



LAURENT-PERRIER

## Financial press release

### **Laurent-Perrier: 10.5% increase in sales in 2007-2008 first quarter**

The Group's consolidated sales for the first quarter of 2007-2008 (1 April to 30 June 2007) reached €53.48 million, compared with €48.42 million in the same period of the previous year. This 10.5% increase can be broken down as follows:

1st quarter 2007-2008 vs. 1st quarter 2006-2007	Sales	Of which volume effect	Of which price/mix effect	Of which currency effect
	+ 10.5%	+ 1.4%	+ 9.2%	- 0.1%

In a champagne market which has grown by 3% over the last 12 months, the Laurent-Perrier brand has experienced the most dynamic growth among the Group's brands. Its weight in the Group's total sales has increased by five points compared to 2006-2007 first quarter, thanks to the progress of the brand made on almost all its markets.

Laurent-Perrier's premium champagnes, in particular its prestige cuvée, Grand Siècle, have also experienced particularly strong growth, especially in export, which accounts for over 80% of sales. These good results show the importance of the price/mix effect, which has been heavily influenced by the quarter's favourable brand mix.

#### **Outlook**

The first quarter reflects the long-term direction the Group wishes to take, with the price/mix effect becoming the main growth driver. However, business is traditionally weak in this quarter which does not particularly reflect on the year's trend. Hence, the price/mix effect should decrease significantly in the months to come.

Throughout the year, Laurent-Perrier will continue to implement its strategy of developing premium products' sales in order to regularly improve its main financial ratios.

The Group will release its half-yearly sales figures on 9 November 2007 and its half-yearly results on 30 November 2007.

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LAURENT-PERRIER, S.A. MANAGED THROUGH A BOARD OF DIRECTORS AND A SUPERVISORY BOARD WITH A SHARE CAPITAL OF  
22,594,271.80 EUROS

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CHAMPAGNE LAURENT-PERRIER – CHAMPAGNE SALON – CHAMPAGNE DELAMOTTE – CHAMPAGNE DE CASTELLANE



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

ISIN code: FR 0006864484

Laurent-Perrier belongs to the Eurolist Compartment B of Euronext Band.

Bloomberg : LAUR FP

It is part of the CAC Mid Small 190, CAC Small 90, SBF SM and SBF 250 indices.

Reuters : LPER.PA

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