CHAMPAGNE
a major economic player
2018
Champagne
A Defined Geographical Area Since 1927

Location of the vineyards

Château-Thierry

Épernay

Reims

Châlons-en-Champagne

Vitry-le-François

Troyes

Château-Thierry

Dormans

Verzy

Aj

Charly-sur-Marne

Vertus

Avize

Côte des Blancs

Côte de Sézanne

Sézanne

Villenauxe-la-Grande

Châlons-sur-Marne

Massif de Saint-Thierry

Vallée de l’Ardre

Vallée de la Marne

Montagne de Reims

N 31

AISNE

D 236

N 36

MARNE

N 4

MARNE

VAL D’OISE

SEINE ET MARNE

HAUTE MARNE

AUBE

SEINE

Aisne

N 19

N 19
Champagne, a unique appellation
CREATOR OF VALUE

THE WORLD’S LEADING WINE AOC BY VALUE

0.5%
OF THE WORLD’S VINEYARD AREA

10% 36%
BY VOLUME BY VALUE
OF GLOBAL CONSUMPTION OF SPARKLING WINES

KEY FIGURES

301.9 MILLION bottles shipped, of which 51.3% exported
4.9 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)

16,000 GROWERS
140 COOPERATIVES
340 CHAMPAGNE HOUSES
4,600 PRODUCERS
1,800 EXPORTERS

Champagne, a unique appellation creator of value the world’s leading wine AOC by value
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 own 90% of the vineyards

Champagne houses ship over 70% of the volumes sold

The reserve, unique to champagne

262 million kilos of grapes in reserve

The equivalent of 227 million bottles

The equivalent of 71% of a year’s harvest in reserve

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

A global presence, in over 190 countries

Sustained export growth

Shipments outside the European Union have doubled in 20 years

Nearly 30 markets of over 500,000 bottles

10 top export markets in 2018

<table>
<thead>
<tr>
<th>2018 ranking</th>
<th>Revenue (in millions of euros)*</th>
<th>Millions of bottles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA 577.1</td>
<td>23.7</td>
</tr>
<tr>
<td>2</td>
<td>UNITED KINGDOM 406.2</td>
<td>26.8</td>
</tr>
<tr>
<td>3</td>
<td>JAPAN 318.8</td>
<td>13.6</td>
</tr>
<tr>
<td>4</td>
<td>GERMANY 203.0</td>
<td>12.1</td>
</tr>
<tr>
<td>5</td>
<td>ITALY 158.6</td>
<td>7.4</td>
</tr>
<tr>
<td>6</td>
<td>BELGIUM 144.9</td>
<td>9.1</td>
</tr>
<tr>
<td>7</td>
<td>AUSTRALIA 123.3</td>
<td>8.4</td>
</tr>
<tr>
<td>8</td>
<td>SWITZERLAND 120.9</td>
<td>5.8</td>
</tr>
<tr>
<td></td>
<td>CHINESE WORLD 98.6</td>
<td>4.7</td>
</tr>
<tr>
<td>9</td>
<td>SPAIN 85.2</td>
<td>4.2</td>
</tr>
<tr>
<td>10</td>
<td>CANADA 56.9</td>
<td>2.4</td>
</tr>
</tbody>
</table>

* excluding taxes, from Champagne

Export breakdown by quality

2018 exports, by value

- 65.8% Non-vintage brut
- 16.2% Prestige cuvées
- 11.8% Rosé
- 3.2% Dosages > to Brut
- 1.5% 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
- 22% 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

39% 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.
AN INDUSTRY COMMITTED TO SUSTAINABLE DEVELOPMENT

Lowering the environmental impact with 3 collective plans and daily measures

Results over the last 15 years

<table>
<thead>
<tr>
<th>Plan</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon Plan</td>
<td>-20% carbon footprint per bottle</td>
</tr>
<tr>
<td>Phytosanitary Plan</td>
<td>-50% phytosanitary products and nitrogen fertilisers</td>
</tr>
<tr>
<td>Water Plan</td>
<td>25% of production is certified ISO 14001</td>
</tr>
<tr>
<td></td>
<td>100% of the wine production effluents recovered</td>
</tr>
<tr>
<td></td>
<td>90% of waste recovered</td>
</tr>
</tbody>
</table>

Pioneering region

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

Sustainable vine growing

- 20% of the wine area has environmental certification, including 15% 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.

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