

**Laurent-Perrier**  
**Société anonyme à Directoire et Conseil de Surveillance**  
**au capital de 22.594.271,80 euros**  
**Siège Social : 32, avenue de Champagne 51150 Tours-sur-Marne**  
**335 680 096 RCS Reims**

Information published over the year 2011-2012

1. The following documents are published either regularly or as and when required on the website of the French financial markets authority (Autorité des Marchés Financiers) [www.amf-france.org](http://www.amf-france.org) and/or at [www.finance-groupe.lp.fr](http://www.finance-groupe.lp.fr).

2010-2011	
31.05.2011	Turnover, FY 2010-20112
31.05.2011	2010-2011 Reference Document
31.05.2011	Results for FY 2010-2011
10.06.2011	Analysts' Briefing on the results for FY 2010-2011
08.07.2010	Address to shareholders an the Annual General Shareholders' Meeting held on July 6, 2011
20.07.2011	First-quarter turnover FY 2011-2012
30.11.2011	First-half turnover FY 2011-2012
30.11.2011	First-half results FY 2011-2012
01.12.2011	Analysts' briefing on first-half results, FY 2011-2012
14.02.2012	Third-quarter turnover, FY 2011-2012

2. Information published in the industry and specialist press 2011-2012

March 2011	NATURE AND HUMAN INTERVENTION The Laurent-Perrier Garden, Chelsea Flower Show 2011
	<p>Uniting garden, architecture and art the 2011, Laurent-Perrier Garden at the RHS Chelsea Flower Show promises a true expression of the theme « nature and human intervention », as captured by this year's award-winning designer Luciano Giubbilei.</p> <p>With a theme inspired by Laurent-Perrier's tradition of handcrafting from nature, Giubbilei, second time Chelsea designer, presents two distinct areas and experiences within the garden. A structured space that evokes calm, resting and meditative moods contrasts with one that is densely planted and elegant. The planting scheme creates a romantic atmosphere, with maroon, bronze and soft pink tones, evocative of Laurent-Perrier Cuvée Rosé champagne.</p> <p>Emphasising the theme of nature and human intervention from an architectural and sculptural vantage, leading Japanese architect Kengo Kuma and British sculptor Peter Randall-page have contributed key elements respectively to the garden with a sensory bamboo pavilion entitled "Wind" and three striking commissioned sculptures.</p> <p>"Wind" by Kengo Kuma is an architectural structure formed by sixteen fragile panels of natural bamboo creating beautiful blurring shadows. Each panel of the pavilion has been crafted and engineered to rotate gently in the breeze to reflect the movement and expression of nature. At the end of the garden a woven bamboo wall compliments and frames the structure. A deciduous hedge outlines the rest of the garden.</p> <p>Peter Randall-Page's sculptures play on the dynamic tension found between the tendency for order or chaos in nature. The chaos is symbolised by the natural form of the boulders and the order by the light, repetitive pattern carved into their surfaces.</p> <p>A central stream runs the length of the garden to allow a natural flow of water, contrasting with the rectangular reflecting pool that controls water in a precise</p>

engineered manner. Timber is used to form a wooden bridge dividing the two areas of the garden and to provide a base for the architectural structure. This is the second time that Luciano Giubbilei has designed a Show Garden for Laurent-Perrier, following a gold medal-winning garden in 2009.

March 2011

Jardins, jardin aux Tuileries à Paris du 26 au 29 mai 2011  
The Laurent-Perrier Garden: A Garden of Reminiscence

*A garden, like champagne, is a filter, a medium through which the visitor sharpens his senses and reveals the real depth of his emotions. A place of reminiscence.*

For its seventh contribution to the *Jardins, jardin aux Tuileries* gardens show, Champagne Laurent-Perrier has commissioned a garden from landscape architect Nicolas Gilsoul, the winner of the prestigious *Grand Prix de Rome* in 1999. Nicolas Gilsoul has chosen to echo the sensations created by champagne in his garden design. The Laurent-Perrier garden aims to stimulate the senses and gently guide the visual and mental wanderings of the visitor.

He has created a secret garden whose unseen boundaries arouse a mixture of curiosity and yearning. The layout of the low walls suggests without revealing. Light misting and right angled paths draw the visitor on as they protract the perception of time. The garden offers multiple points of entry, each creating its own gentle *frisson*. Paths generate a sense of suspense, hived off from the outside world in a bubble of calm stasis. The distant hum of the city is covered by the murmur of a fountain.

The garden is a classical design, whose geometry sings as it interacts with its wider setting. It "captures" the façade of the Orangerie for a dramatic backdrop, emphasises the avenues of preched limes, and even takes the humble park bench into the heart of the design. Yet its composition reverses the main line of sight from the terrace through the subtle use of mirrors, multiplying sightlines and dislocating the sense of space.

Its pathways are as much mental as physical. Within its broad boundaries, it encircles a room of delicately-perfumed white roses. Three limed wood gazebos are conducive to encounters on their substantial white sofas. The eye is transported over the sea of flowers, multiplied by infinite reflections in the facing mirrors. The interplay of light and shade contributes to the illusion and creates other, imaginary, perspectives. The garden, in short, is replete with an "augmented reality", an invitation to see beyond the physically immediate.

Nicolas Gilsoul is an architect and landscape architect. He has been designing projects since 1997, making the relationship between people and place central to his design process. He has worked extensively with landscape architect Gilles Clément, was a project manager at Wilmotte & Associés from 2001 to 2003, and regularly works with practices in France and Switzerland. In parallel, he works on his own projects – a mix of architecture and landscape design – setting up his own practice in 2004. He began to teach project design and architectural criticism in 1999, has been a senior lecturer at the ENSP school of landscape design in Versailles since 2006 and a Professor at the Brussels Academy of Fine Arts. As the designer and curator of the *L'Objet du Désir* section of *La Ville Fertile*, an exhibition at the Cité de l'Architecture et du Patrimoine in Paris (March-July 2011), he continues his experimentation on private and public sector projects in France and elsewhere.

### **Champagne Laurent-Perrier and gardens – a self-evident bond**

Located in the village of Tours-sur-Marne, Laurent-Perrier expresses its love of nature and gardens – the bedrock of its personality and that of its wines – by participating in high-profile international garden events and by regularly commissioning temporary gardens.

From Paris to London, and from Ghent to Coppet, the mode of expression might be different, but the approach is identical, namely to express the refined beauty of great champagne through the art of the landscape garden and so project Laurent-Perrier's core values.

**Les Florales gantoises, Ghent, Belgium**

As the flower show of the Ghent *Société Royale d'Agriculture et de Botanique* since 1809, the Florales takes place every five years and features numerous competitions between horticultural professionals from 18 countries in six different categories covering azaleas, greenhouse plants in bloom and not in bloom, border plants and perennials and cut flowers. Some 231 judges from 24 nationalities gauge the skills, creativity, technical expertise and professionalism of these virtuosi plantsmen and women.

At five-year intervals since 2000, Laurent-Perrier has sponsored the event, whose characteristics echo its own stringent criteria of excellence. In the most recent, 2010, edition, Laurent-Perrier engaged one of the world's most respected floral artists, Daniël Ost.

**Jardins en fête, Château de Coppet, Switzerland**

Friday 6 May-Sunday 8 May 2011

Champagne Laurent-Perrier is continuing its partnership with this latest edition by sponsoring a group of young landscape gardeners. The Laurent-Perrier Gardens Competition is an opportunity for them to create a pleasure garden on the basis of a detailed set of specifications. The theme for 2011 is *Jardins à croquer* ("Gardens to savour").

**Chelsea Flower Show, Royal Hospital, Chelsea, London**

Tuesday 23 to Saturday 28 May 2011

Laurent-Perrier, official supplier to the Royal Horticultural Society, has been attending this essential, elegant event for the past dozen years. For conforming to a never-changing classical style, Laurent-Perrier's English gardens, commissioned from leading landscape gardeners, has won awards every year. The Laurent-Perrier garden for 2011 is an elegant and structured interpretation of the interaction between Man and Nature, designed and created by Luciano Giubbilei – a melding of horticultural art, architecture, and sculpture.

**Journées des plantes de Courson, Domaine de Courson**

Friday 14 to Sunday 16 October 2011

Once a year, at the autumn session, the Prix des Honneurs Laurent-Perrier for Gardens is presented to a plantsman/woman or collector who pursues and develops his or her activity on an entrepreneurial basis.

May 2011

**Laurent-Perrier Groupama Prix des Honneurs de la Chasse 2011**

The Jury of the Les Honneurs award singled out the Groupement d'Intérêt Cynégétique (GIC – a grouping of hunters with dogs) from the Castres region in south west France for its 2011 prize on the strength of its initiatives aimed at restoring the population of hares, the emblematic animal for traditional hunters in this mixed farming region.

As a symbol of rural life, hares are one of the favourite game animals for those who hunt in flatlands and on low mountains. Hares are also very popular among hunters who ride to hounds.

In recent decades, our knowledge of the species has improved, allowing hunt managers to maintain or develop substantial hare populations. The initiatives launched in the territory of the 2011 award-winners are a perfect illustration of this.

When a census was taken on this 12,000-hectare territory in 1989, a total of 33 hares were identified. At that time, hares were still regularly released. But with the help of specialists, the local hunters very soon decided to stop

releasing animals into the wild, a practice which led to virtually no improvement and decided, instead, to take three main management measures: they transformed the best territories into reserves, opened the hunting season on 15 October, and organised a very strict post-census hunting plan.

These measures went hand in hand with an intensive trapping campaign by 23 approved trappers, a hedge-planting campaign (12km in 20 years) and the creation of 50 hectares of fallow land for wild animals.

The results were not long in coming and the population started to grow with each new year. In 2003 the census peaked at 1,300 hares.

Today, the species is hunted in the traditional manner, mainly by small groups of hunters. Last season the 560 hunters of the GIC took 724 hares.

The GIC's initiatives also included the reintroduction of the common pheasant and in particular the *tenebrosus* variety, which is protected throughout France. Other initiatives are also designed to maintain a small population of red-legged partridge.

This is the first time in 30 years that the management of hare hunting has won an award, and that the local authorities in the Tarn département have submitted a dossier. As a result, popular, rural hunting in its entirety has been put in the spotlight and honoured with this accolade.

#### Special Mention in the Honneurs de la Chasse Laurent-Perrier/Groupama

The Groupement d'Intérêt Cynégétique (GIC) in Bercé in the Sarthe, *département* attracted the attention of the Jury, who awarded it a special mention.

This hunting reserve is home to several species of large game (stag, wild boar, roebuck) and pheasant. It is located in a Natura 2000 nature conservancy site and is part of the Agrifaune network.

The aim is to reconcile the continuation of farming operations, with biodiversity creating an environment favourable to game and its exploitation.

The Jury also agreed to mention the dossiers that had been selected due to the significance of their work.

The Association Communale de Chasse Agréée (Acca), in Scey-sur-Saône in the Haute-Saône département submitted a dossier on the preparation of a small island destined to become a breeding site for waterfowl. In parallel, the Association also supported an educational approach, preparing the site with the help of local schoolchildren and in partnership with the Bee-keeping Unit.

The Groupement d'Intérêt Cynégétique (GIC) in Caroux Espinouse in the Hérault département submitted a dossier on the sustainable management of a population of mouflons. This GIC promotes hunting through educational and communication initiatives. It provides additional information for the debate on hunting that preserves biodiversity.

The awards ceremony took place on Wednesday 11 May 2010 at the Laurent-Perrier Estate in Tours-sur-Marne, attended by Alexandra Pereyre de Nonancourt (a member of the Laurent-Perrier Management Board), Michel Habig (a Groupama Federation Board member), Jean-Pierre Poly, Chief Executive of the French Office National de la Chasse et de la Faune Sauvage, and Benoît Chevron (Secretary General of the French National Hunting Federation).

May 2011

30 years of the Honneurs -107 initiatives by hunters to preserve species and restore natural environments

Each year, the Laurent-Perrier Groupama Les Honneurs de la Chasse awards choose a winner for the quality of its management and the initiatives deployed on its hunting territory. The Prize aims to encourage and develop a new attitude to game among hunters, a continued balance between all man-made activities, farming, hunting and ecology, and to promote a set of genuine values focused on humankind's relationship with the natural world.

The four partners - Laurent-Perrier, Groupama, the Office National de la Chasse et de la Faune Sauvage, and the Fédération Nationale des Chasseurs, decided to recount in a book the most outstanding individual or collective initiatives of the past 30 years, during which over 100 hunting reserves have won awards. The book is prefaced by Denis Tillinac, who talks about his relationship with the natural world in his many walks in the French countryside.

Readers will learn about the real-life experience of managing a hunting reserve, practical advice for preserving or developing game populations, and more generally about the lives of all these lovers of the countryside who work, year-in, year-out, to preserve areas where it is always possible to embark on an enjoyable hunt...

In the space of 30 years, the Honneurs de la Chasse have become an essential event and large numbers of winners are today authorities in the specialities for which they won awards, from large to small game, migratory species and mountain fauna.

The author:

Paul Havet has spent most of his working life at the Office National de la Chasse et de la Faune Sauvage. He has devoted his career to the relations between humankind and wild animals. His network of relations at national and international level makes him an acknowledged expert in the management of field sports reserves and the development of habitats.

May 2011

Another Golden Year for Laurent-Perrier  
Laurent-Perrier Garden Awarded Gold at Chelsea

Champagne Laurent-Perrier is delighted to announce it has again been awarded Gold at this year's prestigious RHS Chelsea Flower Show. The gold medal was won by Luciano Giubbilei for his stunning design which united gardens, architecture and art in a true expression of the theme "nature and human intervention".

With a theme inspired by Laurent-Perrier's tradition of handcrafting from nature, Giubbilei, a second-time Chelsea gold medallist, presented two distinct areas and experiences within the garden. A structured space that evoked calm, resting and meditative moods contrasted with one that was densely planted and elegant. The planting scheme created a romantic atmosphere, with maroon, bronze and soft pink tones, evocative of Cuvée Rosé champagne.

Speaking of the relationship, David Hesketh MW, Managing Director of Laurent-Perrier UK, commented, "*This is our thirteenth year at the Chelsea Flower Show and we're thrilled to have won our 11th Gold medal. Luciano has created a beautiful garden which effortlessly conveys the spirit and essence of Laurent-Perrier. The gold medal is deserved recognition of all the hours of hard work that have gone into delivering an exceptional garden.*"

However, not one to rest on its laurels, Laurent-Perrier has already started planning for next year's garden and is delighted to announce that the designer of Laurent-Perrier's show garden at RHS Chelsea 2012 is Arne Maynard.

Maynard is a previous Gold medal Chelsea winner, famed for his ability to identify and draw out the essence of a theme or place through his gardens, creating a particular quality of harmony and belonging. Arne's designs draw on a wide range of references from architecture to garden history and from interior design to often long-forgotten traditional crafts and techniques.

Laurent-Perrier is the official champagne of the 2011 RHS Chelsea Flower Show and Laurent-Perrier Cuvée Rosé is the champagne of the 2011 Chelsea Garden this week – the ideal champagne to welcome

Juin 2011

Nicolas Gilsoul, winner of the first Daum award for landscape creation for his Champagne Laurent-Perrier *Jardin de Réminiscences* Jardins, jardin in the Tuileries, 27-29 May 2011

Out of the 20 gardens presented during the competition, the Jury, made up of representatives of the French Landscape Gardening Federation, and journalists from the trade, general interest, and non-French press, together with the sponsors of the awards and the event's organisers, singled out the *Jardin de Réminiscence* created for Laurent-Perrier. This is a garden in the shape of a maze, designed to stimulate the imagination, heighten the senses, and channel daydreams.

Landscape architect Nicolas Gilsoul, Grand Prix de Rome, is a professor at the Beaux-Arts school in Brussels and a senior lecturer at the Ecole Nationale Supérieure du Paysage landscape architecture school in Versailles. He co-curated the exhibition *La Ville Fertile* staged at the Cité de l'Architecture et du Patrimoine in Paris, in 2011.

Laurent-Perrier seeks to express its sensitivity to the natural world and ornamental gardens – the foundation of its personality and that of its wines – by taking part in top-quality garden-themed international events or by creating pop-up gardens. From Paris to London and from Ghent to Coppet, while the method of expression is different, the general approach never varies: to express the refinement and beauty of the greatest champagnes and project the Group's values through the art of ornamental gardens.

December 2011

Laurent-Perrier appoints Patrick Thomas as member of the Supervisory Board

Laurent-Perrier's Supervisory Board decided to appoint Patrick Thomas as a member in a personal capacity. He will strengthen the Board to which he will contribute his experience, notably in the Wines & Spirits sector, and his knowledge of the Luxury Goods sphere. His appointment will be submitted for approval at the next Laurent-Perrier Group Annual General Shareholders' Meeting scheduled for July 2012.

March 2012

Distribution agreement between Suntory and Laurent-Perrier  
The Japanese Art of Whisky gaining ground

On March 1, 2012, Laurent-Perrier began distributing the whiskies of Japan's Suntory brand in France. On the strength of its large-scale presence across the full range of distribution channels, especially in specialised circuits (the restaurant trade and wine merchants), and of its nationwide coverage, Laurent-Perrier has all the resources it needs to guarantee Suntory whiskies a choice position on the French market.

Suntory identified Laurent-Perrier as the partner best-placed to help it achieve its ambitions.

The two Houses know each other and have already worked together in Japan, since Suntory has distributed Laurent-Perrier champagnes there since 2007. The roles are now being reversed in order to continue the distribution cooperation in France. The aim is primarily to expand the presence and selective distribution of Suntory whiskies in France, and more specifically, to benefit from the fame and extensive experience of Laurent-Perrier in the luxury brand sphere.

The distribution agreement will give French consumers and retailers access to these outstanding whiskies, since the legendary Yamazaki, Hakushu and Hibiki whiskies, which are the pinnacle of the Japanese art of whisky-making, and which have scooped numerous prestigious awards, are already extremely popular among well-informed whisky lovers everywhere.

Suntory has chosen France as the launch pad for its European expansion. This strategy is based first on commercial reasons, as France is Europe's biggest market for whisky, and is still seeing slight growth. There is the strong affinity between France and Japan. The refinement of their traditional lifestyles and the global fame of their national cuisine make them natural, privileged partners.

Currently, the Suntory group occupies the leading distribution position in Japan for wines and spirits, and notably Laurent-Perrier champagnes. In 2011, French sales of Suntory whisky stood at close to 3,700 cases of 8.4 litres. The aim is to achieve sales of 10,000 cases with Laurent-Perrier in the next three to four years.

The shared values of great, family-owned businesses dedicated to handcrafted beverages

In addition to a deep-seated respect for the natural world and for human beings, the heritage approach occupies a primordial position in the philosophy of each House. Like Laurent-Perrier, an independent, family-owned company, Suntory is strongly attached to craft values. Shingo Torii, the direct descendant of founder Shinjiro Torii, is today Suntory's Master Blender and personally supervises the quality of Suntory products. Similarly, Laurent-Perrier continues to be headed by members of the de Nonancourt family. These values are, today more than ever before, highly sought-after by lovers of luxury brands, attached to the history and authenticity of products.

About the House of Laurent-Perrier

Founded in 1812, Laurent-Perrier, a top-ranking champagne house, this year commemorates its 200<sup>th</sup> anniversary: two centuries of elegance. With its roots in the village of Tours-sur-Marne in the heart of the three great Champagne wine terroirs, it is today recognised worldwide for its creative wine-making, instigated by the formidable Bernard de Nonancourt.

The roots of that success lie in the determination never to compromise on age-old traditions: a healthy respect for the natural world and for people, a love of quality, and strong, lasting relationships with the people driving the business, both within and without.

Each Laurent-Perrier wine is the outcome of a bold departure, of a creative urge and a never-ending quest for pleasure. Each cuvée has its own unique history and personality. This has given rise to a unique range of champagnes whose style speaks volumes about finesse, freshness, and elegance. Exacting wine-making standards, constant quality, and respect for ageing times guarantee that Laurent-Perrier champagnes will charm lovers and connoisseurs of fine champagne the world over and continue to conquer new markets.

About the House of Suntory

Suntory is a global food and beverage company headquartered in Japan. It has set itself the mission of distributing high-quality products which enrich the everyday lives of consumers, and of making an active contribution to cultural and social life.

A pioneer in the production and distribution of Japanese whisky as early as 1923, Suntory has received a great many awards. In London, it was voted Distiller of the Year 2010 at the World Whiskies Awards, to become the first Japanese producer to win the award.

Right from the outset, Shinjiro Torii, the "father" of Japanese whisky, aimed to create a whisky with a unique taste that was authentically Japanese. He accordingly paved the way for a new approach to making whisky. His watchword was "The art of creating Japanese whisky must always conform to the art of Nature". This respect, the harmony between Man and Nature, and the obsessive precision of Japanese craftsmen, still inspire Suntory.

As the 90<sup>th</sup> anniversary of Suntory approaches, it remains faithful to the authenticity of its handcrafted approach and to the values of boldness and quality which make its expertise a singular art: the Japanese Art of Whisky.

### 3. Information filed with the Commercial Court of Reims

13.07.2011	Annual financial statements, extract from the minutes of the July 6, 2011 Ordinary and Extraordinary General Shareholders' Meeting, company management report, reference document (including the consolidated management report), audit report on the ordinary and consolidated financial statements, Chairman's report on internal controls.
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### 4. Information made available to shareholders prior to the July 6, 2011 General Shareholders' Meeting

Notice of meeting, BALO

Notice of meeting, La Tribune

Notice of meeting, Matot Braine

Invitations to the statutory auditors

Invitations to registered shareholders

Attendance sheet

Voting form Publication of financial statements, BALO

Information note on share buy-back programme

Documents to be sent to shareholders:

- Agenda
- List of shares
- Corporate financial statements at March 31, 2011
- Consolidated financial statements at March 31, 2011
- Results for the last five years
- Summary
- Audit reports on the statutory and consolidated financial statements and special audit report
- List of unregulated agreements
- Report by the Chairman of the Supervisory Board on the operations of the Supervisory Board and internal controls
- Management Board report
- Draft resolutions
- List of members of the Management and Supervisory Boards and other offices held
- Postal/proxy vote form
- Request for documents

For further information please contact

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