



RÉMY COINTREAU

ANNUAL REPORT
2009 | 2010



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PIERRETTE TRICHET

Cellar Master of the House of Rémy Martin



RÉMY COINTREAU HIGHLIGHTS.

Rémy Cointreau's consistent value strategy enables it to support the growth of its premium brands. This performance is the result of an ongoing adjustment to a changing wine and spirits industry, which pays ever more attention to product quality, sustainable development challenges and commitments to corporate responsibility.

The Group's key brands, such as Rémy Martin, Cointreau and Piper-Heidsieck now rely on a largely restructured and controlled distribution network. The network offers a sound basis in high potential worldwide markets, particularly in China and South East Asia. It also enables the continuation of a discerning marketing differentiation and price increase policy for its key brands.

In recent years, this strategy led the Group to dispose of non-core assets and to decide to exit the Maxxium network. This decision was aimed at taking back full control of its distribution.

The 2009/10 financial year therefore showed the first positive effects of this new distribution model which, combined with firm cost control, is an undeniable advantage, enabling Rémy Cointreau to withstand the difficult environment that is challenging some of its markets.

More than ever, dynamic new commercial resources confirm the brands' uniqueness, support their growth and emphasise their power.

TURNOVER
€807.8 million

CURRENT OPERATING PROFIT
€140.0 million

OPERATING PROFIT
MARGIN
18.4%

NET PROFIT
GROUP SHARE
€86.3 million

EMPLOYEES
1,571

CHAIRMAN AND
CHIEF EXECUTIVE'S STATEMENT

CONFIDENT AND COMMITTED TO THE LONG-TERM.



DOMINIQUE HÉRIARD DUBREUIL
Chairman



JEAN-MARIE LABORDE
Chief Executive Officer

The year ended 31 March 2010 was marked by a decisive event for the Group's long-term future: on 1 April 2009, Rémy Cointreau rolled out its new worldwide commercial structure, thus taking control of 80% of its turnover and establishing a presence in new countries such as India and Brazil. Group brands now benefit from distribution that is consistent with their premium positioning and the direct application of their strategy by talented teams.

In an ongoing difficult economic environment, the Group achieved a 12% increase in turnover and a 7.2% increase in operating profit of €140 million. Rémy Cointreau thus demonstrated great resilience in the current crisis due to the success, from the first year, of its new distribution model, the dynamism of its brands and the high quality of its products.

A highly relevant value strategy.

By deliberately positioning its brands in the premium segment, Rémy Cointreau has shown good resilience in its historic markets and formidable growth in new countries, particularly Asia. This decision was supported by additional advertising and marketing investment.

We have maintained our policy of price increases and have focused on margins rather than volume by aligning the selling price to the unique nature of our brands. This is particularly true for Cognac, where our price positioning and the predominance of superior qualities in our key markets have enabled Rémy Martin to maintain a high level of profitability.

In the context of a very adversely affected category, Champagne declined, but continued to defend its position in its markets while pursuing its proactive policy of maintaining prices.

The change in consumption trends is also a key element in the success of our brands. In all our markets, Cointreau led the trend for cocktails, and it has huge potential in the US when the market recovers. Driven by its dynamic positioning, the brand also achieved a noticeable upturn in the Brazilian and Australian markets.

Teams that are stronger and more motivated than ever.

We have made considerable efforts to organise our teams and optimise our resources. This resulted in the successful establishment of 400 sales people in over 30 countries. They have rapidly become part of the Group's dynamics and focus on our portfolio of high quality, strong and sought after brands.

Although the efficiency of our new network was partly constrained by economic difficulties, the positive

results of the year demonstrate the confidence of all our employees in the business strategy. Their motivation and commitment are tremendous strengths for the future as the market recovers.

The positioning achieved by Rémy Martin in the principal Asian markets augurs well for future growth: today this huge region represents over 50% of the Cognac market. Consumers there are well aware of very superior qualities and greatly appreciate them. This year, they acknowledged the *Louis XIII Rare Cask* limited edition as the most sought after of any cognac.

Liqueurs and Spirits, as well as Champagne, also benefited from the team's enthusiasm in promoting the potential of our brands, whether it was the *Cointreauversial* show presented in the world's largest capital cities by Dita Von Teese, the prestigious launch of Mount Gay Rum 1703, or the nomination in Reims of Régis Camus as 2009's Best Cellar Master for the fourth consecutive year.

New consumers who are more knowledgeable and loyal.

With a redesigned distribution policy, targeted at influencers and the on-trade segment, we have increased support for our brands and will pursue our policy of key investment to make our ever more demanding consumers aware of our products and increase the loyalty of those who already appreciate them.

The commitments we have made in respect of our corporate and social responsibility are based on this work, which is an integral part of our strategy and contributes to our objectives

by guaranteeing unwavering quality, while at the same time strengthening the international status and power of our brands and meeting our commitments to all stakeholders in the business. They motivate us and encourage us to continually improve.

The second half of 2010 should confirm these positive results: our strategy of excellence and our management efforts enable us to focus on, defend and improve our worldwide positioning.

Even closer to consumers



DISTRIBUTION BRANDS SUPPORTED BY A POWERFUL NETWORK.

“ In the face of an unprecedented global economic crisis, our new distribution network has proved to be relevant and effective.

Maintaining a strategic course for future success

Despite the pressures in all our principal markets, we have maintained our strategy and continued an ambitious pricing policy with very high advertising and promotional investment. The most striking feature of this pivotal year is the determination and commitment shown by our teams around the world. They have worked together efficiently and demonstrated remarkable professionalism to meet the challenge of achieving growth from the first year. ”

In 2009, the world economy suffered an unprecedented crisis, marked by a fall in consumption in general and particularly in luxury goods, a decline in growth in all countries, including emerging countries and, for

the first time, a decrease in international air traffic. 2009 was also a year in which the Group took full control of its destiny: direct control of the majority of its distribution and a revision to its partnership agreements. This strategic decision was particularly relevant since it has enabled the Group to mobilise all its resources to meet the challenge of distribution and to ensure continuity in its efforts to win strategic markets.



DAMIEN LAFAURIE

Executive Vice President Global Markets

SURIYA PARKSUWAN
 Managing Director
 South East Asia
 (Singapore)



MUNGO GILCHRIST
 Managing Director
 North East Asia and Pacific
 (Tokyo)



PAUL CHIN
 Managing Director China,
 Hong Kong and Macao
 (Shanghai)



ASIA - PACIFIC

China, the spearhead for commercial rollout

For the first time in the Group's history, and more specifically for Rémy Martin, China has become its leading market.

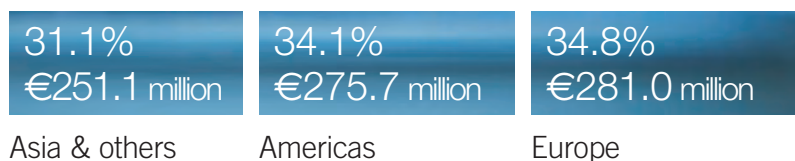
Rémy Cointreau has benefited from the increased scale of its network in China. The strong growth in this market assisted the boom of premium and ultra-premium products. Undoubtedly, Rémy Martin's history and roots perfectly meet the taste of Chinese consumers, who are becoming ever more demanding.

Louis XIII Rare Cask, limited edition

Rémy Martin did not hesitate to select China for the launch of its luxurious cognac, *Louis XIII Rare Cask*, a 100 year old *eaux-de-vie*. The event was held in Yuzi Paradise, a unique location, where the beauty of the landscape surpasses everyone's expectations. 150 wealthy hand-picked guests were invited to celebrate and taste this magical nectar of excellence! This very special moment was also celebrated in Taipei (Taiwan), Singapore, Hô-Chi-Minh-City (Vietnam) as well as Osaka and Tokyo. Other launches also took place in New York, London and Cannes for Global Travel Retail.

Geographical balance

2009/10 Analysis of turnover





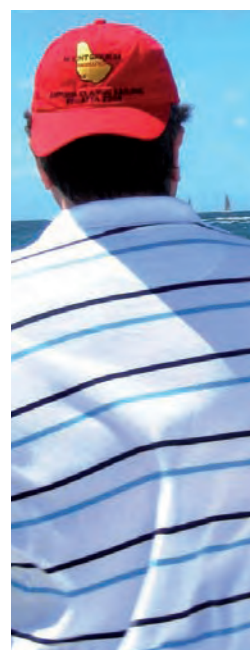
Growth drivers

Vietnam is also a market with great potential, where Rémy Martin benefits from excellent teamwork and an efficient network. The brand is now positioned as the leader in the on-trade, which gives it high visibility. The same strategy was rolled out in Singapore, Taiwan and Cambodia, countries which should become future growth drivers in this vast region.

New territories

In India, where the potential for growth has begun to materialise, Rémy Cointreau is currently establishing a new team, in order to win over this large, rapidly developing country.

In Australia, an entirely new team has proved to be remarkably dynamic, realising spectacular success in the on-trade market and achieving double-digit sales growth. Australia, together with the US, was the first country to enter the crisis, and the first to come out of it.



US Retail value

The financial crisis had a serious impact on the US spirits sector in 2009. Consumers went out less frequently and cut back on their spending, two important factors in Rémy Cointreau's growth. At the same time,

there was very strong price pressure and accelerated growth for entry level products. In this context, the Group deliberately maintained its prices and focused its efforts on the brands' values of authenticity and quality. This strategy, which went against the tide, enabled it to withstand a turbulent environment and to strengthen its position in terms of retail value in the American market.

At a marketing level, due to the rollout of the Bacardi and Brown Forman alliance in the states of California, New York and Texas, marketing teams solely dedicated to wholesalers have been appointed. The positive results in these states confirmed the relevance of this alliance.

AMERICAS Future growth drivers

Rémy Cointreau chose to enter into distribution agreements with local partners such as Select wines in Canada, La Negrita in Mexico and Campari in Brazil. These new marketing teams have, during the year, laid the foundations for a major relaunch in these countries with contrasting markets, by concentrating on flagship brands such

as Cointreau, which revitalised the Brazilian market.

In Barbados, the marketing team covering the Caribbean was reorganised. The team rejuvenated the local brand and the 300 year old brand, Mount Gay Rum, and helped regain its original market.



TOM JENSEN
CEO Rémy Cointreau USA
(New York)

ALAIN ROUCHAUD
Managing Director Americas
(Paris)



SPYROS GHIKAS

Managing Director Europe
(Paris)



EUROPE Contrasting markets

In Europe, the Group owns its own sales companies in France, Belgium, the Czech Republic and Slovakia. In other countries, it relies on local partners, by working with the best on-trade specialists.

Positive trends

Eastern and Southern European countries suffered the full effect of the crisis, particularly the Czech Republic, Slovenia, the Baltic countries, Greece and the Balkans. All Group operations and brands showed resilience due to the efficiency and professionalism of the local teams, with the exception of Metaxa which faced a particularly adversely affected Greek economy.

Russia, which faced a liquidity crisis in the year prior to the global crisis, saw some recovery and as a result the three flagship brands, Rémy Martin, Cointreau and Piper-Heidsieck champagne were able to maintain their market share. The country should return to growth in 2010/11.

Stability of mature markets

In Western Europe, the stability in product consumption in major markets such as Germany, the UK and France is due to the decline in the on-trade, which was offset by the growth in home consumption. This provided increased sales to the mass market retail sector.

DUTY FREE

Window of the world

Duty-Free is the preferred worldwide showcase for benchmark and premium brands. Rémy Cointreau's Global Travel Retail is based in Singapore. In addition, teams are dedicated to major tourist destinations.

A team dedicated to the Nordic countries, for example, is only concerned with this region, which represents an important part of Global Travel Retail, operating the largest ferries in the world and with a very high number of potential consumers (over 30 million). In Miami, the dedicated team works with the largest cruise groups in the Latin America/Caribbean zone, whose head offices are based in Florida. This city hosts the highest number of ocean liners in the world.

Increased visibility

There was increased focus on our brands' visibility in international airports with more merchandising and greater selectivity. Luxury and Lifestyle spaces were established in shopping malls in the most prestigious airports around the world. Rémy Martin thus remains the leader in superior quality cognacs, whereas Cointreau and Piper-Heidsieck champagnes are still in the top three in their category.

PETER SANT

Global Travel Retail Managing Director
(Singapore)



STRATEGY

A GUARANTEE OF EXCELLENCE.

Exceptional brands and products

“ Our products intimately combine nature, man’s handiwork and time. This luxury craftsmanship encompasses great expertise and talent and plays a significant part in our strategy. Our objective is to add value and develop this asset. I am convinced that the current crisis has not in any

way changed consumers’ attraction to quality and luxury products. They have increasingly high and demanding expectations. To meet these expectations we must consistently emphasise the authenticity of our products and our brands. This involves respect for the work of nature, the expertise of our people and our collaboration with time. ”



CHRISTIAN LIABASTRE
Executive Vice President Brands
Strategy and Development



The three components of our authenticity

Nature's terrain

Nature, the leading source of authenticity, is widely available to those who are totally committed to preserving the myth and magic of quality. Rémy Martin only uses the best vintages from the Grande and Petite Champagne regions which draw their strong aromas from the depths of the chalky soil of the exceptional Charente terrain.

Cointreau draws its intense and pleasant aroma from an exquisite blend of mild and bitter orange peel harvested in the best regions in the world. Piper-Heidsieck's extravagance comes from using the best grapes in the Champagne region. Metaxa is the result of a subtle blend of the best Greek wines, wild plants and, above all, rose petals. Nature is clearly our greatest ally in our search for quality.

Our people's expertise

The brand exists because of the people who have the expertise to transform a natural product. Rémy Cointreau's employees are as passionate about their work and the brands they represent as the most skilled artisans. Régis Camus is the finest award-winning cellar master of his generation and year after year is regularly nominated by his peers and by the world's specialist press. Thanks to him and to the work of his teams, Charles Heidsieck is today recognised as one of the best champagnes in the world.

Pierrette Trichet travels across the five continents to communicate the essence of her Cognac roots to connoisseurs, evoking the unique alchemy of masterpieces such as Louis XIII, an exceptional blend of 1,200 eaux-de-vie, aged between 50-100 years old.

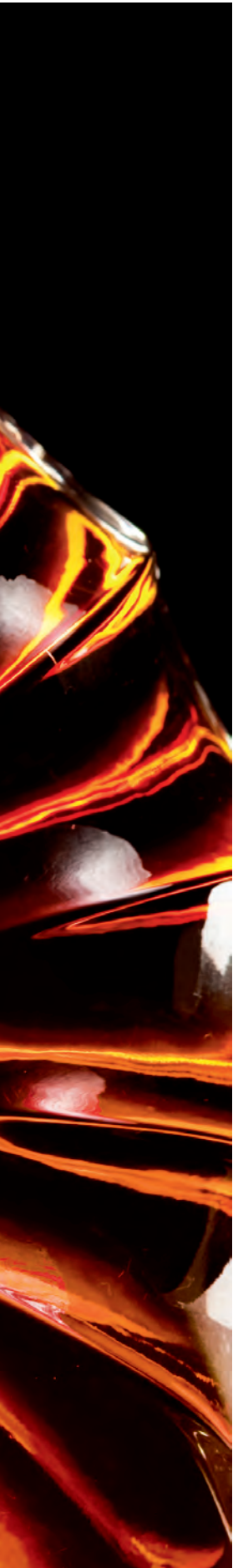
Allen Smith, Master Blender of Mount Gay rum, successfully met the challenge to provide this rum from Barbados with its seal of nobility thus enabling it to rank as one of the great Spirits. Constantinos Raptis jealously guards the divine nectar of Metaxa's Cask No.1. Rémy Cointreau's people are all, so to speak, "guardians of the temple" of the products' quality and the reputation of the Group's brands.

Time, the great creator

Rémy Cointreau's heritage spans almost four centuries. Our brands are 100 or 200 years old, and even older. They all tell a unique and exceptional story. Throughout the years, the people who have fashioned the brand's image have never ceased in their quest for excellence, to share their expertise and to pass it on. Time is the best ally of expertise and nature.







Rémy Martin continued its volume and value growth, strengthened by solid price increases and additional gains in market share.

This year, China achieved strong growth and increased its scale within the turnover of Rémy Martin. The brand strengthened its position due to the Group's new marketing dynamism and the significant growth of the entire VSOP fine Champagne, Club, XO, 1898 and Louis XIII range, which form part of a very buoyant consumption trend in this region of the world.

COGNAC
**THE UTMOST
EXCELLENCE
AND
RARITY.**



“ The House of Rémy Martin has been synonymous with excellence and rarity for the last three centuries. In a world that seeks authenticity and sound values, the exclusive and select features of Rémy Martin cognacs, combined with the power of a genuine luxury House, are undeniable strengths for the brand. The brand performed very well in the face of a difficult economic situation due to its recognition by demanding consumers, its superior products, its dynamism and the rollout of our new organisation. Rémy Martin and Louis XIII, together with the talent of our teams respond to the challenges of the present time and anticipate future successes. ”

Luxury and rarity

TURNOVER

€405.7 million

PATRICK PIANA
CEO of the House
of Rémy Martin



LAS COSAS SE PONEN INTERESANTES™



RÉMY MARTIN®



CURRENT
OPERATING PROFIT

€105.9 million

OPERATING
PROFIT MARGIN

27.6%

Strong
visibility

The Rémy Martin brand continues to very firmly assert its media presence through advertising campaigns and communication operations, such as the “Rémy V.S.O.P. Dance Party” in China’s principal cities, which targets upwardly mobile young adults. These events were covered by Fashion Weekly magazine, which included them in the *Fashion Power Event List*.

Rémy Martin also performed well in the other Asian markets. The brand enhanced its position in Singapore and Taiwan and enjoyed remarkable growth in Vietnam. The work carried out for a year in Cambodia and India promises future growth in these emerging countries with strong potential. In Japan, despite a difficult environment, Rémy Martin was able to maintain its position.

In the US, Rémy Martin achieved growth in both volume and value terms at the end of 2009, maintaining prices despite the pressures of the economic crisis. The result is the fruit of a sustained reinvestment strategy enabling the Rémy Martin brand and its flagship product *V.S.O.P. Fine Champagne* to be promoted among its urban and multicultural consumers.

This aggressive strategy relied on a campaign that positions Rémy Martin as a modern and aspirational luxury brand: “*Things are getting interesting*”. The campaign is also being run in Spanish under the title “*Las cosas se ponen interesantes*”, in order to enhance the attraction of the brand in this key community. To this can be added the success of *1738 Accord Royal* which continued its growth among cognac consumers, offering an attractive alternative to single malt whiskies and ultra-premium bourbon enthusiasts seeking new experiences.

Launch of *Louis XIII Rare Cask*, a spectacular event

The spectacular launch of *Louis XIII Rare Cask* in Guilin, China, unanimously praised by critics from the key international media, enabled Rémy Martin to stage the event and to accelerate its growth in the ultra-premium segment of this huge market.

Louis XIII Rare Cask, a limited edition, originated from a unique 100 year old barrel discovered by the cellar master of the House of Rémy Martin. This elixir is the result of a blend of 1,200 aged Grande Champagne eaux-de-vie aged from 40 to over 100 years.

According to the finest connoisseurs, it is the new symbol of French luxury and borders on perfection. The 786 decanters made from *Louis XIII Rare Cask* Baccarat Black crystal required the concerted efforts of numerous professionals, bringing together the best partners of the House as well as Rémy Martin’s worldwide teams.

A conspicuous innovation

In Europe, *Cœur de Cognac*, consumed with ice, confirmed its success and seductive powers, attracting new consumers. It was created by Rémy Martin as part of its aggressive marketing policy. This new approach has been very successful, notably in Germany and the UK, where it has been recognised as a symbol of a certain “*savoir vivre*”, and is perceived as being somewhat self-indulgent.

In the Duty-Free/Global Travel Retail market despite a decrease in the number of travellers, Rémy Martin relied on its high visibility and its merchandising. Exclusive boutiques in major airports benefited from significant investment, through, for example, creating Rémy Martin “*Shop in Shop*” spaces, designed to introduce visitors to a unique and discerning brand experience. Rémy Martin maintained its leading position in cognac sales by value in the Duty-Free/Global Travel Retail market, due to the steps it took to achieve high visibility.

A winning strategy

In a difficult environment, Rémy Martin focused on the excellence and superiority of its cognacs, the strength of a renewed distribution network and a highly ambitious drive to invest in the image of its brands, Rémy Martin and Louis XIII.

Confirmation of an improved global economic situation should enable the House of Rémy Martin to seize every growth opportunity in its key markets, as well as in markets with strong development potential.





LIQUEURS
AND SPIRITS

**RELIABLE BRANDS
WITH STRONG
POTENTIAL.**

Cointreau sales have increased since 2010, after a difficult first half in its leading market, the US. The year ended in growth.

For two years, Dita Von Teese has been the brand's chic and glamorous ambassador.

Together, Rémy and Dita created the “*Be cointreaversial show*”, presented in the largest capital cities in the world, from New York to Tokyo, via Sao Paulo, Paris, Los Angeles, Las Vegas and London. To echo this show, an advertising campaign was created in which Dita Von Teese introduces *Cointreapolitan*: Cointreau's flagship cocktail. The worldwide press impact of this partnership was valued at several tens of millions of euros and continues to increase Cointreau and its cocktail's reputation.

In addition to this partnership, Cointreau expanded its communication activities and confirmed its position in the world of cocktails among its target audience. Although Cointreau is present in all markets, Brazil and Australia, in particular, have proved that they have great potential.

In France, benefiting from the brand's strategy, *Cointreapolitan* is now offered in the most prestigious establishments.

After France, Belgium, Spain and Greece, the Cointreau bottle designed by Catherine Malandrino, was this year displayed with great elegance and originality in Italian, English, Japanese and Dutch markets as well as in Singapore and Dubai. The partnership ended on a high note: its launch in the US, the market where Catherine Malandrino reigns supreme!

Cointreau, the winning cocktail



TURNOVER

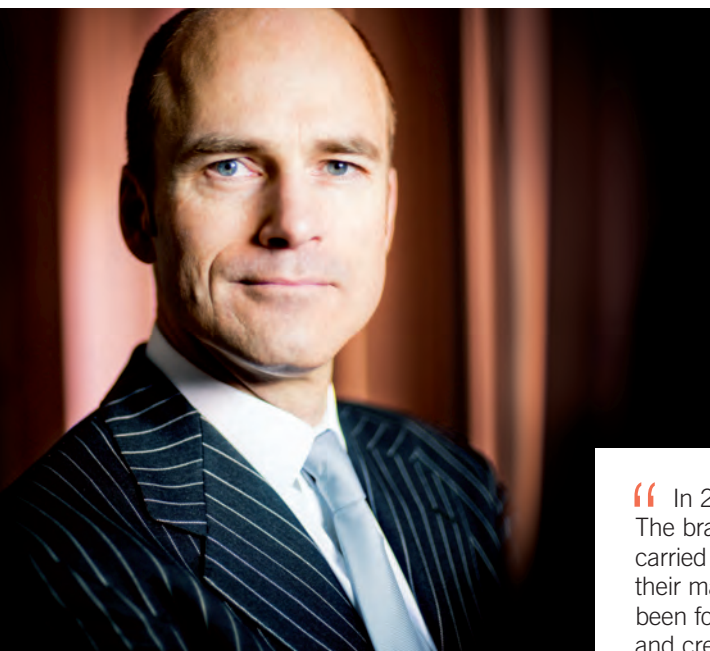
€206.5 million

CURRENT
OPERATING PROFIT

€51.6 million

JUSTIN WESTON

Managing Director Liqueurs & Spirits



“ In 2009, we benefited from a reinvigorated network. The brands were able to profit from the dedicated groundwork carried out over the last few years. The diversity and originality of their marketing activities and achievements, which have always been founded on solid bases combining authenticity, excellence and creativity, have borne fruit. ”



This year, Metaxa suffered from particularly difficult market conditions in Greece (its leading market) and from one-off destocking in Eastern Europe. In order to improve its visibility, Metaxa continued to invest in redesigning the presentation of its range in the wake of the success of the new packaging for Metaxa 5* which was launched in 2008. In 2010, marketing investment will be increased with a new ATL campaign in its key markets. This will be combined with local on-trade sector promotional activities.

OPERATING
PROFIT MARGIN

25.8%

Metaxa, a mythical nectar

Mount Gay Rum enjoyed sustained growth in sales and pricing. The brand continued to have double-digit growth in Canada and Australia, and gained market share in the US and UK. It even had further growth in Barbados, its birthplace.

The highlight of 2009 was the launch of *Mount Gay Rum 1703*. The 1703 edition, the year of Mount Gay's creation, is the result of a blend of the best 10-30 year old rums, carefully selected by Allen Smith, the Master Blender.

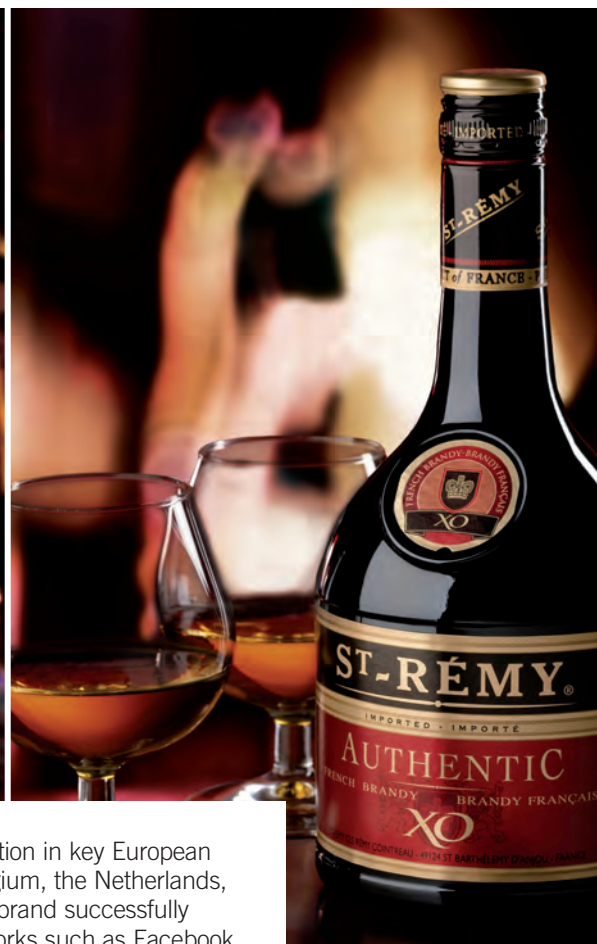
At the same time, the brand maintained its value strategy centred on *Extra Old*. The marketing teams brought a new

level of consistency to the entire range of rums. *Extra Old* has a new bottle based on its 1703 heritage, which was awarded a gold medal. *Eclipse* and *Eclipse Silver*, in line with 1703 and *Extra Old*, were also reworked for a collection which is intended to be resolutely luxurious.

Mount Gay strengthened its presence in the world of sailing by sponsoring 130 regattas as well as some outstanding classical regattas this year, in partnership with Panerai, the luxury watch manufacturer, which has been a long-standing partner of the brand.

Mount Gay Rum, an invitation to travel





Passoã has enhanced its position in key European markets such as France, Belgium, the Netherlands, the UK and Switzerland. The brand successfully made its mark on social networks such as Facebook, Netlog and Hyves, strengthening its reputation among young adults. *Passoã Maxi Shaker*, this year's promotional campaign, was highly sought after by supermarkets, clubs and private cocktail parties. This new generation shaker offers enthusiasts new opportunities to try "Viva Passoã", the brand's flagship cocktail together.

Passoã created a buzz on the internet

St-Rémy, the brandy market leader, enjoyed significant growth in all its markets. The brand was repositioned in Mexico and strengthened its presence in Canada, the UK and Norway. Sustained by its authenticity and quality, which are the bases for its success, St-Rémy was rewarded on a number of occasions this year, notably during the San Francisco *World Spirits Competition* and the *International Wine & Spirits Competition*, due to its authenticity and its quality. In 2010, St-Rémy will strengthen its leading position in Asia, through new advertising campaigns, particularly in Cambodia and Vietnam.

St-Rémy, leader in the brandy market

Ponche Kuba

Ponche Kuba, a new liqueur, which is a blend of Caribbean rum cream and vanilla created in a highly refined manner, was successfully tested in Belgium and France. Ponche Kuba has a pleasant aroma, a delicate taste and a smooth texture. Ponche Kuba Crème de la Crème stands out due to its softness.

CHAMPAGNE
**FUNDAMENTALS
MAINTAINED.**



RÉGIS CAMUS
2009 Best Cellar Master



“ Champagne was very severely affected by the economic crisis with a market decline during 2009 of over 20% internationally, our brands’ preferred sector. Our objective was to maintain our strategy and our position: not to reduce our prices, continue to add value and offer our consumers innovative products. We have maintained our fundamentals, which will enable us to recover very strongly after the crisis. We will broaden our thinking in terms of the business model. This new dynamic will enable us to be positioned alongside the best, once the crisis is over. ”

ANNE-CHARLOTTE AMORY
Chairman of Piper and Charles Heidsieck champagnes

TURNOVER

€96.7 million

Extravagance

In the specific and difficult context of the champagne market, Piper-Heidsieck maintained its objective of moving upmarket and adding value by increasing the brand’s presence in the on-trade sector, which is a value creator, and by continuing its policy of innovation.

Rare, the prestigious vintage set in gold and launched at the end of 2008, was very successful in Asia, particularly in Japan. Piper-Heidsieck continued its policy of staging spectacular year-end events: following in the footsteps of Jean-Paul Gaultier and Viktor & Rolf, Christian Louboutin, the celebrated shoe designer, continued the extravagant saga. He has designed a crystal shoe for Piper-Heidsieck, presented with a redesigned bottle in a luxury box. *Le Rituel* Piper-Heidsieck by Christian Louboutin is an updated version of the historical and sensual ritual of “drinking out of the shoes of the world’s most beautiful women” and was exhibited in the finest cellars and department stores. It was the subject of extravagant evenings in Japan and the US and afforded the brand the highest visibility it had ever achieved in magazines throughout the world.





CURRENT
OPERATING LOSS

€(4.0) million

OPERATING
LOSS MARGIN

(3.4)%



Charles Heidsieck champagne wines are gradually joining the ranks of the great wines.

Recognition

Whether it is Brut Réserve, a complex and mellow blend of vintages, or grand cuvées such as Blanc des Millénaires 1995 or Rosé 1996, these wines are today recognised as excellent wines meriting their place at the best gastronomic tables and in the highest quality establishments. Charles Heidsieck joined forces with Riedel, a master crystal maker to produce a box for this fine wine and to stamp its *Amadeo* decanter with the House's coat of arms. This limited edition decanter is available from the most respected cellar men and lies nestled in a box accompanied by a bottle of Blanc des Millénaires 1995.

The brand's recognition is the result of the work initiated by Régis Camus, who knew how to reclaim Charles Heidsieck's winemaking history, reinterpret it, and update it in order to retain its position as a wine at the height of excellence. Once again this year, the foremost panels have rewarded this work and Régis Camus was nominated 2009's Best Cellar Master for the fourth consecutive year.





CORPORATE
AND ENVIRONMENTAL
RESPONSIBILITY

**INCREASE OUR EFF
TO ACHIEVE OUR AN**



FORTS AMBITIONS

Companies are increasingly being asked questions about their approach to corporate and environmental responsibility. Stakeholders, the financial community, consumers, distributors, etc. are obviously concerned about the environmental impact of business operations. What is Rémy Cointreau's approach to this?

Rémy Cointreau was born in a local winemaking region. The Group is naturally attached to the land and to people who know how to create and share exceptional products. Our Corporate and Environmental Responsibility policy is testimony to this. For example, we signed the Global Compact Charter as early as 2003 and this commitment has been renewed every year since then.

Results are seen over time: for over four years, we have been focusing in depth on six areas that effectively cover all our operations. In 2008, we even drew up a charter that specified our commitments in each of these fields: winemaking, suppliers and responsible purchasing, sales and marketing ethics, human resources, quality, safety and the environment, and sustainable regional development.

Making corporate and environmental criteria an essential part of our operations, to the same degree as marketing and financial criteria, has now been successfully completed. We go even further by including forthcoming regulations from the Grenelle Environment Forum and anticipating regulatory changes.

How do you ensure that your commitments are realised?

The rollout of our CER policy stimulates all our operations and every site is involved. All these activities are obviously accompanied by indicators that are monitored on an annual basis. The CER process is an integral part of the Group's strategic choices: it contributes and enhances the premium policy of our products.

Carbon testing, for example, is carried out at each French site. It was recommended by the Grenelle Environment Forum and is also a monitoring tool in respect of our carbon footprint, and helps us to identify areas for improvement.

Three questions for Patrick Marchand, Operations Senior Vice President

Similarly, a compulsory eco-design stage, which has always proved beneficial, was added to

new product development. Our benchmark products were subject to eco-evaluation. Rémy Cointreau thus adds its own requirements to the regulatory framework by relentlessly challenging its employees to find improvements. Constant engagement provides our teams with opportunities to express their creativity and their talent.

A further example is the eco-step campaign on our French sites, which proved popular with the employees, who tell us they are very committed to contributing to the efforts made by Rémy Cointreau to set an example and disseminate good practices.

Again this year, you placed particular emphasis on the notion of sharing your commitments with your economic and corporate "environment". How do you put that into practice?

It does not make sense to roll out our CER policy on our own. Our suppliers, in particular, participate in it. This is why we have implemented an audit process that monitors how we comply with our own commitments. If necessary, we follow up with progress plans. The winegrowers and winemakers we work with are obviously involved and we try to promote more environmentally-friendly practices.

Our attachment to the land and our history compel us to inform and increase the awareness of our stakeholders: engaging with students and establishing partnerships with local and nationwide non-profit making organisations is part and parcel of our corporate culture. CER is meant to be disseminated and shared and this is what Rémy Cointreau strives to do every single day, with humility but with determination. This is a prerequisite for the long-term future of our Company and the success of our business strategy.



PATRICK MARCHAND
Operations Senior Vice President



“ Excellence, which is at the heart of our products, can also be found in our everyday working practices. In our opinion, this integration best reflects sustainable development within our Company. ”

Christian Lafage
Sustainable Development Director

Building the future,
responsibly

Our Corporate and Environmental Responsibility policy cannot be dissociated from Rémy Cointreau’s strategy. It serves its objectives by guaranteeing impeccable quality, affirming the international standing and power of our brands and complying with our commitments to all the Company’s stakeholders.

Efforts made to achieve certification for the sites resulted in decisive progress: the Reims site was ISO 22000-certified this year. The Group’s carbon testing, a process initiated a few years ago, was carried out this year using data provided by the French sites. The eco-evaluation of our principal products has now been completed. Each of these activities is concrete testimony to Rémy Cointreau’s commitment to sustainability. They demonstrate the Group’s capacity to monitor and anticipate regulatory and social changes, particularly within the framework of the Grenelle Environment Forum. Displaying environmental information on product labelling is already being considered.

In addition, Rémy Cointreau has received more and more queries about its overall CER policy, illustrating the interest that third parties show in the Group’s activities: corporate ratings were issued this year by the management bodies of ethical funds. The results were very positive and assessments generally exceeded the average of the business sector in several indicators selected by corporate rating agencies. They reflected the auditors’ recognition that we implement an in-depth, long-term and serious policy, of which employees are the architects on a daily basis. Suppliers are also encouraged to commit to this responsible development approach.

This was an outstanding year in respect of the positive trend in indicators, all of which showed improvement across the board. The gradual implementation of international indicators (GRI: Global Reporting Initiative) is ongoing, illustrating the Group’s comprehensible and transparent activities. Rémy Cointreau is already preparing for the new challenge of the future ISO 26000 standard, particularly through its involvement in one of the French organisations devoted to the subject.

Christian Lafage
Sustainable Development Director



CORPORATE AND ENVIRONMENTAL RESPONSIBILITY WINEMAKING.



CER commitment: To implement and promote economically competitive and environmentally-friendly growing methods, combined with traditional expertise (applying the most advanced integrated agriculture benchmarks).

For a number of years, Rémy Cointreau has promoted its environmental commitment to agriculture, notably by raising awareness of integrated agriculture among the winemakers of the Alliance Fine Champagne through visits to the Rémy Martin domains, which were Integrated Agriculture-certified in 2007).

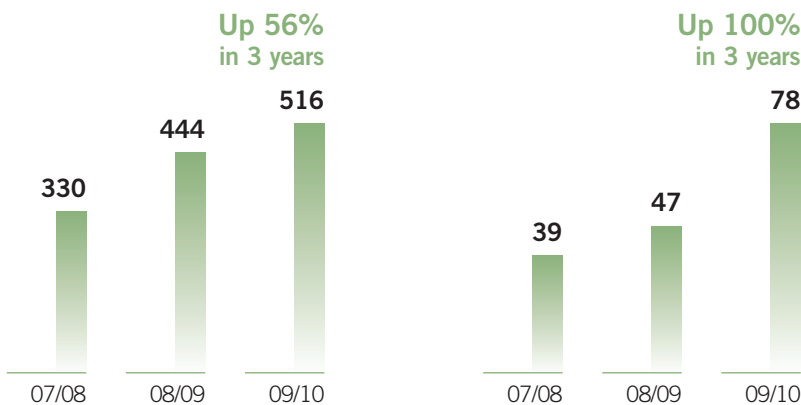
Promoting and disseminating environmentally-friendly practices

A seminar organised by the French *Forum for Integrated and Environmentally-friendly Agriculture* was held this year in the Cognac domains. This event was an opportunity to touch on integrating the “High Environmental Value” agriculture benchmark within their growing practices, which emanated from the Grenelle Environment Forum.

The Reims and Cognac vineyards already apply exemplary practices, such as the widespread use of natural predators to fight off insects on a daily basis.

24 soil and leaf analyses were conducted to help fertilise the soil in a reasoned manner, a number that has increased steadily since 2007. All pesticides that are applied to vineyards are harmless to natural predators and we have reduced the quantity of the crop protection products that we spread by 13%. In Reims, chipped bark was spread to fight erosion.

On-site observation helps us to continually improve our practices. As part of the ISO 22000 certification process in Cognac, we carried out advisory and training visits to our principal winemaking partners.



Winemakers educated about environmental issues and the Group's CER policy

Employees trained in Integrated Agriculture (Corresponding GRI indicator: LA10)



516

WINEMAKERS WERE EDUCATED ABOUT ENVIRONMENTAL ISSUES AND THE GROUP'S CER POLICY IN 2009/10

78

EMPLOYEES WERE TRAINED IN INTEGRATED AGRICULTURE IN 2009/10

" We are all responsible for the quality of our products. Achieving certification for our work provides consumers with a guarantee that strict rules are applied and monitored. "

Baptiste Loiseau
Consulting and Project Engineer (Cognac)

Rémy Cointreau promoting biodiversity

In this international year of biodiversity, Rémy Cointreau was involved with the "Diversité pour les abeilles" organisation. To encourage pollination, 20 hectares of the Rémy Martin vineyards were transformed into land set aside for apiculture. According to Denis Fougère, Manager of Rémy Martin's domains: *"It is the duty of groups such as Rémy Cointreau and winemakers to directly promote the environment in this way. For example, the wooded areas of the Rémy Martin domains were certified as PEFC - sustainably managed forests."*



CORPORATE AND ENVIRONMENTAL RESPONSIBILITY

QSE.



CER commitment: To guarantee the premium nature of our products through ongoing investment in research, a constant demand for quality, food safety and industrial safety, and action taken to preserve the environment.

Complying with safety regulations, guaranteeing product quality and preserving the environment: these commitments have emerged over the past few years at each of the Group's French production sites, as evidenced by the certifications we have achieved and the indicators we monitor. Sites are audited on an annual basis. Reims was awarded ISO 22000 certification for food safety, which had previously also been achieved by Angers. Cognac is currently preparing for certification in 2010. The work of the Safety, Environment and Quality committees that monitor production sites is bearing fruit: no examples of non-compliance were detected by renewal audits. Angers and Cognac are still ISO 14000 and ISO 9000-certified and Angers is OHSAS 18001-certified. The Group was not fined or penalised for non-compliance with environmental regulations (GRI indicator: EN28).

Rigorous certification monitoring

Ensuring staff safety by taking precautionary measures is essential. Rémy Cointreau thus created a Business Continuity Plan related to the risk of a flu pandemic. This exceptional measure was supported by other steps taken to protect employees and raise their awareness of safety: Reims, for example, dedicated two half-days to safety for all personnel.

858

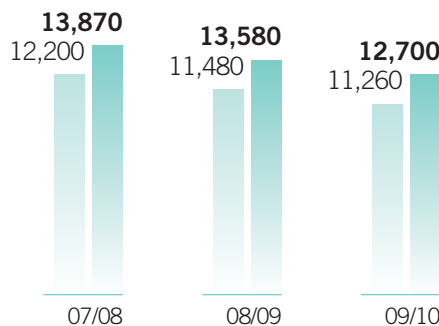
PEOPLE WERE TRAINED IN SAFETY DURING 2009/10, A STEADY INCREASE OVER THE PAST FOUR YEARS
(corresponding GRI indicator: LA10)

€3.91 million

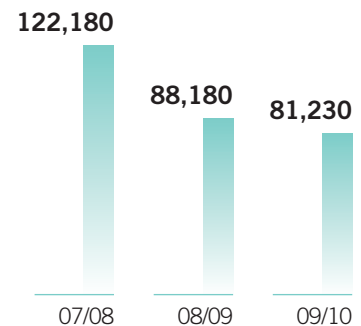
WAS SPENT ON QSE IN 2009/10 (UP 88% IN THREE YEARS)

“ All our employees were made aware of the switch to the ISO 22000 standard. This involvement was rewarded and we are proud of having succeeded together.”

Séverine Frerson
Quality/Environment
Officer (Reims)



Electricity consumption (MWh)
Gas consumption (MWh)
(corresponding GRI indicator: EN3, EN4, EN5, EN8)



Water consumption (m³)

The volume of effluents (28,300 m³) was measured for the first time this year. The polluting weight of effluents has steadily decreased over the last three years: down 28%. It was 5,200 per capita equivalent in 2009/10. (GRI indicator: EN21).



3.5

TONS OF CO₂ SAVED,
DUE TO MEASURES
TAKEN IN RESPECT
OF COMPANY VEHICLES

330

TONS OF CO₂ SAVED
EVERY YEAR DUE
TO THE LIGHTER
PIPER-HEIDSIECK
CHAMPAGNE BOTTLE

**CARBON TESTING
2008/2009**

(corresponding GRI
indicator: EN16)

**3,702 TONS CO₂
EQUIVALENT (SCOPE 1)
4,330 TONS CO₂
EQUIVALENT (SCOPE 2)**

From eco-evaluation to eco-design

Anticipating future regulations is important for Rémy Cointreau, who play an active part in the thought processes of ADEME and AFNOR on environmental labelling. Since this year, we have benefited from information on the complete life cycle of our products. This eco-evaluation, carried out using the BEE software (environmental packaging assessment) and recommended by Eco-emballages, is necessary to achieve a significant reduction in the environmental impact. It will be extended to those products with the highest sales in France.

Reducing the environmental impact at source is based on eco-design packaging. This process has led to highly tangible developments, which take into account the quality requirements perceived by consumers: the reduction in the weight of the glass in champagne bottles helped to reduce our annual glass consumption by 310 tons (GRI indicator: EN26). This step also contributed to reducing our CO₂ emissions.

Preserving natural resources

Rémy Cointreau strives to optimise its consumption of natural resources. For example, Reims has invested in new bottle rinsers that use less water. With regard to paper, the reduction in consumption and the PEFC qualifying programme are continuing. The eco-step campaign is raising employee awareness at all sites and involves, for example, switching off computers and printers. The Green IT project is being implemented by the IT department and paperless billing is now operational.

The Group also launched the "Energy" project to identify potential sources of savings and put in place measures to reduce energy consumption. WEEE waste (waste electrical and electronic equipment) is collected in Angers by a local professional recycling organisation.

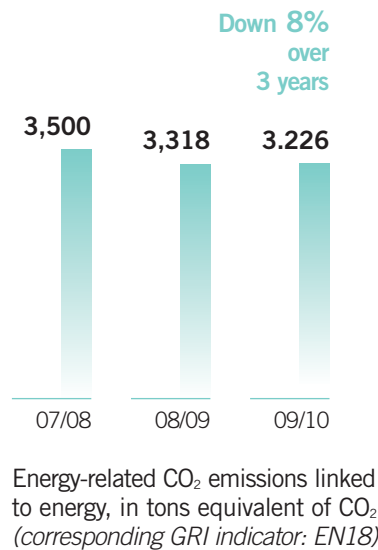
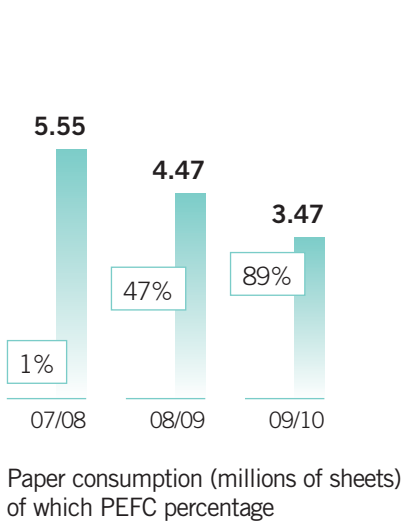
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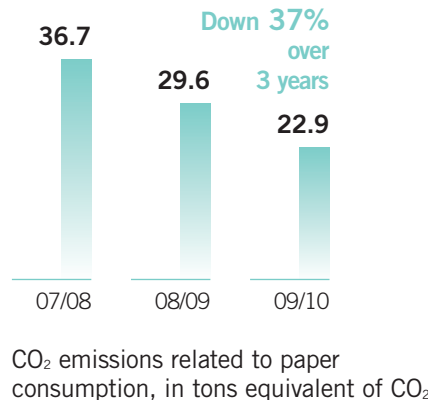
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Carbon footprint: Carbon testing and reduction in emissions

The Grenelle Environment Forum opened the way for new responsible initiatives in terms of carbon testing. Rémy Cointreau has already implemented such an approach since 2004, taking into account business trips and product transportation. The Group regularly responds to surveys carried out by the *carbon disclosure project*. This year, all French sites were carbon tested over the financial year. This process is in keeping with international standards, as carbon testing is structured in such a way as to meet the GHG Protocol.

The reduction in consumption of resources also has an impact on the Company's carbon footprint, as is the case for the energy project, which led to a significant reduction in carbon emissions. The vehicle replacement procedure is consistent with this approach.



" Each process is studied and analysed to achieve energy savings. Ongoing assessment and control of energy consumption ensure that any savings are permanent."

Jean-Paul Lagarde
New Construction Maintenance
Officer (Angers)

CORPORATE AND ENVIRONMENTAL RESPONSIBILITY SUPPLIERS.



CER commitment: To involve our suppliers in our corporate and environmental commitments, monitor their genuine involvement and support them in their approach to improvement.

The Group's awareness of sustainable development issues also involves its suppliers. In that respect, Rémy Cointreau pays particular attention to their commitment to a rigorous approach to corporate and environmental responsibility. These are positive requirements which give momentum to improvement processes.

For the past four years, audits have been carried out every year both by the internal auditor and an independent audit practice of international standing, which was commissioned for this assignment. This year, the Group entrusted the assignment to a new audit practice, which extended the questionnaire. This proactive policy notably consolidated the "food safety" certification processes initiated in Angers and Cognac.

The specific corporate and environmental risk detection chart relating to the CER policy of 40 key suppliers, drawn up last year, was supplemented by a chart of suppliers who should be audited as a matter of priority. Rémy Cointreau initiates progress plans with these providers when necessary and

Introduce improvement processes that benefit everyone

supports them in their improvement processes. On-site visits carried out by the purchasing department provide opportunities to check that the requested measures are actually implemented.

The Group demands that its suppliers provide information on the quality of the products they supply, as well as their manufacturing processes. Requests for environmental information are becoming more specific: carbon testing, eco-evaluation, transport, energy consumption and CO₂ emission reduction plans, initiated over the financial year, will all be extended. *"This approach will be continued and extended to all our suppliers. It is very important for us, within the context of the environmental labelling of our products and the implementation of our own carbon testing", states Véronique Géron, Purchasing Analyst (Cognac)*

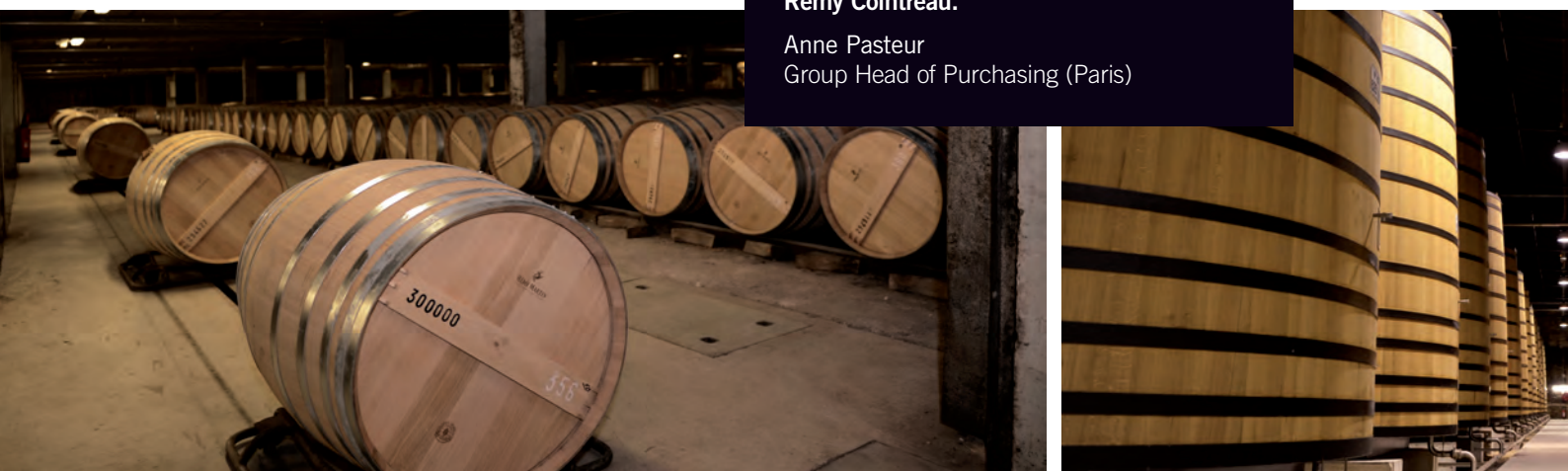
The rollout of these questionnaires and audits can also sometimes be a catalyst for proactive suppliers, who now include environmental information as part of the services they provide.

100 %

OF OUR KEY SUPPLIERS WERE AWARDED A CER RATING
(corresponding GRI indicator: HR2)

" The results of audits carried out at our suppliers' premises have been very positive; they testify to our suppliers' commitment to us and to the importance of the awareness effort and support work carried out by Rémy Cointreau. "

Anne Pasteur
Group Head of Purchasing (Paris)



SALES AND MARKETING ETHICS.



CER commitment: To support the international development of our brands by promoting responsible consumption and implementing impeccable marketing and sales ethics, in respect of the principles and transparency relayed by our distribution partners and an effective Consumer Service Department.

Promoting responsible communication and consumption is an essential part of Rémy Cointreau's sales strategy. The Group thus set up an in-house Responsible Communication Committee a number of years ago to ensure compliance with the Responsible Communication Charter established in 2004. This committee meets several times a year to analyse and validate every communication campaign. Regulatory developments and the emergence of advertising rating agencies encourage us to be vigilant.

Ensuring responsible communication and consumption

Marketing teams are very aware of this development. For example, on behalf of Mount Gay rum, the Group sponsors a number of high profile regattas in the Caribbean and North America. In keeping with its ethical values, the Group focuses on those who love exceptional rums and prefer high quality. In addition, Rémy Cointreau is a member of several alcohol research and analysis organisations. Christian Lafage, the Group's Sustainable Development Director, is currently Chairman of IREB (the French Institute for Scientific Research on Drinks).

There were no incidents of non-compliance with regulations and voluntary codes in respect of marketing communications (Corresponding indicator GRI: PR7) for non-compliance with laws and regulations regarding the provision and use of products and services. (Corresponding indicator GRI: PR9).

Quality of service is at the heart of a premium approach

The Group's Customer Service department implemented an innovative initiative to continuously assess the quality of customer service. By moving from performance appraisals to a precise measurement, the Group asked its distributors to provide them with their assessment each month, based on the five criteria deemed essential to provide a quality service. "The results confirm the Group's strategy following its exit from the Maxxium joint venture. We initiated an ongoing policy for improvement because we must be reliable if we are to provide an impeccable quality of service", says Christophe Charpentier, Customer Service Manager (Angers). The recent external audit of our CER process, conducted on the initiative of British customers, also demonstrates that consumers and customers are themselves highly sensitive to the Group's ethics. The satisfaction of our customers following the completed audit corroborates Rémy Cointreau's CER commitments.



2

RCC MEETINGS PER YEAR
(corresponding GRI indicator: PR6)

17.6

AVERAGE CUSTOMER SATISFACTION MARK OUT OF 20.
(corresponding GRI indicator: PR9)

" We are all aware that our sector is highly sensitive: it is our responsibility to enforce the underlying principles of our Ethics charter at all levels. In addition, complying with these ethical values is consistent with the premium positioning of our brands."

Alain Rouchaud
Director of the Americas-Oceania region

CORPORATE AND ENVIRONMENTAL RESPONSIBILITY

HUMAN RESOURCES.



CER commitment: To guarantee social equality and the personal development of all our employees, encourage their adherence to the Company's business strategy and involve them in the Group's socially responsible actions, within the framework of Rémy Cointreau's fundamental commitment to the values of listening and dialogue.

Over the past two years, activities initiated to motivate and mobilise the teams have been stepped up and were the subject of an increased in-house communications drive.

The Group's 800-strong French workforce thus participated in a day of awareness on diversity following the signing of an agreement on diversity in 2008. In addition, a publication dedicated to "diversity and concern", and highlighting the Group's beliefs, was produced. These activities did not go unnoticed by rating agencies.

Rémy Cointreau also stepped up its efforts to integrate young people within the Company. Work

Motivated and committed personnel

experience is subject to clear rules on remuneration, support and the sharing of expertise. Recruitment as part of work/study programmes was maintained at 3% of the Company's workforce.

Rémy Cointreau strives to retain and maintain expertise that is strongly linked to experience and has signed a further agreement on future resources to ensure positions and motivation at work, for employees over 50, remain attractive.

Finally, a pilot exercise on diagnosing psychosocial risk was conducted at the Cognac site, and will be the subject of proposals over the coming months.

No discrimination-related incident.
(corresponding GRI indicator: HR4)

High quality employee relations

In matters involving diversity or the agreement on salary signed at the beginning of 2010, both management and trade unions demonstrated their willingness to reach compromises that benefit everyone.

Open and frank dialogue, with meaningful discussions, led for example, to an agreement on the definition of production positions, which sets out, position by position, the skills needed throughout an employee's career. They thus have a clear picture of their role within the Company and the steps they need to take in order to progress. This annual process is justified as each employee comes away from it with defined benchmarks.
(corresponding GRI indicator: LA12)

In respect of executives, the career development action plans implemented two years ago were viewed as positive by employees, and they led to a new plan being drawn up for the next two years. This will certainly be included in meetings between management and employees.

WORK-RELATED ACCIDENTS IN FRANCE

FREQUENCY: 10.46

SEVERITY: 0.21

(corresponding GRI indicator: LA7)

4.22%

ABSENTEEISM IN FRANCE

(corresponding GRI indicator: LA12)

"In defining production positions, we have clearly benchmarked the different levels of expertise. This is an objective tool for supervisors and a standard for employees. It offers employees career development opportunities."

Fabrice Bazerolle
Remuneration, Employee Benefits
and International Mobility Officer (Paris)



“ Sharing the challenges of the Group’s strategy, increasing the professionalism of the teams, etc: innovation was introduced into training activities to highlight the Group’s conviction that career development is essential to leverage business growth.”

Céline Bléher
Training, Recruitment and
Career Development Officer (Cognac)

Increased training and career development policy

The number of training hours represents more than 4.1% of the payroll, stabilising at 20,000 hours per year, of which 20% are dedicated to CER issues. The Group pays particular attention to not discriminating between men and women when training is provided.

The objective of the training activities is to share the Group’s strategy with all its personnel. In Cognac, Angers and Reims, training courses suited to the Group’s needs and strengthening everyone’s capacity to integrate the strategy and understand brand development, proved highly popular. In respect of career development, “talent mapping” enables the Group to identify career development paths for its key employees.

Issues more directly related to sustainable development were also subject to specific training programmes: eco-design, awareness of the visitor centre guides to CER commitments and prevention of alcohol abuse in the workplace. Rémy Cointreau also decided to invest all Group savings plans in ethical and socially responsible investments.

1,571

EMPLOYEES, OF WHICH 809 ARE IN FRANCE

€2.99 million

SPENT ON SAFETY-RELATED ISSUES,
A STEADY INCREASE: UP 70% IN 3 YEARS

€1.66 million

SPENT ON IMPROVING WORKING CONDITIONS

19,140

TRAINING HOURS, OF WHICH 3,822 WERE DEDICATED
TO QSE/SUSTAINABLE DEVELOPMENT ISSUES
(corresponding GRI indicator: LA10)

CORPORATE AND ENVIRONMENTAL RESPONSIBILITY

STAKEHOLDERS AND REGIONAL SUSTAINABLE DEVELOPMENT



CER commitment: To respond to the needs of stakeholders and share our experience in the area of sustainable development at a regional level where Rémy Cointreau operates, with specific action for sustainable development at a local level.

Implementing a policy of responsibility towards the environment is a key element of corporate acceptability, and therefore the Group's long-term future. Taking into account stakeholders, working with them, disseminating good practices and sharing experiences is a natural component of our policy.

Encouraging good practices

Due to its history, and having operated at a local level for a number of decades, Rémy Cointreau has gained credibility and regards it as its duty to support stakeholders who are committed to a responsible approach.

The Cointreau site in Angers was selected to provide representative data on liqueurs that is necessary for the Fédération Française des Spiritueux to carbon test the sector.

In Cognac, we continued to support Revico's activities, which produced green energy from recycled local winemaking by-products for the first time this year.

At both sites, the Group closely monitors the development of the local environmental policy, particularly carbon testing for both production processes. Its connections with the local business community are specifically reflected in its participation in activities organised by Altère Entreprises and the creation of the "Club of Responsible Executives in Western France".

Rémy Cointreau also continues to send speakers to several schools and training centres in the West of France with a view to sharing experiences.

The Group continues to support the Second Chance Foundation. As part of the same process of employee involvement, Rémy Cointreau demonstrated its support during the appalling natural disaster that affected the Charente region, when the employees offered their support to the disaster victims.

In addition, as part of this approach to sharing, the Rémy Cointreau Sustainable Development Department hosts talks each year at the Nantes Sciences Com communication school: CER training programmes have become a must for students.



" CER communication has become a key element in a company's success. A training programme would not be complete without the testimonies and awareness of Rémy Cointreau's personnel."

Christophe Bultel,
Director of Studies Sciences Com (Nantes)

OBJECTIVES AND ACTION PLANS.

Themes	2008/11 Objectives	Action taken in 2008/09	Action taken in 2009/10
Winemaking	Retain the "Integrated Agriculture" certification in the Cognac winemaking domain and certification for the Reims domain.	<ul style="list-style-type: none"> • Retain the "Integrated Agriculture" certification in Cognac • Integrated agriculture approach in Reims (calculate the risk of pesticides) • Update the technical Guide aimed at winemakers • Organise training in Integrated Agriculture 	<ul style="list-style-type: none"> • Awareness-building activities for Cognac winemakers • FARRE Integrated Agriculture Forum at the Cognac site • Biodiversity: protection of bees
Quality, Safety and the Environment	Carbon testing and reduction of CO ₂ emissions Reduction in consumption of natural resources (energy, water, paper, cardboard): Eco-design of products	<ul style="list-style-type: none"> • Increase awareness of eco-steps • Road map the follow up of paper consumption • Integrate the High Environmental Value benchmark when undertaking new projects • Reduce travel (video-conferencing) • Implement software to measure the environmental effects of packaging • Train Product Development teams • Prepare an "Eco-design" internal guide 	<ul style="list-style-type: none"> • ISO 22000 certification of the Reims site • Product eco-evaluation and eco-design • Exclusive use of PEFC paper • Introduction of a lighter champagne bottle • Carbon testing • Plan to reduce CO₂ emissions from transport: energy, paper and packaging • Energy plan in Angers and Cognac • Eco-step campaign to reduce the consumption of natural resources (paper, electricity and water)
Suppliers and responsible purchasing	CER rating of suppliers CER monitoring and audits	<ul style="list-style-type: none"> • Identify key suppliers • Create and use a rapid detection chart of risks • Audit and monitor progress plans • Send out carbon testing questionnaires 	<ul style="list-style-type: none"> • Select the new CER audit practice • Audit and monitor progress plans • CER rating of key suppliers • Request environmental information from suppliers
Sales and marketing ethics	Implement responsible consumption, in accordance with the Charter	<ul style="list-style-type: none"> • Validate communication campaigns by the Responsible Communication Committee • Ongoing improvement in processing requests for information by consumers and major buyers 	<ul style="list-style-type: none"> • Validate communication campaigns by the Responsible Communication Committee • Survey to "measure customer satisfaction"
Human resources	Encourage career development Develop the sales, economic, financial and luxury goods culture of the Group Develop professionalism Integrate stakeholders	<ul style="list-style-type: none"> • Individual training report • Signing the agreement on diversity and issuing an internal publication on the subject 	<ul style="list-style-type: none"> • Raise the awareness of employees through theatre productions • Agreement on defining production positions • Invest Group savings plans in SRIs
Stakeholders and regional sustainable development		<ul style="list-style-type: none"> • Distribute the CER Charter and dedicated support for eco-steps • Lead a "Responsible purchasing" workshop (Association Altère Entreprises) • Support the Second Chance Foundation • Support the "Students and Sustainable Development" Forum (Angers) • Support the ETIC schools network in Poitou-Charentes 	<ul style="list-style-type: none"> • Send speakers to universities and schools in the Pays de la Loire and Poitou-Charentes regions • Support Altère Entreprises • Participate in establishing a Club of Western France Executives • Support the Second Chance Foundation



CORPORATE GOVERNANCE

BOARD OF DIRECTORS AND MANAGEMENT.

Board of Directors

M. Pierre Cointreau
Honorary Chairman

Mme Dominique Hériard Dubreuil
Chairman

M. François Hériard Dubreuil

M. Marc Hériard Dubreuil

Sir Brian Ivory

M. Jean Burelle *

M. Jacques Etienne de T'Serclaes *

M. Gabriel Hawawini *

M. Timothy Jones

M. Patrick Thomas *

M. Didier Alix **

Orpar (permanent representative Mrs.
Marie Barbaret)

Committees

Each committee comprises at least one independent Director.

- "Audit and Finance" Committee
- "Nomination-Remuneration" Committee
- "Development and Marketing Strategy" Committee
- "Ethics, Environment and Sustainable Development" Committee

Executive Committee

M. Jean-Marie Laborde
Chief Executive Officer

M. Jean-François Boueil
Human Resources Senior Vice President

M. Hervé Dumesny
Chief Financial Officer

M. Damien Lafaurie
Executive Vice President Global Markets

M. Christian Liabastre
Executive Vice President Brands, Strategy
and Development

M. Patrick Marchand
Operations Senior Vice President

Statutory Auditors

Ernst & Young & Autres
Represented by Mrs. Marie-Laure Delarue

Auditeurs & Conseils Associés
Represented by Mr. Olivier Juramie

* Independent Director.

** Pending his appointment by the Annual General Meeting on 27 July 2010.

STOCK MARKET AND SHAREHOLDERS

SHARE PERFORMANCE

Market: Euronext Paris
ISIN Code: FR0000130395
Reuters Code: RCO-FR
Bloomberg Code: RCO FP
Indices: CAC MID100 and SBF 120.



Rémy Cointreau's share performance

In a stock market and economic environment which remains uncertain, Rémy Cointreau's shares performed well and recorded a 20.5% growth in 2009. Rémy Cointreau's share price ended the 2009 calendar year at €35.60. At 31 March 2010, the Company's financial year end, the share price was €38.25. At that date, Rémy Cointreau's market capitalisation was €1,852,830,000.

Rémy Cointreau's share price performance from 1 June 2009 to 30 June 2010:



Shareholder information

The Financial Communications department is responsible for the Group's information policy in respect of the financial community, investors and shareholders. The department is available to respond to any enquiries regarding the Group. It distributes a shareholders' letter on a regular basis.

The e-mail address is:
info@remy-cointreau.com

All regulatory information required by the AMF is directly available at the following dedicated address
www.remy-cointreau.com



The Privilège Club

The Privilège Club is open to all individual shareholders who are particularly interested in the Group. The Club enables members to familiarise themselves with the Group, its operations and its brands, particularly by providing special offers on certain products. The Club also offers members a VIP welcome at the various production sites that are open to the public, such as Angers and Cognac in France.

Rémy Cointreau Shareholders' Club:
E-mail : info@remy-cointreau.com
Tel. +33 1 44 13 45 15
Websites: www.remy-cointreau.com
and www.remy-cointreau.fr

Change in dividend

At 31 March	2007	2008	2009
Net dividend per share (€)	1.20	1.30	1.30
Total number of shares	45,657,049	46,792,120	47,113,389

2010 Shareholders' Calendar

22 July 2010

Q1 turnover (April - June 2010)

27 July 2010

Annual General Meeting in Paris

21 October 2010

H1 turnover (April - September 2010)

30 November 2010

Interim results (as at 30 September 2010)

FINANCIAL INFORMATION

BALANCE SHEET.

Statement of financial position (At 31 March, in € millions)	2010	2009
Brands and other intangible assets	629.9	629.8
Property, plant and equipment	208.6	197.0
Investments in associates	64.3	62.1
Other investments	71.2	61.1
Deferred tax assets	27.1	22.4
Non-current assets	1,001.1	972.4
Inventories	969.8	958.4
Trade and other receivables	248.1	282.1
Income tax receivables	8.3	6.0
Derivative financial instruments	3.2	10.8
Cash and cash equivalents	86.3	89.4
Assets held for sale	-	0.2
Current assets	1,315.7	1,346.9
TOTAL ASSETS	2,316.8	2,319.3

Equity and liabilities (At 31 March, in € millions)	2010	2009
Share capital	77.6	75.8
Share premium	708.2	685.5
Treasury shares	(0.4)	(2.3)
Consolidated reserves	151.5	127.1
Translation reserve	(0.2)	(0.5)
Net profit - Group share	86.3	86.1
Gains (losses) recorded in Equity	(5.4)	(1.0)
Equity - Group share	1,017.6	970.7
Non-controlling interests	0.9	(1.8)
Equity	1,018.5	968.9
Long-term borrowings	537.7	592.4
Provision for staff benefits	23.8	18.7
Long-term provisions for liabilities and charges	5.1	12.4
Deferred tax liabilities	199.8	199.4
Non-current liabilities	766.4	822.9
Short-term borrowings and accrued interest	50.0	28.9
Trade and other payables	439.3	452.9
Income tax payables	11.9	32.9
Short-term provisions for liabilities and charges	19.8	5.9
Derivative financial instruments	10.9	6.9
Current liabilities	531.9	527.5
Total equity and liabilities	2,316.8	2,319.3

INCOME STATEMENT.

Consolidated income statement (At 31 March, in € millions)	2010	2009
Turnover	807.8	714.1
Cost of sales	(337.4)	(302.3)
Gross profit	470.4	411.8
Distribution costs	(254.3)	(201.7)
Administrative expenses	(81.7)	(80.7)
Other income from operations	5.6	7.6
Current operating profit	140.0	137.0
Other operating income/(expenses)	(7.5)	14.9
Operating profit	132.5	151.9
Finance costs	(24.8)	(26.5)
Other financial income/(expenses)	2.5	(4.8)
Net financial expenses	(22.3)	(31.3)
Profit before tax	110.2	120.6
Income tax	(29.1)	(37.5)
Share in profit of associates	4.9	3.0
Profit from continuing operations	86.0	86.1
Profit/(loss) from discontinued operations	3.0	-
Net profit for the year	89.0	86.1
Attributable to:		
non-controlling interests	2.7	-
owners of the parent company	86.3	86.1
NET EARNINGS PER SHARE - ATTRIBUTABLE TO OWNERS OF THE PARENT COMPANY (€)		
Basic	1.80	1.84
Diluted	1.79	1.83
NET EARNINGS PER SHARE FROM CONTINUING OPERATIONS (€)		
Basic	1.79	1.84
Diluted	1.78	1.83
NUMBER OF SHARES USED FOR THE CALCULATION		
Basic	47,989,124	46,877,143
Diluted	48,191,494	47,113,389

OUTLOOK COMMENTS.

Sound annual performance

The Rémy Cointreau Group reported a good performance for the 2009/10 financial year, confirming the validity of its distribution strategy, in a difficult economic environment. Due to the new distribution network (since 1 April 2009), stepped up price increases and higher advertising and promotional investment generated operating profit growth, both organic (up 7.2%) and published (up 2.2%), against a continuing unfavourable foreign exchange background at the end of March.

The Group generated organic turnover growth of 12.0% to €807.8 million and operating profit growth of 7.2% to €140 million. The organic operating profit margin was 18.4%, compared with 19.2% last year, primarily reflecting increased advertising and promotional investment.

Net profit - Group share was €86.3 million, which was stable compared with the previous year (which had benefited from a non-recurring positive effect of €13.6 million due to the exit from Maxxium).

Group net debt declined by 5.7% to €501.4 million, ensuring compliance with the banking ratio, which determines the availability of the syndicated facility. This ratio was 3.17 at 31 March 2010, illustrating the Group's sound financial position.

In a number of markets, including Asia, the Group integrated an additional distribution level and thus higher turnover. The effect was estimated at €39.5 million for Group brands, of which €32.5 million related to the Cognac division. In addition, partner brands distributed by newly acquired or created entities generated additional turnover of €33.6 million. In return, all operating structure costs and advertising and promotional expenditure were consolidated (they were previously included in transfer prices to the Maxxium network). The full-year impact of the new organisation was conversely neutral at the current operating profit level.

Current operating profit was €140.0 million, which represented organic growth of 7.2%, whereas the operating margin fell to 17.3% from 19.2% the previous year, reflecting stepped up advertising and marketing investment, up 21%, as well as a slight dilution due to the effect on turnover of the change in the distribution structure. The organic operating margin for Group brands was 22.9%.

Operating profit was €132.5 million after taking into account other operating expenses of €7.5 million, primarily related to a restructuring plan initiated in the Champagne division. In addition, at 31 March 2009, the Group recorded net income of €14.9 million, of which €13.6 million related to the Maxxium exit transactions.

Net financial expense was €22.3 million, a marked improvement on the €31.3 million in the previous year, under the combined effect of the non-recurrence of discount charges relating to a provision for compensation payable to Maxxium and the significant reduction in interest rates.

Net profit from continuing operations was €86.0 million after tax. This took into account an effective tax rate of 26.4%, more favourable than the 31.1% of the previous year, which was affected by the non-tax deductible capital loss incurred on disposing of the Maxxium shares.

Net profit - Group share was €86.3 million, close to the €86.1 million in the previous year, representing basic earnings per share of €1.80.

Net financial debt was €501.4 million, a decline of €30.5 million, due to a satisfactory operating performance and rigorous management of the working capital requirement. The favourable movement in debt enabled the banking covenant (Net debt/EBITDA < 3.50), which guarantees access to the Group's syndicated credit, to fall to 3.17.

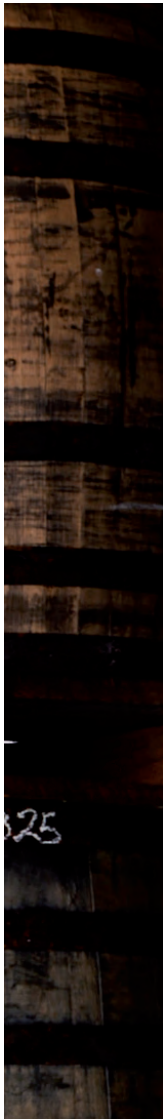
As an illustration of its sound financial position, on 7 June 2010, the Group carried out a private placement with banking institutions of €140 million over 5 years, at a fixed financing rate of 3.67%.

Outlook

In an uncertain economic environment, Rémy Cointreau maintains its long-term value strategy and will focus investment on developing its key brands.

At the end of this first year, the effects of the new distribution model have already proven highly positive. The Group was able to benefit from this new strength, which enables it to resolutely tackle the difficult economic environment it still faces in certain markets.

The Group remains confident in its capacity to continue its growth and to successfully weather this unfavourable background, due to the power of its brands, the dynamic nature of its new business resources and its control of costs.





Mount Gay Rum ageing cellar (Barbados)

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