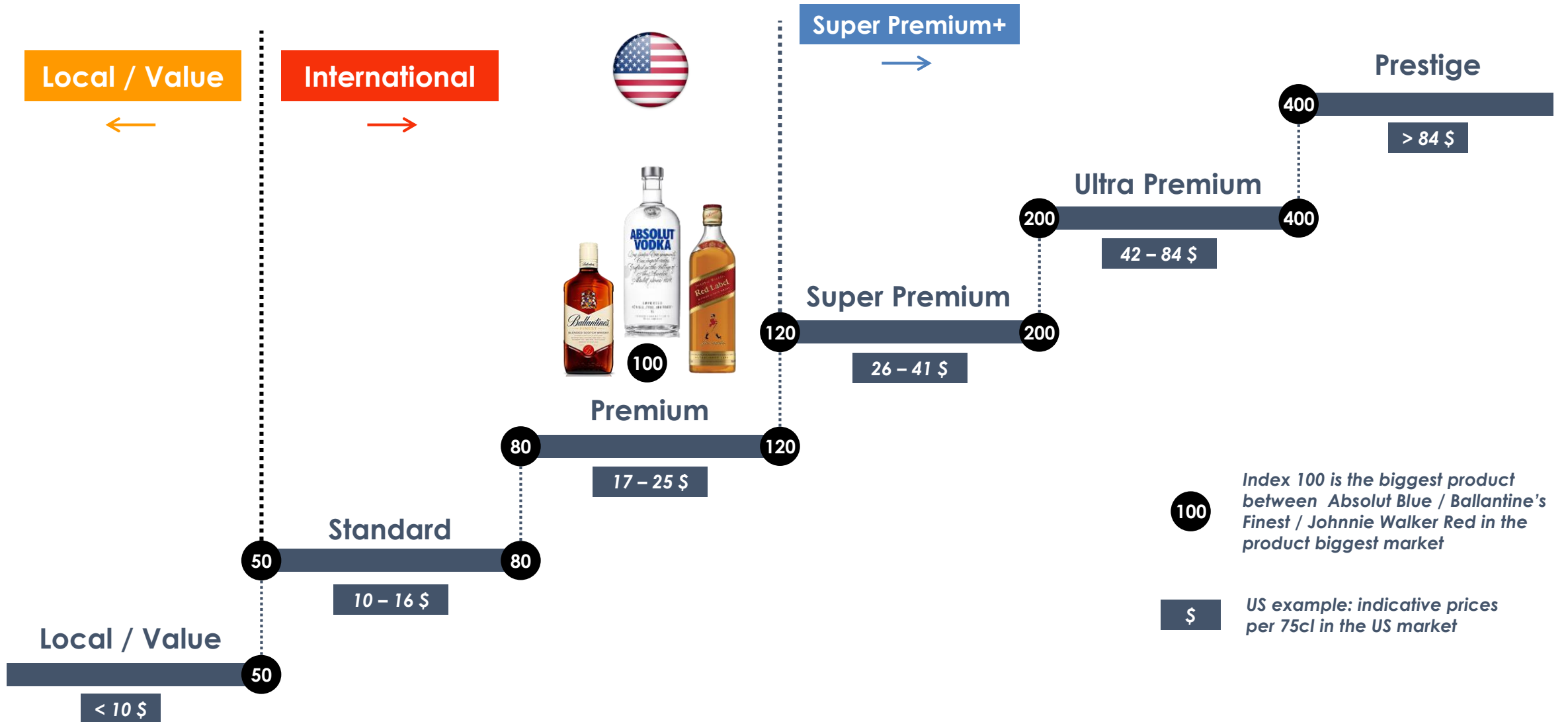




PERNOD RICARD PRICE BAND DEFINITION

Same price segments for all spirit categories



Source: THE PERNOD RICARD MARKET VIEW, based on IWSR data ending 2015