



Pernod Ricard Europe

# PERNOD RICARD EUROPE

25 January 2007



---

➤ Strong 2006/2007 HY1 net sales growth\*: +6.6%

✓ Dynamism\*\* of Top 15 brands: volume +5% & net sales +9%

✓ Strong growth\*\* of major local brands: volume +5% & net sales +6%  
(Ramazzotti, Ruavieja, Ararat and Becherovka)

\*Organic growth excluding bulk spirits sales

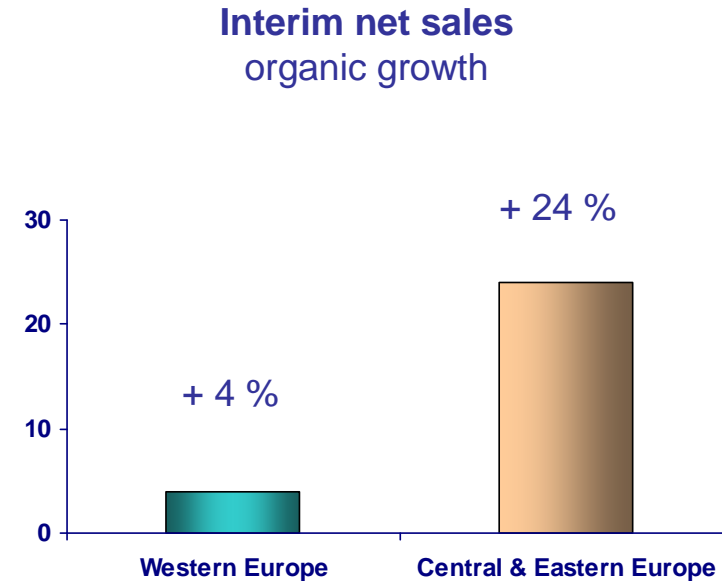
\*\*Volume and sales organic growth (measured from August to December on AD brands)



# A contrasting environment

---

- Buoyant Central & Eastern European markets
- Less favourable environment in certain Western European markets



Western Europe: Ireland, UK, Benelux, Scandinavia, Germany, Italy, Spain, Portugal, Switzerland, Austria, Greece.

Central & eastern Europe: Danube, Poland, Slovakia, Czech Republic, Ukraine, Belarus, Russia.



# Central & Eastern European markets

---

- A major growth driver thanks to:
  - ✓ Buoyant markets
  - ✓ A leading position
  - ✓ A unique portfolio
  
- Two illustrations:
  - ✓ Russia: Great potential for our super & ultra premium spirits
  - ✓ Poland: Strength of the sales force benefiting to AD brands



# Russia : Great potential for our super & ultra premium spirits

---

- Pernod Ricard leader among International players with strong performance on:



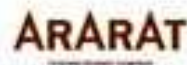
+ 29%: with strong performance of superior qualities



+ 82%: acceleration with the introduction of Jameson 12 yo



+ 31%: strong growth together with a super premium positioning



- 16%: impacted by new tax system

\*Volume organic growth (measured from August to December on AD brands)



# Poland: Strength of the sales force benefiting to AD brands

---

- Pernod Ricard enjoys a strong commercial network built around Wyborowa



+ 58%: Benefits of the brand repositioning



+ 38%: Thanks to Pernod Ricard strong commercial network



+ 40%: Another illustration of soft synergies to the profit of former Allied Domecq brands.

\*Volume organic growth (measured from August to December on AD brands)



# Western European markets

---

- Still some good opportunities on tougher markets:
  - ✓ Improved distribution network, especially for AD brands
  - ✓ Favourable brand/market combinations
  - ✓ A unique portfolio
  
- Two illustrations:
  - ✓ Germany: Favourable Brand / market combinations
  - ✓ Greece: Focus on the on-trade to build up brand equity.



# Germany : Favourable brand / market combinations

---

➤ Pernod Ricard's portfolio well positioned and performing:

**RAMAZZOTTI**

+ 24%: leading spirits brand since summer 06 in off-trade channel (turnover)



+ 6%: strong promotion activities through November and December in the off-trade



+ 22%: strong Market Share increase supported by an uplift in media investment.

\*Volume organic growth (measured from August to December on AD brands)



# Greece : Focus on the on-trade to build up brand equity

---

- Pernod Ricard building brands through on-trade activities



+ 7 %: Leading brand in premium whisky



+ 50%: Focus in the on-trade to develop the brand equity

\*Volume organic growth (measured from August to December on AD brands)



# A promising future for Pernod Ricard in Europe

---

- Distribution controlled across almost the whole of the geographic area
- A portfolio that gives access to new growth opportunities in mature markets
- Investments focused on categories that offer the best growth potential
- Acceleration of growth in Central Europe and Russia.



