalonne l'histoire de Pernod Ricard. Il s'agit d'une démarche qui consiste à concilier l'efficacité économique, l'équité sociale et la préservation de l'environnement, dans une logique d'amélioration continue.**

- Une culture d'entreprise historiquement proche du développement durable
  - Actionnariat salarié chez Ricard depuis 1938
  - Institut Océanographique créé par Paul Ricard en 1966
  - Création de l'IREB (Institut de Recherches Scientifiques sur les Boissons) en 1971
- Une charte éthique révisée en 2003 et diffusée en 17 langues
- Signataire du « Global Compact » depuis 2003
- Politique intégrée « Qualité Sécurité Environnement » depuis 2004
- Une charte du développement durable depuis 2006 avec des engagements concrets vis-à-vis des actionnaires, des collaborateurs, des consommateurs, de l'environnement et des fournisseurs & des partenaires.
- Participation au **Grenelle de l'Environnement** depuis juillet 2007 en la personne de Patrice Robichon, mandataire du MEDEF au groupe « Biodiversité et Ressources Naturelles », à l'intergroupe « Déchets », ainsi qu'à la table-ronde finale.
- C'est à travers sa politique de **Responsabilité Sociale et Environnementale** que Pernod Ricard s'engage, tant vis à vis de ses **salariés** pour promouvoir un principe de fonctionnement décentralisé favorisant l'esprit entrepreneur et la prise de responsabilité, que des **pouvoirs publics** et des **consommateurs** pour réduire les risques de la **consommation abusive / inappropriée d'alcool**.

Contact : Patrice Robichon, Délégué au Développement Durable

## Best Practice No 7



### ECO - DESIGN A need for sustainable and responsible packaging premiumization.

PR Italy . Milan Jan 08



1

### ECO - DESIGN is feasible and compatible with premiumization .

#### CHIVAS Fathers day GIFT BOX by RICARD

CHIVAS : to deliver a special offer of 1 bottle and 2 glasses,  
in a nice looking, promotional packaging.



Scotland



USA



France







Chivas Scotland

A



Chivas example, Box

B



C



Environmental problem			
Description	Box from scotland, heavy (228g) and low recycling efficiency (90% board + 10% plastic)		
Options for improvement	proto A : with a PET window (weight : ), board weight : 113g, metallized PE	proto B : 100% board (window in cotton - cellulose), weight : 188g	proto C : 100% board, weight : 183g
Environmental	--	++	+
Technical	+	++	++
Economical	+	++	++
Marketing	=	--	++



Chivas Pilot: indicators and benefits

Environment :

Source reduction, decrease of the transport impacts, improvement of the recyclability

Comparison USA / Ecosse / Pilot				
	USA	Scotland	Pilot	Scotland Comparative %
Weight (g)	297	228	183	- 20 %
Volume (dm3 = liters)	7,28	6,33	4,00	- 36 %

- the choice of cardboard allows a total recyclability





## *Best Practice No 8*



### *L'Institut océanographique Paul Ricard et le WWF-France signent un accord de partenariat scientifique*

Le 5 juin 2007, à l'occasion de la Journée mondiale des Océans, l'Institut océanographique Paul Ricard et le WWF-France ont annoncé la mise en place d'un partenariat.

Planifié pour une durée initiale de trois ans, cet engagement commun s'articule autour de trois axes complémentaires :

- l'étude des populations méditerranéennes de cétacés
- l'impact des pollutions sur les chaînes alimentaires et la vie marine
- le tourisme durable

Le partenariat permettra de fournir des moyens scientifiques, techniques et humains.

L'Institut océanographique Paul Ricard et le WWF-France sont toutes deux des organisations de référence en matière d'environnement marin. Elles jugent aujourd'hui leur collaboration nécessaire pour renforcer les efforts de recherche et les moyens de sensibilisation à la protection de la mer et de la Méditerranée, particulièrement fragilisée par les activités humaines.



*Patricia Ricard, Présidente de l'Institut Océanographique Paul Ricard et Daniel Richard, Président de WWF-France*



*« Il est urgent d'unir tous les acteurs pour transformer la connaissance scientifique en prise de conscience active, car la mer est à la fois notre mémoire et notre futur », a déclaré Patricia Ricard, Présidente de l'Institut océanographique Paul Ricard.*

## *Best Practice No 8*



### *The Institut océanographique Paul Ricard and the WWF-France sign a scientific partnership*

On 5th June 2007, on World Ocean Day, the *Institut océanographique Paul Ricard* and the *WWF-France* announced the settlement of a partnership.

Planned for an initial period of three years, this shared commitment is structured around three complementary main themes:

- the study of the Mediterranean cetacean population
- the impact of pollution on food chains and marine life
- sustainable tourism

The partnership will provide scientific, technical and human resources.

The *Institut océanographique Paul Ricard* and the *WWF-France* are both organizations of reference in terms of marine environment. Today, they consider their collaboration is necessary to strengthen the research efforts and the measures to raise public awareness regarding sea protection, and more particularly the Mediterranean Sea which is especially jeopardized by human activities.



*Patricia Ricard, President of the Institut océanographique Paul Ricard with Daniel Richard, President of the WWF-France*



“We need to gather all the actors to transform scientific knowledge into active awareness, for sea is both our memory and our future”, declared Patricia Ricard, President of the *Institut océanographique Paul Ricard*

## *Best Practice n° 9*



### *“La recherche en plein essor”*

*(from the information letter n° 7 – December 2008 of Institut océanographique Paul Ricard)*

**Evolution. Nouveaux contrats, nouvelles missions scientifiques, partenariats pérennisés... Autant de projets qui ont amené, cette année, l’Institut océanographique Paul Ricard à s’étoffer en moyens techniques et humains en faveur de la recherche.**

L’Institut océanographique Paul Ricard est l’un des rares organismes privés en Europe associant recherche et information du public. A l’heure du « Grenelle de l’Environnement », les consciences évoluent. Les missions de l’Institut aussi. De telle sorte qu’aujourd’hui, sans pour autant délaissier la sensibilisation, de nouveaux efforts portent sur la recherche.

Depuis 2007, l’Institut est engagé dans un partenariat avec WWF France, afin d’étudier les répercussions des impacts de l’activité humaine sur le milieu marin. Il est également chargé par la communauté d’agglomération Toulon-Provence-Méditerranée de répertorier les habitats d’intérêt communautaire et les espèces remarquables de la lagune du Bruscat et de l’archipel des Embiez, dans le cadre du réseau européen Natura 2000.

La même année, un partenariat est engagé avec la société Roquette et 14 autres organismes sur un programme d’étude et de production de microalgues, Algohub. Début 2008, un contrat d’étude est signé avec la société Veolia. Objectif : évaluer l’impact du rejet des saumures issues du dessalement de l’eau de mer. En même temps, les chercheurs des Embiez collaborent avec d’autres universités et laboratoires pour des travaux sur la qualité du milieu marin. Ils conduisent des expertises pour des organismes du pourtour méditerranéen, par exemple à Malte et en Tunisie.

Pour conduire ces programmes scientifiques, l’Institut n’a pas uniquement doté son centre de recherche de moyens techniques supplémentaires. Il a aussi étoffé son équipe.

#### ***Plus de chercheurs, plus de compétences***

De jeunes chercheurs ont été recrutés parmi d’anciens stagiaires scientifiques « ..... ». L’institut océanographique Paul Ricard a optimisé son outil de recherche en vue de concilier préservation du patrimoine naturel et une meilleure gestion des ressources. Son équipe entend apporter des éléments de réponse à des problématiques complexes, et faire en sorte que les activités puissent être développées sans préjudice pour le milieu marin.

## Annex 1



# Code of Ethics of Pernod Ricard Purchasing Department

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1



## CODE OF ETHICS OF PERNOD RICARD PURCHASING DEPARTMENT

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### Introduction

This Code of Ethics is intended for all Pernod Ricard staff members who, on behalf of the Group, engage either on a permanent or an occasional basis in purchasing activities involving calls for bids with selection of suppliers for the provision of goods or services.

This document defines, for key elements, the ethical attitudes and behaviours to be adopted by all purchasers when accomplishing their tasks.

All executives in charge of supervising such purchasing activities shall :

- show intellectual and moral rigour
- be responsible for ensuring that each of their staff members is fully aware of this Code of Ethics and complies with its requirements,
- issue a copy of this document to each newly hired staff member.

Nevertheless this document does not claim the exhaustiveness. It is up to everyone to show responsibility and honesty whatever the circumstances may be and to ask for advice to the hierarchy when the situation is new or becomes complex.

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## CODE OF ETHICS OF PERNOD RICARD PURCHASING DEPARTMENT

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### 1 - General attitudes and behaviours

The buyers are the representatives of the Pernod Ricard Group and its subsidiaries in every one of the professional relations they entertain in the realm of their business.

As such, they are required to abide by the rules of savoir-vivre and social conventions and have to refrain from any kind of denigration action about Pernod Ricard towards a supplier.

Their demeanour and language shall be in line with the Pernod Ricard image they intend to convey.

In the event of multi-disciplinary negotiations, the buyers shall show respect for the expertise and decisions of everyone. They shall not be needlessly controversial, nor shall they publicly challenge their colleagues. They shall not show criticism towards their colleagues, their subordinates or any other Pernod Ricard staff member.

By displaying open-mindedness, positive thinking, politeness and courtesy, they give themselves powerful weapons to negotiate. This should not however prevent them from showing firmness whenever necessary.

Should a conflictual situation arise, they shall always stay calm, close the discussion, then try to look back and put things in perspective.

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## CODE OF ETHICS OF PERNOD RICARD PURCHASING DEPARTMENT

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### 2 - Ultimate Boundaries: personal advantages for the buyer

In order to avoid any real or apparent abuse of business relationships with your suppliers, the following principles shall always apply :

#### A. Financial advantage

The purchase of goods or services on behalf of Pernod Ricard companies shall not be subject to any discounts nor allowances granted in favour of staff members (or of their families). There is an exception concerning this rule when it deals with advantages for all the employees of the group.

The buyers shall not under any circumstances accept any sum of money from suppliers whatever the form may be (payment, commission, lending...)

#### B. Gifts

They shall never request, either directly or indirectly, any gift or any other benefits or favour whatsoever, likely to impact on their influence inside the group Pernod Ricard.

A tolerance is nevertheless allowed for unrequested gifts from a supplier enjoying previously established business relationships with Pernod Ricard, provided however that the value of such gifts is reasonable, and that it does not have any future impact on the business relationship.

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### 3. Business lunch or dinner

Business lunches or dinners are supposed to reinforce/improve current professional relationships with the suppliers. They are accepted at a moderate and well balanced frequency (pay attention to the reciprocity of the invitations).

### 4. Other Invitations

The invitations of the suppliers for leisure events, for study travels have to be refused except if they have a link with advertising operations or with a very opened program of public relationships.

Leisure travels are strictly forbidden

In any case of doubt the buyer can ask for the advice of the superior and will inform him about any request or offer of particular advantages coming from outside.

*A table summarizing the various possible situations is available in appendix.*



### 3 - Conflicts of Interest

No staff member shall have any personal interest incompatible with Pernod Ricard's interests.

#### 1. Conflicts of "personal interest"

Staff members shall refrain from acquiring any stake-holdings likely to interfere with their professional actions or decisions.

Moreover if one person in their family has important interests or is in charge of high functions in the company of a supplier of Pernod Ricard, that must be declared inside the group.

#### 2. Internal conflicts of interest

It is essential to project in the eye of the suppliers the image of a united, well-managed company. This is of the essence for the sake of Pernod Ricard well-being.

Every staff member shall be accountable for defending this corporate interest, even if it is to the detriment of certain specific interests.

Any internal conflicts of any nature whatsoever shall accordingly never be "exported" under any circumstances.



#### 4 - Secrecy

Within the course of business, the staff members may have access to confidential information related to Pernod Ricard, its suppliers or competitors. Nevertheless The communication of these information could be a damage for the interests of the group.

Consequently They shall refrain from disclosing such information without prior approval. Confidential information includes any information on products, ongoing developments, financial data, business strategy, business manuals and literature, work procedures, supplier databases, etc.

It is essential to secure the confidentiality of such corporate information, in particular by fully complying with security rules when using the IT systems and computer hardware, by introducing a secrecy clause (to be signed by suppliers) before the communication of "risky" information. For example: communication of financial information, of the specifications...

In the event of price negotiations with suppliers submitting a quotation following a call for bids emanating from a Pernod Ricard society, and provided that the interest of Pernod Ricard is not at stake, business ethics prohibit the disclosure of any such information to a competing supplier.

To conform to the respect of secrecy:

1. The transmitter must be considered as the owner of the information.
2. The transmitter has to define the level of secrecy.
3. The receiver has to conform to it.
4. The receiver has to get the authorization of the transmitter before sending information outside PRicard

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#### 5 - Respect of the supplier

The buyers must be respectful with the suppliers with whom they maintain good relationships, based on mutual respect and trust.

Thus they have to :

- Give the same information and instructions to all suppliers in competition for the same tender and be sure that any competitor is disadvantaged all the operation long.
- Make sure that the protection of all private information that are given by the suppliers and owned by them except if it is clearly stipulated that the information becomes the property of Pernod Ricard
- Welcome the suppliers with courtesy, whatever the situation may be, even if Pernod Ricard is not satisfied with the services or/and the products of the supplier.

#### 6 - Social responsibility

In the context of the involment of pernod Ricard in Global Compact, the group commits oneself to support and promote the following principles:

- The respect for the fundamental human and social rights defined by the agreements in the LIO (trade-union rights, equality of payment, no discrimination, child labour)
- The environnemental protection

The buyers are to be sure of the communication and the respect of these principles inside the group, in the company of the supplier and the subcontractors.

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**7 - Compensation to government employees or civil servants**

No compensation in the form of money, gifts, services, invitations or otherwise shall be proposed or offered, whether directly or indirectly, to any civil servants or government employees of the French State or of any other States.

**8 - Travel abroad and importing regulations**

When travelling abroad, staff members shall abide by the legislation of the concerned country, particularly regulations governing the declaration and importing of currency, securities or negotiable goods.

Any questions regarding applicable regulations in specific countries shall be addressed to the Legal Department.



**Table of basic rules concerning gifts and invitations**

Type	Advertising gifts	Other gifts	Invitation to business lunch or dinner	Invitation to study travels	Invitation to events	Invitation to « leisure » travels
<b>Characteristics</b>	Bearing clearly and without ambiguity the brand or the name of the supplier	Without link with the brand of the supplier	Whatever the quality of the restaurant may be	France or abroad	For a sport event or a cultural event	France or abroad
<b>Basic Rules</b>	Can be accepted until 25 € all taxes inclusive	Refused whatever the amount may be	Inform the hierarchy	- Necessity of the authorization of the hierarchy - Obligation of paying one's personal expenses	- Necessity of the authorization of the hierarchy - Obligation of paying one's personal expenses	Forbidden
<b>Comments</b>	Beyond 25 € → position to define with the hierarchy		In the context of reciprocity of the relationship			