

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
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Information published over the year 2010-2011

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 and/or at www.finance-groupep.fr.

2009-2010	
01.06.2010	Turnover, FY 2009-2010
01.06.2010	2009-2010 Reference Document
01.06.2010	Results for FY 2009-2010
04.06.2010	Analysts' Briefing on the results for FY 2009-2010
08.07.2010	Address to shareholders an the Annual General Shareholders' Meeting held on July 7, 2010
20.07.2010	First-quarter turnover FY 2010-2011
01.12.2010	First-half turnover FY 2010-2010
01.12.2009	First-half results FY 2009-2011
01.12.2010	Analysts' briefing on first-half results, FY 2010-2011
10.02.2011	Third-quarter turnover, FY 2010-2011

2. Information published in the industry and specialist press 2010-2011

May 2010	The Laurent-Perrier Garden : Inspired by the Champagne <i>terroir</i> THE ORIGINS...
	<p>The idea for the Laurent-Perrier Garden was born after Jinny saw aerial photographs of the landscape of the Champagne region.</p> <p>Viewed from the sky, this landscape forms an intricate geometric tapestry of pale green, cream and pink chalk vine fields where manmade straight lines are broken up by the intuitive shapes of forests and rivers. The colour of the harmonious whole is that of the Champagne earth (<i>'terre de Champagne'</i>) and its vine shoots.</p> <p>Jinny took her inspiration from the geometry often found in nature: in the stamen of flowers, the structure of seeds, and in the configuration of leaves' veins or bark.</p> <p>A protective shell, hard and dry, is cracked open to reveal its secret interior, suggesting its capacity to grow and to change its physical composition.</p> <p>The idea of this sculptural seed lying split open, as if falling onto a mosaic of vine fields suggests the potential germ of new life: it is the birth of champagne.</p> <p>THE MAKING OF...</p> <p>The Laurent-Perrier Garden is a representation at ground level of this faceted champagne 'field system' viewed from the air.</p> <p>Small areas of green grass are divided by strips of floral paths separated</p>

by bands of crushed chalk. A central path of crushed limestone carves its way through two large 6 metres long and 2.5 metres high 'open' seeds.

The first one is vertical, creating a narrow passage between the two. The other halves of the second seeds are each on a ground spot. All are dramatically sculptural, their shell embossed with real leaves cast onto their surface and whitewashed. The inside is more geometric, clad with a witty use of champagne bottle bottoms cast in resin and resembling, at first glance, more dark shiny seeds.

The general effect is captivating, original and sophisticated.

May 2010

The Laurent-Perrier Garden at Ghent Floralties

Very sensitive to the beauty of nature and to the magic of floral arts, the House of Laurent-Perrier takes part in various international garden events to express the refinement and finesse of its champagne wines through the works of reputed floral artists and landscapers.

The new Laurent-Perrier Garden pops up at Ghent Floralties in Belgium (17-25 April, 2010), a special creation of the Belgian Master Daniel Ost on the theme of the Cuvée Rosé Laurent-Perrier.

Values and traditions

Ghent Floralties, a floral exhibition of the Royal Agricultural and Botanical Society of Ghent, were created in 1809, just three years before the foundation of the House of Laurent-Perrier. These two 'institutions' share the same values based on the respect of traditions, *savoir-faire*, quality and authenticity. Thus, exceptional gardens and *vins de plaisir* are two of a kind. Their symbolic union is a tribute to the mastering of Nature by human hands.

For the 2010 edition of the famous five-yearly event, Laurent-Perrier has once again called for the talent of Daniel Ost, the world-famous Belgian floral creator.

Creativity and an eternal renewal

To create his temporary garden at Ghent Floralties, Daniel Ost was inspired by the spring character of the Cuvée Rosé Laurent-Perrier. The intense clearness of the champagne, its bright sparkles, are expressed through the delicate pink of two new varieties of *callas*, the *Classic Harmony* and the *Flamingo*, unveiled in Belgium for the first time. These elegant flowers, from the Araceae family originally from South Africa, blend in beautifully with the concept borrowed by the artist from a previous signature garden.

Indeed, Daniel Ost created a Laurent-Perrier Garden - symbol of bubbles springing out of a fresh champagne bottle - in the historical grounds of the Tuileries Garden of the Louvre at *Jardins, Jardin* in 2007. He now celebrates the gentle awakening of nature and the excellency of champagne. All senses are conveyed, in a whirlwind, temporary scene made of organic reflections, living hues and fresh and sensual aromas.

May 2010

A golden romance Laurent-Perrier Garden Awarded Gold at Chelsea

Champagne Laurent-Perrier is delighted to have struck gold once again at the prestigious RHS Chelsea Flower Show. The coveted gold medal has been awarded for Tom Stuart Smith's Show Garden of romance and elegance for Laurent-Perrier - a perfect reflection of the revered Laurent-Perrier Cuvée Rosé.

Champagne Laurent-Perrier is the official champagne of the 2010 RHS Flower Shows and Laurent-Perrier Cuvée Rosé is the champagne of the 2010 Chelsea Garden this week - the ideal Champagne for a Summer soirée.

Offering a private, intimate space for entertainment or quiet reflection, the Laurent-Perrier Show Garden is proving to be a major attraction at the show. A modern garden of subtle and varying textures: the centrepiece is an elegant, bronze Pavilion designed by award winning architect Jamie Fobert.

This is the first time that Tom has included a building or Pavilion in a Chelsea Show Garden, but this is his sixth collaboration with Laurent-Perrier.

May, 27 2010

Michel Boulaire appointed Chairman of Management Board of the Laurent-Perrier Group. Etienne Auriou and Michel Fauconnet join Management Board

On Thursday 27 May 2010 the Laurent-Perrier Group Supervisory Board appointed Michel Boulaire as Chairman of the Management Board, taking over from Stéphane Tsassis, who has decided to leave the House.

The Supervisory Board thanks Stéphane Tsassis for his dedication and energy within the company in a difficult economic environment, and wishes him every success in his subsequent career.

Michel Boulaire has agreed to perform this duty during a transitional period. Moves to recruit a new Chairman are already underway.

The Supervisory Board also appointed Etienne Auriou, currently Chief Financial Officer, and Michel Fauconnet, currently Cellar Master and Head of Vineyards, Supply and Production, to the Laurent-Perrier Group Management Board. They will join the two other members of the Management Board, Alexandra Pereyre de Nonancourt and Stéphanie Meneux de Nonancourt.

The Management Board thus now combines the main functions of the House to ensure strategic continuity, pursue commercial development, and galvanise the Laurent-Perrier workforce in order to take advantage of nascent economic recovery.

May 2010

The *Jardin Ephémère Laurent-Perrier* by Daniël Ost in Tokyo On the boundary of two cultures

The House of Laurent-Perrier goes further in its commitment to the Art of Gardens and unveils its first *Jardin Ephémère* (Pop-up Garden) in Asia.

Nourished from its experience acquired over the years at high-profile events - such as the Chelsea Flower Show in London - Laurent-Perrier creates its own showcase project with the launch of the *Jardins Ephémères Laurent-Perrier* (the Laurent-Perrier Pop-up Gardens): a rare and unexpected spot is turned into a Laurent-Perrier Garden for a few days by a landscaper artist who thus expresses the House's values and respects its exacting standards.

It is the meeting between Asia and the Western World which inspired Daniel Ost, the author of the first Laurent-Perrier Pop-up Garden in Asia. The Flemish floral architect has taken possession of the 10th floor of the amazing Chanel Tower in Ginza, the mythical luxury district in Tokyo. And it is at its top, on the terrace of the Michelin-star restaurant Beige held by Alain Ducasse, that he expressed his vision of the two cultures.

The zen approach of a contemporary garden and the minimalism of its drawing with soft curves, are revealed by the artist who chose Western flowers - mainly pink verbena (*Verbena Lewisia* and *Verbena Hortensis*) and moss (*Hypnum plumae*, Wilson shape) to translate the union of both worlds in the central part of the garden. « The plants' delicate pink is also a reminder of the colour of the Cuvée Rosé Laurent-Perrier, » Daniel Ost added.

There is no denying that the fabulous skyline viewed from the top of Beige terrace, with a panoramic view on Tokyo Tower (built on the same model as the Eiffel Tower but even taller) and the interaction with Mount Fuji, Japan's peak point which can be distinguished on a clear day, all invite to contemplation and reflection. The Laurent-Perrier Garden has been conceived like a dialogue between architecture and the organic world.

« This Pop-up Garden is a graphic exercise and its key words are tranquillity, refinement, elegance and demanding standards – the House's values which I also share, » Daniel Ost commented. The terrace usually houses « The Tweed Garden » - a green tribute to Chanel's celebrated tweed fabric – where several varieties of boxwood are cut so as to create a patchwork of the material's effect.

Craftsman of the impossible, the technical constraints of the place - which had to be totally emptied to build the Laurent-Perrier Pop-up Garden – stimulated the artist: « I love challenges and acrobatics, » he said.

Trained in Japan where the Imperial family is among his faithful followers, Daniel Ost is perhaps more famous in this country than anywhere else in the world thanks to the Ikebana, the Japanese art of floral arrangement. Ost has the unique talent to see life through flowers which he sculpts, and he uses his gift to create astonishing work of arts, against all the logic and codes of his old masters.

A friend of Laurent-Perrier, Daniël Ost created a Laurent-Perrier Grand Siècle Garden in 2007 for *Jardins, Jardin aux Tuileries* and a new Laurent-Perrier Garden at the *Floralies of Ghent* in April 2010.

It was also this Spring that the first *Jardin Ephémère Laurent-Perrier* was launched, in New York. It was in the unusual setting of the legendary restaurant La Grenouille, near the Fifth Avenue, that its charismatic owner Charles Masson presented his outgoing and highly original floral creations. The Cuvée Rosé Laurent-Perrier inspired him a sophisticated decor made of peonies, lilacs, sweet peas and cherry blossoms.

October 31,2010

Death of Bernard de Nonancourt, Founding President of Laurent-Perrier

It is with the deepest sadness that the House of Laurent-Perrier announces the death of Bernard de Nonancourt, Founding President of the Group of Champagnes Laurent-Perrier, de Castellane, Salon and Delamotte.

Having served in the Résistance alongside the Abbé Pierre, then with the 2nd Armoured Division (2nd DB) commanded by General Leclerc, he took over the helm of Laurent-Perrier in 1949, at the request of his mother Marie-Louise de Nonancourt.

Bernard de Nonancourt, a charismatic entrepreneur, worked relentlessly for more than 50 years to turn Laurent-Perrier into one of the major Champagne Houses. In his lifetime, he managed to pull the brand up to the third place in terms of value. His uncompromising determination for quality and his remarkable human dimension both remain deeply anchored in the company's values. He was one of the architects of champagne's renown, and through his strong personal involvement, he contributed to its influence all over the world.

He built the development of his House on strong relationships with Champagne wine-growers,

His savoir-faire rooted in tradition, his independence of mind and his visionary side enabled him to create wines which have now become references.

Bernard de Nonancourt had prepared his succession for several years. He had handed over to his daughters Alexandra and Stéphanie - who respectively joined the House in 1987 and 1995, and are now members of the Management Board - a promising international Group, dedicated exclusively to the making of champagne.

Bernard de Nonancourt was Commander of the National Order of Legion of Honour, and had received the Military Cross 1939-1945, Combatant Cross and the Medal of the Volunteer.

January 2011

Spotlight on the new labelling of Laurent-Perrier Brut
Elegance through simplicity

The Brut, the most representative signature wine of the champagne House style, brings together consistently the three essential qualities sought after by Laurent-Perrier : freshness, purity and elegance.

This quest for freshness prompted the House of Laurent-Perrier to develop a simple yet contemporary labelling for the Laurent-Perrier Brut, recognised as a vin de plaisir. The idea was not to revolutionize the bottle, but to mirror more strongly the special qualities of this wine.

The label has then gone towards a more contemporary, purer and demure shape, which is also smaller, making the bottle look slender. While re-emphasising the initials « LP », the cap-foil has become more luminous, bringing freshness and finesse as a whole. This addition was made thanks to a new colour code: a whiter label, textured paper and embossing. Finally, the House wanted to reassert its anchorage in the Champagne terroir with the affixing of the historical coat of arms on the neck-label and its Latin motto « De turri super matronam, quo non ascendam » (« From the top of these towers, I will rise »).

To complement this evolution, the bottle now has a new gift box in an iridescent, pearlescent paper, repeating the label's colours, which strengthens the strong and unique visual identity of Laurent-Perrier Brut. The combination of freshness and purity of the Laurent-Perrier Brut has been a major factor in the success of champagne as an aperitif wine. Its citrus and white fruit notes (such as vine peach), and its remarkable balance supported by subtle bubbles, make it the perfect companion for the finer moments in life.



3. Financial Advertising 2010-2011

Date	Name of publication – purpose of publications
01.06.2010	La Tribune – Turnover and Annual results 2009-2010
20.07.2010	La Tribune – First-quarter turnover 2010-2011
01.12.2010	La Tribune – First-half results 2010-2011
10.02.2011	La Tribune – Third-quarter turnover 2010-2011

4. Information filed with the Commercial Court of Reims

16.07.2010	Annual financial statements, extract from the minutes of the July 7, 2010 Ordinary and Extraordinary General Shareholders' Meeting, company management report, reference document (including the consolidated management report), audit report on the ordinary and
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consolidated financial statements, Chairman's report on internal controls.

5. Information made available to shareholders prior to the July 7, 2010 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, 2010
- Consolidated financial statements at March 31, 2010
- 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

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