



ADDITIONAL CONTRIBUTION TO THE LIQUIDITY CONTRACT

Reims, August 4th, 2014 - Pursuant to the liquidity contract granted to NATIXIS, LANSON-BCC made an additional contribution for an amount of 150,000 Euros on July 31st, 2014.

During the half-year report as of June 30th, 2014, the following elements were in the liquidity account:

- 7,777 LANSON-BCC shares
- € 18,912.79

For information, the following elements appeared on the liquidity account at the time of the implementation of the liquidity contract:

- 2,000 LANSON-BCC shares
- € 200,000.00

<p>LANSON-BCC fully owns seven Champagne Houses</p> <ul style="list-style-type: none"> - Champagne Lanson (Reims), the prestigious international brand. - Champagne Chanoine Frères (Reims), wines intended primarily for the European mass retail market (Chanoine brand), reputed above all for its famous Tsarine Cuvée. - Champagne Boizel (Epernay), French mail-order market leader, with wines distributed in the traditional sector for international markets. - Maison Burtin (Epernay), a European mass retail supplier and owner of the Besserat de Bellefon brand, distributed through traditional networks (restaurants, wine stores). - Champagne De Venoge (Epernay), sold on selective retail markets, notably with its Louis XV grande cuvée. - Champagne Philipponnat (Mareuil sur Aÿ), which owns the prestigious Clos des Goisses, with wines also available on selective retail markets as well as in leading restaurants. - Champagne Alexandre Bonnet (Les Riceys), owner of a vast vineyard (wine sold in traditional sectors). 	<p>Euronext Compartment B ISIN: FR0004027068 Ticker: LAN Reuters: LAN.PA Bloomberg: LAN:FP www.lanson-bcc.com</p> <p>Eligible for SME share-based savings schemes (implementing order of March 5th, 2014)</p> <p>LANSON-BCC Nicolas Roulleaux Dugage Tel: +33 3 26 78 50 00 investisseurs@lansonbcc.com actionnaires@lansonbcc.com</p> <p>CALYPTUS Communications consultant Cyril Combe Tel: +33 1 53 65 68 68 cyril.combe@calyptus.net</p>
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