



LAURENT-PERRIER GROUP ANNUAL REPORT

2022-2023





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THE HOUSE





PORTRAIT

Innovator in Champagne

Laurent-Perrier is a family-owned House that has always had a pioneering and innovating role in Champagne. Through its engagement in Sustainable Viticulture of the Champagne vineyards, and with each of its Cuvées, the House was created around 4 strong convictions.



A unique and distinctive style: freshness, elegance and purity

These characteristics are present in each cuvée of the Laurent-Perrier range, always marked by aromatic complexity and exceptional fullness and length in the mouth.



The Expression of Pinot Noir

Macération depending on the harvest allows it to obtain unequalled aromas, revealing all the richness of the best Crus of Pinot Noir. Cuvée Rosé is the perfect illustration of this.

The assemblage, not the vintage

Blending is the real secret of the Champagne region's quality. Laurent-Perrier is the only House that's most prestigious and exacting cuvée, Grand Siècle, is not vintage but numbered. It is an assemblage of 3 exceptional vintages in order to recreate the perfect year.



Chardonnay

Chardonnay is the majority grape variety in all of the House's wines, with the exception of Cuvée Rosé and Alexandra Rosé. The Chardonnay grape variety brings freshness, finesse and elegance to the assemblage, and makes the Laurent-Perrier style so distinct from other Houses.



MANY WINES, ONE HISTORY

More than 200 years of history
committed to Champagne
and Champagne area

Established in Tours-sur-Marne,
in the heart of the Champagne
country, the House took
the name of Veuve
Laurent-Perrier when **Mathilde-
Émilie Perrier**, the widow of
Cellar Master **Eugène Laurent**,
took over the running
of the House in 1887.

1812



1939

In February, **Marie-Louise
de Nonancourt**, a widowed
mother of four, purchased
Domaine Laurent-Perrier.
Bernard de Nonancourt,
her son, upon returning from
fighting in WWII, started an
intensive apprenticeship from
vineyard to cellar, before
becoming Chairman and Chief
Executive of the brand in
November 1948, then ranked
as 100th place worldwide.

Grand Siècle and **Cuvée Rosé** unique in the way they were crafted, were born out of a leap of audacity, becoming two signatures of the Laurent-Perrier range.

1959-1968



The **de Castellane**, **Delamotte** and **Salon** brands are integrated to make up the Laurent-Perrier Group champagne portfolio.

1983-1988



1981

A true illustration of Laurent-Perrier expertise, **Ultra Brut** was the precursor of the Brut Nature category, expressing champagne in its purest form and originally named "Grand Vin Sans Sucre" by Mrs. Veuve Laurent-Perrier.



1987

In 1982, Bernard de Nonancourt created an outstanding vintage rosé that captured all of his pursuit of excellence and experience. Launched in 1987, the first **Alexandra Rosé Millésimé** is a rare and cherished wine, an exceptional marriage between Pinot Noir and Chardonnay Grands Crus grapes.

The Laurent-Perrier Group lists on the Second market of the Paris Stock Exchange. The Group sets up a Management Board and Supervisory Board configuration. Bernard de Nonancourt's two daughters, **Alexandra Pereyre de Nonancourt** and **Stéphanie Meneux de Nonancourt**, join the Laurent-Perrier Management Board.

1999



After Bernard de Nonancourt's death, the Management Board, united around his two daughters, Alexandra and Stéphanie, celebrates the **Bicentenary of the House of Laurent-Perrier**, in a never-ending momentum.

2012



2004

Michel Fauconnet, who had joined Laurent-Perrier in 1973, becomes its third cellar master, following Édouard Leclerc in 1950 and Alain Terrier in 1983.



2016

The production site of **Clos Valin**, in Tours-sur-Marne, strengthens its vinification and production facilities and increases its storage capacities.

Launching of **“La Cuvée”**, the non-vintage brut. It embodies the evolution of the House style and is the reflection of long-term work on the quality of supply.

2017



In 2019, Laurent-Perrier innovates with **Blanc de Blancs Brut Nature**, a wine with no dosage, thanks to a perfect knowledge of Chardonnay vinification and careful aging in stainless steel vats.

2019



2018

Renovation of the **Orangery of Château de Louvois** built in the 17th century at the time of “Grand Siècle”, in partnership with Historical Monuments.



2023

Introduction of **Grand Siècle Iteration N°26** in bottle.

THE PORTFOLIO

A portfolio of unique brands

The Laurent-Perrier Group has a portfolio of complementary brands covering all market segments and distribution channels.





Gastronomy wines

Each of the cuvées in the range possesses its distinct history and personality. The unique character of Laurent-Perrier wines makes it possible to associate them with different types of cuisine from around the world.



Cuvée Rosé

Cuvée Rosé was launched in 1968, born from the audacity and know-how of the House of Laurent-Perrier. Maceration – lasting from 48 to 72 hours – enables us to obtain the most rich and subtle expression of Pinot Noir.



Blanc de Blancs Brut Nature

By perfecting its knowledge of this type of vinification in stainless steel vats and by the careful ageing of the Chardonnay, Laurent-Perrier was enabled to create Blanc de Blancs Brut Nature. This wine, without any dosage is a true wine for gastronomy pairing well with the finest fish.



Alexandra Rosé 2012

A rare and sought-after wine that is the result of a rigorous selection of the best plots. Alexandra Rosé is an exceptional marriage between Grands Crus grapes of Pinot Noir and Chardonnay which have reached perfect maturity at the same time. Enjoying Alexandra Rosé Vintage is a rare moment that should be reserved for only the finest dishes.



Grand Siècle

Nature will probably never provide the perfect oenological year but thanks to the art of assemblage, Laurent-Perrier can in fact recreate it. Going far beyond rare vintages, Grand Siècle is the blending of three outstanding years declared as vintages by Laurent-Perrier, chosen for their complementary oenological traits and blended from a maximum of 11 of the 17 Grands Crus of Chardonnay and Pinot Noir.



« La Cuvée »

This wine comes from the purest grape juice and it alone allows Laurent-Perrier to craft “La Cuvée”, a champagne of great finesse and beautiful freshness obtained after a long ageing process in our cellars. Its citrus and white fruit notes, along with its perfect balance between freshness and delicacy, supported by a subtle effervescence, make it ideal as an aperitif.



Ultra Brut

Pioneer of the Brut Nature category, Ultra Brut is a wine with no added sugar, expressing a champagne in its purest form. Launched in 1981, this wine is a true illustration of House know-how. This wine pairs perfectly with seafood, sushi and a white fish ceviche as well as a young parmesan or a pata negra ham.



Brut Millésimé 2012

Brut Millésimé 2012 is a rare and outstanding wine that expresses the character of the year in the Laurent-Perrier style. Brut Millésimé 2012 pairs well with textures that are firm, tender and delicate such as shellfish, noble fish, poultry and veal fillet.



CHAMPAGNE SALON

A unique champagne, an exceptional wine

Everything in this exceptional wine bears the signature of its uniqueness. One man: Aimé Salon. A single terroir: the Côte des Blancs. A single cru: Le Mesnil-sur-Oger. A single varietal: Chardonnay and a single year, free from any assemblage.

Salon 2012's success in the markets continues and still growing. 43rd cuvée in over 100 years of existence, this vintage is a true masterpiece, the fruit of respect for nature and human know-how, priceless treasures brought together in this quest for perfection. This is a wine in its purest expression, with all the attributes of the greatest.





CHAMPAGNE DELAMOTTE

At the heart of the Côte des Blancs, the sister House of Champagne Salon

Founded in 1760, The House of Delamotte offers champagnes characterised by the freshness and delicacy of Côte des Blancs Chardonnays and which perfectly express the peerless flavour qualities of this noble varietal. Ethereal, sprightly, becoming more complex with age they are champagnes for any occasion.

Continuing the positioning work begun several years ago brings image stability at a very high level of appreciation. Delamotte, the champagne of blanc de blancs connoisseurs, is recognized both in France and abroad in more than 60 countries, with a high-end clientele of collectors, hotels and on trade venues. This brand awareness is set to grow in the years to come, making Champagne Delamotte and Champagne Salon an irresistible duo.





CHAMPAGNE DE CASTELLANE

The perfectly mastered blending of Chardonnay, Pinot Noir and Meunier

The De Castellane brand, created in 1895 by Florens de Castellane, is stamped with the red cross of Saint Andrew.

Located on the heights of the city of Epernay, the Sparnacian House stands out for its architecture and the richness of its heritage. The belfry tower overlooking the vineyard of Epernay is a symbol of the city and its strategic location at the edge of the railway linking Paris to Strasbourg allowed the brand to find new impetus thanks to the momentum created by Alexandre Mérand.

In 2018, the House did research on its history, its buildings registered under the French historical monuments, highlighting the tower and its exceptional heritage. It is to be seen in the labelling room.



A GLOBAL PRESENCE

7 subsidiaries

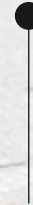
- BELGIUM
- FRANCE
- GERMANY
- ITALY
- SWITZERLAND
- UNITED KINGDOM
- USA

Independent distributors in 120 countries

- AUSTRIA
- BRAZIL
- CANADA
- CHINA
- IVORY COAST
- JAPAN
- NORDIC COUNTRIES
- PUERTO RICO
- SPAIN
- UAE...

A CHAMPAGNE
ANCHORAGE

TOURS-SUR-MARNE
GRAND CRU CLASSÉ



CHAMPAGNE



MAISON FONDÉE
1812



2nd

LAURENT-PERRIER GROUP'S GLOBAL RANKING BY VALUE.

301.8

TURNOVER (CHAMPAGNE) OF THE LAURENT-PERRIER GROUP IN MILLIONS OF EUROS AS OF THE 31ST OF MARCH, 2023.

44.3%

PERCENTAGE OF TURNOVER GENERATED BY LAURENT-PERRIER BRAND PREMIUM CUVÉES BETWEEN APRIL 2022 AND MARCH 2023.

86.6%

PERCENTAGE OF TURNOVER FROM EXPORTS FOR THE LAURENT-PERRIER BRAND IN 2022-2023.



THE QUALITY OF WINES

THE VINEYARD, A TREASURE TO BE NURTURED

The art of assemblage by Laurent-Perrier

Assemblage is the art of champagne in which Laurent-Perrier excels thanks to the expertise of the team led by Michel Fauconnet, 3rd Cellar Master since 1950. At Laurent-Perrier, winemaking means selecting the best juice from the press, working with the three main Champagne varietals, Chardonnay mostly, Pinot Noir and Meunier, which is used solely in making “La Cuvée” and demi-sec “Harmony”.

It also means choosing the still wines that will go to make up the final composition from the 319 villages in the Champagne AOC area including 17 Grands Crus and 44 Premiers Crus. To make wine is to achieve the perfect balance between a base year and reserve wines to recreate the characteristic Laurent-Perrier style each year. Finally, it means ageing our Cuvées for long periods so that they are perfectly ready to enjoy as soon as they are released onto the market.

Each of these stages, however important, can only be accomplished if we have the best grapes, which is why our long-standing partnerships with the region’s growers and cooperatives, often over several generations, are vital.



RESPECT FOR EARTH, AIR AND WATER

Laurent-Perrier, responsible and committed

Since the 1980s, the Champagne region has been dedicated to implementing solutions to protect the environment. Today, the Champagne industry has the 2030 target of having 100% of certified surfaces, working in three main areas:

- › the preservation and enhancement of land and landscapes,
- › the management of effluent, waste and by-products,
- › the reduction of the carbon footprint.

As part of its environmental strategy for the vineyard and for 100% of its parcels, the Laurent-Perrier Group obtained the **Sustainable Viticulture in Champagne** (SVC) and the **High Environmental Value** (HEV) certifications in February 2018.

The Group controls its waste production, both related to wine production and product packaging, by promoting recycling. Laurent-Perrier also strives to minimize its consumption of water, electricity and gas at its production site.



The Pinot Noir experience

Since 1968, Laurent-Perrier has developed the mastery of a very specific and rare know-how in Champagne, the maceration process. Maceration enables Laurent-Perrier to extract a unique aroma for its **Cuvée Rosé**, that is immediately recognisable year after year, marked by red fruits and freshness. It is this unique quality that makes it the preferred choice of leading establishments around the world.



The Chardonnay experience

Since 2019, Laurent-Perrier has innovated again with **Blanc de Blancs Brut Nature**, the latest of the Laurent-Perrier cuvées. A champagne made from Chardonnay, without any dosage, which only a perfect mastery of Crus, vintages and vinification can obtain. This exceptional and elegant wine, obtained from the best Crus of the Côte des Blancs and the Montagne de Reims, is distinguished by its very high purity and delicious lemony notes.



GRAND SIÈCLE BY LAURENT-PERRIER

Recreating the perfect year

Vintage in Champagne is usually synonymous with excellence for Prestige Cuvées. Contrarily, Laurent-Perrier believes that only the art of assemblage can offer what Nature can never provide, that is, the perfect year.

When Bernard de Nonancourt inherited the House from his mother in 1948 he held the ambition to position Laurent-Perrier at the highest level by creating a unique “Grande Cuvée”.

By observing Nature, it became apparent that a Vintage even when exceptional, could not reach the perfection he sought. In Champagne each vintage is different, revealing various characteristics and styles. Through the ‘Art of blending’, Bernard de Nonancourt realised that he could bring together these differing attributes and use their complementarity in order to create the perfection he dreamt of, the one that Nature, on its own, cannot provide.





Grand Siècle was founded upon this unique idea in 1959: to recreate the perfect year

The expression of the perfect year is that of a great Champagne wine that has long ageing potential and over time develops depth, intensity and aromatic complexity yet retains its freshness and vibrancy.

To reach this expression, Grand Siècle's assemblage is based on principles that have now become immutable:

- Three exceptional years, that are complimentary in character, are chosen from among the rare Laurent-Perrier vintages.
- A majority of Chardonnay complemented by Pinot Noir sourced exclusively from a maximum of 11 Grands Crus within the 319 Crus of the Champagne region.
- A minimum of 10 years ageing on lees in our cellars for bottles (75cl) and longer for magnums (150cl), thus delaying their release by a few years.



THE QUALITY
OF PEOPLE



SEZAİ OZKAN

Managing Director

Laurent-Perrier

Germany and Switzerland

How did the German market and the Swiss market fare in 2022-2023?

In 2022, Champagne exports increased to Germany (+6.6%), Switzerland (+3.9%) and Austria (+12.5%). Significant price increases in all markets and growing demand for top-of-the-range cuvées have resulted in strong growth in terms of value (Germany + 17.1%; Switzerland: + 15.7%; Austria: 22.3%).

Laurent-Perrier is strengthening its position in volume and value on all DACH markets despite the allotment of all its cuvées. The increase would have been even stronger if volumes had not been constrained.

How are the premium cuvées progressing on your market?

In a context of strong demand for prestige cuvées, Laurent-Perrier saw its market share in value for these cuvées increase by +2.9 pts to reach 48.4% at the end of the 2022-2023 financial year.

Cuvée Rosé, Grand Siècle and Blanc de Blancs Brut Nature are the strongest contributors to these results.

How do you see the future?

Given the economic and political uncertainties, we must remain very cautious about the outlook for the coming months. Laurent-Perrier continues to strengthen itself in the DACH region by optimizing its organisation and recruiting new talent. A value policy that gives priority to our premium cuvées and the strengthening of brand awareness and image are priorities for now and for the future.

How did the UK market fare in 2022-2023?

Laurent-Perrier UK continued to see stock shortages and high demand, as consumers continued to treat themselves to champagne at home while also enjoying champagne in the on trade. As a result Laurent-Perrier UK's champagnes remained on allocation all year.

After covid restrictions were lifted in early 2022, Laurent-Perrier UK focused on re-establishing its trading relationships with the on trade. Laurent-Perrier UK invested more in brand development than in any previous year, much of which focussed on driving consumers back into the on trade.

Inflation in the UK rose to more than 10%, significantly higher than other European countries. A combination of scarcity and cost of goods increases led to significant rises in champagne prices in both the on trade and the off trade.

How are the premium cuvées progressing on your market?

Exports of rosé champagne to the UK were the highest in the last ten years (CIVC) however, due to allocations, sales of Laurent-Perrier's Cuvée Rosé fell.

Exports of prestige cuvée champagne to the UK were the second highest in the last ten years, beaten only by 2016 (CIVC). Despite rising prices, sales of Laurent-Perrier's prestige cuvée Grand Siècle grew significantly as Laurent-Perrier UK built awareness through the trade. Volumes were more than double compared to the prior year and were the second highest level ever recorded since 2009.

How do you see the future?

It is unclear how long the current imbalance between supply and demand will last. Champagne volumes in both the on trade and the off trade are now declining (CGA/IRI) and it is not yet clear what the impact of recent price rises will be on rate of sale, given that many consumers of Laurent-Perrier's highest volume cuvées are facing rising costs of living. In the short term we remain cautiously optimistic based on forecasts from our customers. Prestige cuvée is more insulated from the cost of living impact. We expect ongoing growth on Grand Siècle, driven by new iteration launches and increasing brand investment.



ADAM
GUY

Managing Director
Laurent-Perrier UK



**GUILLAUME
PAILLARD**

Asia Export Director

How did the Japanese market fare in 2022-2023?

The market grew very significantly in 2022. The record in volume reached in 2019 was largely exceeded and is accompanied by an equally strong increase in value. The end of restrictions due to the pandemic has allowed all players to relaunch their activities while adapting to the changes that have occurred during this difficult period. It is also important to note an unusual price increase on this market but which is part of the continuation of the value policy of Champagne.

How are the premium cuvées progressing on your market?

The performance of Laurent Perrier's Top-of-the-range cuvées on the Japanese market is very satisfactory and superior to our competitors. Laurent-Perrier improved its positions both in volume and in value. The Grand Siècle, Ultra Brut and Cuvée Rosé cuvées all experience strong growth, yet all are in allocation. Our customers enthusiasm continues to grow and demand is growing in all distribution channels.

How do you see the future?

Pursuing Laurent-Perrier's very good results requires a value policy. Laurent-Perrier has acquired positions which now allow it to take a step in which the strengthening of notoriety and image are key. Laurent-Perrier's position and its ambitions allow us to be somewhat optimistic about the future of the House in Japan.

How did the Italian market fare in 2022-2023?

The champagne market in Italy has become the 4th export market in value and has achieved its highest performance in volume appeal on the Italian market since 2007. Laurent-Perrier is thus the first imported brand that is not significantly distributed in mass distribution.

How are the premium cuvées progressing on your market?

Prestige cuvées have always had a certain appeal on the Italian market and today represent more than 20% of the market in value, enjoying strong momentum and increasingly attracting the interest of younger consumers.

How do you see the future?

Despite a more pessimistic economic scenario on the off-trade circuit in the second half of 2023, the beginning of the year is quite promising with optimistic forecasts for the summer period, even if we must remain cautious. The tension on supply and the increase in cost (raw materials and transport) will impact the champagne market. However, we remain confident in the ability of our teams to position ourselves well and be present in adapted distribution channels for our high-end cuvées.



**STEFANO
DELLE PORTA**
Managing Director
Laurent-Perrier Italy



THE
BRAND'S
STRENGTH



A TEAM DEDICATED TO GRAND SIÈCLE

Lucie Pereyre de Nonancourt, 4th Generation & Grand Siècle Representative, alongside Edouard Cossy, Grand Siècle Global Director, have the mission of strengthening the notoriety and distribution of the House's prestigious cuvée throughout the world. Working in support of subsidiaries and importers in the various key markets, they participate in the promotion of Grand Siècle to a targeted clientele (wine collectors, sommeliers, Fine Wine Merchants, specialized press, prescribers, etc.).

**GRAND SIÈCLE ITÉRATION N°25
IN BOTTLE (2008 – 2007 – 2006)**

99/100
James Suckling

96/100
Essi Avellan

JAMESSUCKLING.COM 

ESSI AVELLAN MW

96+/100
Robert Parker Wine Advocate



WINE ADVOCATE

**GRAND SIÈCLE ITÉRATION N°23
IN MAGNUM (2006 – 2004 – 2002)**

99/100
James Suckling

19/20
JANCIS ROBINSON

JAMESSUCKLING.COM 



96/100
Robert Parker Wine Advocate



WINE ADVOCATE





A NEW LIMITED EDITION FOR CUVÉE ROSÉ

Laurent-Perrier, renowned for more than 50 years for offering a rosé champagne from maceration with delicate and intense aromas of fresh red fruit, is the only major Champagne House to master this demanding know-how.

Since 2016, Laurent-Perrier has created a new robe each year to enhance the tasting of this exceptional rosé champagne. Offered in a limited edition and reusable thanks to its clasp, this serving ritual now awaited by champagne and design lovers is, this year, inspired by the lushness of tropical zones.

Long stems and thin bamboo leaves give a glimpse of a generously shaped bottle. Far, far away from the vineyards of Champagne and its often harsh continental climate, bamboo carries many positive symbols such as lightness, resistance and purity.

The abundant beauty of its foliage forms a marvellous case for this new edition of Laurent-Perrier Cuvée Rosé.

In the United Kingdom, this limited edition was presented exclusively to journalists and influencers at Selfridges, in Madrid at the Wellington Hotel and in France at the Hoxton Paris.



CUVÉE ROSÉ “CHOSEN BY THE BEST”

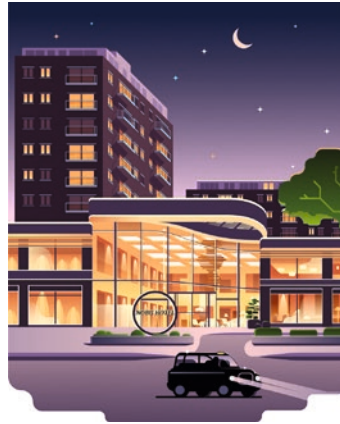
**Laurent-Perrier cultivates
its attachment to gastronomy
in partnership with the world’s
leading hotels and restaurants.**

This claim is the signature of the media campaign launched in 2015, in partnership with the world’s greatest establishments: Gstaad Palace, La Tour d’Argent, Le Byblos, The Ritz London, Nobu Portman Square... Recognized the world over as best-in-class for selecting fine wines, their endorsement is an honour for Laurent-Perrier as well as a guarantee of quality and excellence for their clients and consumers.

Since 2021, José Lozano signs the campaign, proposing a modern graphic treatment of the establishments associated with Laurent-Perrier for France, Germany and Switzerland. From now on, he also interprets the most renowned venues in the United Kingdom, previously designed by the famous illustrator Quentin Blake.



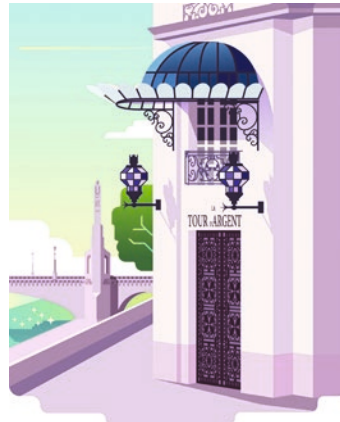
The Ritz London



Nobu Portman Square, Londres



Corinthia Hotel, Londres



La Tour d'Argent, Paris



Gstaad Palace



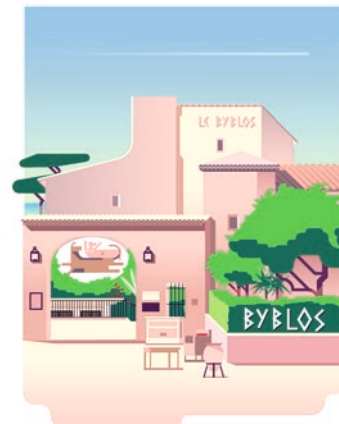
Le Prince de Galles, Paris



The Savoy, Londres



Le Duc, Paris



Le Byblos, Saint-Tropez

A STRONG ATTACHMENT TO GASTRONOMY

Laurent-Perrier cultivates its attachment to gastronomy, in collaboration with renowned chefs.

Laurent-Perrier's history and that of gastronomy have always been intimately linked. Since the 1950s, Laurent-Perrier has developed a range of wines based on freshness, finesse and elegance to pair perfectly with French gastronomy, as an aperitif and throughout the meal. Since then, Laurent-Perrier has always been able to accompany the key players in gastronomy and sublimate their creations.

From left to right and top to bottom: Chef Romain Cagnat - Maison Boulud Ritz Carlton (Montréal) ; Chef Chris Hannon - Cliveden House (Londres) ; Chef Gerald Quadros - The Savoy (Londres) ; Chef Joao Alegria - Nobu Hotel Portman Square (Londres).



Throughout the year, Laurent-Perrier participates in prestigious events around the world to discover and love its wines.

As the only champagne partner of the **Taste of Paris** festival, Laurent-Perrier strengthens its strong attachment to gastronomy. The House often proposes wine and food pairing dinners in prestigious establishments as well as gastronomic restaurants.

In Austria, the German subsidiary creates events like **Sterne Cup der Köche** or **Ski-WM der Gastronomie** in Ischgl, gathering Michelin-starred chefs coming from Germany, Switzerland and Southern Tyrol.

The House participates in many events, in France and abroad, to introduce its Cuvées and to introduce the public to the Laurent-Perrier style: **Great Wines of the World** in New York led by James Suckling, the **Grand Tasting** by Bettane & Desseave in Paris, **Montreal Passion Vins** in Quebec...

Christian Le Squer and Michel Roth hosting a masterclass at the Taste of Paris festival.



A STRENGTHENING OF THE DIGITAL PRESENCE

Increased visibility on social media






The Instagram account @champagnelaurentperrier, is followed with passion by more than 195,000 people all over the world. The House also creates additional and complementary contents on other social media channels, such as Facebook, LinkedIn, Youtube and Pinterest.

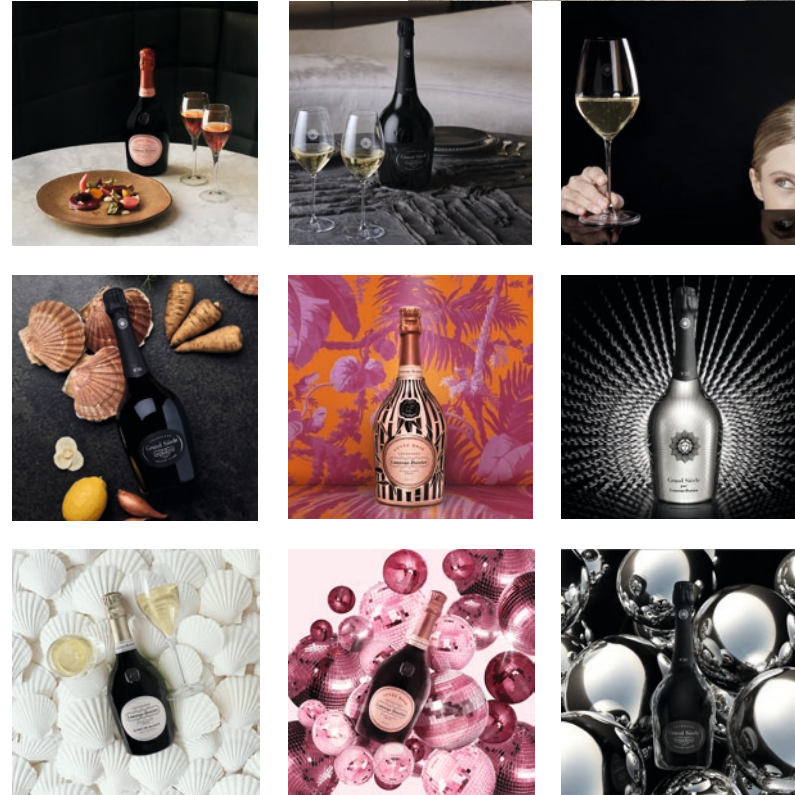
A new corporate website

The corporate website www.laurent-perrier.com, available in French, English and German, divulges the history of the House and gives information and characteristics on each of the emblematic Laurent-Perrier Cuvées.

An everlasting relationship with our clients and our consumers

Every month, a Laurent-Perrier newsletter enables the connoisseurs to follow news about the House: launch of our Cuvées, events, tastings, awards... A key tool in order to retain our clients and customers.

-  @champagnelaurentperrier
-  @champagnelaurentperrierFR
-  Champagne Laurent-Perrier
-  Champagne Laurent-Perrier
-  champagnelaurentperrier



LAURENT-PERRIER AND E-COMMERCE

**An affiliate sales section with
Laurent-Perrier's partner clients
is available for the French
and English versions.**

Laurent-Perrier is launching e-commerce in France, the UK and the US through affiliate sales. From now on, visitors on the Laurent-Perrier website will be able to buy the House's iconic Cuvées online via the websites of wine merchant partners and also to find the nearest sales outlets.

The wine merchant partners have been selected by the sales force based on the quality of their service and their pricing strategy. The Laurent-Perrier team, in close collaboration with the selected partners, has developed personalised homepages in order to offer an optimal user experience. The mobile version of the Laurent-Perrier site has been redesigned in this way and now accounts for 65% of traffic.

In addition, visibility operations have been initiated (Google campaigns and social media) with an objective of maximising sales during peak commercial periods.





2022-2023
YEAR

THE MANAGEMENT BOARD

**In a growing market,
the Laurent-Perrier Group
records a further increase
in its results.**



Alexandra PEREYRE DE NONANCOURT



Stéphane DALYAC



Stéphanie MENEUX DE NONANCOURT

The financial year 2022-2023 marks a further increase in the Laurent-Perrier Group's results. This performance is supported by a favourable global economic situation and by the efforts the Group has been making for several years on its value policy. The Group has continued to make significant long-term investments, by continuing to rely on its brands and the quality of its wines.

Throughout the year, sales of the Laurent-Perrier brand continued to grow both in volume and in value. As for the Group turnover (champagne sales) for the year, it came to €301.8 million.

The Group's operating margin was 28.1% at current exchange rates. The Group share of net profit also rose significantly. It stands at €58.4

million at current exchange rates and thus represents 19.4% of the Group's consolidated turnover.

Operating cash flow was a strong €57.8 million for the year. This performance is linked to the growth of the business and to the control of working capital requirements.

The consolidated balance sheet for the year ended 31 March 2023 once again demonstrates the strength of the Group's financial structure. Shareholders' equity, Group share, stood at €544.7 million, while net debt was at a historically low level of €179.9 million, including cash flow of €105.7 million.

Despite an uncertain geopolitical and economic context, the Laurent-Perrier Group continues to pursue its 2021-2025 business plan with vigilance and confidence, and remains on course with its value strategy, which is based on 4 pillars:

- A unique business: production and sale of top-of-the-range Champagne wines
- Quality sourcing based on partnership policy
- A portfolio of strong, complementary brands
- Well-managed worldwide distribution.

Stéphane DALYAC
Chairman of the Board

THE SUPERVISORY BOARD

The Laurent-Perrier Group, under the authority of the Chairman of the Management Board, Mr. Stéphane Dalyac, has recorded strong growth in a favourable market context.

This performance is supported by the global economic situation and by the efforts made by the Group over the past several years on its value policy.

This strategy has enabled the Group to win market share in key countries where high-end cuvées are best valued. As a result, the Laurent-Perrier Group has reached an alltime high level in terms of turnover and operating profit.

Faced with the uncertainties of this economic and geopolitical context, the 2023-2024 financial year should be approached with caution.

The Laurent-Perrier Group will continue to invest in the quality of its wines, its people and the support of its brands around the world.

The Supervisory Board is convinced that the Laurent-Perrier Group has the best assets to succeed and continue its growth.

Patrick THOMAS
Chairman of the Supervisory Board



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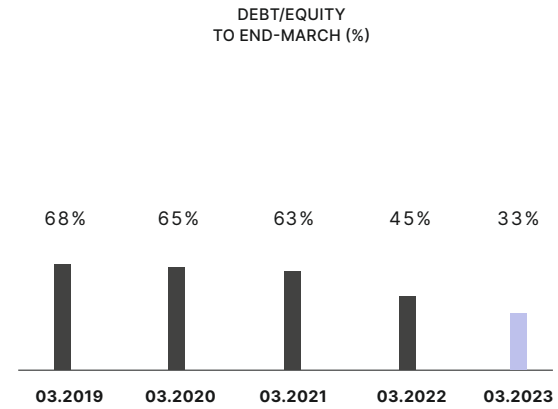
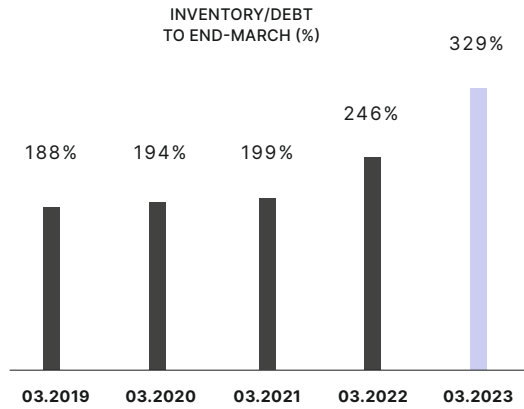
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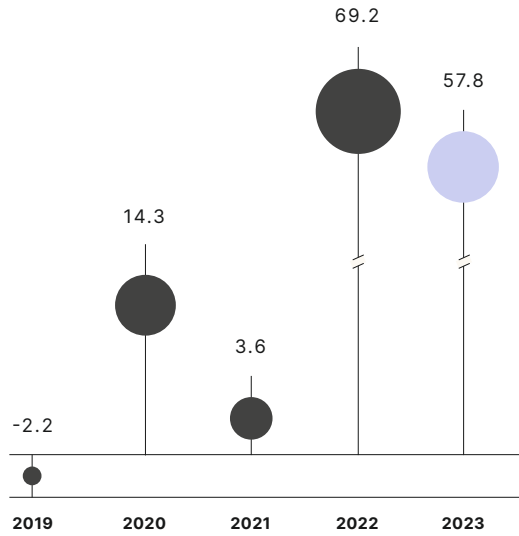
1. **Patrick THOMAS** - Chairman.
2. **Marie CHEVAL** - Vice-Chairman.
3. **Yann DUCHESNE** - Chairman of the Audit and Financial Communication Committee.
4. **Jocelyne VASSOILLE**.
5. **Jean-Louis PEREYRE**.
6. **Claude de NONANCOURT**.
7. **Eric MENEUX**.
8. **Philippe-Loïc JACOB** - Chairman of the CSR Committee.

Financial ratios



Cash flow from operations

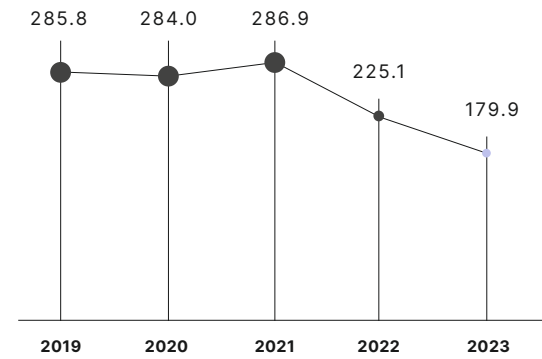
EVOLUTION



Laurent-Perrier Group (€ Million)

Debt

EVOLUTION



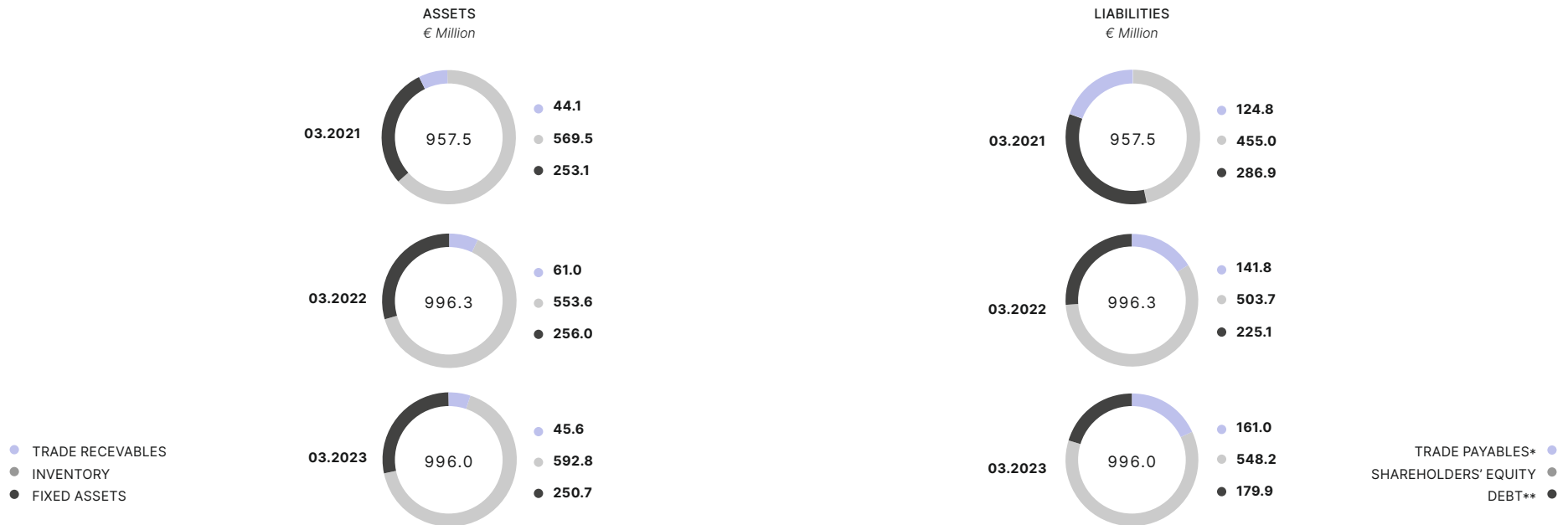
Laurent-Perrier Group (€ Million)

Operating account

€ Million	REAL 2022	REAL 2023	CHANGE
TURNOVER (CHAMPAGNE)	292.8	301.8	+3.1%
TURNOVER (CHAMPAGNE)	77.0	84.9	+10.3%
AS % OF TURNOVER (CHAMPAGNE)	26.3%	28.1%	+1.8 PTS
GROUP NET INCOME	50.2	58.5	+16.4%
AS % OF TURNOVER (CHAMPAGNE)	17.1%	19.4%	+2.2 PTS
CASH FLOW FROM OPERATIONS*	69.2	57.8	-11.5

*Funds from operations minus net investment.

Balance sheet summary



*Including contingencies and loss provision and deferred tax. **Net debt = financial debts - cash assets

STOCK MARKET

Ever since it was listed on the stock exchange, Laurent-Perrier has maintained close relations with its shareholders via:

A financial website at:

www.finance-groupep.com ;

Two newsletters mailed,

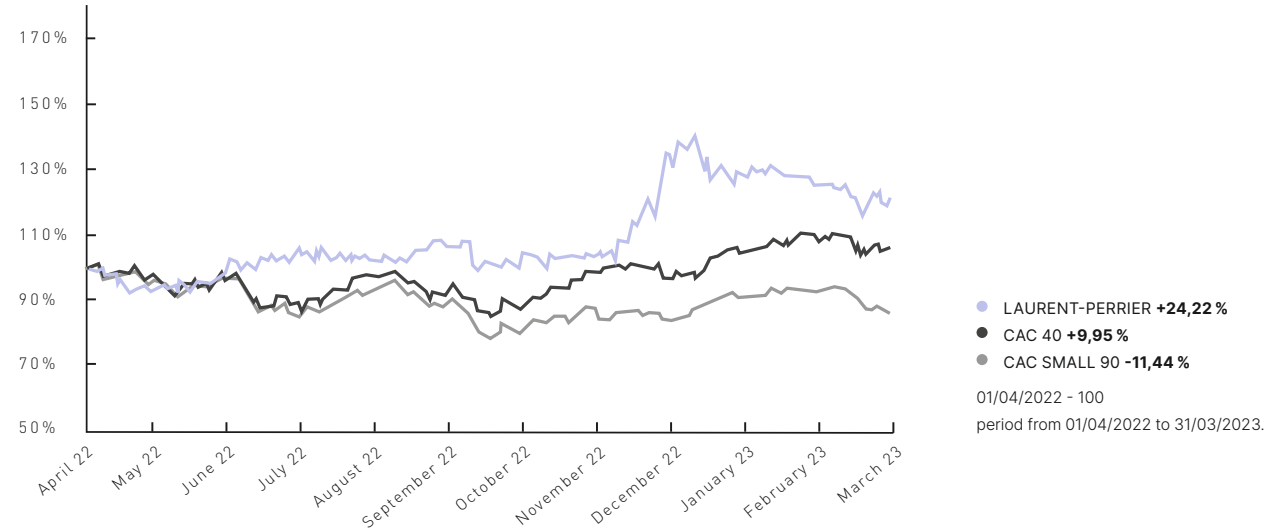
each year to all shareholders;

A team available

Tel.: 03 26 58 91 22.

Laurent-Perrier share price

CAC 40 AND CAC SMALL 90



Stock market data

at 31st of March, 2023

Nominal share price: € 3.80

Shares in circulation: 5,945,861

Share price as of 31st of march2023 : € 119.00

Market capitalization: € 707,557,459

ISIN code: FR0006864484

Dividend: € 2.00 (last dividend paid in July 2022)

Capital structure

%

Family: 65.12%

Treasury shares: 0.47%

Employees: 0.33%

Registered institutionals: 0.63%

Others: 33.45%

To consult the 2022-2023
Reference document, go to
www.finance-groupefp.fr

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DOMAINE LAURENT-PERRIER
51150 TOURS-SUR-MARNE (FRANCE)
SIRET : 335 680 096 00021 - APE 6420Z
TEL.: +33 (0)3 26 58 91 22 - FAX: +33 (0)3 26 58 77 29
WWW.LAURENT-PERRIER.COM

A PUBLIC LIMITED COMPANY GOVERNED BY MANAGEMENT BOARD AND SUPERVISORY BOARD, CAPITALISED AT 22 594 271,80€