

Press release – Paris, 28 September 2022

Pernod Ricard creates a new business unit to lead the Direct-to-Consumer distribution of super premium products and experiences

As part of its Transform & Accelerate strategy powered by the 'Conviviality Platform', Pernod Ricard announces today the creation of a new business unit. Its objective is to scaleup and expand geographically its existing direct-to-consumer and niche B2B businesses as they approach a mature stage of development, and to pioneer new innovative services and products to meet and anticipate consumer demand for exceptional experiences.

From 2 November 2022, Pernod Ricard will bring together The Whisky Exchange, Drinks & Co and Bodeboca into this new BU to accelerate the substantial progress made in recent years. This new entity will operate as an autonomous business unit within Pernod Ricard reporting to Alexandre Ricard and we are pleased to announce the appointment of Nicolas Oudinot as CEO, who brings an impressive background in luxury, digital and innovation. *"I am thrilled to join Pernod Ricard in order to drive the transformation of the industry under the leadership of Alexandre Ricard,"* said Nicolas Oudinot.

In a context of strong demand for high end products and e-commerce growth in our industry, this new organization illustrates the tangible business impact of Pernod Ricard's digital acceleration and transformation strategy and will enhance its competitive advantage in the distribution of premium+ spirits and wines, and related experiences.



Nicolas Oudinot has 20 years of experience in the luxury industry and strategy consulting. A graduate of Ecole Centrale Paris, with an MSc in Engineering, he began his career with The Boston Consulting Group, where he spent almost a decade serving primarily luxury and consumer goods clients across multiple countries.

In 2013, Nicolas joined the Kering Group as Projects and Strategy Director of Saint-Laurent, then of the fashion division of Kering, before transitioning internally to Gucci, where he was appointed Strategic Initiatives and Business Development Director in 2015. Over seven years, in a context of very fast growth of the brand, he evolved within Gucci to occupy the role of Chief Digital Business and Innovation Officer and then EVP New Businesses and CEO of Gucci VAULT.

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales amounting to €10,701 million in fiscal year FY22. The Group, which owns 17 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive portfolios in the industry with over 240 premium brands distributed across more than 160 markets. Pernod Ricard's portfolio includes Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur or Mumm and Perrier-Jouët champagnes. The Group's mission is to unlock the magic of human connections by bringing "Good Times from a Good Place", in line with its Sustainability and Responsibility roadmap. Pernod Ricard's decentralised organisation empowers its 19,480 employees to be on-the-ground ambassadors of its purposeful and inclusive culture of conviviality, bringing people together in meaningful, sustainable and responsible ways to create value over the long term. Executing its strategic plan, Transform & Accelerate, Pernod Ricard now relies on its "Conviviality Platform", a new growth model based on data and artificial intelligence to meet the ever-changing demand of consumers.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code:FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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