

JAMESON®



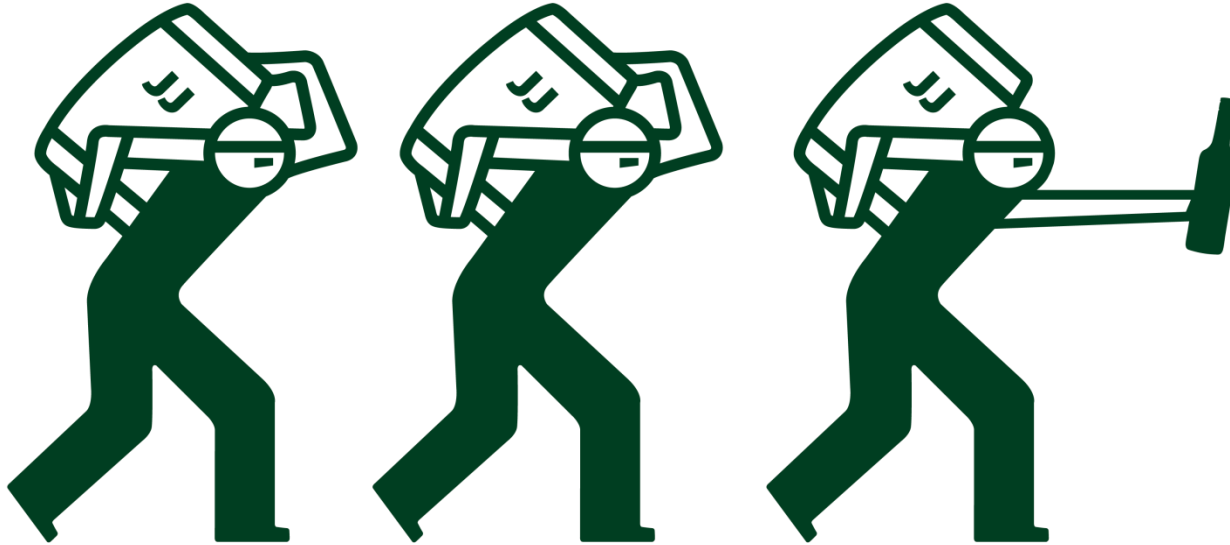
IRISH WHISKEY

Kenya Success Story



No Direct Footprint at the beginning

- Before 2012 Jameson used a 3rd party distributor to sell its' range in Kenya



Small volumes

- At 2000 cases volumes were low and stable with Jameson ranking 8th in whiskies.

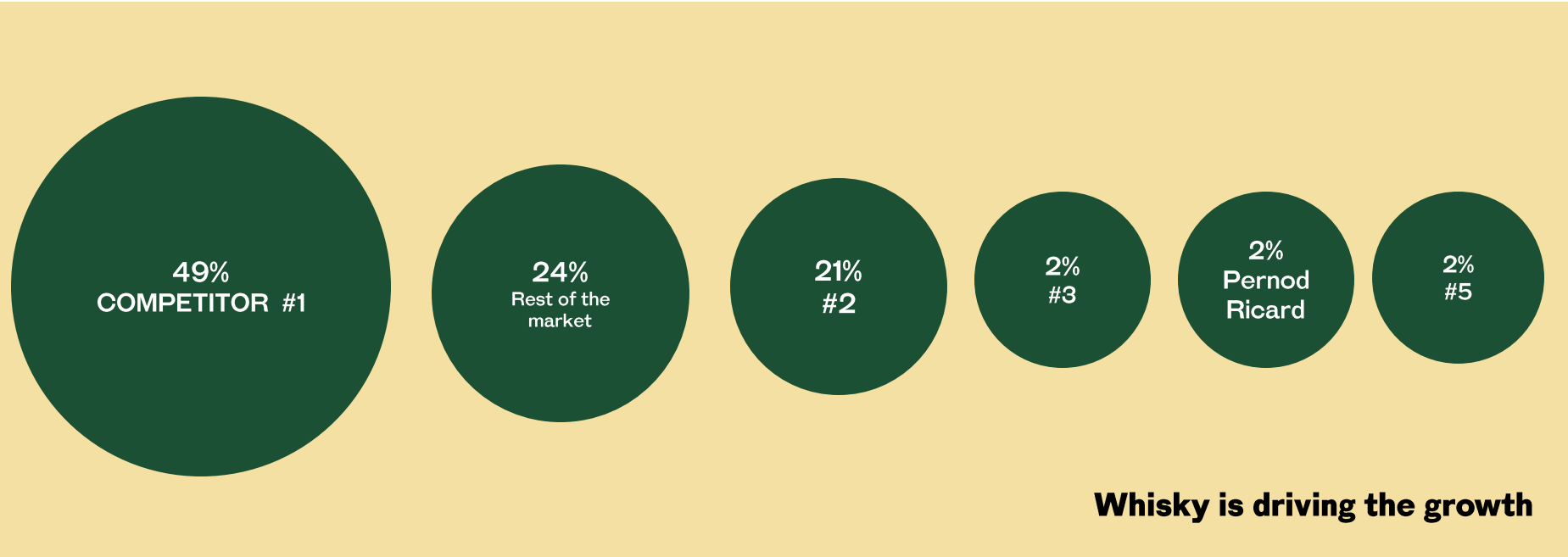


A dynamic Kenyan market

- Pulled by the emerging middle class eager to consume brands...



A strong player dominating most categories



Average share of margin (internal estimation 2012)



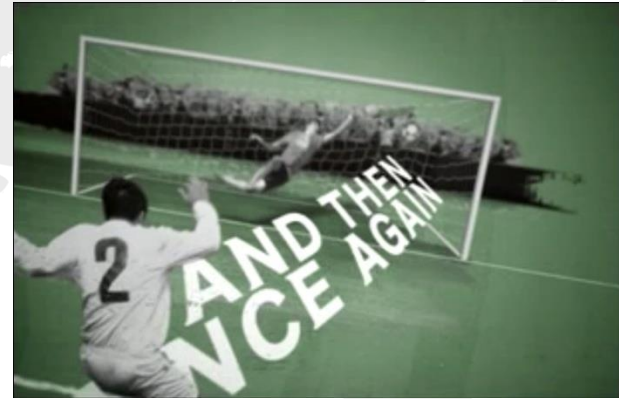
Positive influence from the USA

- Awareness for Jameson was low but some consumers knew the brand because of its success in the USA.



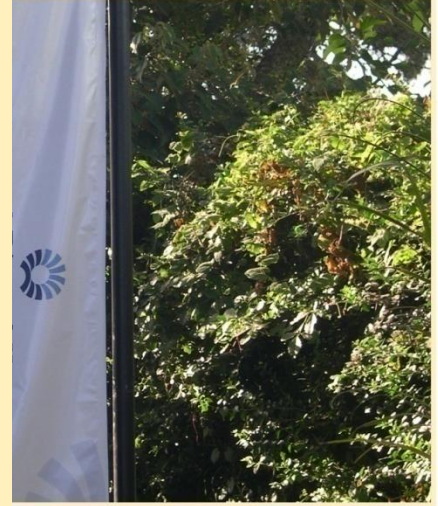
The strength of Jameson in South Africa was leveraged

Through pan-regional advertising initiated from SA during the football World cup and reaching Kenya



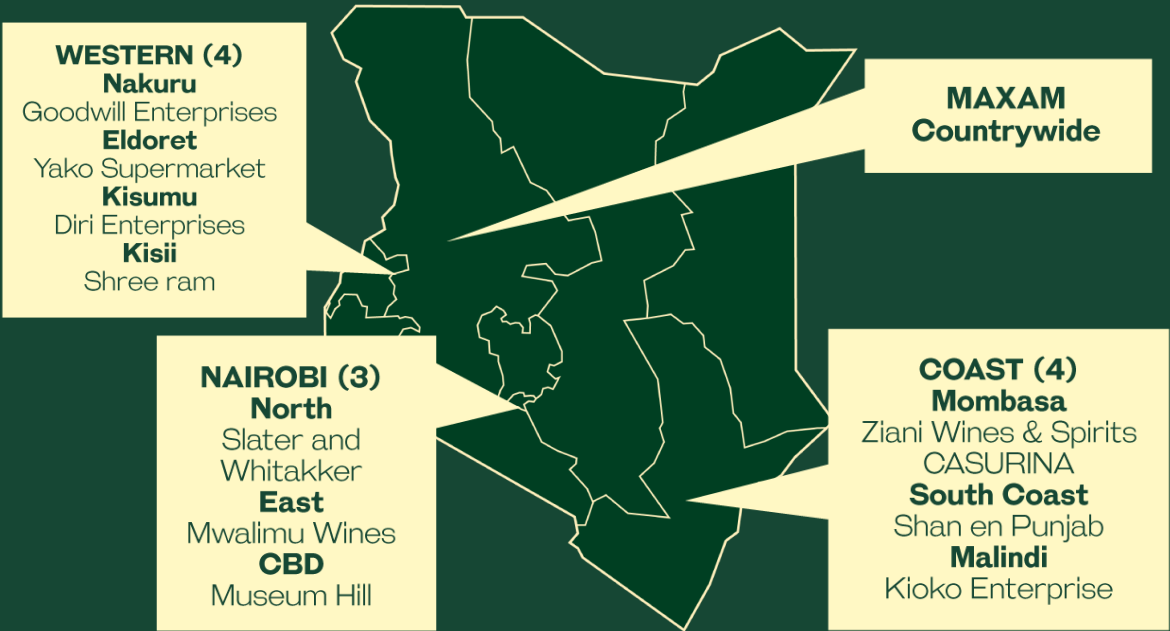
A passionate team was set up to create Pernod Ricard Kenya

- In September 2012, the Pernod Ricard office was set up. A local team was recruited and new business partners identified



Distributors were carefully chosen

Distribution excellence with 12 distributors covering Kenya



A new range was imported

Small size and non-refillable caps



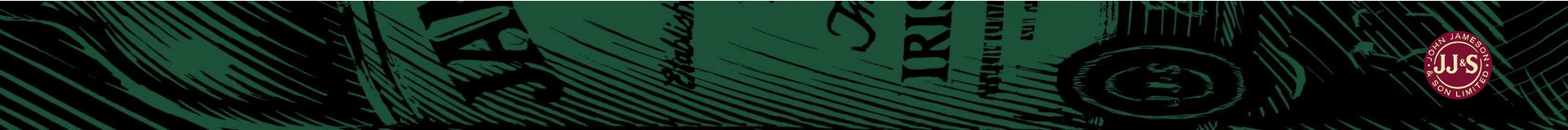
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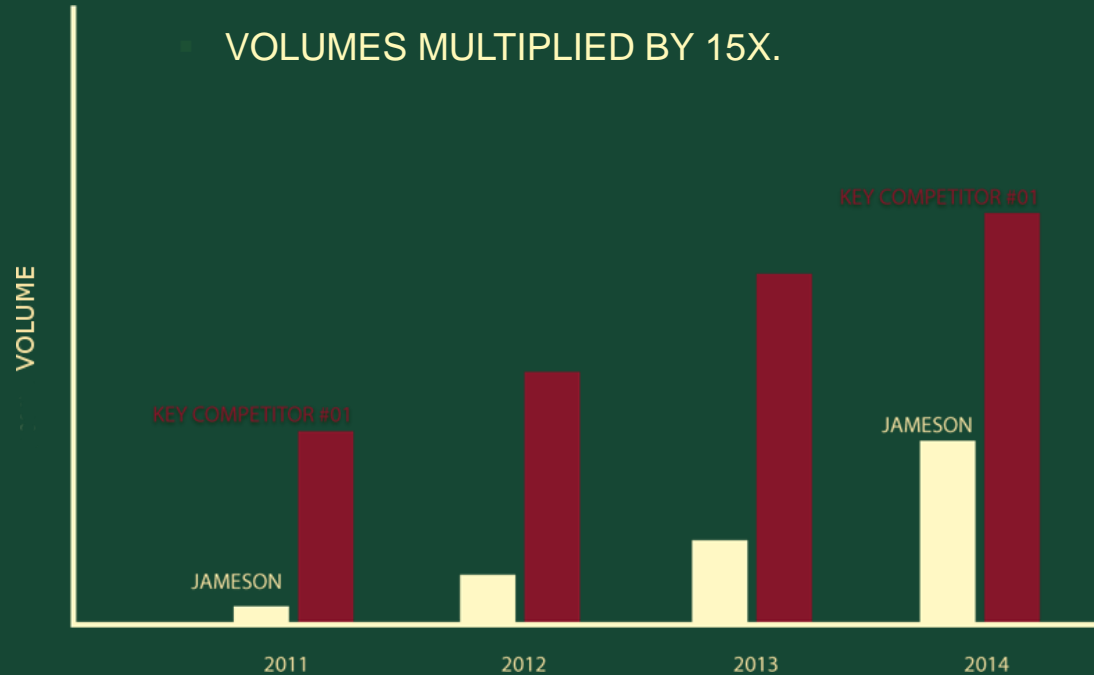


WE WERE READY TO UNLEASH THE JAMESON POTENTIAL



Jameson growing 4 times faster than the leader

Jameson is moving from rank 8 to 2*



*Fiscal years – internal estimations

14



Four key factors of success

CLEAR PRIORITIES



BRAND AMBASSADORS



BIG JAMESON PARTIES



DIGITAL AMPLIFICATION



JAMESON



CLEAR PRIORITIES



MORE THAN **50%** OF HUMAN AND FINANCIAL
RESOURCES OF THE COMPANY BEING ALLOCATED
TO JAMESON.



BRAND AMBASSADORS



- Brand ambassadors hired locally and trained in Ireland (Nelson in June 2012 and George in May 2013)

Nelson George



BIG JAMESON PARTIES



Creating great
Brand Experiences
for our target
consumers



DIGITAL AMPLIFICATION



- Engaging Consumers through:
 - ✓ A lively Facebook page
 - ✓ Digitizing pre and post Jameson parties and promotions



DIGITAL AMPLIFICATION



Nairobi was ranked 4th City in the world for highest mentions on twitter for JAMESON after NYC, LA and Chicago!*

*(August 2013)

#JAMESONLIVEKE



Jameson now the leader in important outlets

- Jameson is the number one Whiskey in the biggest off trade chain – NAKUMATT
- As well as in many trendy on trade outlets.



- So even if to date the leading whiskey remains more than twice our size...



- We confidently plan to be the number 1 whisky
 - In the Kenyan market
 - By 2020

- And will extend the success to other brands and countries
 - Jameson has strong potential in the rest of East Africa
 - Other priority brands from Pernod Ricard will follow



THANK YOU



