



Ivry-sur-Seine, 15 June 2016

MARIE BRIZARD WINE & SPIRITS AND ITS POLISH SUBSIDIARIES EXIT THEIR CONTINUATION PLAN

REORGANIZATION IN FAVOR OF A BUOYANT GROWTH STRATEGY

Marie Brizard Wine & Spirits (Euronext Paris: MBWS) and its Polish subsidiaries involved today announce that they have implemented the final step of the Group's normalization by requesting their exit from the continuation plan five years ahead of schedule.

Marie Brizard Wine & Spirits and its five Polish subsidiaries involved have carried out the early repayment of their entire debt accepted within the framework of their respective continuation plans.

At a hearing held on 14 June, the Group subsidiaries involved thus asked the Dijon Commercial Court to ascertain their exit from their respective continuation plans. A decision is expected at the end of June.

The Group is therefore more than ever focusing on lasting profitable growth through the execution of the BiG 2018 plan as its main priority. To achieve this, the Group has reorganized its teams.

Stanislas Ronteix, until now the Group's Chief Sales & Marketing Officer, is thus appointed Deputy CEO of the Group, responsible for Distribution (excluding Eastern Europe) and Marketing Strategies.

Xavier Penas, formerly Sales Director, France within SCA, is appointed Managing Director of Marie Brizard Wine & Spirits France, responsible for Sales & Marketing activities.

Stanislas de Parcevaux, previously Head of Marketing for Orangina Schweppes, is appointed Group Marketing and Digital Director.

Xavier Penas and Stanislas de Parcevaux will report to Stanislas Ronteix.

The Eastern Europe and Central Europe clusters are being grouped together within a single cluster headed by Juozas Daunys, who will also head Marie Brizard Wine & Spirits Polska. Given his success at the helm of the Eastern Europe cluster, mainly in Lithuania, Juozas Daunys will be able to give this new cluster the direction, impetus and energy needed for the Group to achieve its ambitions in this region. Juozas will report directly to Jean-Noel Reynaud.

Marie Brizard Wine & Spirits also announces the arrival of Raquel Lizarraga, who has notably worked for Pepsico, as Head of Investor Relations and Ferid El Ketroussi, previously of Ernst & Young, as Head of Strategy and M&A. Both of them will report directly to Jean-Noel Reynaud.



Lastly, Stéphane Pedrazzi, until recently CNBC's Paris Correspondent and head of the Paris office, is appointed Communications Director and will report to Stéphane Laugery, the Marie Brizard Wine & Spirits Group's Corporate Secretary.

Jean-Noël Reynaud, CEO of Marie Brizard Wine & Spirits, comments: *"This is a historic step. Indeed, MBWS and the Polish subsidiaries have requested their exit from their recovery plans five years ahead of the initial deadline. This is a major success that rewards the work carried out by all the Marie Brizard Wine & Spirits teams, its advisors and its judicial representatives, who have constantly strived to turn the Group around. This has now been achieved, and we should be proud of what we have accomplished. Our Group is beginning a new chapter in its development, a period of lasting profitable growth. Marie Brizard Wine & Spirits henceforth has the means to fulfill its ambitions, with structured and motivated teams and a clear strategic plan whose execution remains the Group's number 1 priority. The exit from the recovery plans, combined with our renewed financial means, open up new prospects and will notably enable us to address external growth opportunities, thus making Marie Brizard Wine & Spirits an offensive player in the wine and spirits industry."*

About Marie Brizard Wine & Spirits

Marie Brizard Wine & Spirits is a wine and spirits group operating in Europe and the United States. Marie Brizard Wine & Spirits stands out through its know-how, its assortment of brands with a long tradition and a spirit firmly focused on innovation. From the founding of Maison Marie Brizard in 1755 to the launch of Fruits and Wine in 2010, the Marie Brizard Wine & Spirits group has shown an ability to develop its brands in a modern way whilst respecting their origins.

Marie Brizard Wine & Spirits is committed to providing value by offering its clients trustworthy and audacious brands packed with flavours and experiences. Today, the Group has a consistent portfolio of brands that are leaders on their respective segments, and notably William Peel, Sobieski, Fruits and Wine and Marie Brizard.

Marie Brizard Wine & Spirits is listed on Compartment B of Euronext Paris (FR0000060873 - MBWS) and is included in the EnterNext© PEA-PME 150 index.



Contacts:

Image Sept

Simon Zaks, szaks@image7.fr, +33 (0)1 53 70 74 63

Caroline Simon, caroline.simon@image7.fr, +33 (0)1 53 70 74 65