



Pernod Ricard

Créateurs de convivialité

— **SUCCESSFUL SINCE 1975** —



WELCOME



A TIME TO SHARE
A TIME TO CELEBRATE







VISION
AMBITION
BUSINESS PRIORITIES
TO ACCELERATE




A large, stylized arrow pointing to the right, composed of many small triangles in various shades of blue and grey. The arrow is positioned behind the text and extends across the right side of the image. Scattered around the arrow are several individual triangles of different sizes and colors, some pointing left and some right.

BACK TO THE FUTURE

CAPITAL MARKET DAY 2015



CLARITY OF PURPOSE
SPEED OF ACTION





WHAT VISION
GIVES A SENSE
TO EVERYTHING WE DO?





Pernod Ricard

Créateurs de convivialité

OUR VISION:
PLACE ONE OF OUR BRANDS
AT EVERY EXPERIENCE

—◆ OF ◆—

CONVIVIALITÉ


GIN BEEFEATER
Martini
Tom Collins
Gin Fizz
Thyme Will Tell
KAHILUA
White Russian
Black Russian
MALIBU
Malibu Orange Blast

OLMECA
Tommy's Margarita
CHIVAS
Manhattan
Old Fashioned
Silver Fox Fizz
BALLANTINES
Whiskey Sour
Apple Sour

JAMESON
Jameson Ginger & Lime
Jameson with a Pickle Back
Jameson Whiskey sour
PERRIER JOUET GRAND BRUT
MUMM
Belini
RICARD
Ricard Mauresque
Ricard Perroquet

HAVANA CLUB
Mojito
Daiquiri
Cuba Libre
Pina Colada
ABSOLUT
Cosmopolitan
Bloody Mary
Absolut Seabreeze
Absolut Watermelon Martini
Moscow Mule
Dirty Vodka Martini





BECOME
THE
INDUSTRY
LEADER





TOP LINE
GROWTH



OUR
PRIORITIES

MINDSET





EXECUTION
IS KEY



CLEAR BATTLEGROUND

4 MUST WINS



MY TEAM

A DIRECT ACCESS TO ALIGN

CORPORATE

◆ WITH ◆

BUSINESS

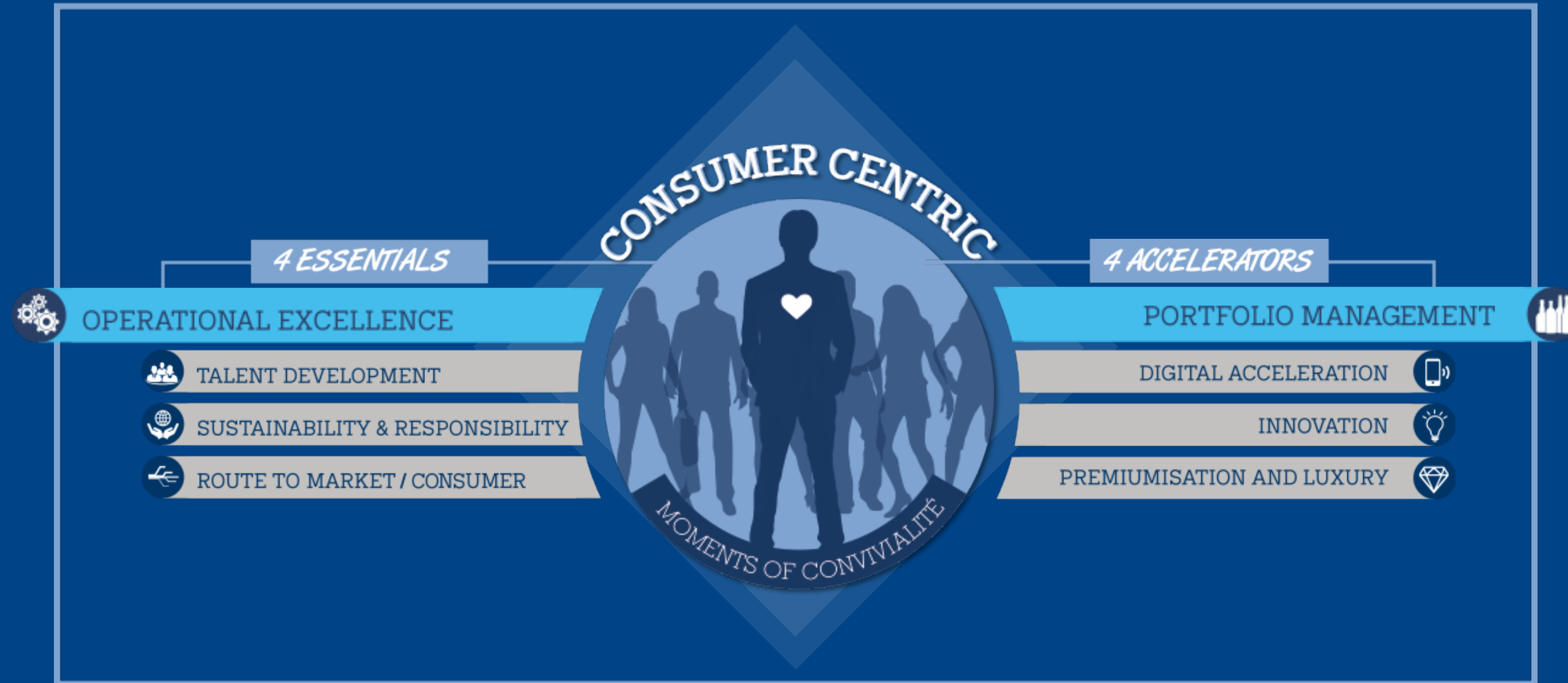


A NEW APPROACH








8 GLOBAL BUSINESS PRIORITIES



1 OBJECTIVE : TOP LINE GROWTH



CONCRETE ACTIONS



VISION

*CRÉATEURS
DE CONVIVIALITÉ*

AMBITION

BECOME THE INDUSTRY LEADER

GLOBAL BUSINESS PRIORITIES



BATTLEGROUND

4 MUST WINS

USA

CHINA

INDIA

AFRICA



WHAT WILL
MAKE
THE DIFFERENCE?



94%
PROUD

WE ARE
PASSIONATE

88%
ENGAGED





NOTHING IS STRONGER
THAN A FAMILY