



LANSON-BCC



Presentation

Reims, september 2011



LANSON-BCC

Champagne

LANSON-BCC Group

2011 half-year earnings

Strategy

Outlook

Stock market data



Champagne

LANSON-BCC Group

2011 half-year earnings

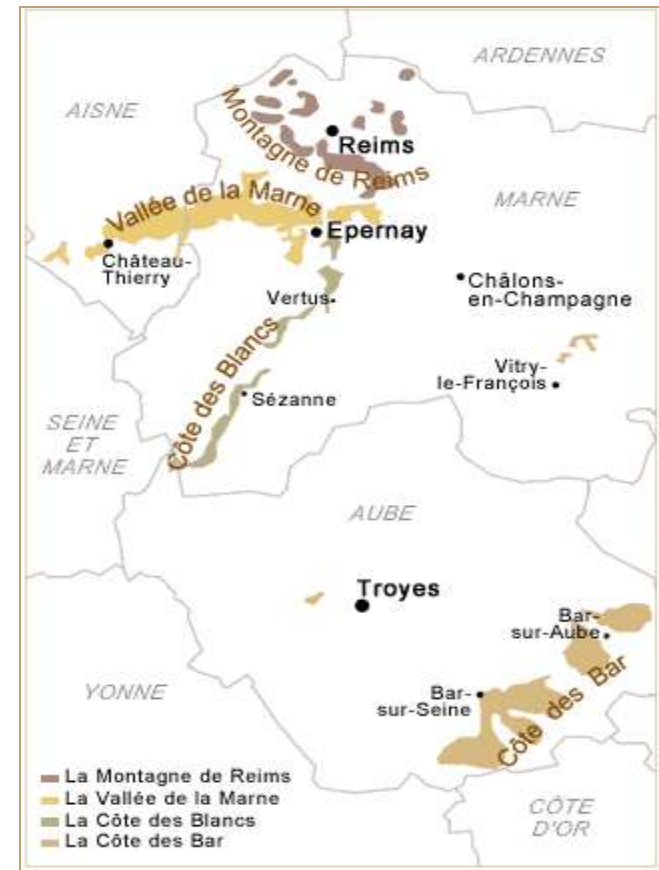
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The Champagne Area

- The geographical area of Champagne (GI: Geographical Indication) is limited to 35,200 hectares (317 villages) and planted to 97%
- The vine growers own 87% of the area in production and Champagne Houses commercialize 2 thirds of total shipments
- Available 2011 harvest : 12,500 Kgs / ha, + 19% vs. 2010
- Grapes: a valuable raw material, paid between €4.90 and €6.50 per kg for the 2010 harvest
- The current revision of the AOC is a complex process that will get its first results from 2020-2025

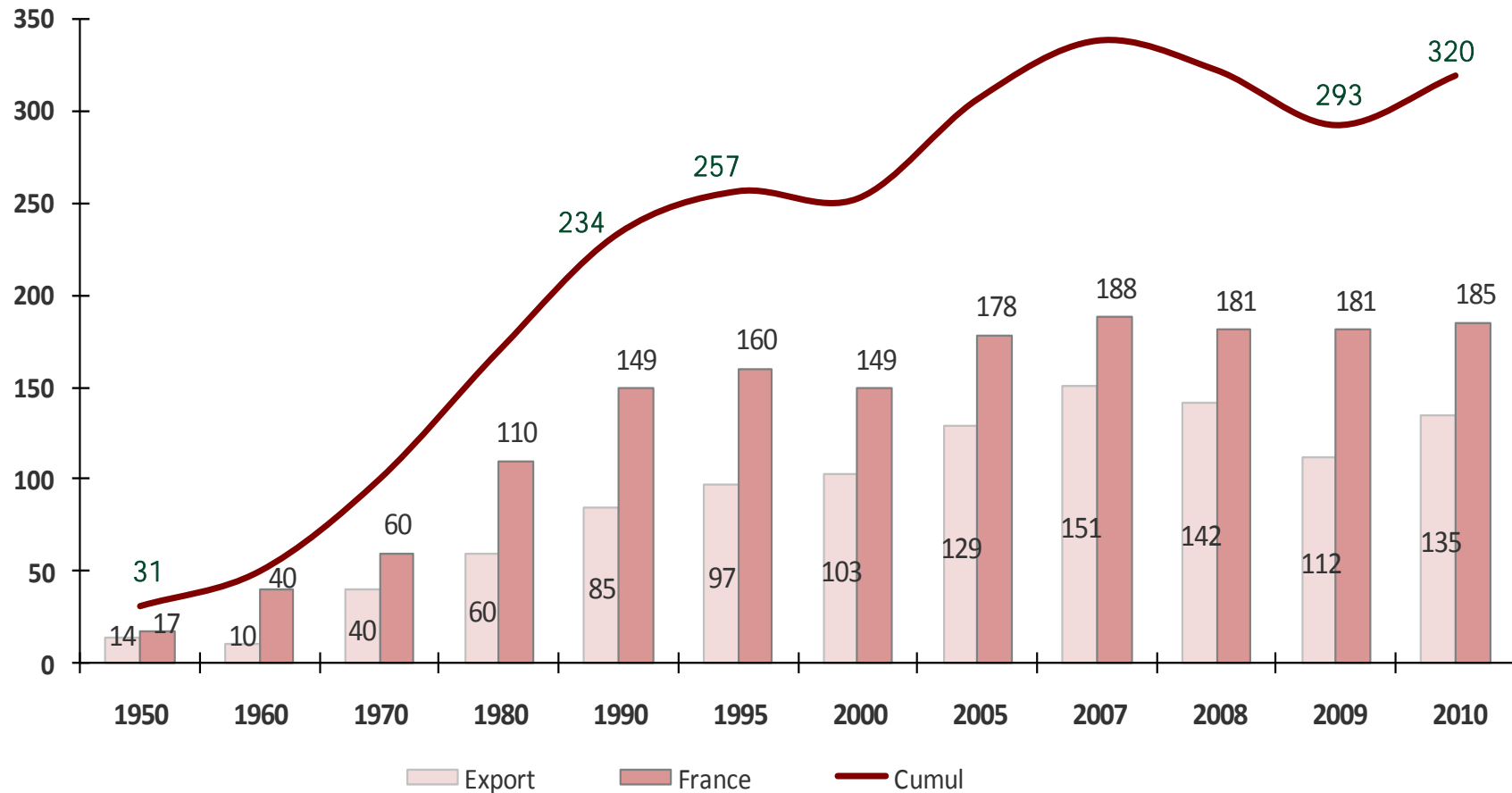


Source: CIVC – 2010 dates

Champagne: a fundamentally buoyant market

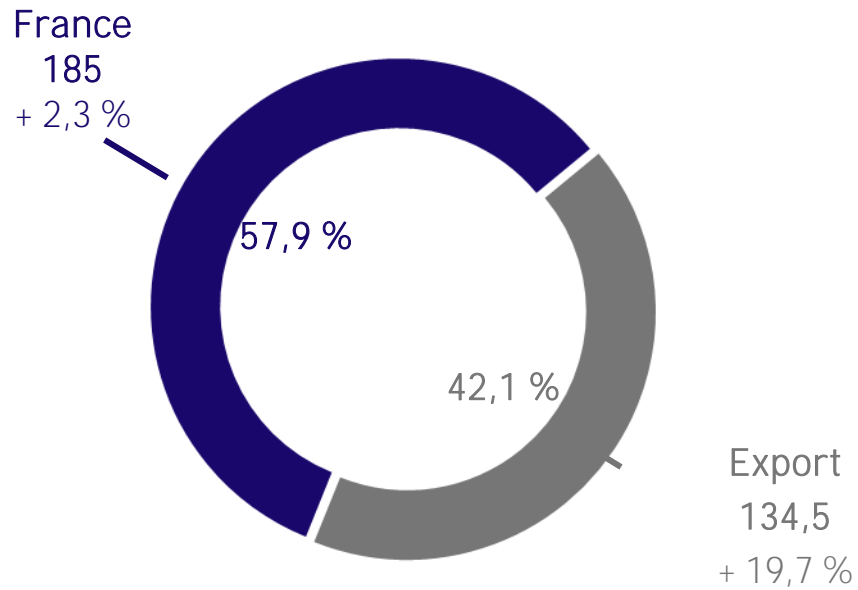
a constant growth of the champagne shipments since 1950

in million bottles - Source CIVC

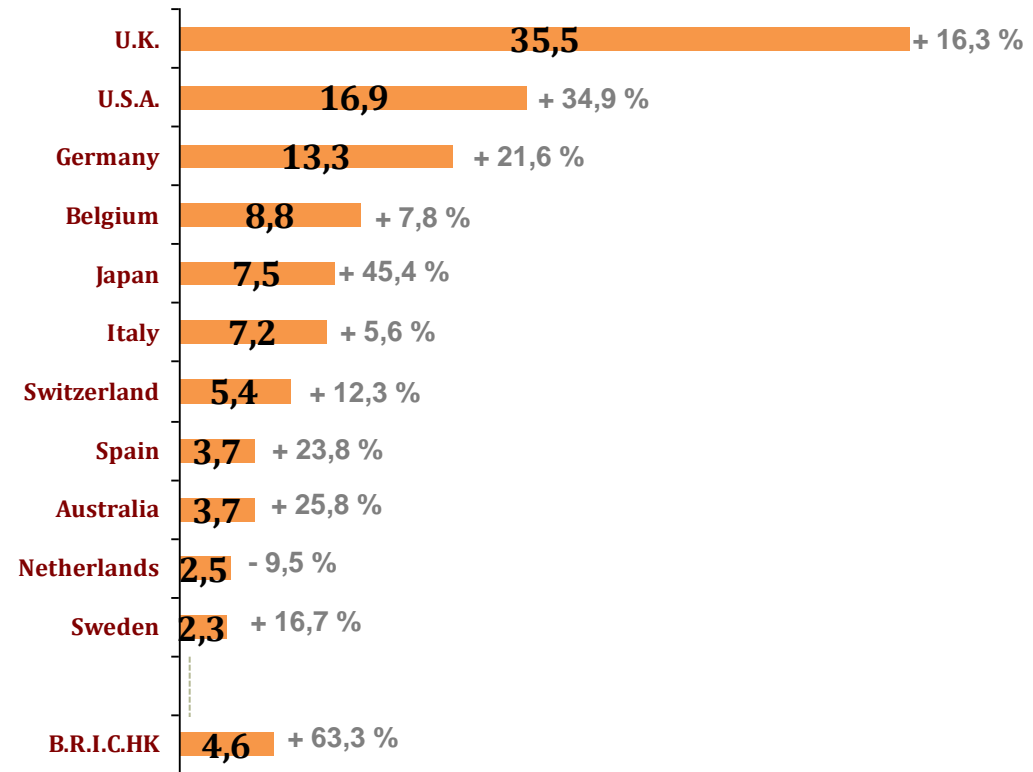


Champagne: the export potential development

2010 split of shipments
(in million bottles - Source CIVC)



2010 eleven first export markets
(in million bottles - Source CIVC)



B.R.I.C.HK : Brazil, Russia, India, China and Hong Kong



Champagne

LANSON-BCC Group

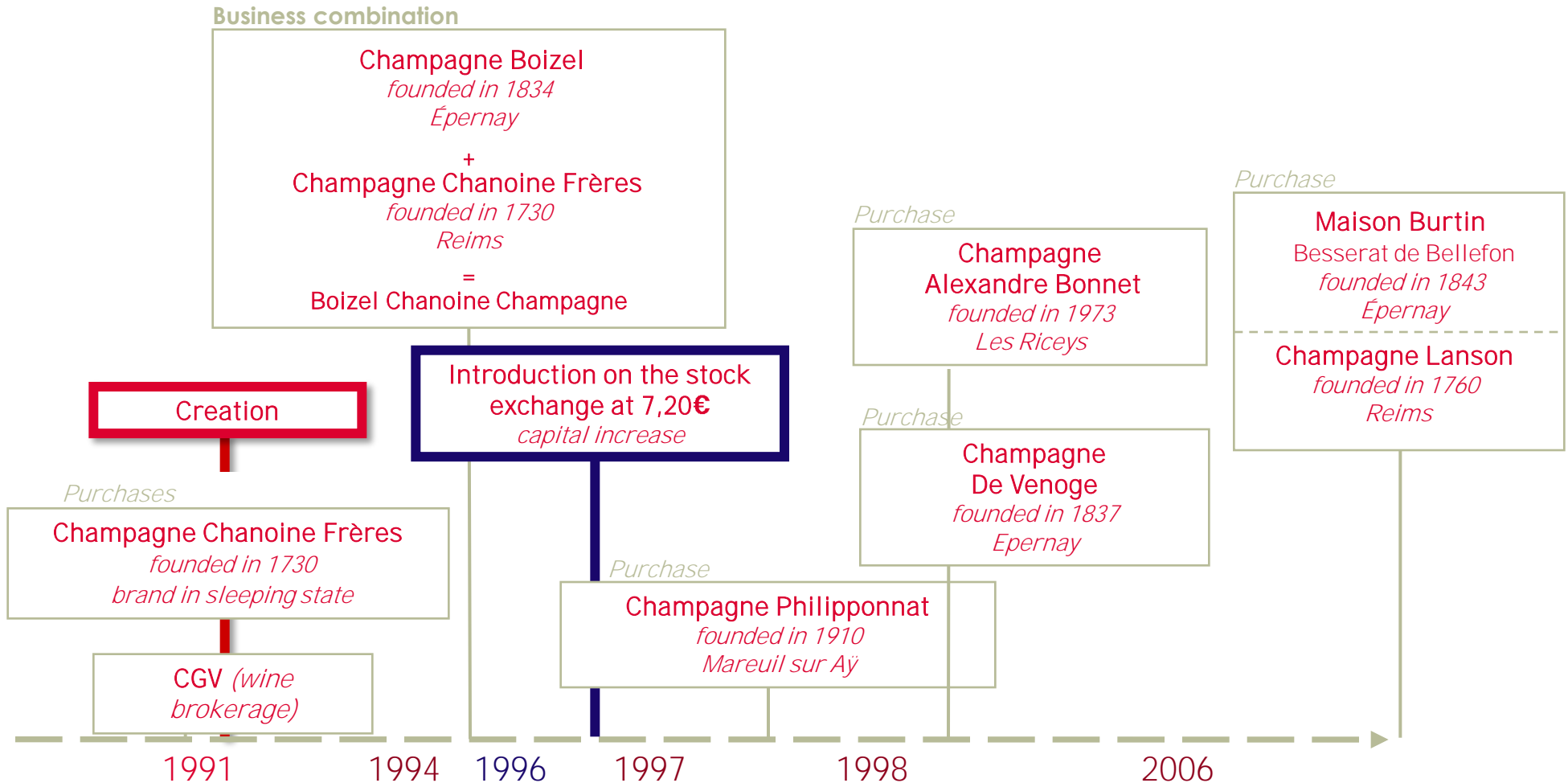
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History, seven Champagne Houses



Clear fundamentals

A pure-player: production and marketing of a full range of wines from Champagne

- Special attention to the quality of wines;
- Complementarities of the Houses;
- A pragmatic presence in all distribution channels, in line with consumers expectations.
- A strategy whose aims are to value and extend the champagne ranges, through strong brands and new cuvees launching.

A wide and solid supply base

- Confidence of the vine partners: a contractual basis covering the various needs of the Group;
- Acquisitions of vineyards including the purchase end of 2010 of an area of 13 ha 20, grown long in organically. An expansion of the Group's offer to meet the growing demand of consumers for this type of "Bio" wine;
- A vineyard owned by the Group increased to 107 ha 68 (105 ha 41 on December 31st 2010).

Rational organization

- Competent and experienced teams, average staff of Group in 2010: 421persons
- Optimal use of effective production tools;
- Exploitation of commercial synergies (see LID).



Presence on all distribution networks

A complementary offer, development levers

Off Trade

Lanson
Tsarine
Alfred Rothschild & Cie
Chanoine Frères
Other Champagnes

On Trade

Lanson
Besserat de Bellefon
Philipponnat
De Venoge



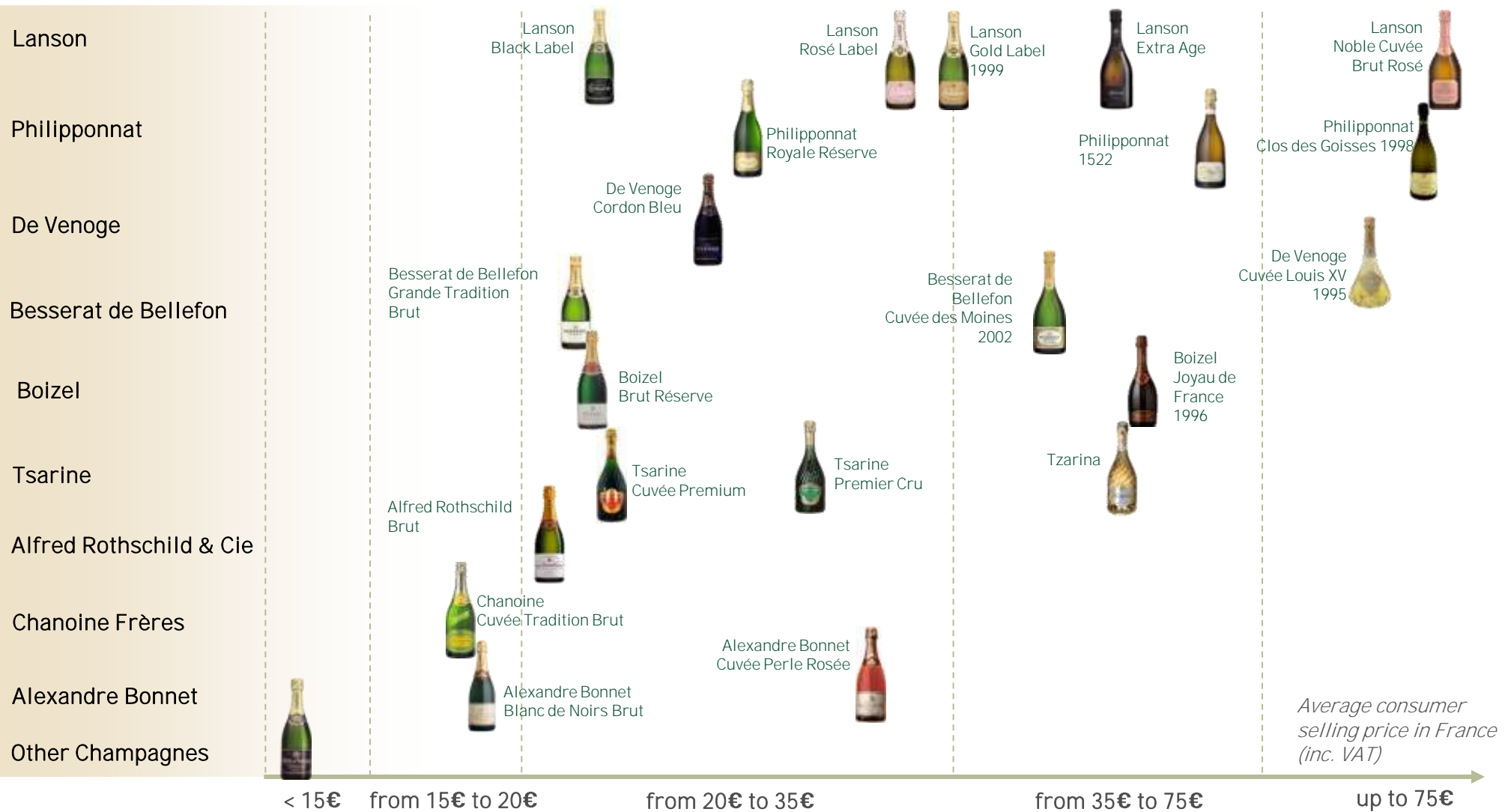
Prestige

Noble Cuvée - *Lanson*
Extra Age- *Lanson*
Joyau de France - *Boizel*
Cuvée des Moines - *Besserat de Bellefon*
Clos des Goisses - *Philipponnat*
Louis XV - *De Venoge*

Mail Order

Boizel
France

Broad portfolio of Champagnes





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Environment of the first half of 2011

Different environments between the first halves of 2010 and 2011

- A first half of 2010 particularly dynamic thanks to customers restocking following the sharp contraction in their stocks worldwide during the first half of 2009;
- A first half of 2011 confirmed the beginning of a return to a more selective development of better valued-added cuvees and export;
- The global champagne wine market (source: CIVC) up 5.2% in volume terms, compared with 18.2% growth for the first six months of 2010.



LANSON-BCC business over 1st half of 2011

Pragmatic pursuit of the strategy as a global Champagne player

- The Houses complementarities enables to not neglect any market segment, from secondary brands, less dynamic over the period, to the more favorable segments for export sales and superior vintages, particularly those from Champagne Lanson.
- A strategy that makes it possible to cope with variations in the market.

2.5% drop in the sales volumes, after increasing them by 6.7% over the first six months of 2010

The improvement in the price mix: +5.6%

- Percentage of revenues generated on export: 47 % of total shipments;
- Increase in better value-added volumes sold by the Group's Houses in the UK, which continues to represent the number one export market.

Increase in the half-year results

Revenues: 109,01 M€, up 4,5 %

EBIT: 13.39 million euros, up 43%

Operating margin: 12.3%, compared with 9% at June 30th, 2010

Net income: 4.47 million euros, up 155%

Condensed income statement

<i>IFRS – in €m</i>	H1 2011	H1 2010	Change
Revenues	109.01	104.34	+ 4.5%
EBIT	13.39	9.37	+ 42.9 %
<i>% of revenues</i>	<i>12.3 %</i>	<i>9 %</i>	
Financial result	- 6.39	- 6.60	+ 3.2 %
Pre-tax earnings	6.99	2.77	+ 152 %
Taxes	- 2.52	- 1.02	
Net income (Group share)	4.47	1.75	+ 155 %
<i>% of revenues</i>	<i>4.1 %</i>	<i>1.7 %</i>	

Condensed income statement (excluding CGV)

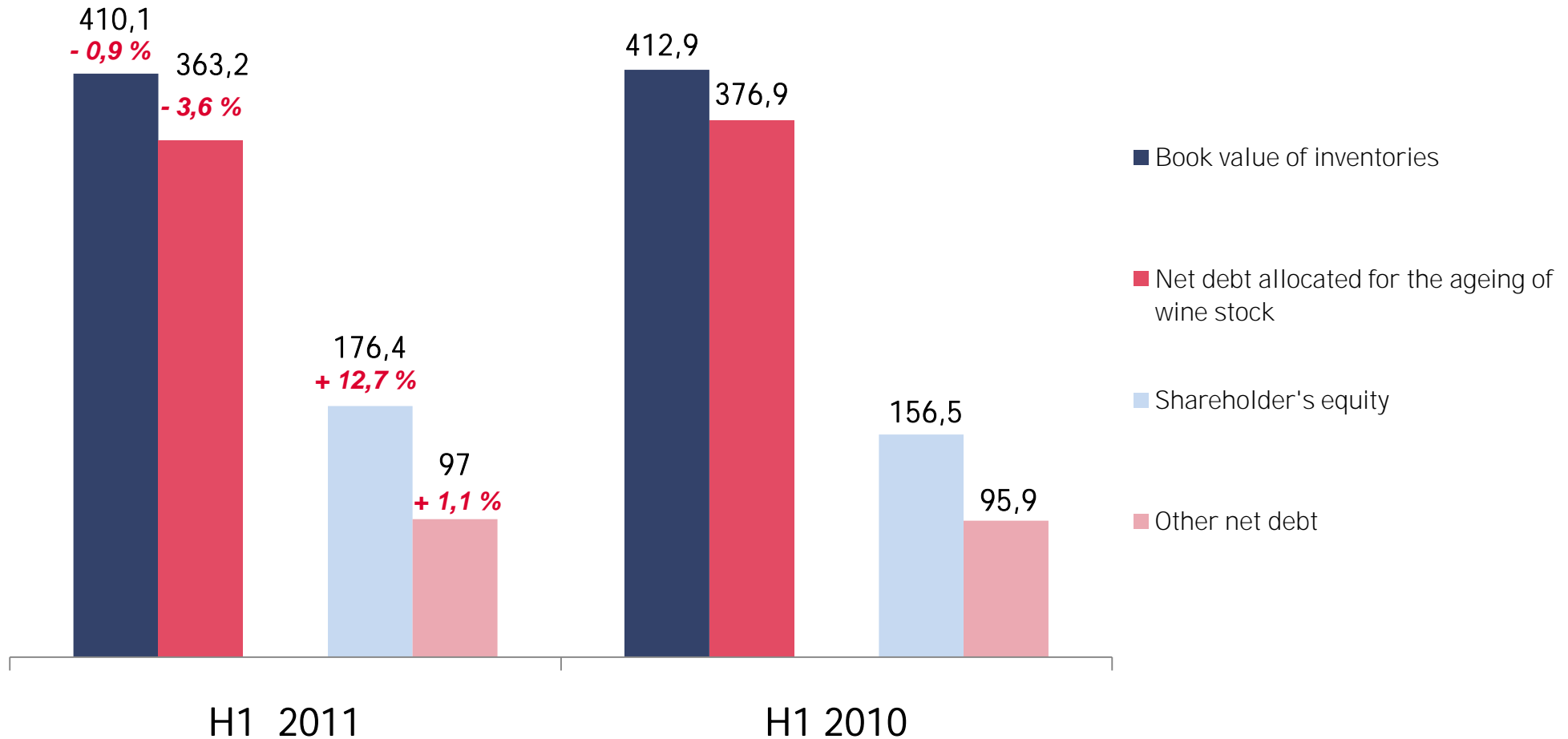
<i>IFRS – in €m</i>	H1 2011 restated	H1 2010 restated	change
Revenues	99.31	94.67	+ 4.9 %
EBIT	13.14	8.99	+ 46 %
<i>% of revenues</i>	<i>13.2 %</i>	<i>9.5 %</i>	
Net income	4.31	1.49	+ 189 %
<i>% of revenues</i>	<i>4.3 %</i>	<i>1.6 %</i>	

Sound balance sheet

€ '000	06/30/2011	12/31/2010		06/30/2011	12/31/2010
ASSETS			PASSIF		
Acquisition goodwill	48,110	48,110	Capital	55,785	55,785
Intangible fixed assets	69,284	69,305	Issue premiums	1,781	1,781
Tangible fixed assets	140,167	139,922	Consolidated reserves	114,362	97,360
Non-current financial assets	898	894	Net income	4,473	19,184
Deferred tax assets	111	4,565	Minority interests	32	16
NON-CURRENT ASSETS	258,570	262,795	SHAREHOLDERS' EQUITY	176,434	174,126
Inventories	424,969	423,987	Provisions	909	942
			Fin. debt allocated to inventories	358,150	362,290
			Fin. debt. allocated to investments	78,952	94,210
			Deferred tax liabilities	10,765	15,970
			Employee benefits	8,924	8,639
			NON-CURRENT LIABILITIES	457,700	482,050
Cash	4,587	15,648	Borrowings under one year	27,707	27,346
Trade receivables	50,915	127,554	Trade payables	78,303	148,945
autres actifs courants	17,106	22,342	Tax and social security liabilities	10,467	13,024
			Other current liabilities	5,536	6,836
CURRENT ASSETS	497,577	589,532	CURRENT LIABILITIES	122,013	196,152
TOTAL ASSETS	756,147	852,328	TOTAL LIABILITIES	756,147	852,328

A sound financial debt under control

en M€



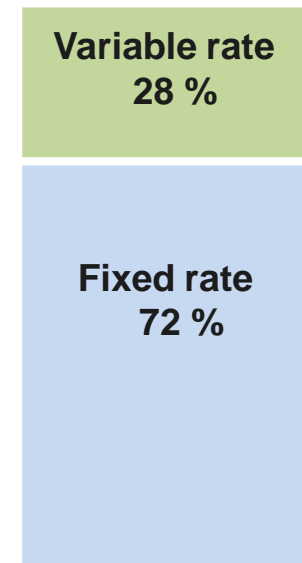
Rigorous management of financial debt

At June 30th, 2011

Repayment schedule for gross financial debt



Average financial debt



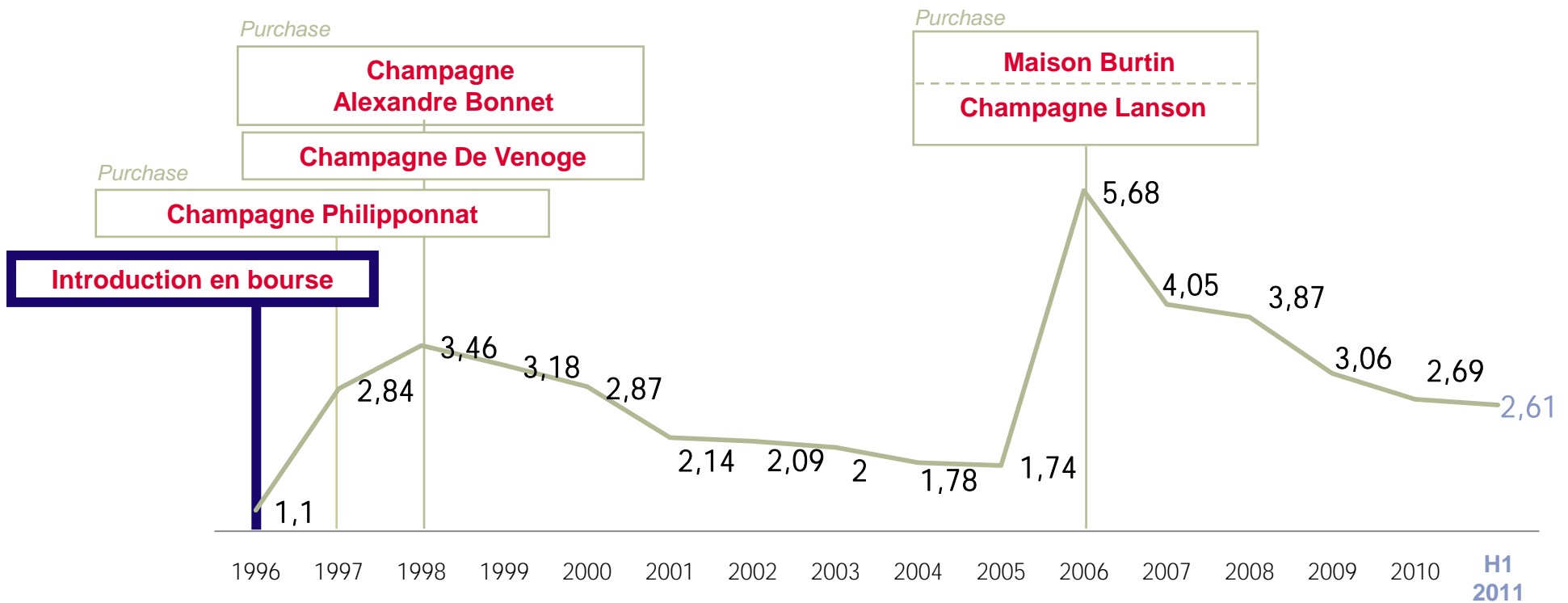
H1 2011 combined average rate: 2.9 %

Condensed cash-flow statement

In €m	H1 2011	H1 2010	2010
Cash flow from operations before cost of net financial debt	11.89	11.60	41.57
Reduction (+) or increase (-) in working capital	8.20	- 5.72	-6.02
Net cash from operations	20.09	5.88	35.55
Net cash from investments	- 3.51	- 2.12	- 20.10
Net cash available after investments	16.58	3.76	15.45
Net cash from financing After cost of net financial debt	- 27.92	- 36.67	- 25.87
Change in cash position	- 11.44	- 32.91	- 10.42
Cash position	- 5.03	- 16.08	6.41

Improvement in gearing

Net financial debt/equity



CHAMPAGNE
BESSERAT
BELLEFON
REIMS FRANCE

CHAMPAGNE
BOIZEL
MAISON FONDÉE EN 1894

CHAMPAGNE
CHANOINE FRERES
Depuis 1830

DEPUIS 1744
CHAMPAGNE
Lanson
à REIMS FRANCE

Maison
Alexandre Bonnet
Vins Fins de Champagne
LES RICHYS

CHAMPAGNE
Philipponnat
Domaine du Clos des Goisses

CHAMPAGNE
de VENOGÉ
GRAND PRIX D'EXCELLENCE 1975



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A strategy for long-term value

Ongoing policy, moving in the right direction, to not ignore any Champagne market segment

- From accessible luxury to great prestige cuvee.

A strategy focused on valuing and extending range of wines

- Trademarks potential;
- Launches of new cuvee.

A differentiated strategy according to the Houses, Wines and distribution networks

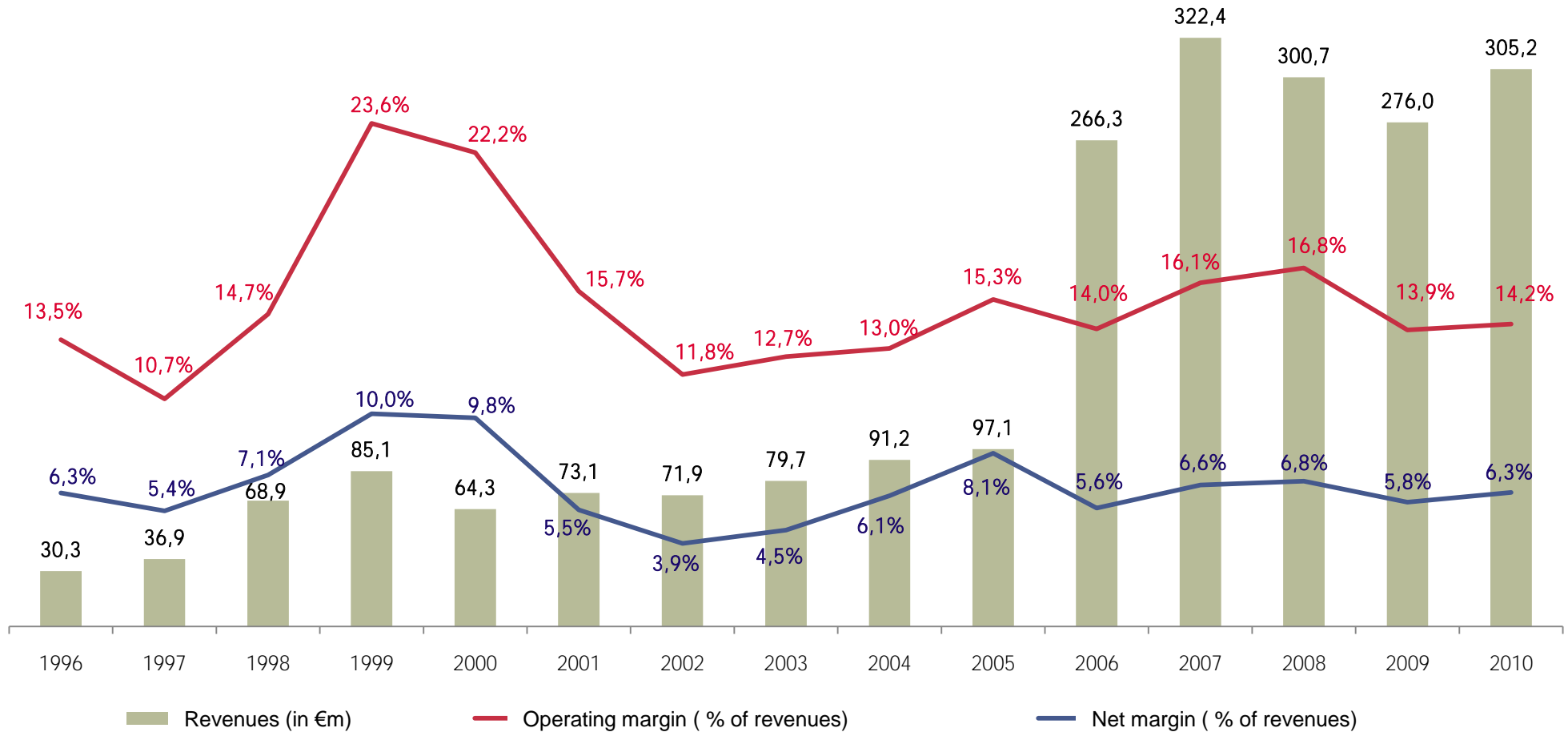
- Real Houses with strong identities and different styles;
- Pricing policies adapted to the positioning of each House;
- A targeted marketing policy.

Domestic market: strong positions

Export: a leverage of complementary developments

History of profitable growth

Change in revenues et margins since 1996



2006 et 2007 : excluding non-recurring stock reduction program

Lanson, an international brand with strong potential



A new identity based on the Lanson Cross

A reinforced communication on the occasion of the 250th Anniversary

- French media plan (display campaign, press...)
- An evening at the “Château de Versailles”

A new cuvée on an added value segment

- Lanson Extra Age, a cuvée re-interpreting the notion of “multi-vintages”
- Launch of Extra Age Rosé in September 2011

Prestigious and selective events in adequation with the Lanson values

- Wimbledon, 24 Mans Hours, Tour Auto, Monte-Carlo Rolex Masters, Mans Series, Monaco Yacht Show, Montaigne Harvests, Hydroptere (the fastest sailing boat), etc

Strong links with the Haute Gastronomie

- Presence in the main restaurants: Plaza Athénée, Georges V, Jules Verne...



Besserat de Bellefon, an elegant and refined brand



Wines designed for great tables

- Cuvée des Moines particularly suited to accompany gourmet food;
- New reference with the Extra Brut Cuvée des Moines, launched in September 2009

New clear and refined label, developed in 2010

Close partnerships on themes of art and gastronomy

- Musée d'Orsay, Cérémonie des Molières, Cérémonie du Chef de l'année...

Actions to develop the reputation of the brand

- Press media plan, sales catalog for private clients...



LA BELLEŒUVRE D'ART
QUI DISPARAIT AU VERNISSAGE

Tsarine, the brand rising Alfred Rothschild & Cie, leader in mass retail



Tsarine, the growing success of a brand created in 1998

- An iconic twisted bottle with high-impact on our consumers, and regularly marked by many spectators and viewers;
- A sustained media presence in press;
- Visibility range through the seventh art and the world of the night;
- A new super-premium reference in 2010: Tzarina, presented in an innovative and luxurious setting.

Alfred Rothschild & Cie,

- The extension of the range with development of a cuvee Blanc de Blancs.





Boizel, Philipponnat, De Venoge, A. Bonnet Recognized brands in their markets

Networks devoted

- Great restaurants, wine stores, mail order.

New vintages and new cuvee

- Boizel : Blanc de Noirs ;
- Philipponnat : Réserve Millésimé 2003 ;
- De Venoge : Blanc de Blancs 2002.

Renewed labels and cases

- Philipponnat : exclusive new bottle;
- De Venoge : Cuvée Rosé Reserve with the recovery of the original label of the 19th century;
- Boizel : Limited Edition Boizel Masking Tape in collaboration with the solidarity concept store in Paris.

Constant media and events presence





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The Group's profitability over the first half of the year is satisfactory, while it does not usually benefit from the standard seasonality seen for Champagne wine sales.

The complexity of the global situation and the poor economic outlook call for a highly cautious approach: the level of consumption at the end of 2011 will be decisive.

Strategic continuity and possible improvement in results over the full year 2011.

The potential for development in the medium and long term, based on the demonstrated effectiveness of LANSON-BCC economic model.



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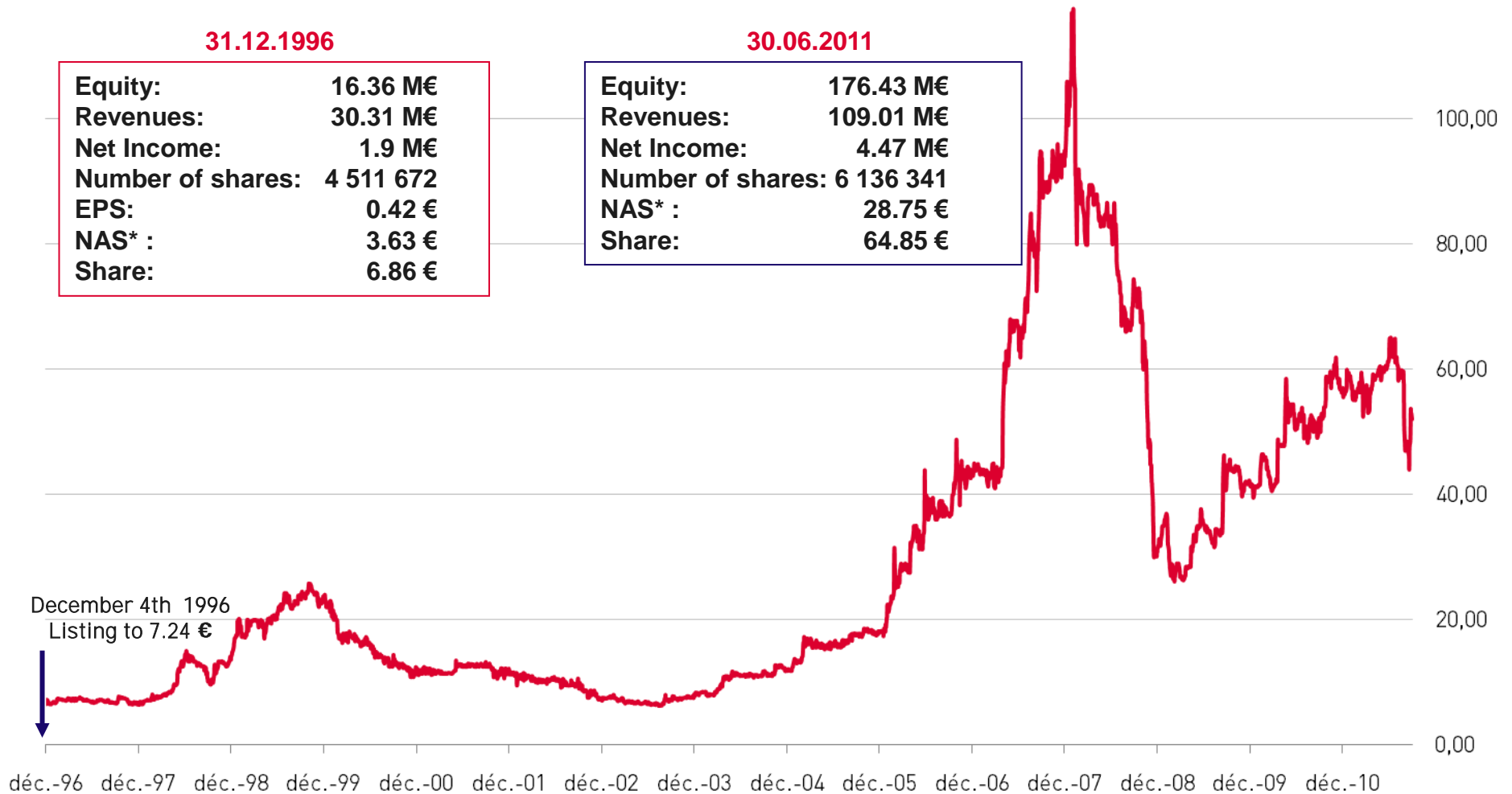
Share price

31.12.1996

Equity:	16.36 M€
Revenues:	30.31 M€
Net Income:	1.9 M€
Number of shares:	4 511 672
EPS:	0.42 €
NAS* :	3.63 €
Share:	6.86 €

30.06.2011

Equity:	176.43 M€
Revenues:	109.01 M€
Net Income:	4.47 M€
Number of shares:	6 136 341
NAS* :	28.75 €
Share:	64.85 €

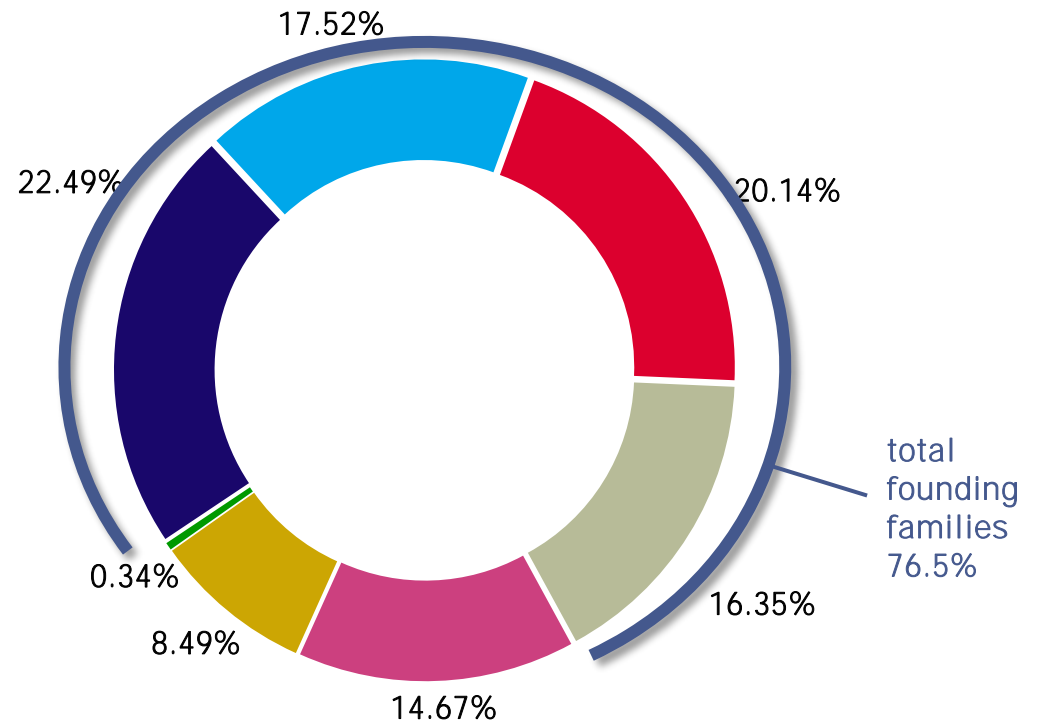


* Not restated

Shareholding structure at July 31, 2011

Listed on Eurolist B/Nyse-Euronext Paris since december 1996
 6 136 341 shares following the free distribution of July 2011 (1 / 10)

- SAS Bruno Paillard
- Bruno Paillard family
- Philippe Baijot family
- Roques-Boizel family
- public
- BPCE group
- Treasury shares





Questions and answers