



PRESS RELEASE

COMBINED GENERAL MEETING ON APRIL 30, 2020

Reims, Thursday April 2, 2020 - 5:45pm

The LANSON-BCC Group's Board of Directors met again on April 1, 2020 to reconsider its recommendation for a dividend payment, as well as the conditions for holding its General Meeting.

Dividend proposal withdrawn

With regard to the dividend, although its previous proposal for a dividend of €0.25 per share represented only 18% of 2019 net income, the Board of Directors, following the French Government's recommendations, has decided to submit a proposal at the General Meeting to cancel the dividend. This is an exceptional decision, and one that has never been taken before in the history of the Group, which pays out 20% to 23% of its income on average. It highlights the long-term commitment of its family shareholders and their support for the management teams and their staff.

The Board of Directors' decision has resulted in an amendment to the proposed third resolution concerning the "appropriation of income for 2019 and setting of the dividend", withdrawing the proposal to pay a dividend of €0.25 per share, while proposing to allocate the 2019 income in full to reserves.

General Meeting to be held as a closed session

With regard to the holding of the General Meeting, considering the restrictions on people's movement and the lockdown measures in force, the Board of Directors has decided that the General Meeting will still be held as planned on April 30, but will be a closed session, with shareholders not attending in person, in accordance with Article 4 of Decree 2020-321 of March 25, 2020.

The Group would encourage its shareholders who had intended to travel to the General Meeting to vote by email or by post or to appoint the General Meeting chairman to represent them. It therefore invites them to use the dedicated forms, available from April 9 on the company's website www.lanson-bcc.com in the "General Meetings" section, and to communicate electronically when possible by sending emails to actionnaires@lansonbcc.com.

Each shareholder will be able to:

- Vote by email using the dedicated form, which will need to be returned, accompanied by their shareholding certificate for bearer shareholders, ensuring that the company receives it by email at least three days prior to the General Meeting, i.e. Monday April 27, 2020;
- Be represented by appointing the General Meeting chairman as their proxy or, without indicating their representative, by using the proxy voting form.

Insofar as possible, LANSON-BCC will receive and address written questions from shareholders relating to this General Meeting until April 27, 2020. The answers to these questions will be presented in the minutes for the General Meeting, which will be published subsequently on its website.

Due to the specific conditions involved with holding the General Meeting as a closed session, shareholders will not be able to propose new resolutions during the General Meeting.

Conference call: shareholders will be able to follow the General Meeting with a conference call. If they would like to do so, they are invited to register on the company's website www.lanson-bcc.com in the "General Meetings" section. If they have any difficulties, they can contact the company by email at actionnaires@lansonbcc.com. The connection details will be sent out to them by email in due course.

The recording of the General Meeting will be available for shareholders for 15 days on the company's website: www.lanson-bcc.com.

Availability of preparatory documents

The agenda, the proposed resolutions and the conditions for taking part in and voting at the General Meeting presented in the meeting notice published in the French official gazette (BALO) on March 25, 2020 will be amended accordingly in the meeting notice published in the BALO on April 10, 2020 and in the newspaper "Matôt Braine" on April 13, 2020, and available on the company's website.

All the preparatory documents for the General Meeting will be available on the company's website www.lanson-bcc.com on April 9, 2020.

<p>LANSON-BCC is a group built around eight Houses that produce Champagne wines, created 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.</p> <ul style="list-style-type: none"> • Champagne Lanson, prestigious House founded 1760, Reims, holder of a Royal Warrant since the time of Queen Victoria, 80% of Champagne sold on international markets. • Champagne Chanoine Frères, House founded 1730, Reims, Champagne sold primarily for the European mass retail market, reputed above all for its Tsarine cuvee. • Champagne Boizel, House founded 1834, Epernay, Champagne distributed through mail order in France (BtoC) and in the traditional sector for international markets. • Champagne De Venoge, House founded 1837, Epernay, Champagne sold on selective retail markets, notably with its Cordon Bleu and Princes ranges and its Louis XV grande cuvee. • Champagne Besserat de Bellefon, House founded 1843, Epernay, Champagne distributed through traditional networks (restaurants, wine stores), producer of the renowned Cuvée des Moines. • Champagne Philipponnat, House founded 1910, Mareuil sur Aÿ, owner of Clos des Goisses, Champagne sold on selective retail markets and 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, also producer of Rosé des Riceys. <p>www.lanson-bcc.com</p>	<p>Euronext Growth ISIN: FR0004027068 Ticker: ALLAN Reuters: ALLAN.PA Bloomberg: ALLAN:FP Indices: EN Growth Allshare, EnterNext PEA-PME 150</p> <hr/> <p>Eligible for SME share-based savings schemes (implementing order of March 5, 2014)</p> <hr/> <p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 (0)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>
--	---