



LAURENT-PERRIER

Financial Press Release

Laurent-Perrier posts 12.7% growth in turnover in third quarter of FY 2010-2011

Tours-sur-Marne, 10 February 2011

In the third quarter of its financial year, ending 31 December 2010, Laurent-Perrier Group turnover rose 12.7% to 84.2 million euros. Over the first nine months of the financial year, turnover growth came in at 17.6%. This performance confirms not only the new-found strength of demand but also the validity of the positioning adopted by the Group.

Volumes were buoyant in the third quarter (up 15.2%), despite a less favourable comparison basis, as they were up 29.6% in the same period last year. The price/mix effect continues to improve thanks to improved brand mix and stronger growth of premium Laurent-Perrier brand champagnes.

This is particularly the case in the United Kingdom, the United States, Germany, and most of the overseas export markets. The export ratio accordingly remained above 70% in the third quarter, a gain of four points on the same quarter last year.

The ratio of sales of Laurent-Perrier brand premium champagnes has advanced 3.2 points over 12 months to stand at 37.4% of brand turnover.

Outlook

The Group expects its activity to stabilise in the last quarter in view of the high comparison basis in the fourth quarter of the previous financial year, when sales were up 18.4%.

The Laurent-Perrier brand will benefit from the ongoing launch of the new packaging for its Laurent-Perrier Brut champagne, and the release of its vintage Brut Millésimé 2002.

Over the full year, the Group can confirm its target of an improvement in current net income and a further paying down of debt on the strength of its positive cash-flow. This favourable development will enable the Group to strengthen its balance sheet as part of its value-creation strategy.



€ million	Q1 April/June 2010	Q2 July/September 2010	H1 April/ September 2010	Q3 October/December 2010	9 months April/December 2010
Turnover	36.8	44.4	81.2	84.2	165.4
% / Y-1	17.3%	28.6%	23.2%	12.7%	17.6%
o/w:					
Currency effect	1.0%	1.6%	1.4%	1.4%	1.4%
Volume effect	40.3%	35.1%	37.6%	15.2%	25.7%
Price/Mix effect	- 24.0%	- 8.1%	- 15.7%	- 3.9%	- 9.5%

Laurent-Perrier is one of the few champagne houses listed on the French stock exchange dedicated exclusively to champagne and focused on the premium segment. Laurent-Perrier offers a broad range of products renowned for their quality, and sold under the brands Laurent-Perrier, Salon, Delamotte, and Champagne de Castellane.

Provisional financial timetable

Financial results for FY ending 31 March 2011: 31 May 2011

General Meeting of Shareholders: 6 July 2011

ISIN: FR 0006864484

Laurent-Perrier belongs to compartment B of Euronext Paris.

Bloomberg: LAUR FP

It is part of the CAC Mid Small 190, CAC mid 100, SBF SM and SBF 250 indices.

Reuters: LPER.PA

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