

CHAMPAGNE
Laurent-Perrier
MAISON FONDÉE
1812

21

22

CHAMPAGNE



MAISON FONDÉE

1812



THE
HOUSE

PORTRAIT

Innovator in Champagne

Laurent-Perrier is a family-owned House that has always had a pioneering and innovating role in Champagne. Through its engagement in Sustainable Viticulture of the Champagne vineyards, and with each of its Cuvées, the House was created around 4 strong convictions:

The assemblage, not the vintage

Blending is the real secret of the Champagne region's quality. Laurent-Perrier is the only House that's most prestigious and exacting cuvée, Grand Siècle, is not vintage but numbered. It is an assemblage of 3 exceptional vintages in order to recreate the perfect year.

A unique and distinctive style: freshness, elegance and purity

These characteristics are present in each cuvée of the Laurent-Perrier range, always marked by aromatic complexity and exceptional fullness and length in the mouth.

Chardonnay

Chardonnay is the majority grape variety in all of the House's wines, with the exception of Cuvée Rosé and Alexandra Rosé. The Chardonnay grape variety brings freshness, finesse and elegance to the assemblage, and makes the Laurent-Perrier style so distinct from other Houses.

The expression of Pinot Noir

Maceration depending on the harvest allows it to obtain unequalled aromas, revealing all the richness of the best Crus of Pinot Noir. Cuvée Rosé is the perfect illustration of this.

MORE THAN 200 YEARS OF HISTORY COMMITTED TO CHAMPAGNE AND CHAMPAGNE AREA

Extracts

Alexandra and Stéphanie de Nonancourt join Champagne Laurent-Perrier.

Established in Tours-sur-Marne, in the heart of the Champagne country, the House took the name of Veuve Laurent-Perrier when Mathilde-Émilie Perrier, the widow of Cellar Master Eugène Laurent, took over the running of the House in 1887

Grand Siècle and **Cuvée Rosé**, unique in the way they were crafted, were born out of a daring leap of audacity, in the process becoming two signatures of the Laurent-Perrier range.

The **de Castellane**, **Delamotte** and **Salon** brands are integrated to make up the Laurent-Perrier Group champagne portfolio.

1812

1939

1959

1968

1981

1983

1988

1987

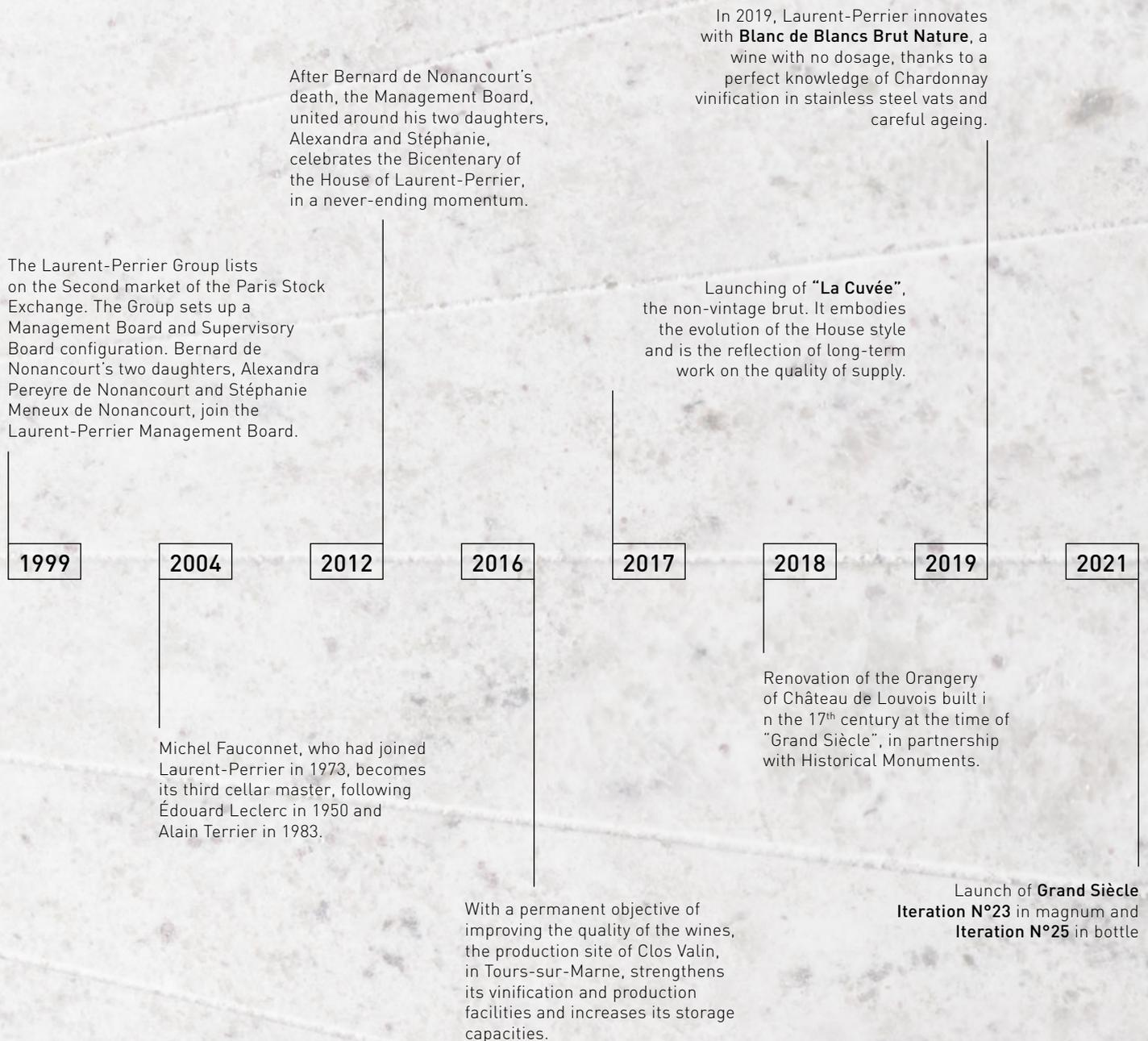
1988

1995

In February, Marie-Louise de Nonancourt, a widowed mother of four, purchased Domaine Laurent-Perrier. Bernard de Nonancourt, her son, upon returning from fighting in WWII, started an intensive apprenticeship from vineyard to cellar, before becoming Chairman and Chief Executive of the brand in November 1948, then ranked as 100th place worldwide.

A true illustration of Laurent-Perrier expertise, **Ultra Brut** was the precursor of the Brut Nature category, expressing champagne in its purest form and originally named "Grand Vin Sans Sucre" by Mrs. Veuve Laurent-Perrier.

In 1982, Bernard de Nonancourt created an outstanding vintage rosé that captured all of his personal passion and experience. Launched in 1987, the first **Alexandra Grande Cuvée Rosé Millésimée** is a rare and cherished wine, an exceptional marriage between Pinot Noir and Chardonnay Grands Crus grapes



THE PORTFOLIO

A portfolio of unique brands

The Laurent-Perrier Group has a portfolio of complementary brands covering all market segments and distribution channels.





GASTRONOMY WINES

Each of the cuvées in the range possesses its distinct history and personality. The unique character of Laurent-Perrier wines makes it possible to associate them with different types of cuisine from around the world.



CUVÉE ROSÉ

Cuvée Rosé was launched in 1968, born from the audacity and know-how of the House of Laurent-Perrier. The maceration – lasting from 48 to 72 hours – enables us to obtain the most subtle and rich expression of Pinot Noir.



GRAND SIÈCLE

Nature will probably never provide the perfect oenological year but thanks to the art of assemblage, Laurent-Perrier can in fact create it. Going far beyond rare vintages, Grand Siècle is the assemblage of three outstanding years declared as vintages by Laurent-Perrier, chosen for their complementary oenological traits and blended with up to 11 of the 17 Grands Crus of Chardonnay and Pinot Noir.

ALEXANDRA ROSÉ 2004

A rare and sought-after wine that is the result of a rigorous selection of the best plots. Alexandra Rosé is an exceptional marriage between Grands Crus grapes of Pinot Noir and Chardonnay which have reached perfect maturity at the same time. Enjoying Alexandra Rosé Vintage is a rare moment that must be reserved for only the finest dishes.





**BLANC DE BLANCS
BRUT NATURE**

By perfecting its knowledge of this style of vinification in stainless steel vats and by the careful ageing of the Chardonnay, Laurent-Perrier has been able to create Blanc de Blancs Brut Nature. This wine, without any dosage is a true wine for gastronomy pairing well with the finest fish.

ULTRA BRUT

Pioneer of the Brut Nature category, Ultra Brut is a wine with no added sugar, expressing a champagne in its purest form. Launched in 1981, this wine is a true illustration of House know-how. This wine pairs perfectly with seafood, sushi and a white fish ceviche as well as a young parmesan or a pata negra ham.





“LA CUVÉE”

This wine comes from the purest grape juice and it alone allows Laurent-Perrier to craft “La Cuvée”, a champagne of great finesse and beautiful freshness obtained after a long ageing process in our cellars. Its citrus and white fruit notes, along with its perfect balance between freshness and delicacy, supported by a subtle effervescence, make it ideal as an aperitif.

The Vintage is the choice of an exceptional year from which selected Grands Crus of Chardonnay and Pinot Noir will enter into a future iteration of Grand Siècle. Brut Millésimé 2012 is a rare and outstanding wine that expresses the character of the year in the Laurent-Perrier style. Brut Millésimé 2012 pairs well with textures that are tender and delicate such as shellfish, noble fish, poultry and veal fillet.

BRUT MILLÉSIMÉ 2012





CHAMPAGNE SALON

A unique champagne, an exceptional wine

Everything in this exceptional wine bears the signature of its uniqueness. One man: Aimé Salon. A single terroir: the Côte des Blancs. A single cru: Le Mesnil-sur-Oger. A single varietal: Chardonnay and a single year, free from any assemblage.

2012 has been the year of Champagne Salon 2012, the latest released vintage of Salon. 43rd cuvée in over 100 years of existence, this vintage is a true masterpiece, the fruit of respect for nature, the land offered and preserved in its most beautiful expression, and human know-how, priceless treasures brought together in this quest for perfection.

CHAMPAGNE

S
SALON
Le Mesnil



CHAMPAGNE DELAMOTTE

At the heart of the Côte des Blancs, the sister House of Champagne Salon

Founded in 1760, The House of Delamotte offers champagnes characterised by the freshness and delicacy of Côte des Blancs Chardonnays and which perfectly express the peerless flavour qualities of this noble varietal. Ethereal, sprightly, becoming more complex with age they are champagnes for any occasion.

Champagne Delamotte continues to develop its presence abroad in more than 70 countries, now being distributed in nine new markets, most notably in China, where the brand is strengthening and increasing its visibility through duplex events. The success of the Blanc de Blancs Millésimé 2014, only available on allocation, testifies to the reputation of the House of Delamotte, both in France and abroad.









CHAMPAGNE DE CASTELLANE

The perfectly mastered blending of Chardonnay, Pinot Noir and Meunier

The De Castellane brand, created in 1895 by Florens de Castellane, is stamped with the red cross of Saint Andrew. Located on the heights of the city of Epernay, the Sparnacian House stands out for its architecture and the richness of its heritage.

The belfry tower overlooking the vineyard of Epernay is a symbol of the city and its strategic location at the edge of the railway linking Paris to Strasbourg allowed the brand to find new impetus thanks to the momentum created by Alexandre Mérand.

In 2018, the House did research on its history, its buildings registered under the French historical monuments, highlighting the tower and its exceptional heritage. It is to be seen in the labelling library.



A GLOBAL PRESENCE

**7
subsidi-
aries**

Belgium
France
Germany
Italy
Switzerland
United Kingdom
USA

**Independent
distributors in
120 countries**

Austria
Brazil
Canada
China
Ivory Coast
Japan
Nordic Countries
Puerto Rico
Spain
UAE...



● — **TOURS-SUR-MARNE**
GRAND CRU

A CHAMPAGNE ANCHORAGE

2th Champagne Laurent-Perrier's global ranking by value.

292.8 Turnover (champagne) of the Laurent-Perrier Group in millions of euros as of the 31st of March, 2022.

42.6% Percentage of turnover generated by Laurent-Perrier brand premium cuvées between April 2021 and March 2022.

83.4% Percentage of turnover from exports for the Laurent-Perrier brand in 2021-2022.



THE QUALITY OF WINES



GRAND SIECLE BY LAURENT-PERRIER

Recreating the perfect year

Vintage in Champagne is usually synonymous with excellence for Prestige Cuvées. Laurent-Perrier has always been convinced that only the art of assemblage can offer what nature can never provide: the perfect year.

The expression of the perfect year is that of a great Champagne wine that over time has developed a depth, intensity and aromatic complexity, yet maintains its freshness and acidity. Grand Siècle was born from this idea in 1959.

To create such a wine, Laurent-Perrier will rely **on the characteristics of the great vintage years** of Champagne: **freshness, structure and finesse**. The Laurent-Perrier style, associated with the greatest Champagne terroirs and with a long ageing on lees, will allow this unique Cuvée to maintain its freshness whilst ensuring a great ageing potential.

Grand Siècle's assemblage is based on principles that have now become immutable.

3 exceptional years, complementary in character, are chosen from among the rare Laurent-Perrier vintages with each year **having a majority of Chardonnay that is blended with Pinot Noir**. The House selects **only 11 of the Grands Crus from among the 17 Grands Crus of the Champagne region** to express the Grand Siècle style. This rigorous selection is essential to enable us to **recreate the perfect year** through assemblage.

After **a minimum of 10 years of ageing** in our Cellars, this very limited production will be revealed as a new iteration of Grand Siècle.

**THE PINOT NOIR
EXPERIENCE**



Since 1968, Laurent-Perrier has developed the mastery of a very specific and rare know-how in Champagne, the maceration process. Maceration enables Laurent-Perrier to extract a unique aroma for its **Cuvée Rosé**, immediately recognisable year after year, marked by red fruits and freshness. It is this unique quality that makes it the preferred choice of leading establishments around the world.

**THE CHARDONNAY
EXPERIENCE**

Since 2019, Laurent-Perrier has innovated again with **Blanc de Blancs Brut Nature**, the latest of the Laurent-Perrier cuvées. A champagne made from Chardonnay, without any dosage, which only a perfect mastery of Crus, vintages and vinification can obtain. This exceptional and elegant wine, obtained from the best Crus of the Côte des Blancs and the Montagne de Reims, is distinguished by its very high purity and delicious lemony notes.





THE VINEYARD, A TREASURE TO BE NURTURED

The art of assemblage by Laurent-Perrier

Assemblage is the art of champagne in which Laurent-Perrier excels thanks to the expertise of the team led by Michel Fauconnet, 3rd Cellar Master since 1950. At Laurent-Perrier, winemaking means selecting the best juice from the press, working with the three main Champagne varietals, Chardonnay mostly, Pinot Noir and Meunier, which is used solely in making “La Cuvée” and demi-sec “Harmony”.

It also means choosing the still wines that will go to make up the final composition from the 319 villages in the Champagne AOC area including 17 Grands Crus and 44 Premiers Crus.

To make wine is to achieve the perfect balance between a base year and reserve wines to recreate the characteristic Laurent-Perrier style each year. Finally, it means ageing our Cuvées for long periods so that they are perfectly ready to enjoy as soon as they are released onto the market.

Each of these stages, however important, can only be accomplished if we have the best grapes, which is why our long-standing partnerships with the region’s growers and cooperatives, often over several generations, are vital.

**RESPECT FOR EARTH, AIR
AND WATER**

Laurent-Perrier, responsible and committed

Since the 1980s, Champagne has been dedicated to implementing solutions to protect the environment.

Today, the Champagne industry has the 2030 target of having 100% of certified surfaces, working in three main areas:

- > the preservation and enhancement of land and landscapes,
- > the management of effluent, waste and by-products,
- > the reduction of the carbon footprint.

As part of its environmental strategy for the vineyard and for 100% of its parcels, the Laurent-Perrier Group obtained the Sustainable Viticulture in Champagne (SVC) and the High Environmental Value (HEV) certifications in February 2018.

The Group controls its waste production, both related to wine production and product packaging, by promoting recycling. Laurent-Perrier also strives to minimize its consumption of water, electricity and gas at its production site.



Villers-Allerand vineyard, The Montagne de Reims.



THE QUALITY
OF PEOPLE

SALES REVIEW

MICHELLE DEFEO
Managing Director
Laurent-Perrier US



How was the recovery in the US market in 2021-2022?

Champagne shipments to the US have made a strong comeback, growing by 64% in 2021 over the previous year. Growth was fueled by the return of the on-trade, where we saw triple-digit gains in our business. But fortunately, the off-trade, which was already an extremely healthy section for us, continued to grow as well.

What are the characteristics of your market?

American consumers gravitated towards champagne as an indulgence when they were unable to travel or dine out. But it appears that even as those activities start again, they still want to enjoy champagne both at home and when going out. This led the US to become the number one export market for champagne in 2021 in terms of both value and volume. Growth was limited only by supply chain challenges.

What is the outlook that lies ahead?

Over the last two years Laurent-Perrier has doubled its sales in the United States, rising from ninth place to third place in volume. To defend this rank and to turn to an increased focus on value growth, we have reorganized our management structure, increased the size of our team, and will continue to invest in professionalization and training. These changes will strengthen our capacity to continue to deliver the Group's objectives in the future.



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Buckinghamshire
SL7 1DE
UK



ADAM GUY
 Managing Director
 Laurent-Perrier UK

SALES REVIEW

How was the recovery in the UK market in 2021-2022?

Covid has restricted consumers' ability to spend on leisure activities such as foreign holidays, visiting restaurants or attending events. As a result consumers have saved more money. In this context, consuming champagne is one of the few luxuries consumers can enjoy. This trend continued in 2021-22.

Alongside this, since the on trade was allowed to reopen, there has been a trend to premiumise the experience, to entice consumers back after Covid. This has driven demand for more premium products like champagne and has increased on trade spend per head, helping to compensate for lower capacity. Omicron softened on trade demand in the second half of December 2021 but demand improved again in early 2022 as covid restrictions were lifted once again.

The combination of strong demand in both the off trade and the on trade led to shortages of supply in the latter part of 2021-22 as the major champagne brands put their products on allocation.

What are the characteristics of your market?

The UK is, with the United States, the largest champagne export market by volume (CIVC 2020), although volumes have been declining. All the major champagne brands are present. Typically the off trade relies heavily on promotions, particularly at the seasonal peak over Christmas. However in 2021-22, because of the shortage of supply, there were few promotions.

What is the outlook that lies ahead?

In the short term we expect demand to continue to outstrip supply. Orders at the start of 2022-23 are exceptionally strong and our off trade customers' joint business plan volume expectations are higher than pre-covid. Supply is expected to remain constrained for the next few years, assuming international demand persists. We remain cautious about whether the stronger demand experienced since covid will persist. The champagne brands have recently passed cost increases which are leading to higher prices for consumers. While consumers have significantly higher savings than before covid, they now face rising costs of living particularly fuel and domestic heating. And as covid restrictions lift, it is easier for consumers to enjoy luxuries other than champagne, such as foreign holidays and events. The combined effect of these trends on demand remains to be seen. And of course there remains a risk of further covid outbreaks leading to further restrictions. This is likely to negatively impact the on trade more than the off trade.

SALES REVIEW

STEFANO DELLA PORTA

Managing Director

Laurent-Perrier Italy



How was the recovery in the Italian market in 2021-2022?

Both France and Italy are major wine-producing countries, with centuries-old wine traditions, where consumers attach great importance to the quality of wines and the way they are consumed. The pandemic forced consumers to stay at home and, as every cloud has a silver lining, they took the opportunity to taste quality wines.

What are the characteristics of your market?

2021 has enabled Laurent-Perrier to perform well with high-end consumers, notably thanks to the launch of the Millésimes Réserves and the new iterations of Grand Siècle. Interest was also shown by wine professionals, wine merchants and sommeliers. The growth of the high-end segment has been very profitable for Laurent-Perrier, particularly with Cuvée Rosé.

What is the outlook that lies ahead?

The beginning of 2022 seems to confirm a growing interest in sparkling wines and more particularly in champagne. 2022 will certainly be a very good year if the Eurozone manages to keep inflation under control.



How did the recovery in the German and Swiss markets go in 2021?

In 2021, champagne exports to Germany and Switzerland recovered significantly. Switzerland increased in volume by +26%, exceeding the pre-pandemic period, and the average price increased by +5.2%. Germany, on the other hand, achieved growth of +10.4% with an average price increase of +9.3%. Laurent-Perrier's market share of high-end cuvées increased by 36.4% despite an allocation for Cuvée Rosé, Blanc de Blancs Brut Nature and Grand Siècle.

What are the characteristics of these two markets?

In 2021, following the pandemic, the market dynamics were characterised by an increase in domestic consumption and a move upmarket. The closure of key outlets such as bars, hotels and restaurants has led to a shift in some champagne consumption to the home. At the same time, premium brands and prestige vintages have benefited greatly from this period.

Some of our main competitors were obviously surprised by unexpected growth after a troubled 2020.

What is the outlook that lies ahead?

Given the economic and political uncertainties, the outlook offers both opportunities and fewer risks. The German and Swiss subsidiaries will invest in strengthening the teams through training and adding new talent. In addition, we will continue to focus on our prestige vintages with the aim of increasing distribution, brand awareness and image.

We believe that the incredible success of the 2021-2022 financial year is based on the investments made in our brands and our organisation over the previous years. Based on our core values of family tradition, superior quality and long-term partnerships with our customers, we are committed to continued success in the years to come.

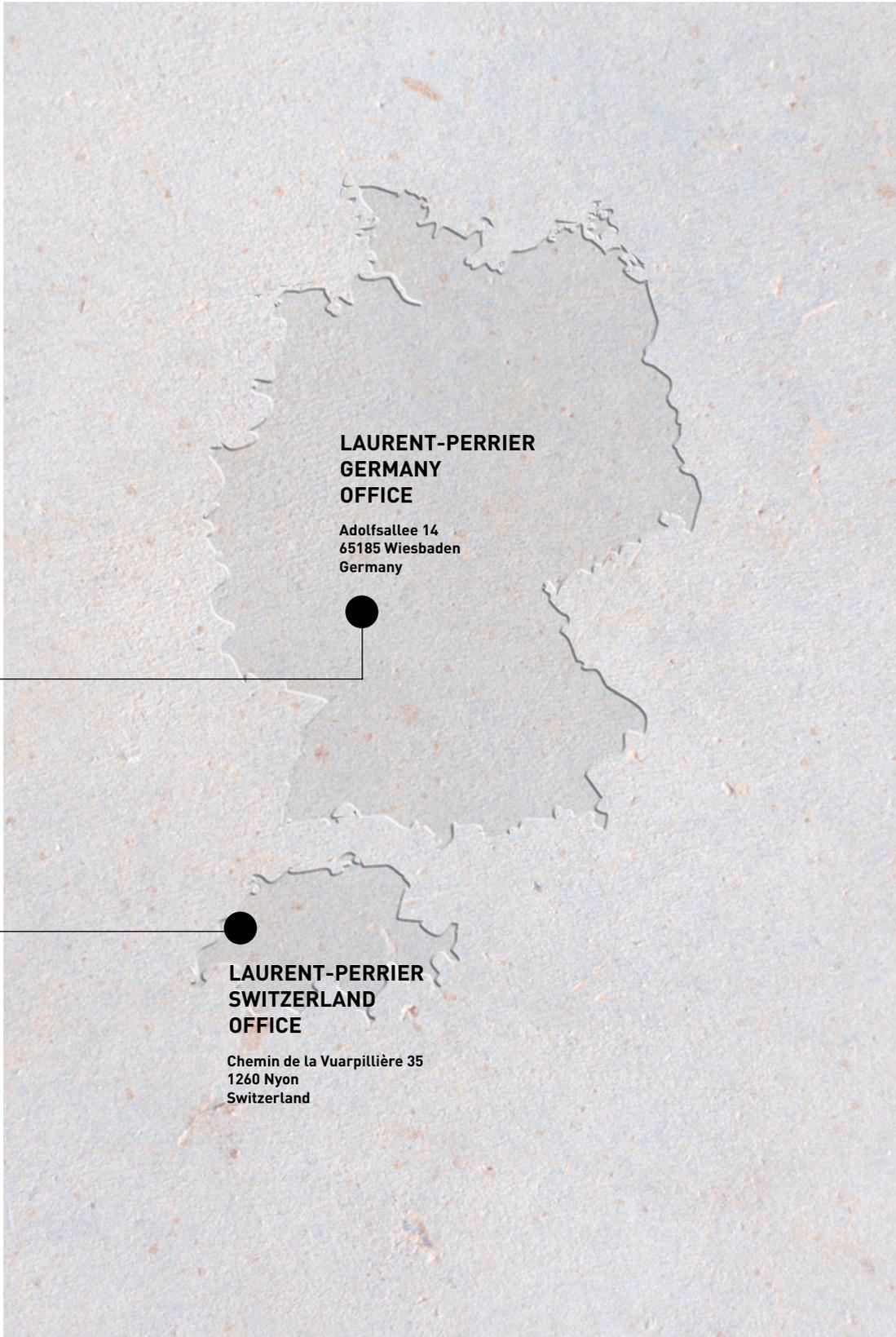
SALES REVIEW

SEZAI OZKAN

Managing Director

Laurent-Perrier Germany and Switzerland





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OFFICE**

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Switzerland



THE BRAND'S STRENGTH

**THE LAUNCHING OF GRAND SIÈCLE
ITERATION N°25 AND ITERATION N°23**

In October 2021, the House of Laurent-Perrier unveiled in October 2021 the two latest iterations of Grand Siècle, Grand Siècle Iteration N°25 in bottle and Grand Siècle Iteration N°23 in magnum.

Lucie Pereyre de Nonancourt, 4th generation, and Edouard Cossy, Grand Siècle Global Director, aim to promote this high-end cuvée throughout the world, to Fine Wine Merchants, discerning wine lovers and the wine press.

Grand Siècle Iteration N°25, a blend of 2008, 2007 and 2006 vintages, is available in bottle and has benefited from 10 years of cellar ageing. Grand Siècle Iteration N°23, only available in magnum, has been aged for more than 14 years, revealing a great aromatic complexity through its blend of 2006, 2004 and 2002.

In France in Paris, in the United Kingdom in London, in Italy in Milan and Bologna, in Germany in Hamburg and Munich, and in the United States in New York, wine pairing dinners were organized to discover this wine with its exceptional aromatic persistence.





GRAND SIÈCLE ITÉRATION N°25
IN BOTTLE (2008 – 2007 – 2006)

99/100
James Suckling

JAMESSUCKLING.COM 

96/100
Essi Avellan

ESSI AVELLAN MW

96+/100
Robert Parker Wine Advocate



WINE ADVOCATE



GRAND SIÈCLE ITÉRATION N°23
IN MAGNUM (2006 – 2004 – 2002)

99/100
James Suckling

JAMESSUCKLING.COM 

19/20
JANCIS ROBINSON



96/100
Robert Parker Wine Advocate



WINE ADVOCATE



**A NEW CUVÉE ROSÉ
LIMITED EDITION**

**A poetically audacious breeze of freedom blows
at Laurent-Perrier.**

What freedom of thought and audacity Bernard de Nonancourt and the former Cellar Master had in 1968 to create a Rosé Champagne that would become one of the iconic Cuvées of the House, even though rosé champagne had not yet been introduced.

Today, more than 50 years after its launching, Laurent-Perrier Cuvée Rosé still amazes us with its enchanting notes and intense red fruits aromas. Laurent-Perrier pursues this bold creativity by offering a 100% Pinot Noir rosé champagne made by using the maceration technique, while preserving the biodiversity of the Champagne terroir, and going beyond the environmental liability rules and complying with the *Viticulture Durable* in Champagne and *Haute Valeur Environnementale* specifications.

Its unique champagne serving ritual has been reinvented for the 4th consecutive year. After the “Signature”, “Constellation” and “Safari” robes, Laurent-Perrier reveals the “Butterfly” robe, the ultimate symbol of our respect for nature and the environment. Reusable thanks to its clasp, this metal jacket symbolises Laurent-Perrier’s respect for nature and the environment.

In the United Kingdom, this limited edition was presented exclusively at Selfridges and highlighted at the time of the end-of-year celebrations in the lobby of the famous London hotel The Savoy, on the theme of the enchanted forest in partnership with the illustrator Kay Nielsen. In France, the Taste of Paris festival, a gathering place for emblematic chefs of the French gastronomic scene, is also the place to present this limited edition, a veritable showcase of Cuvée Rosé for the service.



Le Taillevent Paris



Byblos Saint-Tropez



The Ritz London



Tour d'Argent Paris



Le Gstaad Palace



The Royal Albert Hall



Le Prince de Galles Paris



Hôtel Principe di Savoia Milan



Corinthia Hotel London

Illustrations : Sacha Floch Poliakov

Illustrations : José Lozano

Illustrations : Quentin Blake

CUVÉE ROSÉ
«CHOSEN BY THE BEST»

Laurent-Perrier cultivates its attachment to gastronomy in partnership with the world's leading hotels and restaurants.

This claim is the signature of the media campaign launched in 2015, in partnership with the world's greatest establishments: Gstaad Palace, la Tour d'Argent, Byblos, The Ritz London, Principe di Savoia... Recognized the world over as best-in-class for selecting fine wines, their endorsement is an honour for Laurent-Perrier as well as a guarantee of quality and excellence for their clients and consumers.

In 2021, two new French illustrators, Sacha Floch Poliakoff and José Lozano, signed the campaign, proposing two colourful and modern graphic treatments of the establishments associated with Laurent-Perrier for France, Germany and Switzerland. In England, the graphic interpretation of the establishments was created by Quentin Blake, a famous illustrator.

**A STRENGTHENING
OF THE DIGITAL PRESENCE**

Increased visibility on social media

The Instagram account @champagnelaurentperrier, is followed with passion by more than 180,000 people all over the world. The House also creates additional and complementary contents on other social media channels, such as Facebook, LinkedIn, Youtube and Pinterest.

A new corporate website

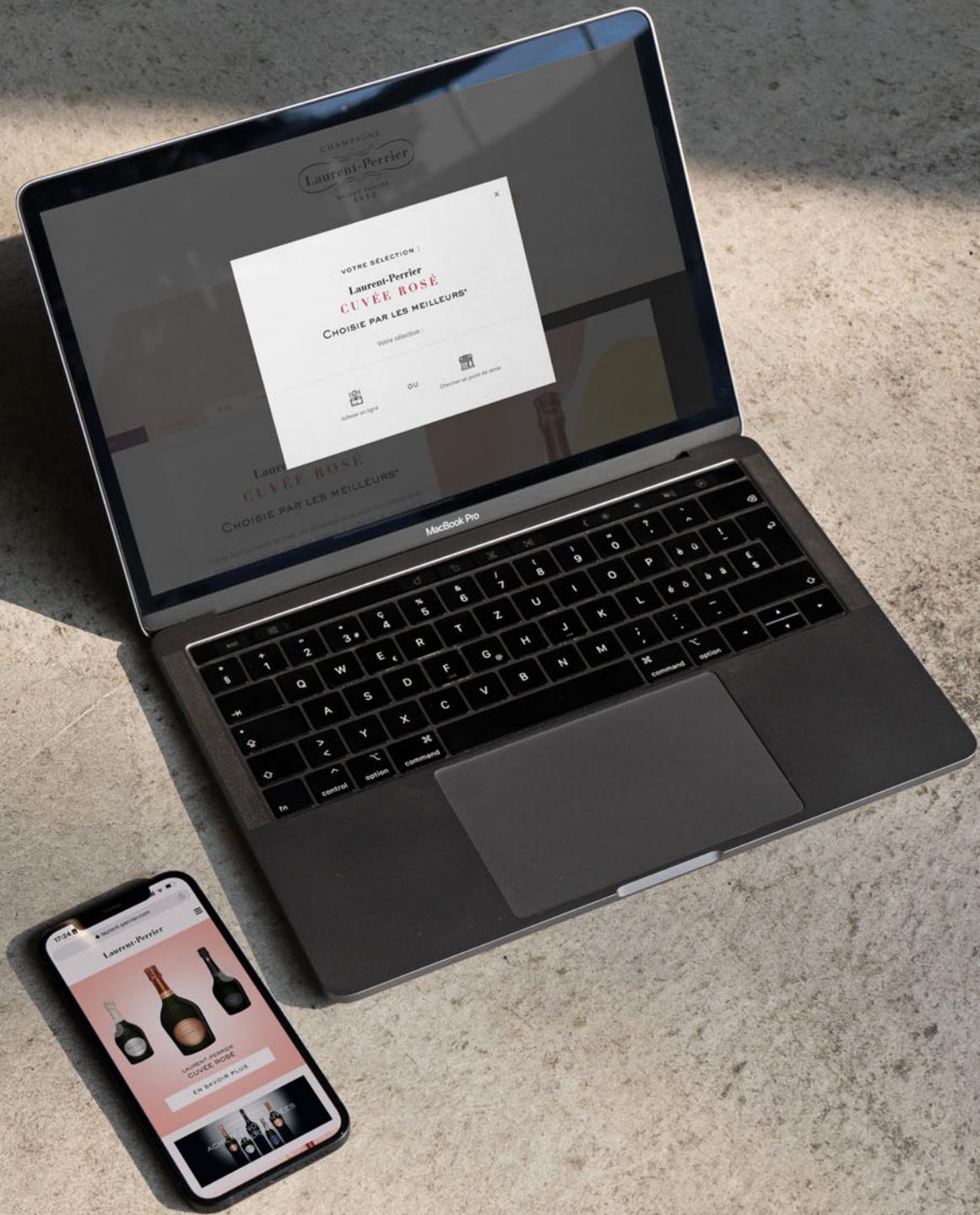
The corporate website www.laurent-perrier.com, available in French, English and German, divulges the history of the House and gives information and characteristics on each of the emblematic Laurent-Perrier Cuvées.

An everlasting relationship with our clients and our consumers

Every month, a Laurent-Perrier newsletter enables the connoisseurs to follow news about the House: launch of our Cuvées, events, tastings, awards... A key tool in order to retain our clients and customers.



-  @champagnelaurentperrier
-  @champagnelaurentperrierFR
-  Champagne Laurent-Perrier
-  Champagne Laurent-Perrier
-  champagnelaurentperrier



**A STRENGTHENING
OF THE DIGITAL PRESENCE**

An affiliate sales section with Laurent-Perrier's partner clients is available for the French and English versions.

Laurent-Perrier is launching e-commerce in France, the UK and the US through affiliate sales.

From now on, visitors on the Laurent-Perrier website will be able to buy the House's iconic Cuvées online via the websites of wine merchant partners and also to find the nearest sales outlets.

The wine merchant partners have been selected by the sales force based on the quality of their service and their pricing strategy.

The Laurent-Perrier team, in close collaboration with the selected partners, has developed personalised homepages in order to offer an optimal user experience. The mobile version of the Laurent-Perrier site has been redesigned in this way and now accounts for 65% of traffic.

In addition, visibility operations have been initiated (Google campaigns and social media) with an objective of maximising sales during peak commercial periods.

**A STRONG ATTACHMENT
TO GASTRONOMY**

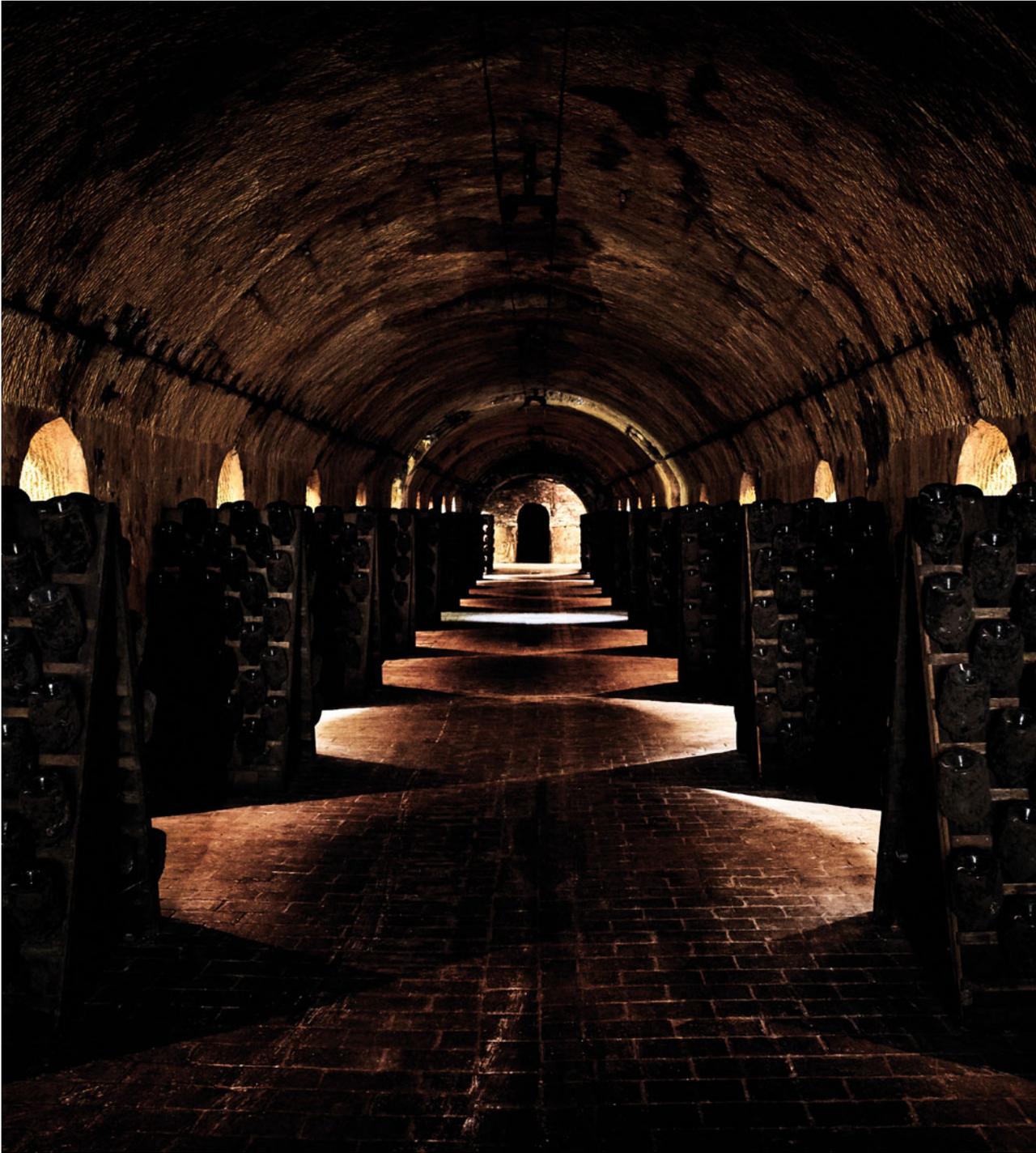
Laurent-Perrier cultivates its attachment to gastronomy, in collaboration with renowned chefs and in partnership with the world's leading hotels and restaurants.

Laurent-Perrier, partner of gastronomy

Laurent-Perrier's history and that of gastronomy have always been intimately linked. Since the 1950s, Laurent-Perrier has developed a range of wines based on freshness, finesse and elegance to pair perfectly with French gastronomy, as an aperitif and throughout the meal. Since then, Laurent-Perrier has always been able to accompany the key players in gastronomy and sublimate their creations.



Top to bottom and left to right: Tom Kerridge - *Kerridge* (London); John Williams MBE - *The Ritz London* (London); Paco Roncero - *Paco Roncero* (Madrid); Pascal Helard et Dominique Minchelli - *Le Duc* (Paris); Eric Chavot - *Coda* (London); Giuliano Sperandio - *Le Taillevent* (Paris).



2021-2022
YEAR



Alexandra PEREYRE DE NONANCOURT



Stéphane DALYAC



Stéphanie MENEUX DE NONANCOURT

THE MANAGEMENT BOARD

In a buoyant champagne market, undertaken for several years on the Group's value policy the Laurent-Perrier Group recorded strong growth in its results.

This performance is supported by the global economic recovery, following the improvement in the health situation and by the efforts undertaken for several years on the Group's value policy.

During this year, the group experienced a strong increase in its sales volume of + 58% compared to the previous year. The turnover (champagne sales) for the year was thus up sharply, standing at 292.8 million euros. The Group has also begun the gradual resumption of its long-term investments, particularly in support of its brands and in terms of commercial development.

This resumption of investments was carried out in close connection with the necessity to increase sales and control costs.

The whole thus contributes to the development of the Group's operating margin rate, which reaches 26% at current exchange rates. The Group's net result share also recorded a very marked increase. It stands at 50.2 million euros at current exchange rates and thus represents 16.4% of the Group's consolidated revenue. Operating cash flow for the period shows a strong increase of + €65.6 million compared to fiscal year N-1.

This performance is linked to the growth of activity and the control of working capital

requirements, particularly in terms of inventory management.

The elements of the Consolidated Balance Sheet closed on March 31st, 2022 once again demonstrate the solidity of the Group's financial structure. Equity attributable to the Group amounts to €500.7 million and net debt stands at €225.1 million including an active cash flow of €125.7 million euros.

In this business context marked by the vigour and intensity of the resumption of champagne shipments in 2021, the annual results published for the 2021-2022 financial year benefited from an exceptional situation.

Faced with the uncertainties arising from the conflict in Ukraine, inflationary tensions and the resulting monetary policies which all call for a great deal of caution, the Laurent-Perrier Group will continue with vigilance and confidence in the execution of its 2021-2025 business plan and will maintain the course of its value strategy, which is based on four pillars:

- A unique profession: The production and sales of high-end Champagne wines
- Quality supply based on a partnership policy
- A portfolio of strong and complementary brands
- A well-controlled global distribution.

Stéphane DALYAC
Chairman of the Management Board

THE SUPERVISORY BOARD

The Laurent-Perrier Group, under the authority of the Chairman of the Management Board, Mr Stéphane Dalyac, has recorded strong growth in a very favourable market context.

This performance is supported by the global economic recovery, following the improvement in the health situation, and by the efforts made by the Group over the past several years on its value policy.

This strategy has enabled the Group to win market share in key countries where high-end cuvées are best valued. As a result, the Laurent-Perrier Group has reached an all-time high in terms of turnover and operating profit.

Faced with the uncertainties arising from the conflict in Ukraine, inflationary pressures and the resulting monetary policies, the 2022-2023 financial year should be approached with caution.

The Laurent-Perrier Group will continue to invest in the quality of its wines, its people and the support of its brands around the world.

The Supervisory Board is convinced that the Laurent-Perrier Group has the best assets to succeed and continue its growth.

Patrick THOMAS
Chairman of the
Supervisory Board



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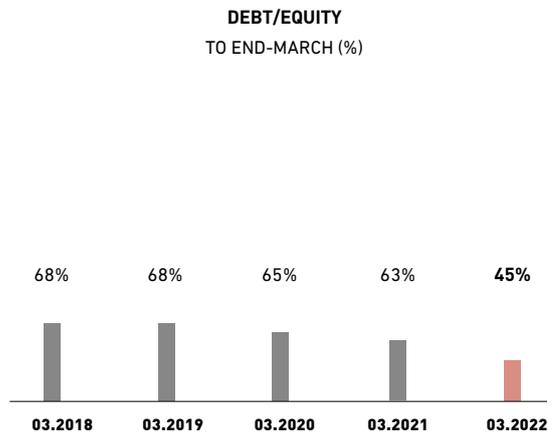
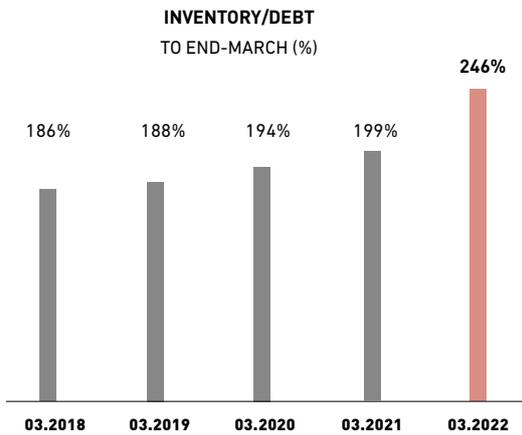
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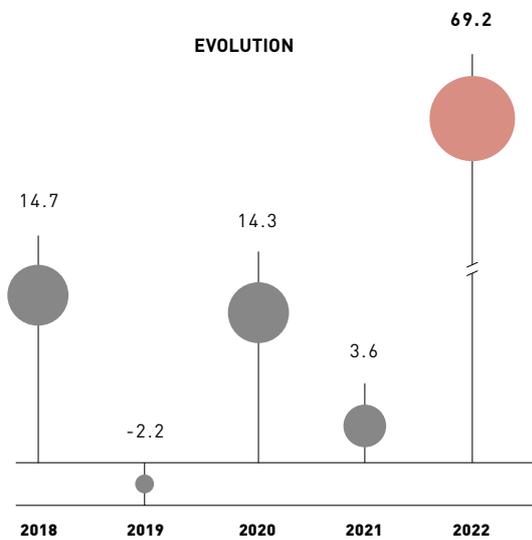
10

1. Patrick THOMAS - Chairman. 2. Marie CHEVAL - Vice-Chairman. 3. Maurice DE KERVENOËL - Honorary Chairman. 4. Yann DUCHESNE - Chairman of the Audit and Financial Communication Committee 5. Jocelyne VASSOILLE 6. Jean-Louis PEREYRE. 7. Claude de NONANCOURT. 8. Éric MENEUX. 9. Wendy SIU. 10. Philippe-Loïc JACOB - Chairman of the CSR Committee.

FINANCIAL RATIOS

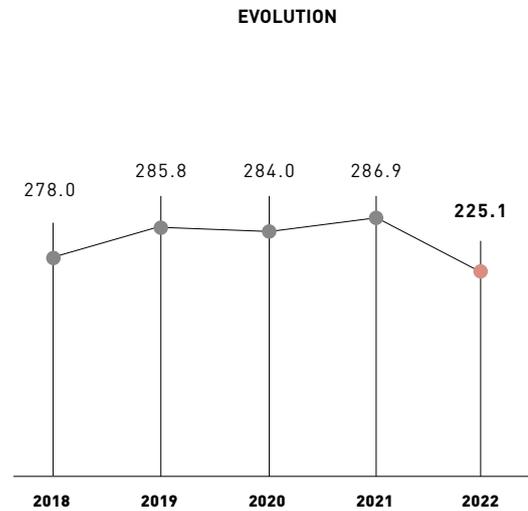


CASH FLOW FROM OPERATIONS



Laurent-Perrier Group (€ million)

DEBT



Laurent-Perrier Group (€ million)

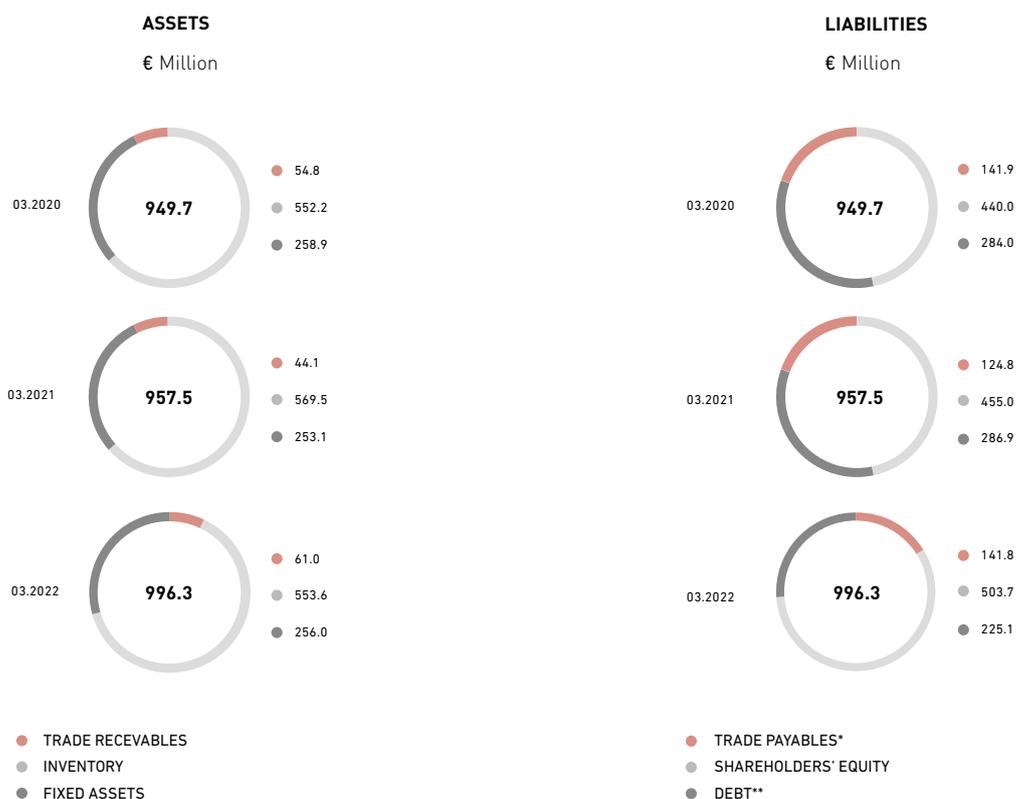
OPERATING ACCOUNT

€ MILLION

TURNOVER (CHAMPAGNE)	184.7	292.8	+58.6%
TURNOVER (CHAMPAGNE)	41.3	77.0	+86.4%
AS % OF TURNOVER (CHAMPAGNE)	22.4%	26.3%	+3.9 PTS
GROUP NET INCOME	25.2	50.2	+99.0%
AS % OF TURNOVER (CHAMPAGNE)	13.7%	17.1%	+3.4 PTS
CASH FLOW FROM OPERATIONS*	3.6	69.2	+65.6
	REAL 2021	REAL 2022	CHANGE

*Funds from operations minus net investment.

BALANCE SHEET SUMMARY



*Including contingencies and loss provision and deferred tax.

**Net debt = financial debts - cash assets

STOCK MARKET

Ever since it was listed on the stock exchange, Laurent-Perrier has maintained close relations with its shareholders via:

A financial website at

www.finance-groupep.com;

Two newsletters mailed,

each year to all shareholders;

A team available

Tel: +33 (0)3 26 58 91 22.

Stock market data

at 31st of March, 2022

Nominal share price: €3.80

Shares in circulation: 5,945,861

Share price as of 31st of march 2022:

€95,80

Market capitalization: €569,613,483,80

ISIN code: FR0006864484

Dividend: €1.00 (last dividend paid in July 2021)

Capital structure

%

Family: 65,11%

Treasury shares: 0.67%

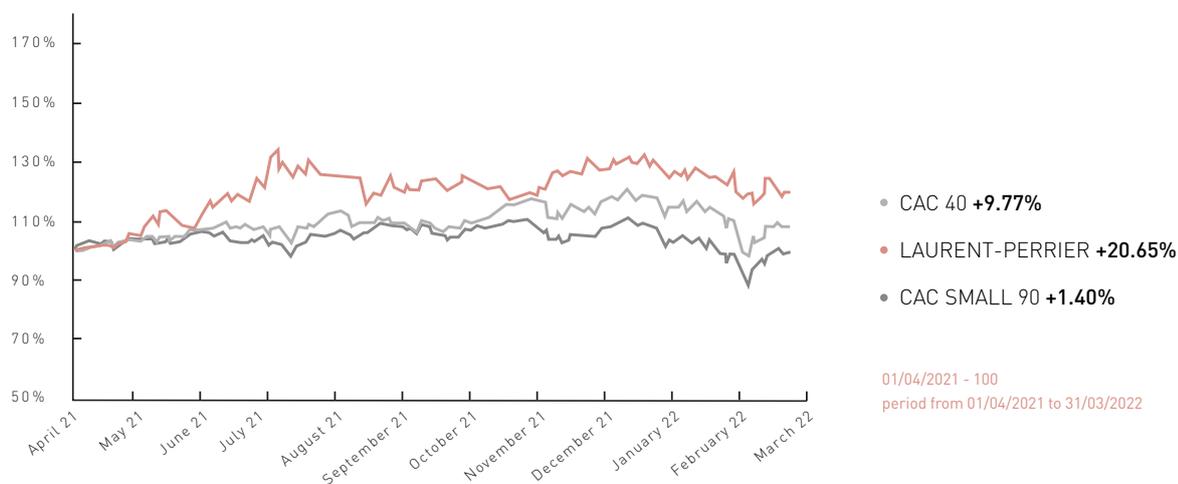
Employees: 0.32%

Registered institutionals: 0.49%

Other: 33,41%

Laurent-Perrier share price

CAC 40 and CAC small 90



To consult
the 2021 - 2022
Reference document,
go to
www.finance-groupelp.fr



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WWW.LAURENT-PERRIER.COM

A PUBLIC LIMITED COMPANY GOVERNED BY MANAGEMENT BOARD AND SUPERVISORY BOARD,
CAPITALISED AT €22,594,271.80