



LAURENT-PERRIER Group

Tours-sur-Marne, March 17, 2021

Information relating to the conclusion of an agreement subject to the application of the provisions of Articles L22-10-13 et seq. of the French Commercial Code

Conclusion of a service contract with MDK Consulting

Purpose: The purpose of the service contract is to govern the terms and conditions of the services between MDK Consulting, whose manager is Mr. Maurice de Kervénoaël, Member of the Supervisory Board, and the company, namely representation and network opening missions in line with the Laurent-Perrier group's value strategy.

Terms: At its meeting on 16 March 2021, the Supervisory Board of the Laurent-Perrier Group authorised the conclusion of a service contract between Laurent-Perrier and MDK Consulting, in accordance with Article L22-10-13 of the French Commercial Code. The contract was signed on the same day.

Financial conditions: Under the terms of this service contract, Laurent-Perrier undertook to pay MDK Consulting a total remuneration of seventy thousand Euros excluding tax (€70,000 excluding tax) per year until 31 March 2023.

It is specified that the ratio between the amount of the remuneration resulting from the service contract and the last annual profit of the Laurent-Perrier Group, i.e. EUR 23.71 million as shown in the last consolidated accounts at 31 March 2020, is around 0.0029, i.e. 0.29%.

Person concerned: Mr. Maurice de Kervénoaël, Member of the Supervisory Board

Reasons justifying the interest of this agreement for Laurent-Perrier: Laurent-Perrier aims to increase its reputation and the share of its top-of-the-range products in its turnover through a reaffirmed value policy. The service agreement concluded with MDK Consulting, managed by Mr. Maurice de Kervénoaël, allows Laurent-Perrier to benefit from services that will support this value policy.

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

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