



### *4 ESSENTIALS*



OPERATIONAL EXCELLENCE



TALENT DEVELOPMENT



SUSTAINABILITY & RESPONSIBILITY



ROUTE TO MARKET / CONSUMER

### *4 ACCELERATORS*



PORTFOLIO MANAGEMENT



DIGITAL ACCELERATION



INNOVATION



PREMIUMISATION AND LUXURY





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Human Resources  
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*Deputy Director  
CSR*



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*Global Business  
Development Director*











# 5 INDUSTRY COMMITMENTS



*Reducing underage drinking*



*Continuing to strengthen and expand marketing codes of practice*



*Making responsible product innovations and developing easily understood symbols*



*Reducing drink driving*



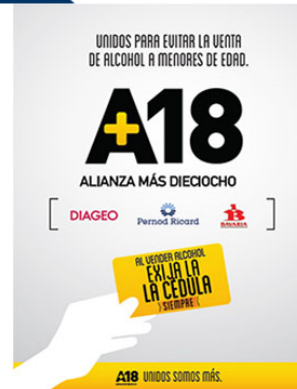
*Enlisting the support of retailers to reduce harmful drinking*



# 5 INDUSTRY COMMITMENTS

## 90 LOCAL INITIATIVES

### INITIATIVES



### Enlist the Support of Retailers

EN CO

#### PARTNERSHIP PLUS 18

Colombia, Pernod Ricard Colombia  
From July 2013 to July 2016

#### THE BIG IDEA

Reduce underage drinking by reducing the access of alcohol to minors.

#### PROJECT

- A partnership agreement with Diageo and Bavaria (SABMiller subsidiary) to reduce underage drinking by reducing access to alcohol at a retail level. - Enforce Legal Purchase Age (LPA) regulations at retail level through Responsible Retail Practices (RRP). - Evaluate impact of RRP (Baseline and yearly evaluation). - Massive media campaign (TVC, Radio and Print).

#### CHALLENGE

- Recruit Retailers and Authorities as part of the Alliance. -

GREEN GOWN AWARDS

ST. PATRICKS RUNNING

WISE DRINKING APPLICATION ON-  
TRADE PROMOTION

CAMÕES PARK

SUPPORT OF ON TRADE RETAILERS



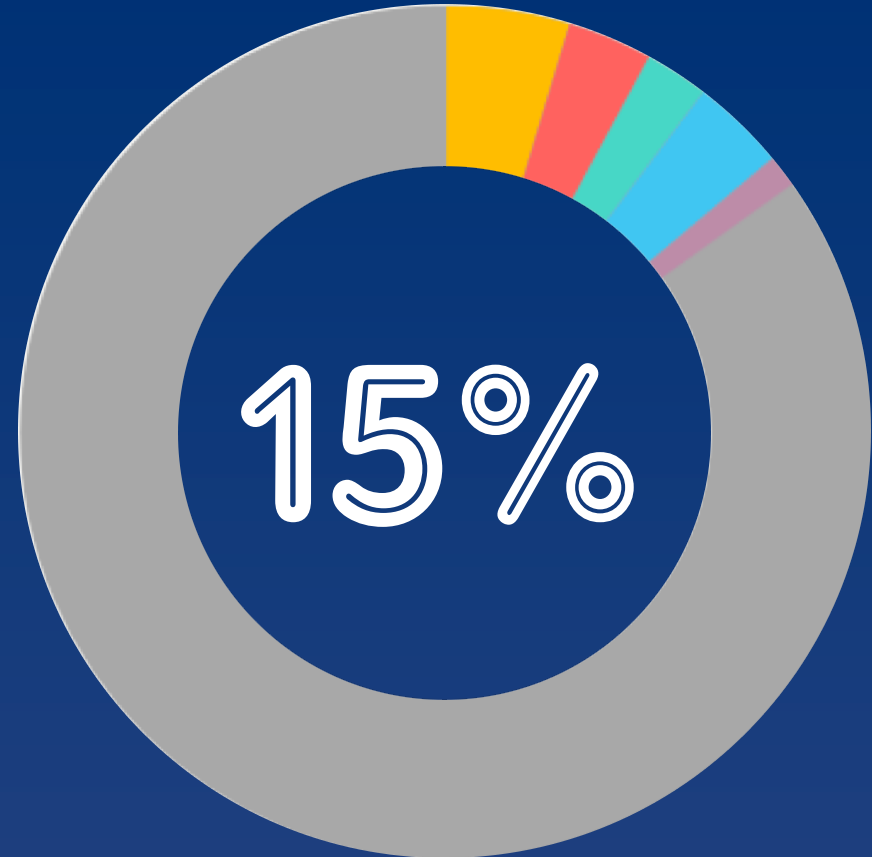


# 5 INDUSTRY COMMITMENTS

## SMARTBAROMETER

IN JANUARY  
2013

- Reduce underage drinking* ◆
- Marketing self regulation* ◆
- Consumer information & responsible product innovation* ◆
- Fighting against drink-driving* ◆
- Enlist the support of Retailers* ◆
- To be accomplished* ◆



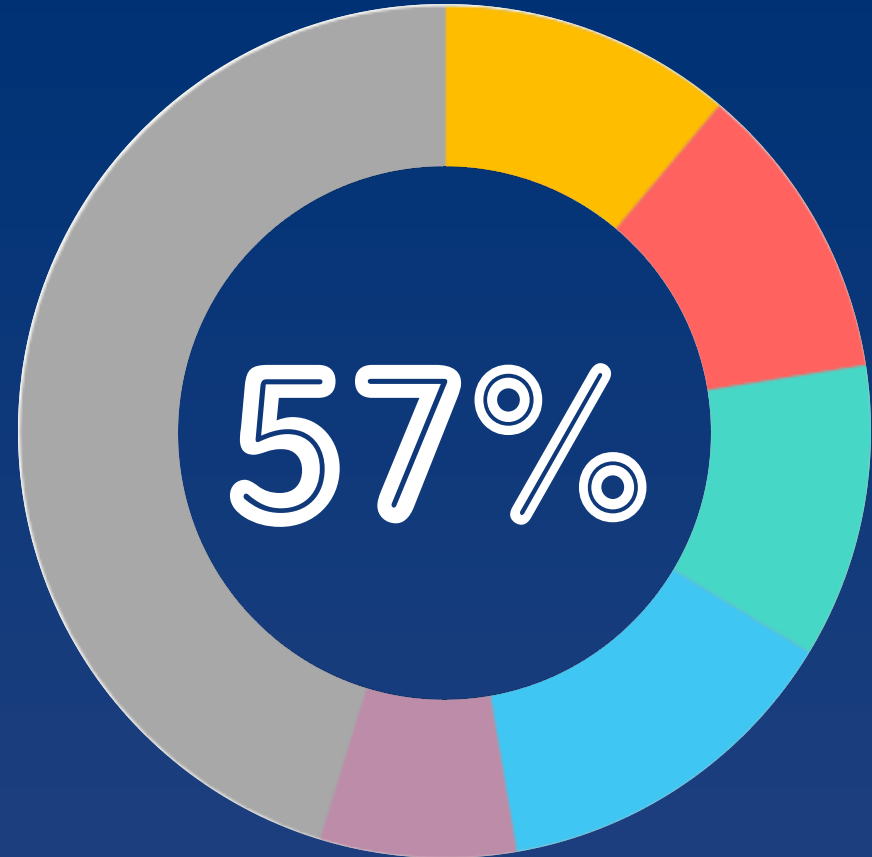


# 5 INDUSTRY COMMITMENTS

## SMARTBAROMETER

IN MAY  
2015

- Reduce underage drinking* ◆
- Marketing self regulation* ◆
- Consumer information & responsible product innovation* ◆
- Fighting against drink-driving* ◆
- Enlist the support of Retailers* ◆
- To be accomplished* ◆





# 5 INDUSTRY COMMITMENTS

## SMARTBAROMETER

OBJECTIVE  
BY DECEMBER  
2017

*Reduce underage drinking* ◆

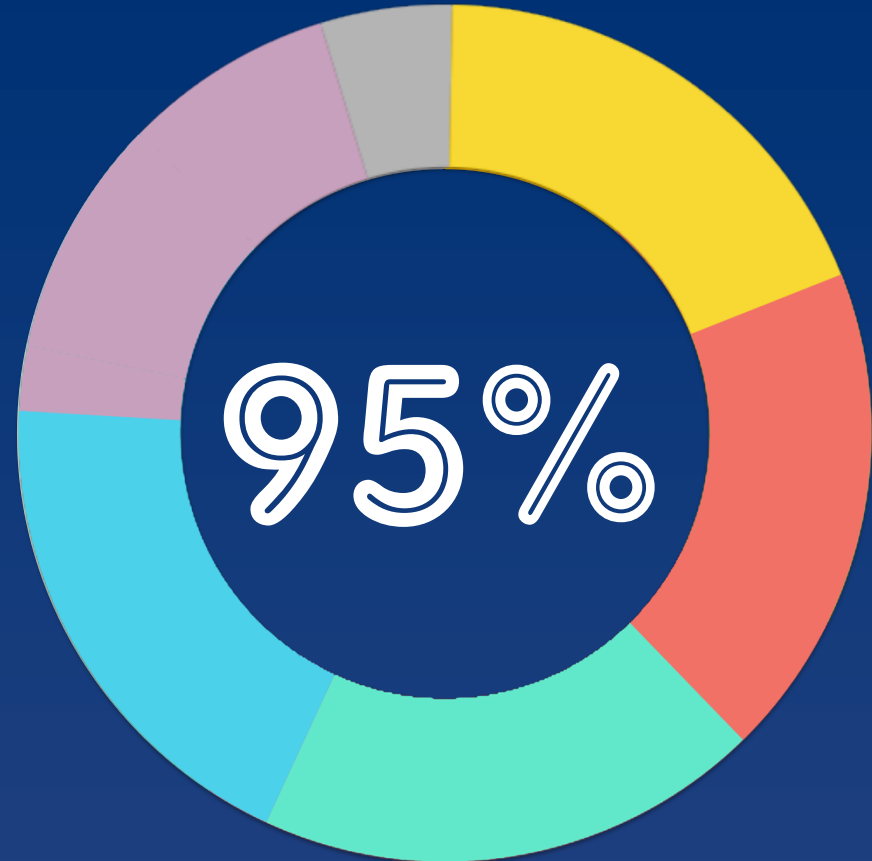
*Marketing self regulation* ◆

*Consumer information &  
responsible product innovation* ◆

*Fighting against drink-driving* ◆

*Enlist the support of Retailers* ◆

*To be accomplished* ◆





◆ GLOBAL INITIATIVE ◆

Pernod Ricard



**Responsib'ALL**  
*Day*

5<sup>TH</sup> EDITION: JUNE 11<sup>TH</sup>



GLOBAL INITIATIVE



# RETAILER CSR PRINCIPLES



# GLOBAL INITIATIVE



> 60,000  
DOWNLOADS  
TO DATE





# BRAND SOCIAL RESPONSIBILITY

THE MAJORITY OF CONSUMERS  
CONSIDER THAT BRANDS **SHOULD**  
MAKE A DIFFERENCE IN THEIR  
LIVES\*



\* 73% according to Havas Meaningful Brand Index 2014



# ◆ IN OUR DNA ◆







# FROM

PRODUCT BENEFIT  
EMOTIONAL BENEFIT



# TO

EMOTIONAL BENEFIT  
SOCIETAL BENEFIT



# BECOMING A BRAND THAT MATTERS ...EARNING LASTING ADVOCACY









**CHIVAS REGAL**  
12  
BLENDED SCOTCH  
WHISKY  
CHIVAS BROTHERS LTD

**WIN THE  
RIGHT WAY**

JOIN THEVENTURE.COM

 CHIVAS LIVE WITH CHIVALRY



The background of the image is a city skyline at night, with numerous lights from buildings and streets visible. Overlaid on this is a large, semi-transparent diamond shape. Inside this diamond, the text "\$1M FUND" is written in a white, bold, sans-serif font. The text is centered within the diamond and has a slight drop shadow effect.

# \$1M FUND



51 MILLION  
VIEWS



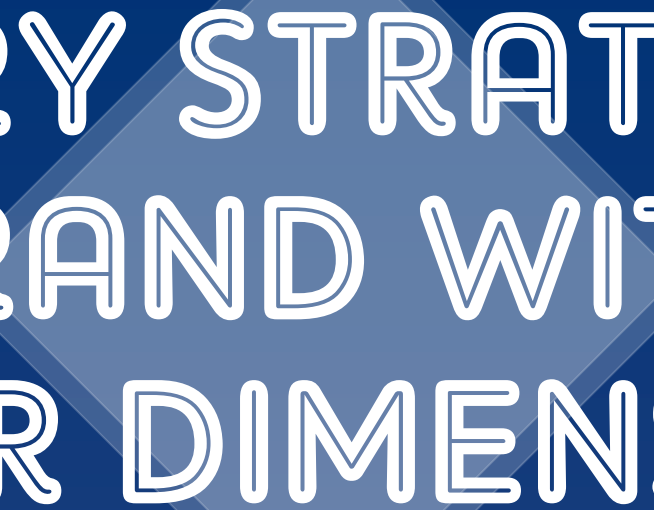


# CHIVAS THE VENTURE



1,100 APPLICATIONS





EVERY STRATEGIC  
BRAND WITH  
A BSR DIMENSION



LEAD THE  
INDUSTRY IN  
SUSTAINABILITY &  
RESPONSABILITY