



Tours-sur-Marne, September 25, 2014

LAURENT-PERRIER GROUP

Press Release

Laurent-Perrier appoints Stéphane Dalyac Chairman of Management Board

On Wednesday 24 September, the Laurent-Perrier Supervisory Board chaired by Maurice de Kervenoael agreed to appoint Stéphane Dalyac Chairman of Laurent-Perrier's Management Board. He takes over from Michel Boulaire, who has held the position since May 2010.

After starting out with PAI Partners, one of Europe's leading venture capital firms, Stéphane Dalyac joined the Danone Group in 1992, where he held a number of marketing and sales positions, in the United Kingdom in particular. He subsequently moved to the Yoplait Group in 2002, where he was appointed Managing Director, Europe, in 2011.

Stéphane Dalyac, 51, is an agricultural scientist who graduated from the Institut National Agronomique Paris-Grignon and the Institut d'Etudes Politiques de Paris ("Sciences-Po"). He also holds a DEA post-graduate diploma in financial mathematics from Paris Dauphine University.

The Supervisory Board expresses its warmest thanks to Michel Boulaire for his dedication to the Group which, over the past four years, has accelerated its rate of international expansion and won market share in the leading export markets despite the difficult economic environment. During this period, the Group has also significantly bolstered its financial strength, enabling it to continue investing for the future.

Leveraging his experience as a Managing Director in an international group, Stéphane Dalyac will be tasked with accelerating growth at Laurent-Perrier to take the Group to a new level in the value strategy it has resolutely pursued for many years.

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 Laurent-Perrier, Salon, Delamotte, and Champagne de Castellane brands.

ISIN: FR 0006864484

Bloomberg: LAUR FP

Reuters: LPER.PA

Laurent-Perrier belongs to compartment B of Euronext Paris, now EnterNext.

Laurent-Perrier stock is eligible for PEA-PME tax-efficient equity savings accounts.

It is part of the CAC Mid & Small, CAC Mid 60 and CAC All-Tradable indices

Etienne AURIAU
Chief Financial Officer

+33 (0)3.26.58.91.22 - www.finance-groupelp.com

DOMAINE LAURENT-PERRIER - 51150 TOURS-SUR-MARNE - FRANCE
TEL : 33 (0) 3 26 58 91 22 - FAX : 33 (0) 3 26 58 77 29

LAURENT-PERRIER, S.A. A DIRECTOIRE ET CONSEIL DE SURVEILLANCE AU CAPITAL DE 22 594 271,80 EUROS
R.C.S. REIMS B 335680096 - SIRET 335 680 096 00021 - APE 6420Z
CHAMPAGNE LAURENT-PERRIER - CHAMPAGNE SALON - CHAMPAGNE DELAMOTTE - CHAMPAGNE DE CASTELLANE