CHAMPAGNE
a major economic player

2017
The Champagne region: a geographical area of production delimited since 1927
Champagne, a unique appellation
A creator of value

World’s leading wine AOC in value

- **0.4%** of world vineyard area
- **10%** in volume
- **36%** in value of world consumption of sparkling wines

**Key Figures**

- **307.3 million** bottles shipped, of which **50%** exported
- **4.9 billion** euros in turnover*
- Stocks in excess of **1 billion** bottles (in course of maturation)

**A Limited 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**
  - (wine-producing communes)

**Other Figures**

- **15,800 growers**
- **140 cooperatives**
- **4,700 shippers**
- **320 champagne houses**
- **1,800 exporters**

*ex-cellar turnover, excluding tax
COMITÉ CHAMPAGNE, A TRADE ORGANIZATION THAT SERVES THE CHAMPAGNE APPELLATION

- **Management** of economic balance
- **Technical development** of the vineyard and the wine
- **Worldwide protection of the Champagne appellation**
- **Educational information** regarding the appellation

SUPERVISION OF CONTRACTUAL RELATIONS BETWEEN WINEGROWERS AND HOUSES

- **The growers** hold **90%** of the vineyard
- **The champagne houses** sell up to **70%** of global volumes

RESERVE WINE, A CHAMPAGNE SPECIFICITY

212 million kilos of reserved grapes
The equivalent of 184 million bottles
Approximately 61% of a harvest, in reserve

The interprofessional reserve system was implemented to compensate for significant variations in yield from one year to the next one.

It takes into account the northern location of the Champagne vineyards to answer the regular supplying and requirements of markets including when facing a major harvest failure.
A major economic player
A global influence and reputation

2017 exports, in volume
307.3 million bottles
50.1%  153.8 million bottles
24.9%  76.6 million bottles
25.0%  76.9 million bottles

2017 exports, in value
4.9 billion euros*
42.6%  2.1 billion euros*
25.8%  1.3 billion euros*
31.6%  1.5 billion euros*

France  European Union  Other countries

A worldwide presence, in more than 190 countries

The progression of export shipments is still buoyant
Exports outside the European Union have doubled in 20 years

Approximately 30 markets over 500,000 bottles

Top 10 export markets in 2017

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Million euros turnover*</th>
<th>Million bottles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>585.8</td>
<td>23.1</td>
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<tr>
<td>2</td>
<td>UNITED KINGDOM</td>
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<td>JAPAN</td>
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<td>DEUTSCHLAND</td>
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<td>AUSTRALIA</td>
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<td>CHINESE WORLD</td>
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<tr>
<td>9</td>
<td>SPAIN</td>
<td>82.8</td>
<td>4.1</td>
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<tr>
<td>10</td>
<td>CANADA</td>
<td>54.9</td>
<td>2.2</td>
</tr>
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</table>

* ex-cellar turnover

Distribution according to quality, for export

2017 exports, in value

- 67.2%  Non-vintage Champagne
- 15.5%  Prestige cuvées
- 11.5%  Rosé Champagne
- 2.9%   Demi-sec Champagne
- 1.7%   Vintage Champagne
- 1.2%   Other
A major economic player for the Grand Est area and French economy

A significant role, in the French vineyards

- 4% of France’s total vineyard area
- 20% of turnover

A major player in the French wines and spirits sector

- No. 1 player
- 22% of the export value of French wines and spirits

A sector that contributes to the dynamics of the Grand Est region

- No. 1 export turnover for the Grand Est region
- 39% of agri-food exports

A driving force for growth and innovation in ancillary sectors such as:

- Equipment and machinery manufacturing
- Packaging
- Transport
- Services

- 30,000 direct jobs of which
- 15,000 salaried positions
- 120,000 grape pickers

A direct job creating sector
Three action plans designed to reduce the environmental footprint on a daily basis...

… Leading to tangible results for over 15 years

-15% carbon footprint per bottle

-50% phytosanitary products and nitrogen fertilizers

25% of production is ISO 14001 certified

100% of the wine-production effluents are recycled

90% of waste is recovered

A pioneering area

A pioneer vineyard in France regarding the use of the mating disruption method (pheromone dispensers)

First electric straddle-tractors fleet in France

First wine-growing area to carry out a carbon assessment in 2002

Sustainable vine-growing

15% of eco-certified vineyards, including 12.5% certified Sustainable Wine-Growing in Champagne

A committed sector for a sustainable development strategy

A 100% vineyard area constantly in a dynamic approach and continuous improvement
Champagne : a leader in French wines, a significant contribution to the national economy.

The Champagne AOC, symbol of quality, success and celebration, represents an unfathomable legacy of priceless value.

Champagne is the emblematic figure of France worldwide: the Champenois have been protecting their common assets for more than 150 years.

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