



4 ESSENTIALS



OPERATIONAL EXCELLENCE



TALENT DEVELOPMENT



SUSTAINABILITY & RESPONSIBILITY



ROUTE TO MARKET / CONSUMER

4 ACCELERATORS

PORTFOLIO MANAGEMENT



DIGITAL ACCELERATION



INNOVATION



PREMIUMISATION AND LUXURY





CONOR MCQUAID

*Global Business
Development Director*



THIBAUT DE POUTIER

*Executive VP
On-Trade & Luxury
Development*



Pernod Ricard

Global Business Development



Pernod Ricard
Marketing Department



Pernod Ricard
Commercial Development



Pernod Ricard
Centre de recherche



Pernod Ricard
Global Business Development

8 GLOBAL BUSINESS PRIORITIES



1 OBJECTIVE : TOP LINE GROWTH



Pernod Ricard

Global Business Development



GLOBAL BUSINESS DEVELOPMENT

Conor McQuaid



ON-TRADE & LUXURY
DEVELOPMENT

Thibaut de Poutier



GLOBAL
PORTFOLIO

+

RTM

=

ACCELERATE BUSINESS GROWTH



HOW DO WE REACH
EVERY SINGLE
CONSUMER?

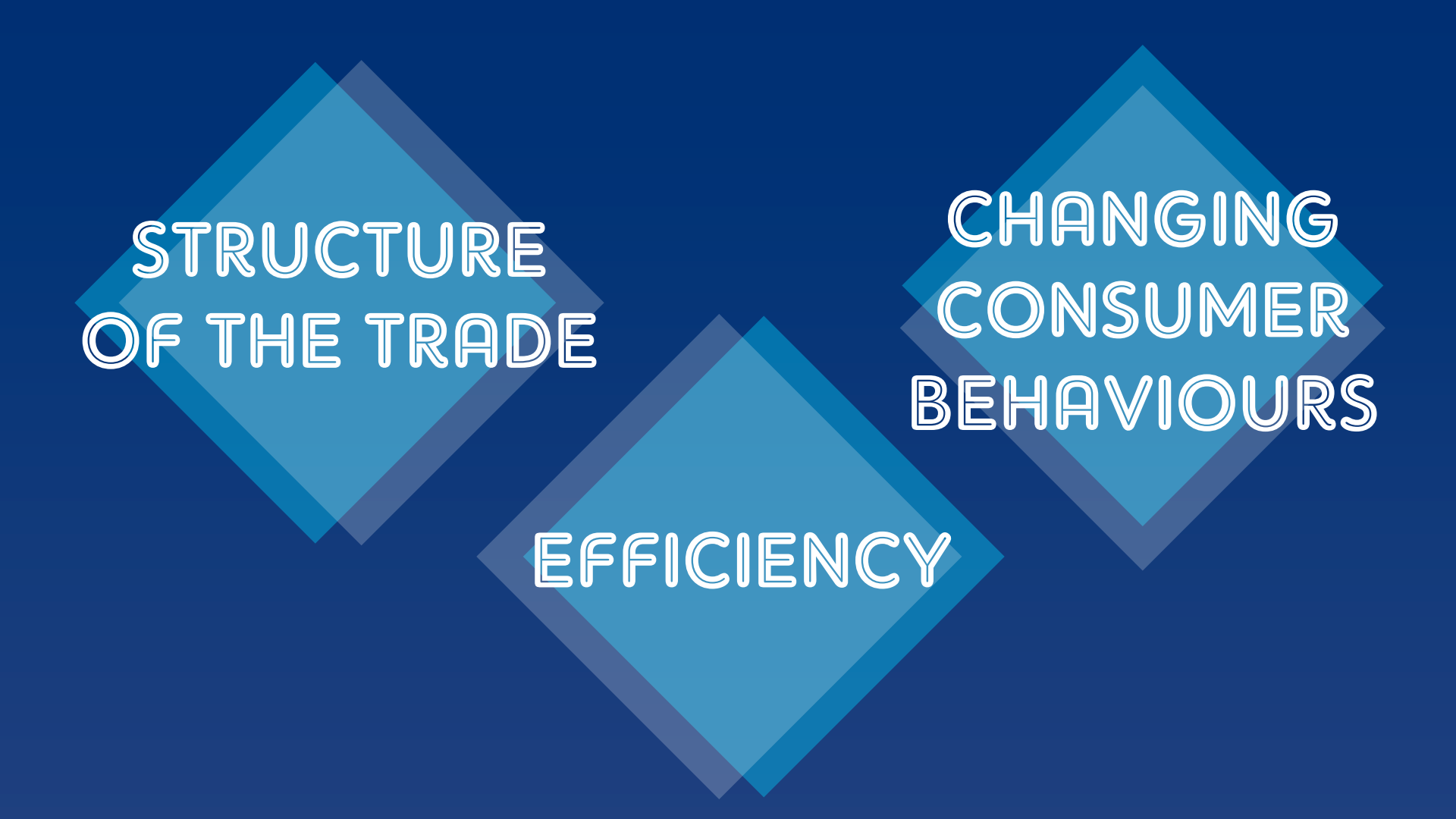


THE WORLD'S MOST EXTENSIVE NETWORK



● AMERICAS - 27%
● EUROPE - 34%
● ASIA ROW - 39%

85 WHOLLY OWNED DISTRIBUTION COMPANIES

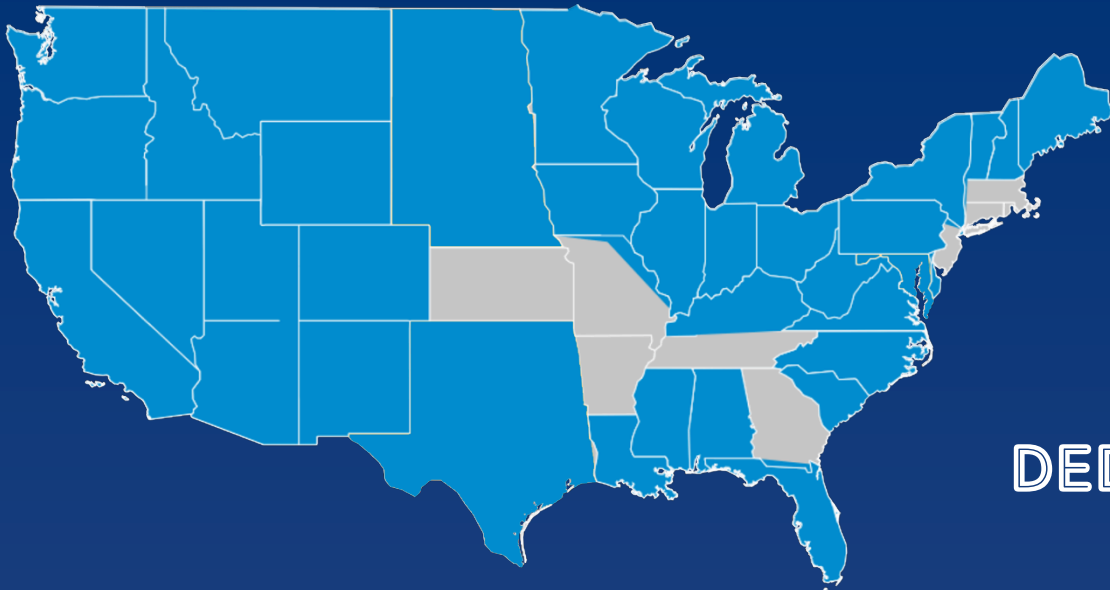


STRUCTURE
OF THE TRADE

CHANGING
CONSUMER
BEHAVIOURS

EFFICIENCY

◆ PERNOD RICARD USA NEW ROUTE TO MARKET ◆



INCREASED
PRIORITISATION

LARGER
DEDICATED SALESFORCE

2 WHOLESALERS = 80% OF BUSINESS



5 CHANNELS

5 CHANNELS

ON-
TRADE

OFF-
TRADE

TRAVEL-
TRADE

HOME-
TRADE

E-
COMMERCE

ON-
TRADE



◆ 66 MARKETS

◆ 140,000 OUTLETS

OFF-
TRADE

WIN THE LAST 3 FEET





TRAVEL- TRADE

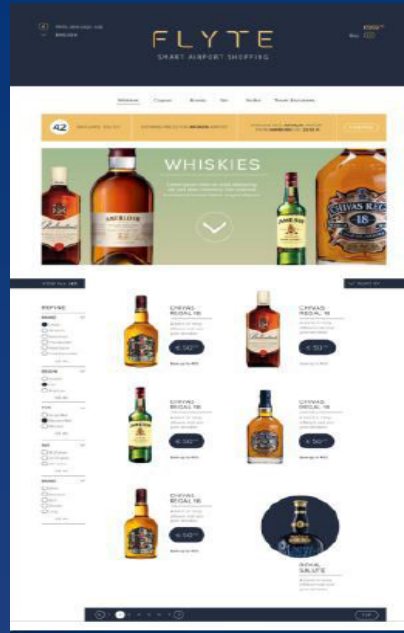
GLOBAL TRAVEL RETAIL

- 1 THE 6TH CONTINENT
- 2 PERNOD RICARD #1
- 3 PERNOD RICARD 3RD MARKET
- 4 WINES & SPIRITS - US\$10BN
- 5 PASSENGERS X2 – 7BN IN 15 YEARS

TRAVEL-
TRADE

FLYTE PLATFORM PRE-ORDER ONLINE FOR DELIVERY AT THE GATE

Smart airport shopping



5 CHANNELS

ON-
TRADE

OFF-
TRADE

TRAVEL-
TRADE

HOME-
TRADE

E-
COMMERCE

HOME-
TRADE

CONVIVIALITÉ AT HOME

RELAXED



HIGH ENERGY



LUXURY



HOME- TRADE

CONVIVIALITÉ AT HOME

Direct selling

‘VENTA DIRECTA’ COLOMBIA



Full brand experience

PERNOD RICARD USA APP



HOME- TRADE

*Pernod Ricard
Mexico sells home
parties via facebook,
and has a 4 month
wait-list*

facebook Search for people, places and things Eduardo Gomez Home

Chivas Regal Colombia Chivas Home Party Liked Create Page



CHIVAS HOME PARTY

LLENA LOS DATOS DE DONDE SERÁ TU CHIVAS HOME PARTY
PASO 1 DE 3: POR FAVOR LLENA LOS SIGUIENTES DATOS:

NOMBRE COMPLETO* <input type="text" value="Ingresa el nombre completo"/>	NÚMERO DE CEDULA* <input type="text" value="Ingresa el número de cédula"/>
FECHA DE NACIMIENTO* <input type="text" value="DÍA"/> <input type="text" value="MES"/> <input type="text" value="AÑO"/>	DIRECCIÓN CASA* <input type="text" value="Ingresa la dirección"/>
CIUDAD* <input type="text" value="Ingresa la ciudad"/>	BARRIO* <input type="text" value="Ingresa el barrio"/>
TÉLEFONO CELULAR* <input type="text" value="Ingresa el teléfono"/>	CORREO ELECTRÓNICO* <input type="text" value="Ingresa el correo electrónico"/>

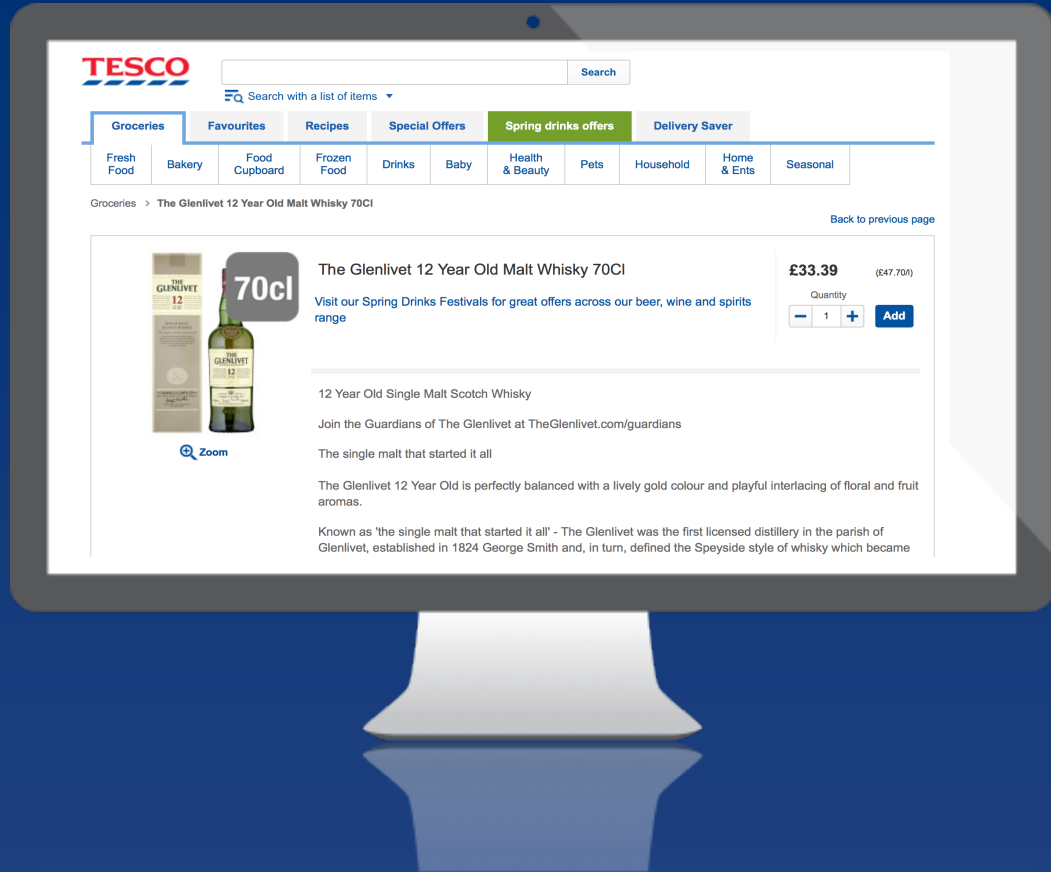
☐ SOY MAYOR DE 18 AÑOS ☐ HE LEÍDO Y ACEPTO LOS TÉRMINOS Y CONDICIONES

SIGUIENTE >

(*) CAMPOS OBLIGATORIOS

CHIVAS | LIVE WITH CHIVALRY
PROHÍBESSE EL CONSUMO DE BEBIDAS EMBRIAGANTES A MENORES DE 20 AÑOS. EL EXCESO DE ALCOHOL ES

E-COMMERCE



E-COMMERCE



INDIRECT E-COMMERCE 97%
DIRECT E-COMMERCE 3%

BRICKS&MORTAR.COM
(INDIRECT)



PURE PLAY
(INDIRECT)



DIRECT
D2C, D2B, D2SB...

BAR PREMIUM
L'EXPERT DU CHAMPAGNE ET DES SPIRITUEUX



Pernodricardpartners.com

E-
COMMERCE

SIZE OF THE PRIZE

KEY PILOT MARKETS



BY 2018: GROW AT LEAST 3X



PRIORITISE OUR CHANNEL
FOCUS AND ENGAGE
OUR CUSTOMERS