

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 2012-2013

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.

2012-2013	
30.05.2012	Turnover, FY 2011-2012
30.05.2012	2011-2012 Reference Document
30.05.2012	Results for FY 2011-2012
12.06.2012	Analysts' Briefing on the results for FY 2011-2012
10.07.2012	Address to shareholders an the Annual General Shareholders' Meeting held on July 10, 2012
18.07.2012	First-quarter turnover FY 2012-2013
29.11.2012	First-half turnover FY 2012-2013
29.11.2012	Analysts' briefing on first-half results, FY 2012-2013
12.02.2013	Third-quarter turnover, FY 2012-2013

2. Information published in the industry and specialist press 2012-2013

March 2012	Jardins en Fête May 11, 12 & 13, 2012 Château de Coppet (VD) Laurent-Perrier Jardin Ephémère: <i>L'Arbre aux Verres...</i>
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To commemorate its Bicentenary celebrating *Deux Siècles d'Élégance* ("Two Centuries of Elegance"), Laurent-Perrier commissioned Pascal Olivier to design a *Jardin Ephémère* pop-up garden as his contribution to the annual *Jardins en Fête* event. The event marks the first date in the champagne house's horticultural calendar, which kicked off the festivities around its anniversary in Switzerland.

Vines and gardens have connections on multiple levels: the way they are rooted in the terroir, respect for the natural world, the shaping hands of human beings, exacting standards of quality, and a sense of passing time. All these values are dear to Laurent-Perrier and are obviously shared by the Geneva-based landscape architect...

For Pascal Olivier chose the tree, an allegory of life and longevity, as the core conceit of his design, laid out in the orchard of the Château de Coppet. With its roots penetrating deep into the earth and its branches straining skywards, the tree connects heaven and earth.

A walk in the woods...

In this garden, dubbed *L'Arbre aux Verres* (Tree of Glasses"), everything is symbolic: the walker is invited to penetrate deep into a forest along narrow paths the colour of *Terre de Champagne*, the signature colour of the soil in champagne country, where the Laurent-Perrier Estate was founded in the village of Tours-sur-Marne, two centuries ago.

The visitor will stroll through a wood comprising young birch trees with a pinkish-white bark before arriving at a clearing featuring the five "Trees of Glasses" whose golden branches are weighed down with fruit in the shape of hundreds of glasses engraved with the Laurent-Perrier coat of arms, ready to

receive the precious “sap”, i.e., champagne.

“The trees are central to my design, and stand for what I see as the five essential qualities of Laurent-Perrier champagne: Tradition, Harmony, Balance, Charm, and Poetry,” noted Pascal Olivier, paying tribute to the House’s centuries-old traditions and know-how.

In this way, Pascal Olivier, whose garden design studio is based in Geneva, Switzerland, expresses and translates Laurent-Perrier’s love of the natural world, and of gardens in particular.

Champagne Laurent-Perrier and Gardens: naturally self-evident...

March 2012

TIMELESS ELEGANCE The Laurent-Perrier Bicentenary Garden at The RHS Chelsea Flower Show 2012

Representing the art of fine craftsmanship, **The Laurent-Perrier Bicentenary Garden** at the **RHS Chelsea Flower Show 2012** is a timeless, ornamental ‘gardener’s garden’. Created by award-winning garden designer **Arne Maynard**, all elements of the garden have been carefully handcrafted, complemented by a soft planting scheme to provide elegant structure.

Inspired by Laurent-Perrier’s 200-year heritage of time-honoured methods and reputation for creating pioneering champagnes, the garden showcases exacting attention to detail, combining traditional and contemporary elements to exude an everlasting elegance through both the planting and landscaping. Arne, who returns to the RHS Chelsea Flower Show after 12 years, has devised a ‘real’ garden that will sustain its splendour all year round and which in a real-life situation would provide a regular supply of cut flowers for the house.

This is the second time that Arne Maynard has designed a garden at The RHS Chelsea Flower Show, after achieving Best in Show in 2000 in collaboration with Piet Oudolf.

Arne comments, “It is exciting to be back at the Chelsea Flower Show, and I am delighted to have the opportunity to work with Laurent-Perrier on their prestigious garden. The garden is designed to be an inspirational yet achievable realisation of enduring elegance – something that can be grown and enjoyed in a real situation. The garden will bear fruit and provide flowers throughout the year, with each element having its time to shine.”

In recognition of Laurent-Perrier’s Bicentenary, materials have been chosen that link the design to the Champagne House’s French heritage, including a Parisian fossil limestone, which has been chosen for the boundary wall.

Speaking of the garden design, David Hesketh MW, Managing Director, Laurent-Perrier UK comments, “This year is a very special year for Laurent-Perrier, as we celebrate our Bicentenary. Laurent-Perrier has been handcrafting a fine and diverse range of champagnes since 1812 and Arne’s design perfectly encapsulates the essence of our heritage.”

Laurent-Perrier celebrates its fourteenth year of show garden sponsorship. As the official champagne of the prestigious flower show, Laurent-Perrier will be enjoyed across the show grounds throughout the week.

Garden details:

An intricate pebble mosaic path leads to a secluded terrace ideal for enjoying the garden from its heart. Renowned British sculptors Alison Crowther and the late Breon O’Casey have contributed key elements respectively to the garden with a hand-carved oak bench and stylised bronze bird sculpture.

The planting itself provides the structure of the garden. Arne uses architectural pleached copper beech trees, which will turn golden in the winter

months, to centre attention on the garden. Topiary arrangements have been formed to represent the gardener's art, adding character and shape to the planting, whilst an antique pear tree is a key focal point. The designer uses fast-flowing water to outline the garden, adding movement and a cool elegance.

All plants used in the garden will be made available for re-sale after the show. The large elements, including the antique pear tree and the stone blocks for the wall, are intended for ongoing or potential projects worked on by Arne Maynard and will be moved on after the show. All plants and materials have been ethically sourced.

May 2012

Champagne Laurent-Perrier and the art of gardens : a natural evidence

Founded in 1812, the House of Laurent-Perrier, independent and family-owned since its very origins, never ceased to develop its activity in Champagne in the respect of traditions and *savoir-faire*. Its success derives from a clear determination to abide by long-established traditions and values: respect for nature and wine, dedication to quality, and strong and lasting relationships with all those associated with the company.

The House of Laurent-Perrier and the art of gardens have many common values such as a passion for quality, deep roots in the *terroir*, audacity and creativity, a free spirit, and a sense of passing time.

With the 21st century comes the time for this House to showcase its origins in the Champagne *terroirs*, the natural source of its products.

The Champagne *coteaux* (hillsides) enable different grape varieties to grow – their *assemblage* (blending) producing great wines. It is thanks to this land and the values attached to it (exacting quality standards, authenticity, respect for nature and mankind) that generations of wine growers make the best possible wines.

There are many reasons for the communication and partnership choices leading Laurent-Perrier to be involved in major garden events such as the Chelsea Flower Show, *Journées des Plantes* in Courson, the Ghent Florales, *Jardins en fête* in Coppet, and *Jardins, jardin aux Tuileries* in Paris.

Symbolic of a controlled nature magnified by human hands, the creation of gardens at prestigious garden events in the heart of the Tuileries (in the historic grounds of the Louvre) or in London, is a strong signal.

INSTITUTIONAL GARDENS

The House at Tours-sur-Marne

With surrounding nature under control, gardens are to be found throughout the history of the House of Laurent-Perrier. As the only major House to be located in the countryside, in the village of Tours-sur-Marne, at the heart of the most prestigious grape-growing areas, the family-owned estate is enclosed by a garden designed by Bernard de Nonancourt. Large pine trees from the Landes and evergreen bushes border the path leading to an antique wine press on the edge of a one hectare Chardonnay vineyard.

The Redont Estate

In 2002, Laurent-Perrier expanded and purchased an adjoining estate, the *Domaine Redont*, named after one of the greatest French landscapers of the late 19th century, Edouard Redont, who designed the park.

The Château de Louvois

Two miles from Tours-sur-Marne, lies the *Château de Louvois*, a home which celebrates the unique *art de vivre à la française* and welcomes distinguished guests of Laurent-Perrier. Built for Michel Le Tellier, Marquis of Louvois, a minister of Louis XIV, the Château was later the home of *Mesdames*, the daughters of Louis XV.

The hand of André Le Nôtre, the founding father of the *jardin à la française*, who designed the main park, is to be found throughout the alleys leading to a large terrace offering a splendid view over the Château.

EVENTS

The House of Laurent-Perrier expresses its sensitivity to nature and gardens, underpinning the foundations of its personality and the character of its wines, by taking part in world-class events and creating temporary gardens.

From Paris and its *Jardins, jardin aux Tuileries*, to London, the approach is the same: to convey the refinement and beauty of the greatest champagne wines and showcase Laurent-Perrier's values through the art of gardens.

Ghent (Belgium): Ghent Floralties

Organised by the Royal Agriculture and Horticulture Society of Ghent since 1809, this floral exhibition is a five-yearly reunion of professionals from 18 countries competing in six categories. The House of Laurent-Perrier has been a partner of this event - which reflects its own exacting standards - since 2000.

In London (U.K) the Chelsea Flower Show (22-26 May, 2012)

For the past 14 years, it has become a tradition for the House of Laurent-Perrier - official purveyors of champagne to the Royal Horticultural Society - to take part in the Chelsea Flower Show - the ultimate seasonal event. Far from sticking to a classical style, the Laurent-Perrier English garden is different every year, but always award-winning and left to the expressive creation of major designers.

The Laurent-Perrier Bicentenary Garden 2012, named 'Timeless Elegance' by its designer Arne Maynard, won a Gold Medal (Laurent-Perrier's 12th at the Chelsea Flower Show).

Courson (France): Les Journées des Plantes de Courson (October, 2012)

The *Prix des Honneurs Laurent-Perrier des Jardins* is awarded once a year in the autumn to a nurseryman or collector who takes over or develops an entrepreneurial activity.

LAURENT-PERRIER JARDINS EPHEMERES ≈

Laurent-Perrier Jardins Ephémères are blooming all over the world..

Laurent-Perrier has acquired its credentials in the Art of Gardens through its active role in London's Chelsea Flower Show - the international horticultural event, THE reference and undisputed meeting point of all world specialists.

Since its creation eight years ago, *Jardins, Jardin aux Tuileries* offers Laurent-Perrier a new platform to express its *savoir-faire* in the creation of quality, original gardens in the heart of Paris. The city event has grown to become, each year, a creative place for professionals eager to present their work, and amateurs willing to discover innovative trends in urban gardening and outdoor design.

Nurtured by all these high-profile experiences, the House of Laurent-Perrier now wants to go further and create its own event with the launch of *Les Jardins Ephémères Laurent-Perrier*, in which a rare and unexpected spot is turned into a Laurent-Perrier Garden for a few days by a landscape artist who thus expresses the House's values and respects its exacting standards.

Jardins Ephémères in New York, Tokyo, Milan and Coppet

Jardin Ephémère in New York

It is in the American metropolis that Laurent-Perrier launched its first *Jardin*

Ephémère Laurent-Perrier in April 2010 in the unusual setting of the legendary restaurant, La Grenouille. Its charismatic owner Charles Masson, not only delights Manhattan with his fine French cuisine but also with his outgoing and highly original floral creations. The Cuvée Rosé Laurent-Perrier inspired him to create a sophisticated floral decor made of peonies, lilacs and cherry blossom.

Jardin Ephémère in Tokyo

Japan is the country chosen for the second *Jardin Ephémère Laurent-Perrier* in May 2010. This exclusive and original 'pop-up' creation was revealed on the 10th floor of the Chanel Tower, on the terrace of the Michelin-starred Beige restaurant, owned by Alain Ducasse, in the heart of the Ginza district, before blooming in Milan (Italy), in a different location, in another shape and with a new designer.

Jardin Ephémère in Milan

The dramatic setting of the historical Palazzo Bagatti Valsecchi and its secluded terrace in the centre of the Italian city, was the backdrop for the *Jardin Ephémère Laurent-Perrier*. This final offering was designed by one of the legendary figures of Italian architecture and design, Paolo Pejrone.

Jardin Ephémère in Coppet

Champagne Laurent-Perrier continued its partnership with this new edition of *Jardins en fête* in the grounds of the Château de Coppet Castle, Switzerland. After sponsoring young designers, Laurent-Perrier decided to launch its Bicentenary celebrations with a *Jardin Ephémère*. Its 'pop up' garden, 'The Glass Tree', was created by Swiss landscaper Pascal Olivier, as an hymn to champagne.

May 2012

Laurent-Perrier Group Management Board Strengthened

The Laurent-Perrier Group's Management Board, chaired by Michel Boulaire, has been strengthened with the arrival of Jordi Vinyals as Sales, Brand Development, Corporate Communications, and Public Relations Director.

Jordi Vinyals joins the other members of the Management Board: Alexandra Pereyre de Nonancourt and Stéphanie Meneux de Nonancourt, Authorised Legal Officers, Etienne Auriau, Chief Financial Officer, and Michel Fauconnet, Cellar Master and Head of Vineyards, Supplies, and Production.

Jordi Vinyals, Marketing and Sales Director for the Torrès Group since 2007, has built up a strong track record in the wine business, working in a large, family-owned Spanish House.

His knowledge of wine and spirits distribution through subsidiaries and distributing agents worldwide is a major asset. In particular, he has experience in developing new markets, including Brazil, Russia, India, and China.

September 2012

Edition limitée Les Réserves Grand Siècle

To celebrate its Bicentenary, Laurent-Perrier decided to showcase the first of its special creations, its Cuvée Grand Siècle, as a tribute to Bernard de Nonancourt, by offering for the first time and in a limited edition one of its symbolic Reserve wines: Cuvée N°571J.

The Grand Siècle style is the champagne cuvée par excellence, a blend of three great years declared as vintage years by Laurent-Perrier, made from grapes selected from the eleven top 100%-rated crus and the best of the chardonnay and pinot noir varietals selected from only the best plots or villages.

A hymn to the passage of time, the Réserves Grand Siècle are a blend of three vintages: the perfectly balanced 1995, the 1993 (delicacy personified) and the magnificently generous 1990. In 1996, this blend of Grand Siècle was bottled, some of it in magnums, and for the first time in the history of this wine, in a unique Jeroboam format. Some of these bottles, placed in reserve, including the Jeroboam, which had never been shown, had been silently slumbering in Laurent-Perrier's cellars for sixteen years, awaiting their awakening in the

Bicentenary year...

The colour is light gold or white, the bead very fine. The nose presents delicate hints of honey, hazelnuts, and roasted almonds, with persistent hints of roasted cocoa beans. The attack is very pleasant, and the wine is harmoniously balanced with great finesse, persistently silky on the palate. At the finish, aromas of candied citrus dominate, leaving an infinitely elusive taste of eternity.

The Réerves Grand Siècle are the ambassador wine for the Grand Siècle style, testifying to the most sought-after Laurent-Perrier expertise.

November 2012 Laurent-Perrier presents its new website

The Laurent-Perrier Supervisory Board is delighted to invite you to explore the online Laurent-Perrier experience. Explore the multiple facets of Laurent-Perrier, its delectable vins de plaisir, and the epicurean art de vivre it promotes. During the online visit, experiment with the seven sensory worlds of Laurent-Perrier champagnes, as we guide you from the terroir to the subtle aromas of each cuvée.

Laurent-Perrier presents its new website.

Elegance and simplicity combined

Mirroring the brand and embodying its key value of elegant simplicity, the website gives precedence to visuals, opting for harmonious, delicately understated graphics.

The Laurent-Perrier experience

The Laurent-Perrier website is all about experience, forming a series of explorations of different aspects of the world of Laurent-Perrier, and of each of its distinctive champagnes.

An initial, "horizontal" visit encourages visitors to explore every aspect of the brand, taking them through the family of Laurent-Perrier wines, the House's foundation values, and the spirit guiding it.

A second, "vertical" visit comprises a sensory exploration of each Laurent-Perrier champagne, from terroir to tasting. Visitors are initiated into the subtleties as well as into the history of each of the Brand's seven distinct cuvées.

International dimension

The Laurent-Perrier website has been created in French and English language versions. Subsequently, it will be rolled out in a total of seven versions tailored to markets in the US, the UK, Germany, Switzerland (French and German versions), and Belgium (French and Flemish versions).

December 2012 Champagne! Les arts de l'effervescence

Champagne Laurent-Perrier sponsored the exhibition *Champagne ! Les arts de l'effervescence* held at the Musée des Beaux Arts in Reims from 14 December 2012 to 26 May 2013.

One of the 17th-century bottles exhibited in the Laurent-Perrier Gallery of Bottles, which gave rise to the bottle design for Cuvée Grand Siècle, will be on loan for the duration of the exhibition.

For the first time ever, an exhibition is celebrating the alliance between champagne and the Arts from the 17th century to the present day. This effervescent elixir, far from being a discreet presence, has proved to be an inexhaustible source of inspiration for artists from France and elsewhere. A borderless Ode to Joy, and an opportunity to overwhelm all our senses...

The aim of the exhibition is to explore the phenomenon from a resolutely cross-disciplinary and thematic angle. Far from restricting itself to painting, it also embraces architecture, sculpture, and the decorative arts, featuring champagne glasses and coolers, of course, as well as stained-glass windows and tapestries, advertising, music, and cinema. It thus aims to create an all-round artistic environment for champagne – an art that raises many questions of its own, and is steeped in myth and legend.

The exhibition testifies above all to the widespread circulation of images featuring champagne and some of its unexpected imaginative associations that have led to the creation of artworks, some outrageous, others humorous, naïve, daring, or surreal. The displays include works showing how, since its

invention, champagne makers and other professionals have contributed to the development of the arts, either as patrons or as a means of promoting their wines. The works also show that the artists themselves, above and beyond purely commercial questions, have taken on board the poetic, sensuous and cosmic powers of ...effervescence.

The show comprises four itineraries:

- An aristocratic wine, from reality to legend
- Effervescence, celebration, and decadence
- From Art Nouveau to Art Deco: apotheosis!
- Chaos, surrealism and renaissances in the 20th century - Champagne!

The exhibition has been organised with the scientific support of the Musée d'Orsay in Paris and has been acknowledged as being in the National Interest by the Ministry of Culture and Communication/Heritage Department/French Museums Department. As such it has benefited from exceptional State financial support.

March 2013

New box set Delectably Fresh

At last, the wintry blasts are behind us! The soft spring air is awakening slumbering nature to a new season. And our own senses are joyfully re-awakening to the uplifting aromas of Cuvée Rosé Laurent-Perrier.

A veritable basketful of deliciously fresh berry fruits on the nose and palate, Cuvée Rosé should always be savoured on the most outstanding and elegant occasions.

To celebrate the arrival of the warmer, brighter days, Laurent-Perrier has paired its iconic Cuvée Rosé bottle with two champagne glasses from an oenological range in a new, gorgeously coloured gift box.

Its design is a mix of tangy and candied colours, reminiscent of the delectable freshness of the Cuvée Rosé – in an understated nod to a colourful, epicurean art de vivre.

This new boxed set is perfectly attuned to the back-story of Cuvée Rosé Laurent-Perrier itself, the ultimate rosé champagne, building on its signature of audacity, innovation and creative spirit.

A spring gift for cherished moments of a pleasure shared.

3. Information filed with the Commercial Court of Reims

18.07.2012

Annual financial statements, extract from the minutes of the July 10, 2012 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.

4. Information made available to shareholders prior to the July 10, 2012 General Shareholders' Meeting

Notice of meeting, BALO

Notice of meeting, Les Echos

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, 2012
- Consolidated financial statements at March 31, 2012
- 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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