

PRESS RELEASE – FEBRUARY 13, 2025

## ADVINI REMAINS RESILIENT WITH €277.6 MILLION IN REVENUE (-3.2%) IN 2024

Net revenue IFRS revenue (in € millions)	2023			2024			Change 24/23(%)
	H1	H2	Year	H1	H2	Year	
Wine	137.2	143.9	281.1	134.8	137.8	272.6	-3.0%
Services*	3.0	2.7	5.7	2.7	2.2	4.9	-13.9%
Revenue	140.2	146.6	286.8	137.5	140.1	277.6	-3.2%

\* Includes impact of sale of Impressions de l'Enclos on H2: €0.7 million

### A WINE MARKET UNDER PRESSURE IN 2024

Concerning AdVini wine sales, the French Retail market was down sharply, both in volume (-4.9%) and value (-3.4%). The hospitality sector followed the same trend. A slight drop in value in Exports (-1%) affected Bordeaux wines in particular (-8.4%) along with key markets such as the United Kingdom (-5.8%), Northern Europe (-4.7%), Asia/Oceania (-9.7%) and China, where exports fell for the fourth consecutive year (-18.5%). The Canadian market is sluggish (+1%) and 15% growth on the US market only is partly attributable to an anticipation of tariff risks in 2025.

In this environment, business overall at AdVini was down -3.2%, but results varied starkly from one sales network to another

- Retail (-7.6%) and HD in France and exports (-20.9%) were down sharply due to AdVini's decision not to grant the excessive price discounts and promotions demanded by these customers.
- In several countries, however, AdVini outperformed the market: in Canada (+10%), where it consolidated its position as the top French importer, as well as in the US (+26%), Asia (+10%), and on export markets generally (+6%) excluding EDMP.
- This growth is two-sided, driven by South Africa (+13.2% like-for-like in terms of exchange rates) and its estate brands like Laroche (+14%), Champy (+20%), Ogier (+10%) and L'Oratoire des Papes (+5%).



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## OUTLOOK FOR 2025

A highly shifting geopolitical context in early 2025 and the downward trend in red wine consumption compel us to be cautious about the business outlook. AdVini will continue to invest in sales and marketing in its ongoing efforts to ensure, as it did in 2024, the expansion of its strongest brands on high-priority and high-value markets.

Next announcement: a press release on the 2024 annual results will be published on April 2, 2025 (at the market close).

## ABOUT ADVINI

Founded in 1872, AdVini is an international wine group driven by family spirit, visionary, people-focused shareholders, and incredible entrepreneurship. For over 150 years, AdVini has embraced all trades in the wine industry. A winemaker, producer, supply chain expert and operator, and worldwide distributor, AdVini carries forth excellent savoir-faire and winegrowing tradition by sharing its passion for wine with its partners and promoting its defining mosaic of terroirs and traditions.

Deeply rooted in major vineyards in France and South Africa, AdVini cultivates the independence of its properties and estates, which work together to achieve a common goal: “United in our diversity, working daily with respect for all, to bring out the best in our vineyards and people.”

AdVini is resolutely committed to the sustainability of its activities and strives daily to reduce their impact, both in the vineyard, where it is leading an agroecological transition, and at production sites, where careful attention is paid to water use, energy efficiency and green design techniques in winemaking.

## FOR MORE INFORMATION, CONTACT

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RCS B896 520 038 - VAT FR 95 896 520 038 - Limited company with a share capital of €31,534,680

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