



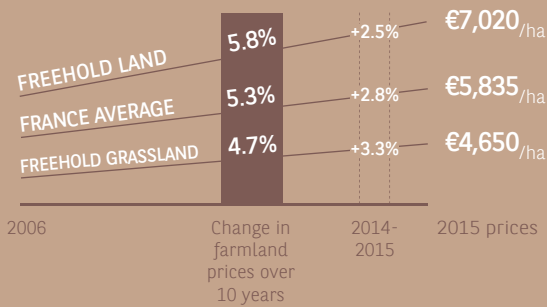
RURAL LAND IN 2015

AGRICULTURAL LAND

2015 HARVEST: A GOOD YEAR FOR WINTER CROPS, BUT A STRUGGLE FOR REVENUE

Land prices continue to rise

Farmland prices in France 2006-2015



Sources: Valeurs Vénales 2015/FranceAgriMer



WHEAT

A record year



733 million tonnes (worldwide)
40.5 million tonnes
5.2 million ha in France
Record since 1936
79.4q/ha ≠ **72.6**q/ha
(five-year average)



€**137**/tonne in 2016
≠ €**186**/tonne in 2015
-26.3% decrease



RAPESEED

Stable prices despite harvest slightly down



1.48 million ha in 2015
≠ **1.6** million ha in 2012
36.4q/ha of average yield,
in the mid-high range for
recent years



€**356**/tonne in February 2016,
equivalent to February 2015



CORN

Small harvests in Europe



13.1 million tonnes in 2015
(-5 million tonnes) in France
85q/ha (-20q/ha)

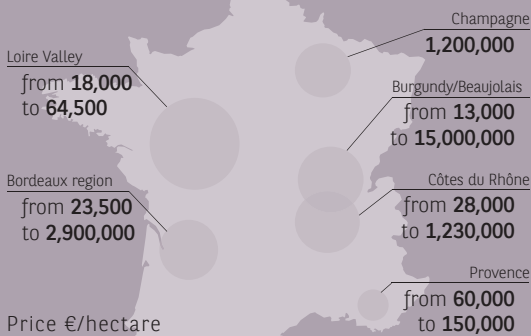


€**146**/tonne in February 2016
≠ €**144**/tonne in February 2015

VINEYARDS

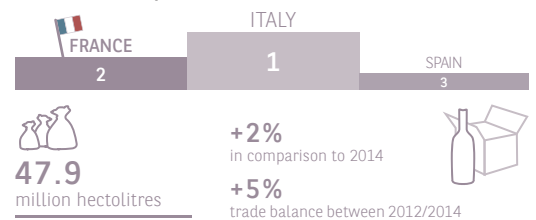
WINE-GROWING LAND: PRICES GENERALLY ON THE INCREASE

Wine: 2015 was a very good year



Sources: Valeurs Vénales 2015/INAO

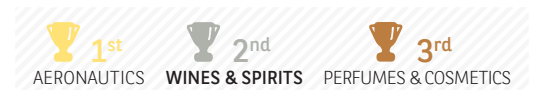
French wine production



France
~ **15,200** ha
sold per year,
1-2% of total
vineyard area

Bordeaux region
world's leading market
and the leading French
market, 40% of vineyard
transactions by value

France's most valuable exports



FORESTS

TIMBER MARKET: ON A POSITIVE TREND SINCE 2008

Prices vary according to segment

€**4,000**/hectare
(average price in 2014)

+4-5%
since 1998

Forest covering > 100 ha

- 120 transactions
- 29,300 ha

~26% of total sales, less
than 1% of total forest land

Sources: SAFER/Experts Forestiers de France

HARDWOODS*

Oak +10%
Beech +6%
Poplar -8%
Ash -13%

SOFTWOODS*

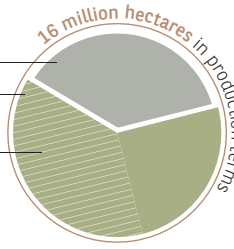
Spruce -8%
Douglas -8%
Maritime pine -15%

*Comparison between 2015 and 2014 prices

OAK BARREL STAVES - A MARKET SUCCESS STORY

French forestry is a world leader

6 million hectares of softwoods
10 million hectares of hardwoods
including 6 million hectares of deciduous trees



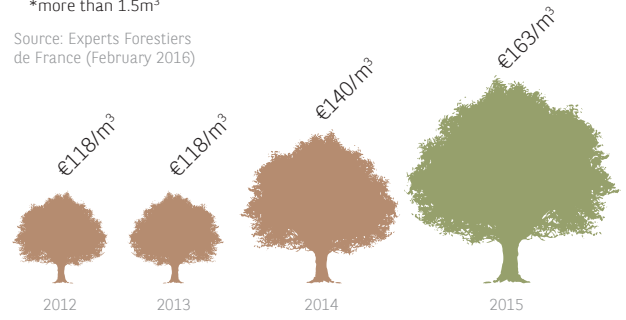
2nd
worldwide production area after USA

1st
European production area

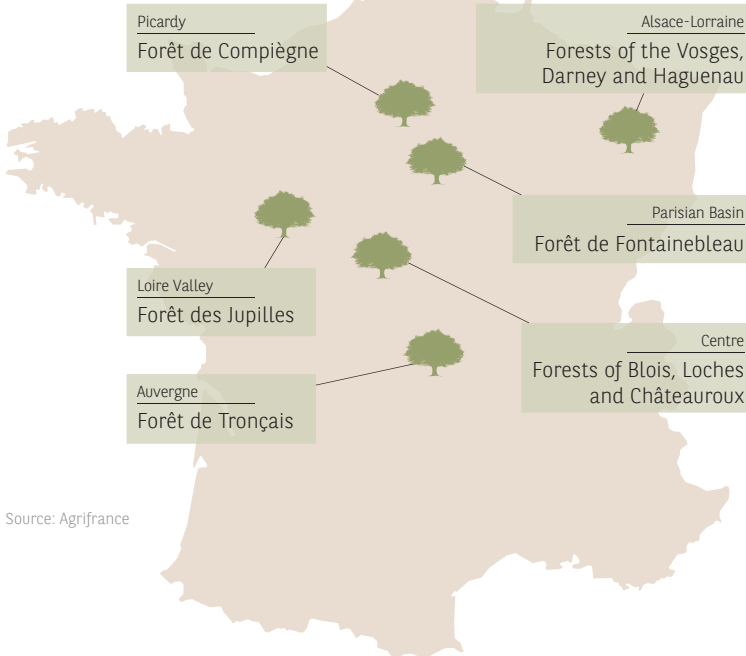
Average price for oak*
*more than 1.5m³

Oak prices: +30% since 2013

Source: Experts Forestiers de France (February 2016)

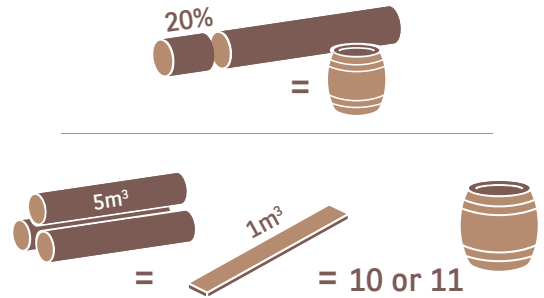


Main sources of stave oak in France



Source: Agrifrance

Know-how developed over centuries is becoming increasingly technical



2,000

Number of hammer blows to make one barrel

A key French industry dedicated to fine wines

Barrel making in France

- Annual production: 550,000
- Trade surplus: €327,000,000
- 60 barrel makers & 1900 employees

1st
in production of oak barrel staves

1500
at barrel makers

400
at stave mills

Oak for barrels in figures



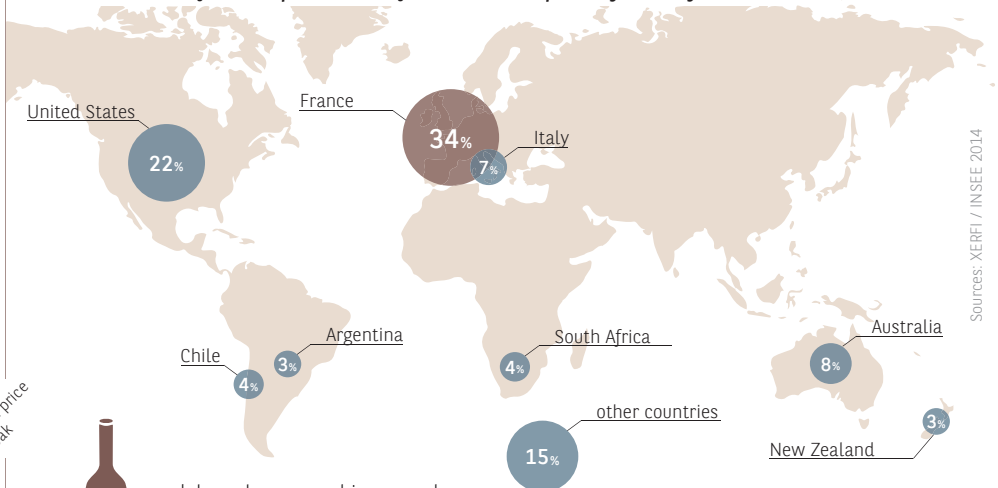
66%

French export-oriented production

34%

French production marketed in France

Breakdown of French production of barrels and exports by country



Sources: XERFI / INSEE 2014

oak barrels are used in around

2% of global wine production