

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 2013-2014

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.

2013-2014	
28.05.2013	Turnover, FY 2012-2013
28.05.2013	2012-2013 Reference Document
28.05.2013	Results for FY 2012-2013
13.06.2013	Analysts' Briefing on the results for FY 2012-2013
09.07.2013	Address to shareholders an the Annual General Shareholders' Meeting held on July 9, 2013
18.07.2013	First-quarter turnover FY 2013-2014
29.11.2013	First-half turnover FY 2013-2014
29.11.2013	Analysts' briefing on first-half results, FY 2013-2014
12.02.2014	Third-quarter turnover, FY 2013-2014

2. Information published in the industry and specialist press 2013-2014

April 2013	<i>Prix des Honneurs de la Chasse</i> Award: Spotlight on Quail
	The <i>Honneurs de la Chasse</i> Jury selected the Acca de Garganvillar a local hunting association in the Tarn & Garonne area of South West France, for its 2013 Award, in recognition of its initiatives to manage populations of common quail (<i>Coturnix coturnix</i>), an emblematic, but little-known migratory species

The **ACCA de Garganvillar hunting association** is based on a cultivated plateau that attracts the quail as they migrate north in the spring and south in late summer.

The land is mostly given over to cereal and sunflower crops, which are extremely favourable to the development of quail and, according to scientists, provide an outstanding nesting site for this migratory species.

In early April, every year for the past ten years, in partnership with the French Hunting Federation and the ONCFS (France's Government department for hunting and fauna), the association has collected data by counting the population using bird-calls. The members use the song of the female to attract the males, which they then capture in nets and ring. The technicians measure the quail before releasing them back into the wild. Some 300 birds are netted and released in this way each year.

Towards mid-July, after the harvest, local hunters take part in bird counts by organising several counting exercises using pointers. This technique is used to evaluate the success of the breeding season. During these sessions, which take place every Monday over a period of six weeks and on the same area of land, large numbers of broods are counted – an average of 39 quail per 100ha, with variations of between 29 and 79 quail from one week to the next.

The **ACCA de Garganvillar hunting association** works with the national Hunting Federation to make the biotope more attractive by increasing the area's wildlife capacity. The excellent relations between the hunters and local farmers have led to the signing of a number of major agreements:

- each year, some 10ha of set-aside land are sown with wheat under special contracts financed by the Hunting Federation, to encourage small game to breed;
- preservation of stubble: the farmers are encouraged to leave the stubble

unploughed until 5 September, in exchange for a bonus payment of 20 euros per hectare of untouched stubble.

The action of the **Garganvillar Hunting Association** also focused on the reintroduction of hare and red-legged partridge.

These initiatives reflect the transmission of expertise in managing land and species and show the way to a legitimisation of hunting going forward.

The Award ceremony took place on Saturday 1 June in Fontainebleau, at the Salon de la Chasse et de la Vénérie hunting fair, and was attended by Alexandra Pereyre de Nonancourt (a member of the Laurent-Perrier Management Board), Jean-Marie Bayeul (Vice-President of Fédération Nationale Groupama), Benoît Chevron (Secretary General of the Fédération Nationale des Chasseurs), and Etienne Guillaumat (Chief of Staff of the Director General of the ONCFS).

May 2013

A golden year- Laurent-Perrier celebrates centenary year with gold medal at Chelsea Flower Show

Champagne Laurent-Perrier is delighted to announce that it has again been awarded Gold at this year's prestigious RHS Chelsea Flower Show. The gold medal was received by Ulf Nordfjell, who returns to Chelsea for a third time with a contemporary take on a romantic garden, influenced by the 'terroirs' of the Champagne region. This year marks Laurent-Perrier's 15th garden at the prestigious show.

Ulf said "I'm delighted to have won Gold for the Laurent-Perrier Garden in one of the most significant years in Chelsea history. The garden takes inspiration from two women I admire the most in gardening - Ulla Molin from Sweden and Nicole de Vesian from France - whilst I have added my own contemporary touch."

May 2013

Jardins, jardin aux Tuileries, Paris

The Laurent-Perrier garden: *L'Instant Grand Siècle*

For its ninth contribution to the *Jardins, jardin aux Tuileries* event, Champagne Laurent-Perrier commissioned Nicolas Gilsoul to design a garden project celebrating a "Grand Siècle Moment", or "**Instant Grand Siècle**" reflecting the Group's identification with the natural world and the art of landscape gardening, which underpins the unique character of the champagne house and its wines.

This latest garden is a 21st-century tribute to the 17th century (the inspiration for the name of Laurent-Perrier premium cuvée, *Grand Siècle*) and to the French landscape gardener, André Le Nôtre, who laid out the park and gardens at the Laurent-Perrier-owned Château de Louvois, nestling in the Champagne vineyards a short distance from the Laurent-Perrier estate and winery.

With *L'Instant Grand Siècle*, Nicolas Gilsoul brings a contemporary interpretation of the Tuileries gardens and of Le Nôtre's compositional language, clearly highlighting the surrounding architecture and the uncluttered lines and perspective created by Le Nôtre, born 400 years ago this year.

The evanescent grove

Nicolas Gilsoul has created a sheltered grove of vertical lines, a perfect square of endlessly-reflected sky, half-concealing a bouquet of 10,000 sweetly-scented antique roses in a timeless, suspended structure, for an ephemeral blaze of dramatic glory.

It is a truly "baroque" garden – a "surprise" – which excites the curiosity and whets the senses: a "visual aid" to help stimulate the imagination and trigger an array of emotions not usually elicited in an urban setting.

Visitors are visually "accosted" from the Grand Bassin des Tuileries as far as the "evanescent grove" located behind the Orangerie. Hovering above the ground, this tall, white, monochrome cube stands out against the updated classical perspective of pleached limes. The senses are gently waylaid as the visitor enters the structure. Lengths of opalescent fabric caressed by the breeze are reflected in the brilliant white base as one glides between them, losing sight of the horizon in their misty layering, reminiscent of the total harmony of *Grand Siècle* blending.

At the epicentre of the "grove" is a clearing, a perfect captive square of "live" sky. The gaze is drawn upwards along a plant wall comprising 10,000 roses in pastel shades of white, violet and pink, some of them Le Nôtre's particular favourite varieties.

The wall of roses

The wall is five metres high and is studded with 10,000 delicate roses – over 350 per square metre. Nine varieties were chosen for their refined expression in a well-judged mix of garden roses and cultivars: *Maria Theresa*, *Baronesse*, *Piaget*, *Rosita-Vendela*, *Sweet Avalanche*, *Espérance*, *White O'Hara*, *Patience*, and *Keira*. The heavenly-scented composition is set off against a background of eucalyptus, with its silver-blue foliage burnished with white.

In short, L'Instant Grand Siècle is...

A contemporary grove set in a baroque garden originally laid out by André Le Nôtre.

A reinvented compilation of the master gardener's vocabulary: strong lines, the sky, and an element of surprise.

A timeless, architectural structure: uncluttered, monochrome, suspended in space.

A sheltered, tactile forest of gently undulating verticals.

A perfect square of sky endlessly reflected in a precisely-delineated clearing.

An ephemeral, festive theatre in the heart of Paris, perfumed with 10,000 roses.

A contemporary garden in which Le Nôtre's principles are reinterpreted.

A secret garden, whose paths are as physical as they are spiritual: a holistic sensory experience.

A "Laurent-Perrier garden", epitomising finesse, freshness and elegance.

The *Grand Siècle* moment...

October 2013

Global launch of a great cuvée: Alexandra Rosé Millésimé 2004

The chosen date owes nothing to chance. The global release of Grande Cuvée Alexandra rosé Millésimé 2004 takes place 26 years to the day after the official 1987 presentation of the first (1982) vintage.

Since that première, Laurent-Perrier has produced six vintages, to launch of the 2004 vintage making a seventh. Only seven, in 26 years? But that is because rarity and the exceptional are the attendant spirits at the birth of Alexandra Rosé Millésimé.

Consequently, in honour of this and those earlier vintages -1982, 1985, 1988, 1990, 1997 and 1998 – seven cities will host the global launch : Bruxelles, London, Marrakech, New York, Paris, Rio de Janeiro and Rome

October 2013

Festive Christmas Wrapping for Laurent-Perrier Brut

Laurent-Perrier Brut is a 'vin de plaisir' - a watchword for freshness, purity, and elegance.

In honour of the upcoming festive season, Laurent-Perrier's signature champagne is to be dressed in a resolutely elegant Yuletide packaging.

The winter magic of delicate snowflakes adorns the sleeve designed exclusively for the 2013 year-end celebrations.

The glittering red, white, silver, and gold of the box celebrate Laurent-Perrier Brut's delicate effervescence and pale gold colour.

Whether adorning the festive table or the foot of the Christmas tree, the exclusive packaging for Laurent-Perrier Brut is the ideal partner for a refined celebration!

October 2013

The Creative Audacity of Cuvée Rosé Laurent-Perrier in a New Festive Packaging

To celebrate the coming festive season, the iconic Cuvée Rosé Laurent-Perrier is to be issued in a stylishly attractive limited-edition giftbox.

Inspired by the creative audacity of this epicurean champagne, the House of Laurent-Perrier has created a luxury box design with a surface imitating the sparkling facets of a cut diamond to showcase the emblematic colours of Cuvée Rosé: a delicate powdery rose, and the imperial purple of the wine's star ingredient, the pinot noir grape.

The colours are magnified by the box's surface textures, designed to catch the light as a prelude to a memorable tasting experience.

The peerless taste of Cuvée Rosé Laurent-Perrier is still the yardstick by which

fine-wine connoisseurs appraise rosé champagnes, while the magnificent silhouette of its iconic bottle is revered by lovers of beauty everywhere.

Exploding on the nose and the palate like a feast of soft berry-fruit, Cuvée Rosé's exquisite freshness is the ideal pairing for a whole array of gourmet festive foods, including duck foie gras, roast lamb, sashimi-style marinated fish, tuna tartare, grilled gambas, soft cheeses, and red-fruit desserts.

October 2013

Prix des Honneurs Laurent-Perrier des Jardins Award at the Journées des Plantes de Courson

During the *Journées des Plantes de Courson* flower show (running from 18 to 20 October 2013), Laurent-Perrier presented the *Prix des Honneurs Laurent-Perrier des Jardins* Award to a nursery from the Champagne Ardenne region, the Pépinière des Laurains, which propagates, raises and sells rare conifers. With this accolade, Laurent-Perrier voted to encourage Pascale and Marie-Laure Gombault, who are continuing and developing this family business at the same time as they inject a resolutely modern, future-oriented spirit into it.

The Pépinière des Laurains collection numbers over 650 taxons: miniatures, dwarfs, slow-growing and tall, with a wide variety of stems in terms of size, shape, and choice of cultivars (www.france-pepiniere.com).

The *Prix des Honneurs Laurent-Perrier des Jardins* is a logical extension to Laurent-Perrier's natural association with gardens in France and elsewhere over the past 15 years.

Laurent-Perrier expresses its love of nature and gardens, which underpins its character and that of its wines, by taking part in top-quality, themed international events. From Paris to London, and from Ghent to Coppet, in Switzerland, although the form of expression may be different, the approach is the same, namely to express the refinement and beauty of the finest champagnes and project the core values of the House. Inter alia, Laurent-Perrier has always commissioned a pop-up garden for the *Jardins, Jardin aux Tuileries (Paris)* event since its inception. The House has also garnered a trove of medals for its gardens at London's Chelsea Flower Show over the past 15 years, supported florist-decorator Daniel Ost in Belgium and Japan, and sponsored the presentations of Aspeco the French Association of Nurserymen, at the Courson event in 2006.

The outcome of a meeting a small band of nurserymen, experts and collectors, and an audience of avid gardeners, the *Journées des Plantes de Courson* garden show is open to the public for three days, twice a year, for the display, sale and purchase of plants and more. It takes place in the spring and autumn in the park at the Château de Courson, just outside Paris.

It hosts a selection of exhibitors from every branch of ornamental horticulture and all forms of industry, arts and crafts connected with the upkeep and showcasing of gardens.

December 2013

Laurent-Perrier Pochon Collection Brut

For spring 2014, Laurent-Perrier's Brut champagne is to be clad in glorious white. With its gold zip-fastener, the *pochon*, an elegant, snug-fitting chiller sleeve, opens and closes easily and as often as you like.

The *pochon* is decorated with an embroidered Laurent-Perrier logo and a small metal plate edged with red leather.

In its new sleeve, Laurent-Perrier Brut makes an ideal partner for all those special times when you celebrate with friends – in town and country alike.

Laurent-Perrier Brut is a *vin de plaisir*, renowned for its freshness, purity, and elegance.

Ideally suited to the aperitif with its hints of citrus and stone fruits, it also pairs admirably with the most delicate fish and seafood dishes featuring prawns, cockles, clams, or scallops, for example.

3. Information filed with the Commercial Court of Reims

18.07.2013	Annual financial statements, extract from the minutes of the July 9, 2013 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 10, 2012 General Shareholders' Meeting

Notice of meeting, BALO

Notice of meeting, Les Echos

Notice of meeting, Matot Braine

Laurent-Perrier Bylaws

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, 2013
- Consolidated financial statements at March 31, 2013
- 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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