

BREAK-OUT SESSION

PREMIUMISATION AND LUXURY





**MIRANDA
DICKSON**

*Trade Marketing
Director
Absolut Elyx*



**CONOR
MCQUAID**

*Global Busine
Development
Director*



**THIBAUT
DE POUTIER**

*Executive VP
On-Trade
& Luxury
Development*



**TAREEF
SHAWA**

*Luxury & CRM
Director*



**STÉPHANIE
DURROUX**

*Director of
Strategy
& Development
Martell, Mumm
Perrier-Jouët*



**YVES
SCHLADENHAUFEN**

*Innovation
and
Portfolio
Strategy
Director*

The background of the advertisement features a warm, rustic interior. Several large, bell-shaped pendant lights with a hammered copper finish hang from the ceiling, casting a soft, golden glow. The walls are made of light-colored wood with a distressed, peeling paint effect. In the upper left, a framed piece of artwork with a dark, textured pattern is visible. On the right wall, two small circular frames contain dried animal heads with antlers. The overall atmosphere is cozy and sophisticated.

ABSOLUT[®] ELYX

A rustic wooden table is the central focus, covered with a variety of decorative items. On the left, there are several potted plants, including a large one with long green leaves and white flowers, and another with small white flowers and green foliage. In the center, a tall, thin white candle sits in a wooden holder. To the right, several pineapples are arranged on the table, some of which are wrapped in copper-colored foil. There are also several small, lit candles in glass holders, creating a warm, ambient glow. The background is dark and out of focus, showing more of the table and its decorations. The overall aesthetic is warm, rustic, and inviting.

CAPTURING OUR
ENTREPRENEURIAL SPIRIT
THROUGH PREMIUMISED
INNOVATION

INNOVATIVE PREMIUMISATION

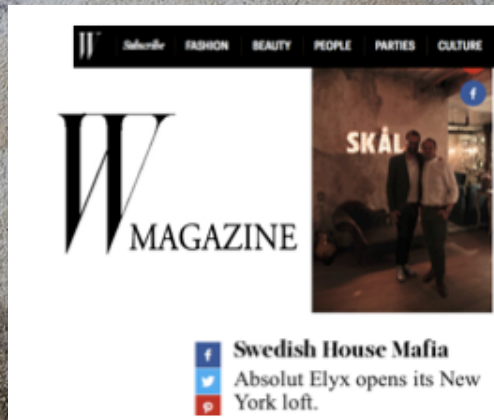


KEY INITIATIVES



ABSOLUT[®] ELYX

PR AMPLIFICATION OF THE ELYX HOUSE



OVER 15 MAJOR FEATURES ON
THE ELYX HOUSE - MANY OF
WHICH INCLUDE A 15 OR 20
IMAGE SLIDE SHOW -
GENERATING OVER 30MM+
IMPRESSIONS TO DATE



OVER 248 ADDITIONAL NEWS
ARTICLES IN REUTERS, DOW
JONES - MARKET WATCH,
BOSTON.COM, CHICAGO
BUSINESS JOURNAL, LOS
ANGELES BUSINESS JOURNAL
AND MANY OTHERS



ADDITIONAL FEATURES COMING
UP ON CNN, FORBES, THE
RESIDENT AMONGST OTHERS