Champagne
A defined geographical area since 1927
Champagne, a unique appellation
CREATOR OF VALUE

THE WORLD’S LEADING WINE AOC BY VALUE

0.5%
OF THE WORLD’S VINEYARD AREA

9%
BY VOLUME

33%
BY VALUE
OF GLOBAL CONSUMPTION
OF SPARKLING WINES

KEY FIGURES

244.1 MILLION bottles shipped, of which 53.6% exported

4.2 BILLION euros in sales*

A stock of over 1 BILLION bottles

* excluding taxes, from Champagne

A DEFINED TERRITORY

34,300 HECTARES

3 REGIONS
Grand Est, Hauts-de-France, Île-de-France

5 DEPARTMENTS
Aube, Aisne, Haute-Marne, Marne, Seine-et-Marne

319 CRUS (villages)

16,200 GROWERS

130 COOPERATIVES

4,300 PRODUCERS

360 CHAMPAGNE HOUSES

1,800 EXPORTERS

A stock of over 1 BILLION bottles

4.2 billion euros in sales*

244.1 million bottles shipped, of which 53.6% exported

* excluding taxes, from Champagne
A well-structured industry

COMITÉ CHAMPAGNE, a trade organisation serving the Champagne appellation

- Management of the economic balance
- Technical development of vineyards and wines
- Global protection of the Champagne appellation
- Education about the appellation

A framework for the contractual relationships between growers and houses

- Growers operate 90% of the vineyards
- Champagne houses ship over 70% of the volumes sold

The reserve, unique to champagne

250 million kilos of grapes in reserve
- The equivalent of 214 million bottles
- The equivalent of 74% of a year’s harvest in reserve (three-year average)

The Champagne reserve system was put in place to regulate potential annual yield variations.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including harvest shortages.
A major economic player with global reach

2020 shipments, by volume

244.1 million bottles

46.4% • 113.3 million bottles

27.1% • 66.2 million bottles

26.5% • 64.6 million bottles

2020 shipments, by value

4.2 billion euros*

39.0% • 1.6 billion euros*

27.9% • 1.2 billion euros*

33.1% • 1.4 billion euros*

• France
• European Union
• Rest of the world

A global presence, in over 190 countries

Sustained export growth

Shipments outside the European Union have doubled in 20 years

30 markets of over 500,000 bottles

10 top export markets in 2020

<table>
<thead>
<tr>
<th>2020 ranking</th>
<th>Revenue (in millions of euros)*</th>
<th>Millions of bottles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>502</td>
</tr>
<tr>
<td>2</td>
<td>UNITED KINGDOM</td>
<td>338</td>
</tr>
<tr>
<td>3</td>
<td>JAPAN</td>
<td>271</td>
</tr>
<tr>
<td>4</td>
<td>GERMANY</td>
<td>167</td>
</tr>
<tr>
<td>5</td>
<td>ITALY</td>
<td>147</td>
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<tr>
<td>6</td>
<td>BELGIUM</td>
<td>142</td>
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<tr>
<td>7</td>
<td>AUSTRALIA</td>
<td>126</td>
</tr>
<tr>
<td>8</td>
<td>CHINESE WORLD</td>
<td>99</td>
</tr>
<tr>
<td>9</td>
<td>SWITZERLAND</td>
<td>95</td>
</tr>
<tr>
<td>10</td>
<td>SPAIN</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>SWEDEN</td>
<td>54</td>
</tr>
</tbody>
</table>

* excluding taxes, from Champagne

Export breakdown by quality

2020 exports, by value

• 64.9% Non-vintage brut
• 16.5% Prestige cuvées
• 11.6% Rosé
• 3.5% Dosages > to Brut
• 2.0% Dosages < to Brut
• 1.5% Vintage
A major economic player for the Grand Est region and the French economy

A major player among France’s vineyards

4% of the area

20% of the revenue

The leading player in wines and spirits in France

Leading player

20% of exports by value

An industry that contributes to the prosperity of the Grand Est region*

Top export revenues in the region

The Champagne industry contributes to prosperity and innovation in associated sectors such as

Production

Packaging

Transport

Services

37% of agri-food exports

A generator of direct employment

30,000 direct jobs

Inc. 15,000 permanent employees

120,000 harvest workers

*administrative region which comprises Champagne-Ardenne, Alsace and Lorraine, created in January 2016.
**Results over the last 15 years**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-20%</td>
<td>Carbon footprint per bottle</td>
</tr>
<tr>
<td>-50%</td>
<td>Phytosanitary products and nitrogen fertilizers</td>
</tr>
<tr>
<td>20%</td>
<td>20% of area with an environmental certification</td>
</tr>
<tr>
<td>90%</td>
<td>90% of industrial waste treated and recycled</td>
</tr>
<tr>
<td>100%</td>
<td>100% of wine production effluents by products treated and recycled</td>
</tr>
</tbody>
</table>

**Objectives for the future**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-75%</td>
<td>Carbon footprint by 2050</td>
</tr>
<tr>
<td>ZERO</td>
<td>0% herbicide by 2025</td>
</tr>
<tr>
<td>100%</td>
<td>100% of area with an environmental certification by 2030</td>
</tr>
<tr>
<td>Further</td>
<td>Rollout of the circular economy in the Champagne region</td>
</tr>
</tbody>
</table>

**Pioneering region**

- France’s leading wine region in the use of mating disruption to combat leafflower moths
- Largest fleet of electric straddle tractors
- First wine region ever to assess its carbon footprint (2002)

**Sustainable vine growing**

- 40% of the wine area has environmental certification, including 28% certified Sustainable Viticulture in Champagne

**100% of the growers are committed to continuously improving the vineyards**
Leading the french wine industry, Champagne significantly contributes to the national economy.

The Champagne AOC, synonymous with quality, prestige and celebration, constitutes a priceless asset.

It symbolises France internationally. The Champenois have been protecting this shared heritage for over 150 years.

THE CHAMPAGNE HILLSIDES, HOUSES AND CELLARS are featured on UNESCO’s World Heritage List.