

FINANCIAL PRESS RELEASE

Consolidated turnover for 2024 : € 302,9 million

CONSOLIDATED TRURNOVER*	CHAMPAGNES*	PROVENCES & CAMARGUES*	OTHERS (PORTS, SPARKLING WINES, MISCELLANEOUS)*
€ 302,9 million	€ 263,2 million	€ 21,9 million	€ 17,7 million
-10,5%	-9,4%	compared to 2023 turnover -20,1%	-12,6%

*under audit

Reims, January 28, 2025

Vranken-Pommery Monopole reported **consolidated sales for 2024 of €302.9 million**, down **10.5%** on 2023.

The year 2024 takes place in a particular context:

- **Trade:** a significant drop in volumes sold on the Champagne market (-9.2% in shipments for the profession)
- **Production:** lower harvest yields in all vineyards due to poor weather conditions (average drop of between 30% and 40% compared with the 2023 harvest in regions where the Group is present).

Champagnes

- **Champagne sales** came to **€263.2 million**, down **9.5%**.
- Sales represented **33%** in **France** and **67%** for **export**. Most markets are down, while Benelux and Australia are up. North America remains stable compared to 2023.
- As announced in July 2024, Vranken-Pommery Monopole has embarked on a more selective approach to distribution:
 - The arbitrages carried out have enabled the Group to reduce its exposure to cuvées with lower profitability. Restated for these arbitrages, Champagnes sales would have fallen by only **5.7%** compared with 2023.

- This enabled the Group to focus on further developing the premium segment and international business. The worldwide launch of Pommery & Greno's cuvée Apanage Brut 1874 supported the Group's premiumization, alongside Pommery & Greno's cuvées Louise and Vranken's Diamant. This strategy has helped improve the average Champagne price and offset some of the decline in volumes.

Côtes de Provence and Sable de Camargue

- **Sales in the Wines division** fell by **20.1%** to **€21.9 million**. Poor weather conditions during the summer season had a negative impact on consumer purchases, as well as on volumes for the 2024 harvest in Camargue.

Ports and Douro Wines

- **Sales of Port and Douro wines** were down **18.4%**. Despite strong international growth, sales in France and the EU were down significantly.

Sparkling Wines

- **Sales** were stable in this segment, both for Louis Pommery in England and California, and for Sparkling Wines produced in Camargue.

Next communication

Publication of 2024 annual results : March 31, 2025 after the close of trading

About Vranken-Pommery Monopole

Vranken-Pommery Monopole manages 2,600 hectares of land, owned outright or under lease and spread over four vineyards in Champagne, Provence, Camargue and Douro. The group's wine-making activities range from production to marketing, with a strong commitment to the promotion of terroirs, sustainable wine-growing and environmental conservation.

Its brand portfolio includes:

- the Vranken, Pommery & Greno, Heidsieck & Co Monopole, Charles Lafitte and Bissinger & Co champagnes
- the Rozès and Sao Pédro port wines and the Terras do Grifo Douro wines
- the Domaine Royal de Jarras and Pink Flamingo Camargue wines and the Château La Gordonne Provence wines
- the Sparkling wines, the Louis Pommery California, Louis Pommery England, Brut de France and Pink Flamingo sparkling wines.

Vranken-Pommery Monopole is a company listed on NYSE Euronext Paris and Brussels.

(code "VRAP" (Paris), code "VRAB" (Brussels); ISIN code: FR0000062796).

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