

Pernod Ricard Denmark A/S

Vesterbrogade 149, 1620 København V

CVR no. 19 90 24 47

Annual report

for the year 1 July 2020 - 30 June 2021

Approved at the Company's annual general meeting on 3 December 2021

Chair of the meeting:



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Mauve Croizat



Contents

Statement by the Board of Directors and the Executive Board	2
Independent auditor's report	3
Management's review	5
Financial statements 1 July 2020 - 30 June 2021	8
Income statement	8
Balance sheet	9
Statement of changes in equity	11
Notes to the financial statements	12



Statement by the Board of Directors and the Executive Board

Today, the Board of Directors and the Executive Board have discussed and approved the annual report of Pernod Ricard Denmark A/S for the financial year 1 July 2020 - 30 June 2021.

The annual report is prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 30 June 2021 and of the results of the Company's operations for the financial year 1 July 2020 - 30 June 2021.

Further, in our opinion, the Management's review gives a fair review of the development in the Company's operations and financial matters and the results of the Company's operations and financial position.

We recommend that the annual report be approved at the annual general meeting.

Copenhagen, 3 December 2021
Executive Board:



Carsten Suhrke
Adm. dir.

Board of Directors:



Mauve Croizat
Chair



Kristine Lee Campopiano



Carsten Suhrke

Independent auditor's report

To the shareholders of Pernod Ricard Denmark A/S

Opinion

We have audited the financial statements of Pernod Ricard Denmark A/S for the financial year 1 July 2020 - 30 June 2021, which comprise an income statement, balance sheet, statement of changes in equity and notes, including accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the financial position of the Company at 30 June 2021, and of the results of the Company's operations for the financial year 1 July 2020 - 30 June 2021 in accordance with the Danish Financial Statements Act.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and the additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) and the additional requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these rules and requirements.

Management's responsibilities for the financial statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.

Independent auditor's report

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and contents of the financial statements, including the note disclosures, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Statement on the Management's review

Management is responsible for the Management's review.

Our opinion on the financial statements does not cover the Management's review, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the Management's review and, in doing so, consider whether the Management's review is materially inconsistent with the financial statements or our knowledge obtained during the audit, or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the Management's review provides the information required under the Danish Financial Statements Act.

Based on the work we have performed, we conclude that the Management's review is in accordance with the financial statements and has been prepared in accordance with the requirements of the Danish Financial Statement Act. We did not identify any material misstatement of the Management's review.

Copenhagen, 3 December 2021
Deloitte
Statsautoriseret Revisionspartnerselskab
CVR no. 33 96 35 56

Jan Larsen
State Authorised Public Accountant
mne16541

Management's review

Company details

Name	Pernod Ricard Denmark A/S
Address, Postal code, City	Vesterbrogade 149, 1620 København V
CVR no.	19 90 24 47
Established	13 December 1996
Registered office	Copenhagen
Financial year	1 July 2020 - 30 June 2021
Website	www.pernod-ricard-denmark.com
E-mail	info@pernod-ricard-denmark.com
Telephone	+45 33 23 90 00
Board of Directors	Mauve Croizat, Chair Kristine Lee Campopiano Carsten Suhrke
Executive Board	Carsten Suhrke, Adm. dir.
Auditors	Deloitte Statsautoriseret Revisionspartnerselskab Weidekampsgade 6, 2600 København S



Management's review

Financial highlights

DKK'000	2020/21	2019/20	2018/19	2017/18	2016/17
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Key figures

Revenue	116,223	111,709	120,552	116,659	114,929
Gross profit	29,465	27,315	32,871	31,553	24,665
Operating profit/loss	7,337	1,953	4,382	3,744	-979
Net financials	-35	-38	-238	-72	-86
Profit for the year	5,689	1,456	5,773	7,104	-1,600

Total assets	87,820	65,200	75,862	66,723	68,422
Equity	21,998	16,309	29,853	24,080	16,976

Financial ratios

Gross margin	25.4%	24.5%	27.3%	27.0%	21.5%
Equity ratio	25.0%	25.0%	39.4%	36.1%	24.8%
Return on equity	29.7%	6.3%	21.4%	34.6%	-9.0%
Net margin	4.9%	1.3%	4.8%	6.1%	-1.4%

Average number of employees	26	32	34	36	35
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For terms and definitions, please see the accounting policies.

Management's review

Business review

The activity of Pernod Ricard Denmark A/S is marketing and sales of spirits and wine from the Pernod Ricard Group in Denmark and at the Danish/German border.

Recognition and measurement uncertainties

Management assesses that there are no material uncertainties relating to the Company's annual report.

Unusual matters having affected the financial statements

The Company's annual report is affected by the very volatile and unpredictable market conditions in all three sales channels, due to the Corona related market restrictions, impacting consumption and shopping patterns between our selling channels.

Financial review

The income statement for 2020/21 shows a profit of DKK 5,689 thousand against a profit of DKK 1,456 thousand last year, and the balance sheet at 30 June 2021 shows equity of DKK 21,998 thousand. The business revenue benefited positively from a strong market rebound in fiscal Q4 as a very successful sales of our new gin brand Malfy. Operating profit benefited from lower staff cost as a result of temporary vacancies and reduction of back-office staff.

Intellectual capital resources

Through continuing internal development programs and roll-out for new data and IT tools, the Company works on ensuring its readiness to face future challenges.

Financial risks and use of financial instruments

Besides the ordinary sales risks, the Company is exposed to currency risks, as wide exchange rate fluctuations may affect the Company given that it operates on a market using several currencies.

Impact on the external environment

The Company complies with current rules and regulations.

Research and development activities

Research and development activities are mostly carried out by the different brand owners of the Group.

Events after the balance sheet date

No events materially affecting the Company's financial position have occurred subsequent to the financial year-end.

Outlook

The Company will continue to focus on the development of the international strategic brands both on the Danish market and at the Danish/German border. The main uncertainty for 2021/2022 outside the normal business environment will be the pace of market rebound after Corona, and the Company's ability to continue the gaining of market shares.

Management anticipates a profit for 2021/2022 in the range of DKK 7,500 thousand, representing a solid performance growth driven mainly by increasing topline.

Financial statements 1 July 2020 - 30 June 2021

Income statement

Note	DKK'000	<u>2020/21</u>	<u>2019/20</u>
	Revenue	116,223	111,709
	Cost of sales	-53,331	-57,408
	Change in inventories of finished goods and work in progress	23	-1,719
	Other operating income	1,658	3,005
	Other external expenses	-35,108	-28,272
	Gross profit	<u>29,465</u>	<u>27,315</u>
2	Staff costs	-22,128	-25,324
3	Depreciation of property, plant and equipment	0	-38
	Profit before net financials	<u>7,337</u>	<u>1,953</u>
	Financial income	9	18
4	Financial expenses	-44	-56
	Profit before tax	<u>7,302</u>	<u>1,915</u>
5	Tax for the year	-1,613	-459
	Profit for the year	<u><u>5,689</u></u>	<u><u>1,456</u></u>

Financial statements 1 July 2020 - 30 June 2021

Balance sheet

Note	DKK'000	<u>2020/21</u>	<u>2019/20</u>
	ASSETS		
	Fixed assets		
6	Property, plant and equipment		
	Fixtures and fittings, other plant and equipment	0	0
		<u>0</u>	<u>0</u>
7	Investments		
	Other receivables	444	620
		<u>444</u>	<u>620</u>
	Total fixed assets	<u>444</u>	<u>620</u>
	Non-fixed assets		
	Inventories		
	Finished goods and goods for resale	12,325	12,348
		<u>12,325</u>	<u>12,348</u>
	Receivables		
	Trade receivables	25,881	21,114
	Receivables from group enterprises	24,136	16,546
8	Deferred tax assets	4,360	5,972
	Other receivables	281	767
9	Prepayments	578	1,624
		<u>55,236</u>	<u>46,023</u>
	Cash	<u>19,815</u>	<u>6,209</u>
	Total non-fixed assets	<u>87,376</u>	<u>64,580</u>
	TOTAL ASSETS	<u><u>87,820</u></u>	<u><u>65,200</u></u>

Financial statements 1 July 2020 - 30 June 2021

Balance sheet

Note	DKK'000	<u>2020/21</u>	<u>2019/20</u>
	EQUITY AND LIABILITIES		
	Equity		
10	Share capital	746	746
	Retained earnings	21,252	15,563
	Total equity	<u>21,998</u>	<u>16,309</u>
	Liabilities other than provisions		
	Non-current liabilities other than provisions		
	Other payables	2,249	2,039
		<u>2,249</u>	<u>2,039</u>
	Current liabilities other than provisions		
	Trade payables	30,567	14,319
	Payables to group enterprises	20,868	15,195
	Other payables	12,138	17,338
		<u>63,573</u>	<u>46,852</u>
		<u>65,822</u>	<u>48,891</u>
	TOTAL EQUITY AND LIABILITIES	<u>87,820</u>	<u>65,200</u>

- 1 Accounting policies
- 11 Contractual obligations and contingencies, etc.
- 12 Related parties
- 13 Appropriation of profit

Financial statements 1 July 2020 - 30 June 2021

Statement of changes in equity

Note	DKK'000	Share capital	Retained earnings	Total
		746	15,563	16,309
13	Transfer, see "Appropriation of profit"	0	5,689	5,689
	Equity at 30 June 2021	746	21,252	21,998

Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

1 Accounting policies

This annual report has been presented in accordance with the provisions of the Danish Financial Statements Act governing reporting class C enterprises (medium).

The accounting policies applied to these financial statements are consistent with those applied last year.

Management has this year decided not to present a cash-flow statement in the annual report with reference to the Danish Financial Statements Act paragraph 86, section 4.

Effective from the financial year 2020/21, the Company has implemented amending act no. 1716 of 27 December 2018 to the Danish Financial Statements Act. The implementation of the amending act has not affected the Company's accounting policies on recognition and measurement of assets and liabilities but has solely entailed a requirement for further disclosures. The accounting policies used in the preparation of the financial statements are consistent with those of last year.

Basis of recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

Reporting currency

The financial statements are presented in Danish kroner (DKK'000).

Foreign currency translation

On initial recognition, foreign currency transactions are translated applying the exchange rate at the transaction date. Receivables, payables and other monetary items denominated in foreign currencies that have not been settled at the balance sheet date are translated using the exchange rate at the balance sheet date. Exchange differences that arise between the rate at the transaction date and the one in effect at the payment date, or the rate at the balance sheet date, are recognised in the income statement as financial income or financial expenses. Property, plant and equipment, intangible assets, inventories and other non-monetary assets that have been purchased in foreign currencies are translated using historical rates.

Income statement

Revenue

The Company has chosen IAS 11/IAS 18 as interpretation for revenue recognition.

Revenue from the sale of goods for resale and manufactured goods is recognised in the income statement when delivery is made and risk has passed to the buyer. Revenue is recognised net of VAT, duties and sales discounts and is measured at fair value of the consideration fixed.

Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

1 Accounting policies (continued)

Changes in inventories of finished goods and work in progress

Changes in inventories of finished goods and work in progress comprise decreases or increases for the financial year in inventories of finished goods and work in progress. This item includes ordinary writedowns of such inventories. Changes in inventories of raw materials are included in costs of raw materials and consumables.

Other operating income

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities, including rental income and gains from the sale of intangible assets and property, plant and equipment.

Cost of sales

Cost of sales comprises cost of sales for the financial year measured at cost, adjusted for ordinary inventory writedowns.

Other external expenses

Other external expenses include expenses relating to the Entity's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc. This item also includes writedowns of receivables recognised in current assets.

Staff costs

Staff costs comprise salaries and wages as well as social security contributions, pension contributions, etc for entity staff.

Depreciation

Amortisation, depreciation and impairment losses relating to intangible assets and property, plant and equipment comprise amortisation, depreciation and impairment losses for the financial year, calculated on the basis of the residual values and useful lives of the individual assets and impairment testing as well as gains and losses from the sale of intangible assets as well as property, plant and equipment.

The basis of depreciation, which is calculated as cost less any residual value, is depreciated on a straight line basis over the expected useful life. The expected useful lives of the assets are as follows:

Other fixtures and fittings, tools and equipment	3 years
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Financial income and expenses

Other financial income comprises dividends etc received on other investments, interest income, including interest income on receivables from group enterprises, net capital gains on securities, payables and foreign currency transactions, amortisation of financial assets as well as tax relief under the Danish Tax Prepayment Scheme etc.

Other financial expenses comprise interest expenses, including interest expenses on payables to group enterprises, net capital losses on securities, payables and foreign currency transactions, amortization of financial liabilities as well as tax surcharge under the Danish Tax Prepayment Scheme etc.

Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

1 Accounting policies (continued)

Tax

Tax for the year, which consists of current tax for the year and changes in deferred tax, is recognized in the income statement by the portion attributable to the profit for the year and recognised directly in equity by the portion attributable to entries directly in equity.

Balance sheet

Property, plant and equipment

Other fixtures and fittings, tools and equipment are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the acquisition price, costs directly attributable to the acquisition and preparation costs of the asset until the time when it is ready to be put into operation. For self-constructed assets, cost comprises direct and indirect costs of materials, components, sub-suppliers and labour costs. For assets held under finance leases, cost is the lower of the asset's fair value and present value of future lease payments.

Interest expenses on loans for the financing of the manufacture of property, plant and equipment are included in cost if they relate to the manufacturing period. All other finance costs are recognised in the income statement.

Property, plant and equipment are written down to the lower of recoverable amount and carrying amount.

Leases

Lease payments on operating leases are recognized on a straight-line basis in the income statement over the term of the lease.

Inventories

Inventories are measured at the lower of cost using the FIFO method and net realisable value.

Cost consists of purchase price plus delivery costs. Cost of manufactured goods and work in progress consists of costs of raw materials and consumables.

The net realisable value of inventories is calculated as the estimated selling price less completion costs and costs incurred to execute sale.

Receivables

Receivables are measured at amortised cost, usually equalling nominal value, less write-downs for bad and doubtful debts.

Prepayments

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

Cash

Cash comprises bank deposits.

Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

1 Accounting policies (continued)

Deferred tax

Deferred tax is recognised on all temporary differences between the carrying amount and tax-based value of assets and liabilities, for which the tax-based value of assets is calculated based on the planned use of each asset.

Deferred tax assets, including the tax base of tax loss carryforwards, are recognised in the balance sheet at their estimated realisable value, either as a set-off against deferred tax liabilities or as net tax assets.

Liabilities

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

Other liabilities are measured at net realisable value.

Financial ratios

The financial ratios stated under "Financial highlights" have been calculated as follows:

Gross margin	$\frac{\text{Gross profit/loss} \times 100}{\text{Revenue}}$
Equity ratio	$\frac{\text{Equity, year-end} \times 100}{\text{Total equity and liabilities, year-end}}$
Return on equity	$\frac{\text{Profit/loss after tax} \times 100}{\text{Average equity}}$
Net margin	$\frac{\text{Profit/loss for the year} \times 100}{\text{Revenue}}$

Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

DKK'000	<u>2020/21</u>	<u>2019/20</u>
2 Staff costs		
Wages/salaries	20,263	22,149
Pensions	870	1,801
Other social security costs	208	297
Other staff costs	787	1,077
	<u>22,128</u>	<u>25,324</u>
Average number of full-time employees	<u>26</u>	<u>32</u>
The item includes expenses for employees who work for other consolidated companies.		
3 Depreciation of property, plant and equipment		
Depreciation of property, plant and equipment	<u>0</u>	<u>38</u>
	<u>0</u>	<u>38</u>
4 Financial expenses		
Interest expenses, group entities	1	0
Other financial expenses	43	56
	<u>44</u>	<u>56</u>
5 Tax for the year		
Deferred tax adjustments in the year	<u>1,613</u>	<u>459</u>
	<u>1,613</u>	<u>459</u>
6 Property, plant and equipment		Fixtures and fittings, other plant and equipment
DKK'000		<u> </u>
Cost at 1 July 2020		731
Disposals		<u>-360</u>
Cost at 30 June 2021		<u>371</u>
Impairment losses and depreciation at 1 July 2020		731
Reversal of accumulated depreciation and impairment of assets disposed		<u>-360</u>
Impairment losses and depreciation at 30 June 2021		<u>371</u>
Carrying amount at 30 June 2021		<u>0</u>

Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

7 Investments

DKK'000	<u>Other receivables</u>
Cost at 1 July 2020	620
Disposals	-176
Cost at 30 June 2021	<u>444</u>
Carrying amount at 30 June 2021	<u>444</u>

DKK'000	<u>2020/21</u>	<u>2019/20</u>
8 Deferred tax		
Deferred tax at 1 July	-5,972	-6,431
Recognised in the income statement	<u>1,612</u>	<u>459</u>
Deferred tax at 30 June	<u>-4,360</u>	<u>-5,972</u>

Deferred tax assets primarily comprise tax loss carryforwards. Based on budgets approved by management the Company is expected to realise a tax profit and is thereby able to utilize the tax asset within a reasonable time. Temporary differences also occur related to depreciation.

9 Prepayments

Prepayments include accrual of expenses relating to subsequent financial years, including rent, DKK 335 thousand, insurance policies, DKK 21 thousand, and other prepaid expenses, DKK 221 thousand.

10 Share capital

Analysis of the share capital:

100 A shares of DKK 7,456.10 nominal value each	<u>746</u>	<u>746</u>
	<u>746</u>	<u>746</u>

The Company's share capital has remained DKK 746 thousand over the past 5 years.

11 Contractual obligations and contingencies, etc.

Other financial obligations

Other rent and lease liabilities:

Rent and lease liabilities	<u>3,065</u>	<u>5,036</u>
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Financial statements 1 July 2020 - 30 June 2021

Notes to the financial statements

12 Related parties

Pernod Ricard Denmark A/S' related parties comprise the following:

Parties exercising control

<u>Related party</u>	<u>Domicile</u>	<u>Basis for control</u>
Pernod Ricard Europe Middle East and Africa S.A.S	5 cours Paul Ricard, 75008, Paris, France.	Parent company

Information about consolidated financial statements

<u>Parent</u>	<u>Domicile</u>
Pernod Ricard S.A.	Paris, France

Related party transactions

The company's related parties are Pernod Ricard S.A. and its subsidiaries. With reference to section 98 C (7) of the Danish Financial Statements Act, the company has chosen only to disclose transactions with related parties not carried through on normal market terms. All transactions between the related parties are based on arms-length term. The type of transactions with the related parties can be specified as buying and selling of goods, management fees, IT-service fee and inter-company loan/receivables.

Ownership

The following shareholders are registered in the Company's register of shareholders as holding minimum 5% of the share capital:

<u>Name</u>	<u>Domicile</u>
Pernod Ricard Europe Middle East and Africa S.A.S.	23 Rue de l'Amiral d'Estaing, 75116, Paris, France.

DKK'000	<u>2020/21</u>	<u>2019/20</u>
13 Appropriation of profit		
Recommended appropriation of profit		
Retained earnings	5,689	1,456
	<u>5,689</u>	<u>1,456</u>

Verification

Transaction 09222115557458835434

Document

03. FY21_Annual Report FS_FINAL PRDK

Main document

19 pages

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Finalised on 2021-12-03 14:29:00 CET (+0100)

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Main document

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