



PRESS RELEASE

LANSON-BCC SHARES EFFECTIVELY TRANSFERRED TO Euronext GROWTH ON JULY 15, 2019

Reims, Thursday July 11, 2019 - 8:00am

The request for LANSON-BCC shares to be admitted to the Euronext Growth market in Paris was approved by the Euronext Listing Board on July 10, 2019.

On March 27, 2019, LANSON-BCC announced its intention to transfer the listing of its shares to a market that was more appropriate for its size.

LANSON-BCC will continue to provide accurate, precise and fair disclosures, by making public all privileged information concerning the company, in accordance with the European Market Abuse Regulation (MAR). The terms of this regulation will also continue to fully apply to LANSON-BCC, particularly with regard to disclosures of transfers concerning the securities of its executives.

The definitive schedule for the transfer of the listing market is as follows:

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| July 10, 2019 | <ul style="list-style-type: none">• Publication by Euronext of the decision concerning the admission of the securities on Euronext Growth |
| July 11, 2019 | <ul style="list-style-type: none">• Publication of a Euronext notice announcing the delisting of LANSON-BCC's ordinary shares from Euronext Paris• Publication of a Euronext notice announcing the admission of LANSON-BCC's ordinary shares on Euronext Growth Paris• Publication of a press release by the company and information document available on the company website |
| July 15, 2019 | <ul style="list-style-type: none">• Delisting of LANSON-BCC's ordinary shares from Euronext Paris (before start of trading)• Admission of LANSON-BCC's ordinary shares on Euronext Growth Paris (at start of trading) |

The ISIN code identifying the LANSON-BCC securities will remain unchanged (FR0004027068) and the ticker will now be ALLAN. In addition, LANSON-BCC shares will continue to be eligible for share-based savings schemes and SME share-based savings schemes (PEA-PME).

LANSON-BCC is a group built around eight Houses that produce Champagne wines, created and led by Champagne families. It unites together outstanding Houses, renowned for their unique wines and benefiting from the effective fit between their customer segments. The blend of ancestral know-how and leading-edge technical capabilities, creative independence and rational synergies enables each one of its Houses to develop its performances, ensuring the LANSON-BCC Group's sustainability.

- **Champagne Lanson**, prestigious House founded 1760, Reims, with 80% distributed on international markets.

Euronext Growth

ISIN: FR0004027068

Ticker: ALLAN

Reuters: LAN.PA

Bloomberg: LAN:FP

Indices: CAC All Shares, CAC Consumer Goods, EnterNext PEA-PME 150

<ul style="list-style-type: none"> • Champagne Chanoine Frères, House founded 1730, Reims, wines intended primarily for the European mass retail market (Chanoine brand), reputed above all for its Tsarine cuvee. • Champagne Boizel, House founded 1834, Epernay, French mail-order specialist (BtoC), distributed in the traditional sector for international markets. • Champagne De Venoge, House founded 1837, Epernay, sold on selective retail markets, notably with its Princes range and its Louis XV grande cuvee. • Champagne Besserat de Bellefon, House founded 1843, Epernay, distributed through traditional networks (restaurants, wine stores), notably with the Cuvée des Moines. • Champagne Philipponnat, House founded 1910, Mareuil sur Aÿ, which owns the renowned Clos des Goisses, with wines exclusively available on selective retail markets as well as in the world's leading restaurants. • Maison Burtin, Epernay, private-label supplier for the European mass retail market and also producer of Champagne Alfred Rothschild. • Champagne Alexandre Bonnet, Les Riceys, owner of a vast vineyard, with wine sold in traditional sectors. <p>www.lanson-bcc.com</p>	<p>Eligible for SME share-based savings schemes (implementing order of March 5, 2014)</p> <p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 investisseurs@lansonbcc.com actionnaires@lansonbcc.com</p> <p>CALYPTUS Cyril Combe Tel: +33 (0)1 53 65 68 68 cyril.combe@calyptus.net</p>
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