



Acquisition of Château Bernadotte by King Power Group from Champagne Louis Roederer

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With the arrival of King Power Group as a new owner, Château Bernadotte enters in a new era of its history allowing the pursuit of the work and investments accomplished by its former owner Champagne Louis Roederer during the past 5 years.

Château Bernadotte operates a 40-hectare vineyard in Saint-Sauveur near Pauillac, within the Haut-Medoc AOC appellation, with a yearly production of around 200,000 bottles. Château Bernadotte first wine benefits from the "Cru Bourgeois" recognition and has been continuously awarded high ratings in the wine industry.

Château Bernadotte had been acquired in 2007 with Château Pichon Longueville Comtesse de Lalande by Champagne Louis Roederer - a prominent actor of the Champagne industry also owner of Champagne Deutz, Roederer Estate in California, Ramos Pinto in Portugal, Domaines d'Ott in Provence and Maison Delas in the Rhône Valley - which continued the efforts of its predecessors to highlight the terroir of this property through its wines.

Originated in Hong-Kong, King Power has accumulated a wealth of experience and expertise in 6 core industry sectors around the world: food & beverages, property investment & leasing, manufacturing, sports, leisure & health services, brand development and retail services. Forming an interlocking network of robust and forward-looking businesses, its diverse operations are united by the same deep-rooted traditions of excellence and innovation. King Power has notably acquired Agatha and operates a retail network under a vast brand portfolio of various categories including first class brands such as Hennessy, Remy-Martin, Martell, Courvoisier, Camus, Dom Pérignon, Château Lafite-Rothschild, Château Mouton-Rothschild, Cartier, IWC, La Perla and Godiva.

The acquisition of Château Bernadotte by King Power broadens the scope of its food & beverages and retail services branches and is part of the global strategy of the group of expanding with a focus on fostering synergies amongst its various activities. The existing retail network operated by King Power, in particular within the duty-free industry, is seen as a key asset to further support the development of Château Bernadotte on the international market.

Champagne Louis Roederer was advised in this transaction by Wine Bankers & Co (M&A) and Fidal Bordeaux (Legal) and King Power Group by Gide Loyrette Nouel (Legal) and Ernst & Young Bordeaux (Financial and Tax Due Diligence).

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