



PRESS RELEASE – FBBA 2012

The 12th edition of the Franco-British Business Awards (FBBA) was held in London on 21 November. Co-organised by the French Chamber of Commerce in Great Britain and the Franco-British Chamber of Commerce & Industry in France, the FBBA are designed to encourage and promote bilateral trade and economic links between France and the UK by recognising the expertise and success of French and British companies, both large and small.

The Awards ceremony took place under the patronage of the French Embassy in the UK, represented on the night by Laurence Dubois Destrizais, Minister Counsellor for Economic and Financial Affairs, and the British Embassy to France, represented by Michael Ward, Director of UKTI.

Candidates were judged by a high-level jury with members from French and British Embassies, Chambers of Commerce, Trade Commissions and corporations. The award in the SME/Entrepreneur category was presented to Deezer, the Award for Innovation went to A-Music/Audio Network PLC and Pernod Ricard was the recipient of the Jury's Special Award, while the 'Coup de Coeur' Award went to CdeC, a close contender for the SME/Entrepreneur Award.

The event, which took place at the new ME London Hotel in the Strand, was sponsored by Barclays, Eurostar and Mazars, with supporting sponsor MIC Hotel. Partners included CCI International, French Radio London, ICI Londres, Invest in France, lepetitjournal.com and UKTI.

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ANNEXES

Winner of the SME/Entrepreneur Award:

Deezer

This award is designed for British and French SMEs which export their products and / or services to France or Great Britain and / or which have successfully established one or more subsidiary(ies) in either country for a minimum of two years.

Deezer UK

Managing Director: Mark Foster

Launched in September 2011

As of October 2012, Deezer is available in 160 countries

Main sector of activity:

- *Internet*
- *Mobile*
- *Telephony*

Main Competitors:

- *Swedish: "Spotify"*
- *American: "Napster", "Rdio"*
- *British: "We7"*

Deezer is a music service that delivers an exciting, multi-local music experience to more than 26 million music fans worldwide. With 2 million paying subscribers, more than 1 million Facebook fans and more than 100 million shareable playlists, Deezer allows fans to experience music unrestricted by any of the barriers of the past, providing unlimited access to a catalogue of 20 million tracks, instantly available in enhanced sound quality, on and offline, on any device - smartphone, computer, tablet, home speakers or car.

Created by Daniel Marhely in 2007, Deezer rapidly secured deals with labels and copyright societies and today counts around 2000 independent and major labels from around the world. Deezer exists as a stand-alone service but also counts a large number of telecommunications partners which help it to rapidly reach mass audiences.

Deezer UK was launched in September 2011, as both a stand-alone service and in partnership with Orange UK.

Deezer in the media:

'Deezer, an online music subscription site that rivals Spotify, yesterday won €100m (£80m) backing from investors including the parent company of Warner Music Group, Access Industries. The deal for Paris-based Deezer is France's biggest start-up funding round and means an important tie-up to Warner, whose artists include Cee Lo Green, Josh Groban, Madonna, Michael Bublé and Enya. Deezer hosts 20 million music tracks and has seven million monthly users. The backing comes from Access and previous Deezer investor Idinvest' (9 October 2012, *The Independent*).

For more information, visit Deezer's website at www.deezer.com

Winner of the Innovation Award: **A-Music/Audio Network PLC**

This award is designed for British and French companies working within France or the UK for at least two years and which are particularly innovative (proven competence in Research & Development, launch of a revolutionary product or service, leader in a niche market, etc.).

A-Music

Managing Director: James Abinger

Date of creation: November 2005

Sector of activity: Music for film, television and advertising

A-Music: sub-publisher of Audio Network

Main sector of activity: film, television, advertising, corporate video, education, government

Created by over 350 international composers, Audio Network's library of 53,259 original music tracks can be used for TV, Advertising and Film production or any video editing project.

Audio Network and its overseas representatives work mainly in the private sector, where the service is predominantly used by independent TV production companies. Within the public sector, national broadcasters including the BBC and France Television frequently use Audio Network. The service is also popular in education, local government and with Armed Forces.

Audio Network eliminates the traditionally complex and time-consuming process of clearing music rights with multiple rights holders on a track-by-track basis. All Audio Network music has been pre-cleared for synchronisation usage by audio-visual producers worldwide. Music is provided to customers by download from multi-language websites, where all tracks can be auditioned and researched using multiple search categories.

Audio Network became the first music publisher to offer this business model to the audio-visual market when they launched their service in the UK in 2001. The company has captured over 25% of the UK market for production music and is expanding internationally at a rapid pace. In 2012, a new subsidiary opened in Munich and a new sub-publisher was appointed in Milan/Rome.

Audio Network's progress has been recognised by consistently winning awards.

- Winner, Queen's Award for Enterprise, International Trade Category (2012)
- Winner, Queen's Award for Enterprise, Innovation Category (2008)
- Shortlisted, Growth Company of the Year, CBI Growing Business Awards (2008)

The Sunday Times "Tech Track 100" list included Audio Network in both 2011 and 2012, featuring an average compound annual growth rate of more than 42% per annum over the previous three years. Audio Network was recognised as being one of the brightest businesses in Britain in the Telegraph in September 2011.

For more information visit A-Music's website: www.a-music.fr

Winner of the Jury's Special Award:

Pernod Ricard

This Award is designed for all members of the French Chamber of Commerce in Great Britain and / or the Franco-British Chamber of Commerce in France who feel that they have contributed significantly to either Chamber.

Pernod Ricard

Pernod Ricard UK: responsible for the sales marketing and distribution of the Group's leading spirits, wines and champagnes in the UK

Main brands: ABSOLUT, Beefeater, Chivas Regal, Havana Club, Jameson, Kahlúa, Malibu, Martell, The Glenlivet, G.H. Mumm, Perrier-Jouët, Brancott Estate, Campo Viejo, Jacob's Creek

Managing Director: Denis O'Flynn

Chivas Brothers: The Scotch whiskey and premium gin business of Pernod Ricard and manages five of the Group's 14 global priority brands

Main brands: ChivasRegal, Ballantine's, Beefeater Gin, The Glenlivet, Royal Salute, Aberlour, Plymouth Gin, Longmorn, Scapa, 100 Pipers, Clan Campbell, Something Special and Passport

Chairman and CEO: Christian Porta.

Pernod Ricard is 15th on the Forbes list of the World's Most Innovative Companies.

Pernod Ricard is the world's co-leader in wines and spirits. Pernod Ricard holds one of the most prestigious brand portfolios in the sector: strategic brands include ABSOLUT Vodka, Chivas Regal, Ballantine's, Royal Salute and The Glenlivet Scotch whiskies, Havana Club rum, Beefeater gin, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek and Brancott Estate wines.

Pernod Ricard employs a workforce of nearly 18,000 and operates through a decentralised organisation, with 6 'Brand Companies' and 75 'Market Companies' established in each key market.

'Created in 1975 in France, Pernod Ricard has rapidly expanded over the past decade, through both organic growth and acquisitions. The Group is now the world co-leader of the Wine & Spirits industry. Our ambition is clear: we want to become number 1 in the industry.'

Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption.

Pernod Ricard's strategy and ambition are based on three key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Key figures:

- No. 1 worldwide in premium and prestige spirits
- €8,215 million in net sales
- €2,114 million profit from recurring operations
- €1,146 million in group net profit
- 18,777 employees
- 75 market companies covering four regions
- 98 production sites

For more information, visit Pernod Ricard's website: www.pernod-ricard.com

Winner of the 'Coup de Coeur' Award CdeC by Cordelia de Castellane

CdeC offers collections with soft colours and a cosy feel in a pure and classic style for children.

Main sector: Creation of children's wear

Launched in 2006, CdeC quickly became the well-guarded secret of a new generation of mothers. The brand is seen as contemporary, playing with classic codes and lines in a very subtle way.

Key figures :

- Created in 2006,
- A turnover in 2011 of €4 million
- 10 shops
- 6 branches
- 6 franchises
- Distributed in 20 countries

In 2006, Cordelia de Castellane and Segolène Gallienne were looking for 'cheap and chic' clothes for their children. Unable to find what they were looking for, they came up with the idea of creating their own collection - quality clothes with a 'bobo chic' signature and a price range below €40, which are produced at a lower cost in Asia.

Today Cordelia de Castellane has a network of outlets including six shops (Paris, London, Brussels), several branches in Europe (Geneva, Zurich, Madrid and Athens) and about 150 multi-brands worldwide.

With a turnover of approximately €3.5 million for its fiscal year 2011 (almost double its sales of €1.8 million in 2010), and a forecast of €5 million in 2012, Cordelia de Castellane intends to accelerate the development of its brand in France and abroad.

For more information, visit CdeC's website: www.cordeliadecastellane.com

Members of the Jury

Michel de Fabiani, Former President, Franco-British Chamber of Commerce & Industry in France

Laurence Dubois-Destrizais, Minister Counsellor for Economic and Financial Affairs, Economic section of the French Embassy in the UK

Peter Alfandary, Deputy President, French Chamber of Commerce in Great Britain

Fabrice Etienvre, Director, Invest in France Agency

Hervé Ochsenbein, Managing Director, French Trade Commission Ubifrance, London office **Nicolas**

Petrovic, CEO, Eurostar

Nicola Riviere, Vice President, Multinational Corporate Team in France, Barclays

David Herbinet, Partner, Large Corporate & French Interface, Mazars LLP

Catherine Le Yaouanc, General Manager, Franco-British Chamber of Commerce & Industry in France

Florence Gomez, Managing Director, French Chamber of Commerce in Great Britain

INFORMATION ON BOTH CHAMBERS

The French Chamber of Commerce in Great Britain www.ccfgb.co.uk

The French Chamber of Commerce in Great Britain (FCCGB) is today the largest foreign Chamber of Commerce in the UK and the third French Chamber of Commerce worldwide.

Our mission

To link French companies in the UK as well as British companies with an interest in France and be the representative body for its 600 member companies, 50% of which are British. To this effect, the Chamber organises more than 50 events per year where members can network.

Our publications

It also publishes a bi-monthly magazine, *INFO*, various business guides written by experts drawn from its membership and e-newsletters.

A key tool for Franco-British companies relations, development & networking

Another important mission of the Chamber is to help both French and British SMEs develop their business on either side of the Channel by offering an extensive range of commercial services ranging from assistance in opening a subsidiary to accountancy & payroll services, fiscal representation or partner search.

Part of the largest private French network in the world

The Chamber is also a member of the FCCIA (French Chambers of Commerce and Industry abroad), which brings together 114 chambers overseas in 78 countries, the largest private French network in the world, with a combined membership base of more than 25,000 companies, of which 50% are non-French.

www.ccfgb.co.uk

Board Members:

Arnaud Vaissié (President) - Chairman and CEO of International SOS

Peter Alfandary (Deputy President) - Partner and Head of the French Team at Reed Smith LLP

Arnaud Bamberger (Vice President) - Executive Chairman of Cartier LTD

Richard Brown, CBE (Vice President) - Chairman at Eurostar UK Ltd

Bruno Deschamps (Vice President) - Chairman & CEO, Entrepreneurs Partners LLP & EP Capital,
President, CCEF UK

Ian Fisher (Vice President) - Group Country Head of the UK at Société Générale

Brian Gosschalk (Vice President) - Head of the President's Office at Ipsos

Florence Gomez (Managing Director) - The French Chamber of Commerce in Great Britain

Carolyn McCall, OBE (Vice President) – CEO, EasyJet

Christian Porta (Vice President)- Chairman and CEO, Chivas Brothers

Vincent de Rivaz CBE(Vice President) - Chief Executive, Member of EDF Group Executive Committee, EDF Energy

An interactive business network

The Franco-British Chamber creates opportunities and connects people to assist members to promote and to develop their activity within the Franco-British business community. The Chamber has developed a strong network of public and private partners both in France and in Britain.

Over 100 events a year

The Franco-British Chamber develops bespoke events (and sponsorship) to help Members to increase their visibility and reputation within the Franco-British business community.

A platform to promote your services and products

The Franco-British Chamber offers Members the opportunity to benefit from multiple communication channels, including events, publications, website, E-newsletter... enabling you to convey your message to the Franco-British business community and beyond.

A business information service

The Franco-British Chamber of Commerce has a network of experts who can provide assistance in setting-up your office and operational base in both countries, recruiting staff, in facilitating legal, accountancy and financial services, in negotiating contracts, in organising your events...

Training services

The Franco-British Chamber of Commerce can help you and your team with your training needs: Diplomas in Business English and the Business English Skill Test Training offers: coaching, intercultural management...

www.francobritishchambers.com