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Pernod Ricard Partners with PSG

French Giants Join Forces

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Pernod Ricard, the renowned French wine and spirits company, has taken a significant step in the sports sponsorship arena by becoming an official partner of Paris Saint-Germain (PSG). This collaboration marks a milestone for Pernod Ricard, as it is the first global partnership of its kind for the Group, highlighting the convergence of luxury, sports, and global influence. The partnership, set to commence with the 2024-2025 season, will see Pernod Ricard's portfolio of premium brands featured across PSG's

professional teams, including men's and women's football, as well as handball.

For over a decade, Pernod Ricard has been intricately linked to PSG, serving as an official provider of wine and spirits for the club's hospitality program. This longstanding relationship has now evolved into a comprehensive global partnership, making Pernod Ricard the exclusive provider of champagne and spirits for PSG. The four-year agreement extends Pernod Ricard's role from merely a provider to a full-fledged partner with dedicated visibility and communications rights, further enhancing its presence within the club's global narrative.

This collaboration is more than just a business deal; it is a union of two iconic French entities that embody the spirit of elegance, celebration, and global influence. Paris Saint-Germain, with its 218 million followers worldwide and a top-three ranking in Deloitte's Money League, is not just a football club but a global brand that resonates with passion, success, and culture. Pernod Ricard, with its vast portfolio of premium brands, including some of the world's most celebrated wines and spirits, shares these values. The partnership is poised to create sophisticated, on-the-ground experiences that resonate with fans and consumers alike, combining the allure of luxury beverages with the thrill of top-tier sports.

Philippe Guettat, EVP Global Brands at Pernod Ricard, highlighted the alignment of values between the two brands, noting how sport reflects audacity, passion, and the beauty of togetherness—qualities that Pernod Ricard aims to celebrate through this partnership. "In recent weeks, the whole world has observed how sport is about audacity, passion, and coming together; values that fully resonate with Pernod Ricard's purpose of being Créateurs de Convivialité. Through this partnership with Paris Saint-Germain, we want to celebrate the beauty of togetherness and achievement, through the magic of sport. We will be cheering on PSG and their great ambitions for the upcoming seasons," Guettat remarked.

Nicola Ibbetson, Director of Partnerships and Sponsorships at PSG, expressed similar sentiments, emphasizing the synergy between the two brands. "We are delighted to collaborate with Pernod Ricard, a prestigious partner that embodies the same passion for excellence, conviviality, and elegance as Paris Saint-Germain. This partnership is a

perfect synergy, where each brand enhances the other, and together, we will elevate the PSG and Pernod Ricard experience to new heights on the international stage," Ibbetson said.

The partnership is expected to bring about a host of new initiatives and experiences that will further cement PSG's position as a global sports powerhouse while also elevating Pernod Ricard's brand presence on the international stage. By aligning themselves with a club of PSG's stature, Pernod Ricard is not only amplifying its brand visibility but also reinforcing its commitment to excellence and cultural sophistication. This collaboration is a strategic move that underscores the growing intersection between luxury brands and sports, where the shared values of passion, success, and elegance are celebrated on a global scale.

As both brands look to the future, this partnership promises to deliver unique, memorable experiences that resonate with fans, consumers, and stakeholders worldwide. The fusion of Pernod Ricard's luxurious offerings with PSG's dynamic and influential platform will undoubtedly create a powerful narrative that celebrates both French savoir-faire and the universal appeal of sports.