

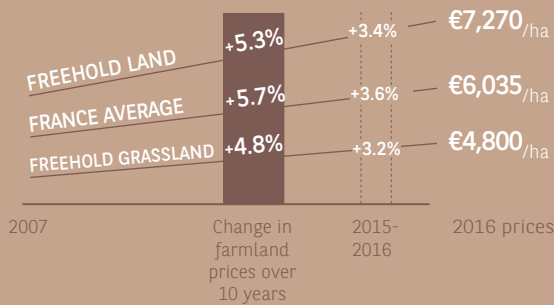


RURAL LAND IN 2016

AGRICULTURAL LAND THE 2016 HARVEST: HISTORICALLY LOW CROP YIELDS IN FRANCE AND FALLING PRICES WORLDWIDE

Rural land: prices are rising

Farmland prices in France



Sources: Valeurs Vénales 2016/FranceAgriMer



WHEAT

Historically low yields in France since 1980



744 million tonnes (worldwide)
28 million tonnes (France)
5.5 million ha (France)
53.6 q/ha: average crop yield, a drop of **32%** vs. 2015 (**79.4** q/ha) in France



€**169**/tonne in 2017 vs. €**159**/tonne in 2016



RAPESEED

Production in decline



67.6 million tonnes (worldwide)
4.6 million tonnes (France)
30.6 q/ha: average crop yield, a drop of **13%** vs. 2015 (**36.4** q/ha) in France



€**415**/tonne in January 2017 vs. €**373**/tonne in January 2016



CORN

Production in decline



1,030 million tonnes in 2016 (worldwide)
12.5 million tonnes in 2016 (vs. 13 million tonnes in 2015) in France
1.4 million ha in France
82 q/ha (-2 q/ha)

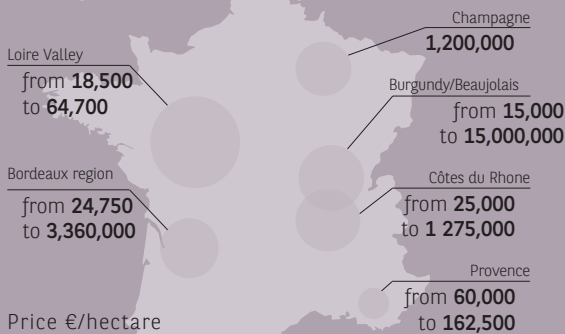


€**162**/tonne in January 2017 vs. €**156**/tonne in January 2016

VINEYARDS

WINE: 2016 WAS A VERY GOOD YEAR

Average prices are rising



Source: Valeurs Vénales

Prices in France

+6.7% annual increase over the past 10 years
+3.8% annual increase over the past 10 years (excluding champagne)

France's exports



Worldwide wine production

259 million hectolitres, a drop of **5%** vs. 2015



French Production

43.2 million hectolitres
-10% vs. 2015
-5% vs. the 5 previous years



FORESTS

TIMBER MARKET: PRICES HAVE DROPPED (EXCEPT FOR OAK)

Prices are rising

€**4,000**/hectare (average price in 2016) but the price rises to €**11,500**/hectare for high-quality forests



Forests covering > 100 ha

- 110 transactions
- 20,600 ha

approx. **18.8%** of total sales, but less than **0.5%** of total forest land

HARDWOODS*

Oak **+10%**
Beech **-1.3%**
Poplar **+0.9%**

SOFTWOODS*

Spruce pine **-4.9%**
Douglas fir **+0.9%**
Maritime pine **-2.3%**
Scots pine **-1.8%**

*change between 2016 and 2015 prices

THE US WINE MARKET: A NEW EL DORADO FOR FRENCH WINE?

The US wine industry in figures



Wine consumption in the US

10 litres per year per capita
+2,7% per year since 1990

Breakdown in world consumption of wine produced by the top 5 countries.



31 million hectolitres
13% of 2015 world consumption

Source: International Vine and Wine Organisation (OIV)

IMPORTS: Worldwide sales represent **€27.7 billion**



1 in **4**

bottles is consumed outside the producer's home country

50% of global wine sales are generated by the top 4 importing countries

■ million hectolitres ● billion euros
Sources: Global Trade Atlas and FranceAgrimer

French wine has an excellent reputation in the US

Average price of imports of sparkling wine to the US in 2015 (per litre)

FRANCE: €21.09

ITALY: €4.85

SPAIN: €4.34

2nd biggest supplier by value (after Italy)



Average price of imports of still wine to the US in 2015 (per litre)

FRANCE: €8.41

ITALY: €5.03

SPAIN: €4.84

ARGENTINA: €4.41

CHILE: €3.50

AUSTRALIA: €3.18



4th biggest supplier by volume

Estimated consumption growth for wine in the US in 2013-2018



Source: Vinexpo/IWSR