



Pernod Ricard

Créateurs de convivialité

Philippe Guettat, Chairman & CEO of Martell Mumm Perrier-Jouët

Martell Success Story in Asia

28 May 2013



Capital Market Day
— Beijing 2013 —



Martell Success story in Asia

➔ From an historical presence to leadership in Asia

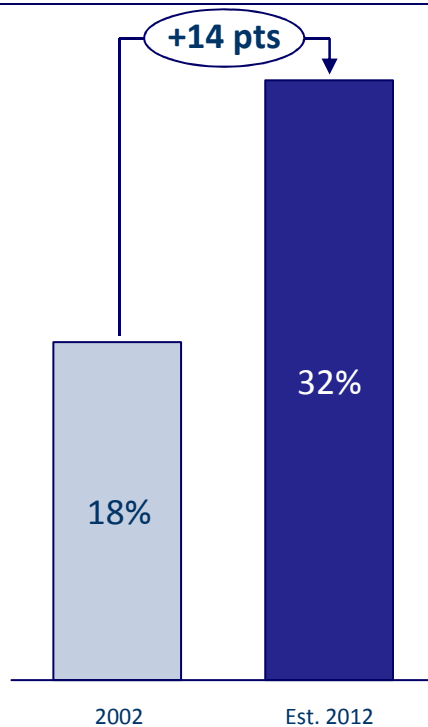
- Presence of Martell dates back a few centuries
- From Hong-Kong in the late 1970's to the last decade Martell's Asian spread-out
- Since 2002, capitalizing on its historical pillars, Martell accelerated its growth through:
 - Priority Brand within the Pernod Ricard portfolio
 - Powerful Pernod Ricard distribution network
 - Premiumisation strategy
 - Innovation
 - Investments

Gaining share in a dynamic category across a booming continent

Volume

Martell market share from 2002 to 2012...

-in K9LC-

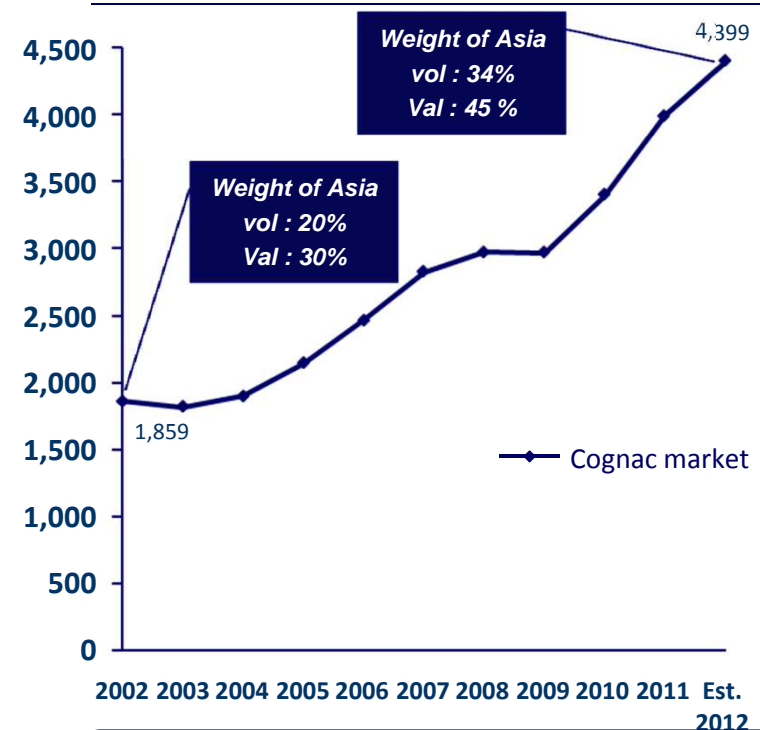


MARTELL #1...

Volume

... in a dynamic category

-in K9LC-



**CAGR
02-12**

+9%

...KEEPS SURFING

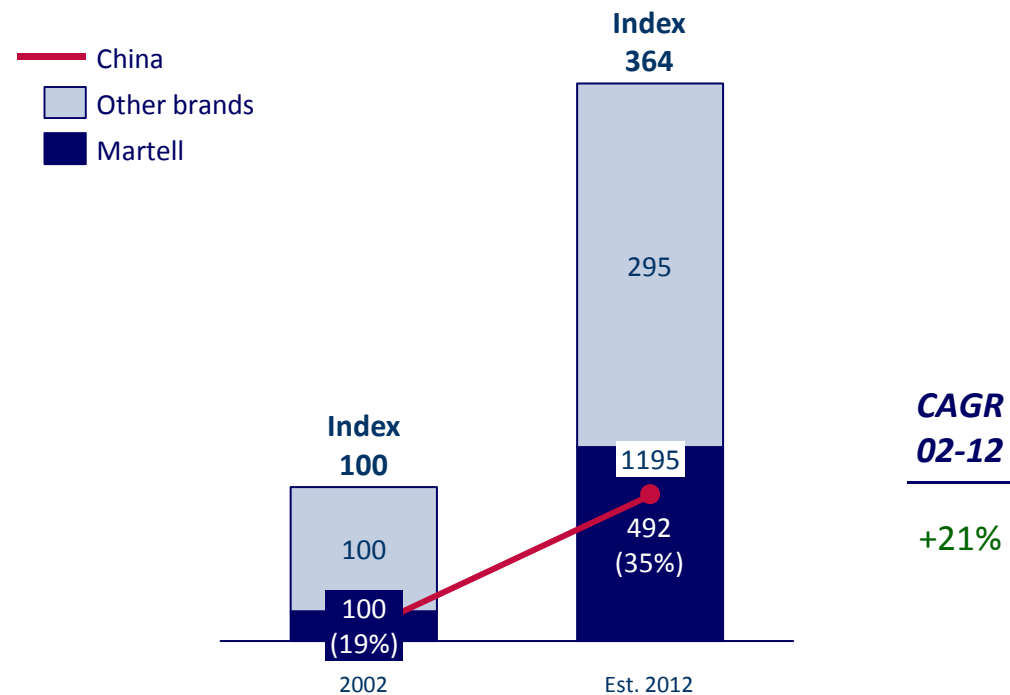
Source: IWSR 2011 + estimate 2012

Leading to market leadership in value in total Asia

Value⁽¹⁾

Martell's value market share gain from 2002 to 2012

-in Mn € index 100 in 2002-



MARTELL #1 across ASIA in VALUE

Source: IWSR 2011 + Estimate 2012

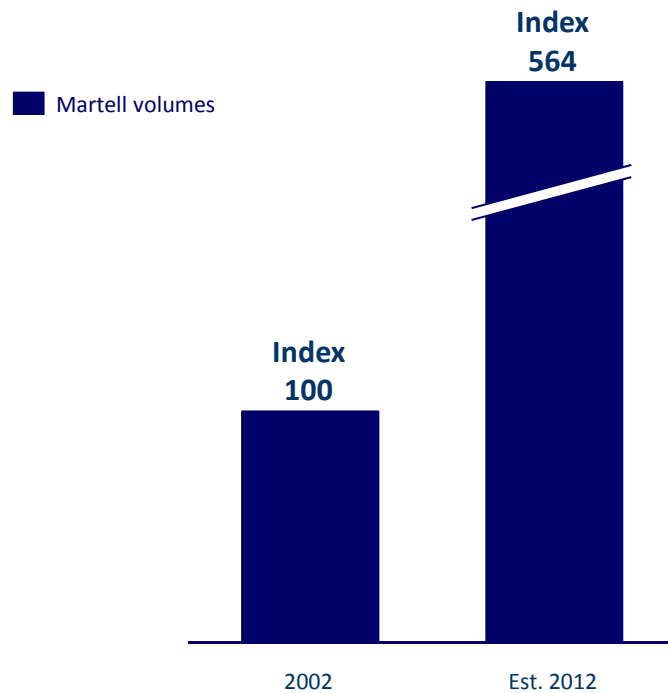
(1) Value IWSR = Volumes x average retail price

Reaching leadership in key Asian countries

Volume

Martell's strong growth in China

-index 100-

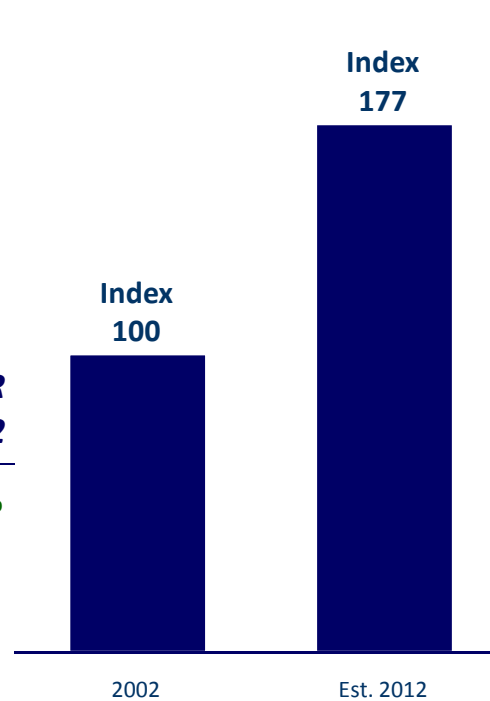


**CAGR
02-12**
+25%

MARTELL #1 ex. in CHINA

Martell in Malaysia in 2012

-index 100-

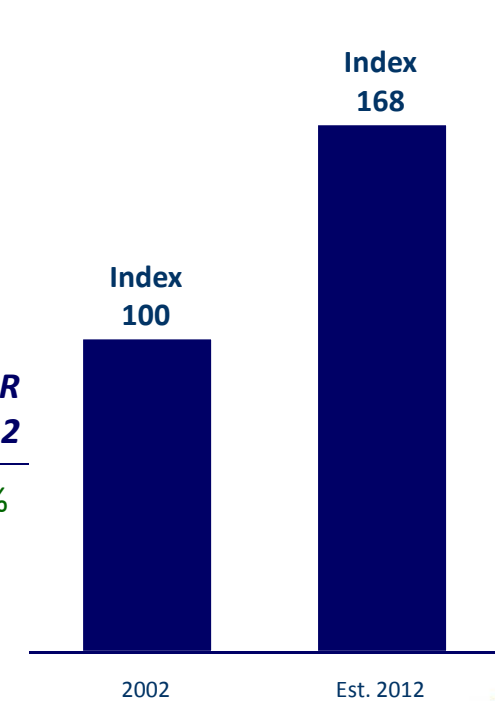


**CAGR
02-12**
+6%

MARTELL #1 in MALAYSIA

Martell in Singapore in 2012

-index 100-



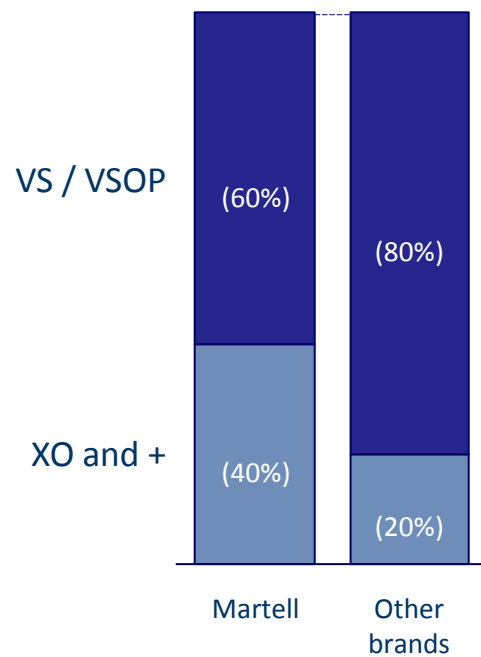
MARTELL #1 in SINGAPORE

Source: IWSR 2011 + estimate 2012

Overperforming in 'XO & above', the most dynamic category in Asia

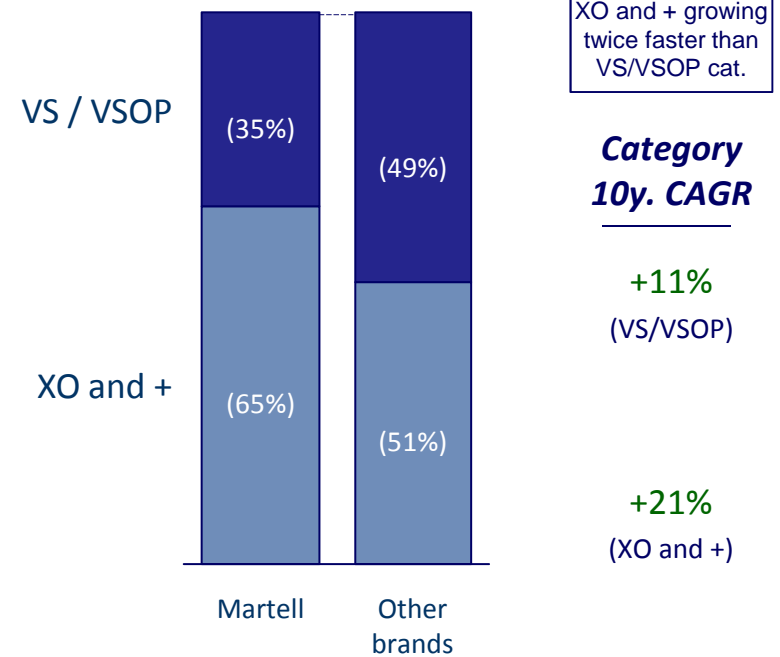
Volume

Martell range profile in Asia



Value ⁽¹⁾

Martell range profile in Asia



Martell range's profile is focused on 'XO & above' category which is the most dynamic

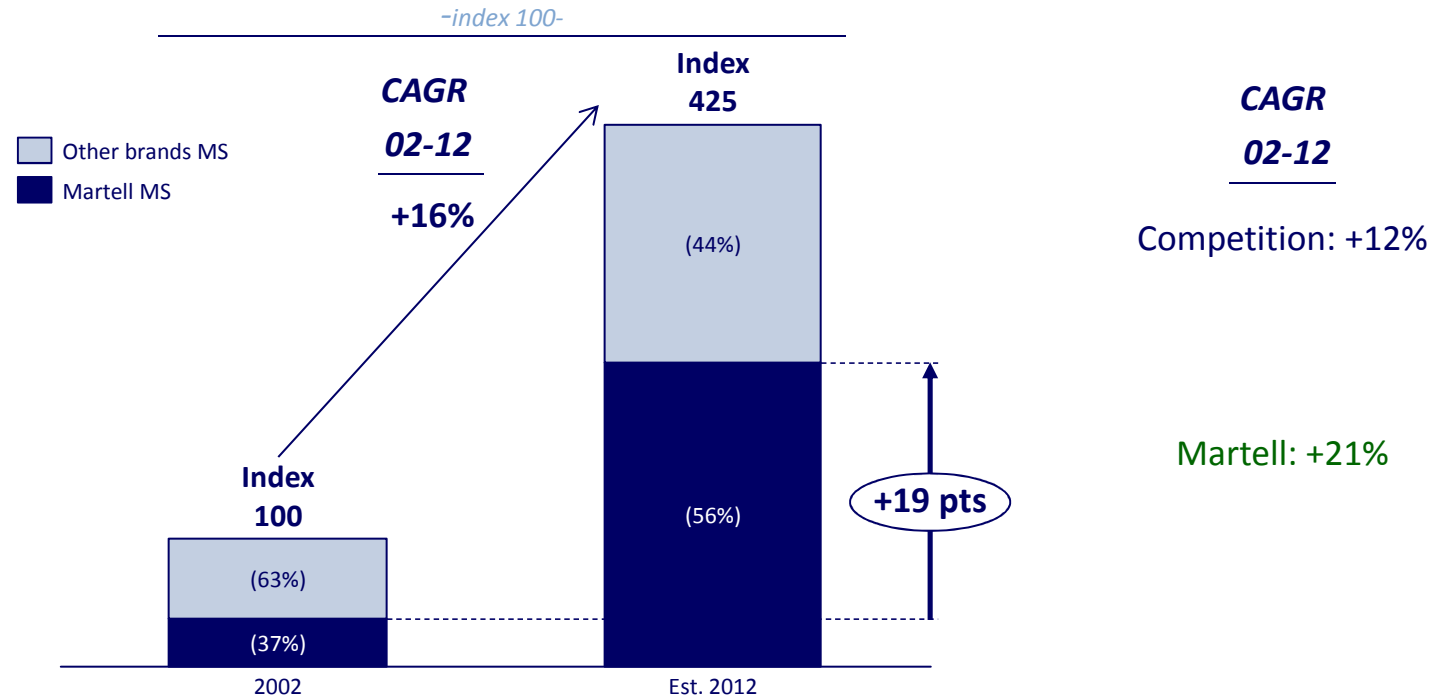
Source: IWSR 2011

(1) Value IWSR = Volumes x average retail price

Segment leader in China, the largest 'XO & above' country

Value ⁽¹⁾

SoM 'XO & above' in China (60% of total Asia) from 2002 to 2012



A performance driven by China
 where Martell's SoM exceeds 55% in a country accounting for 60% of 'XO & above' Asian sales

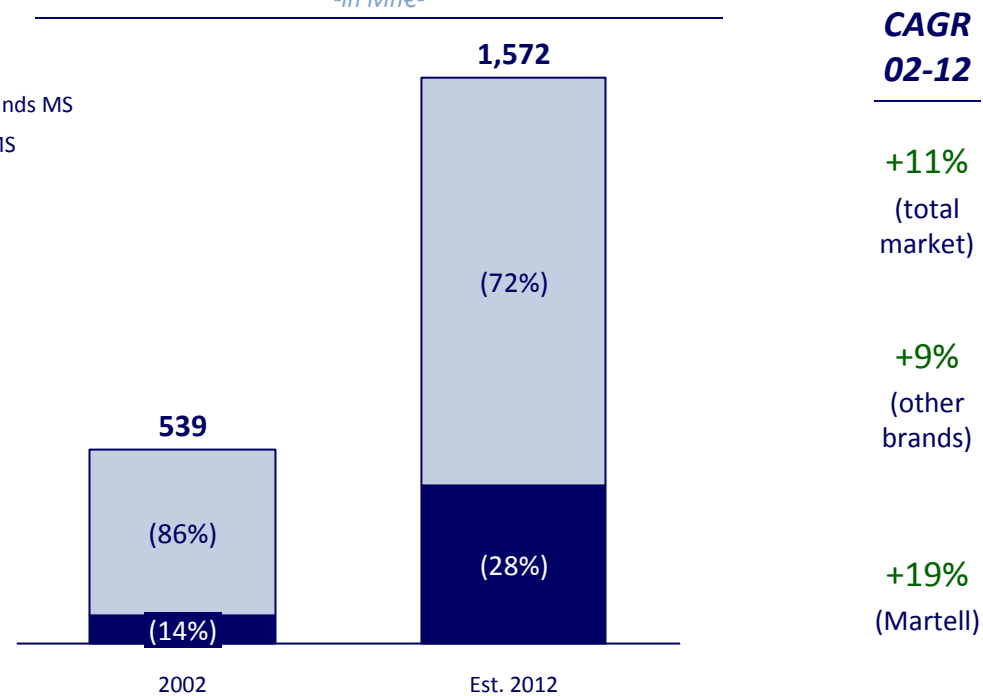
Growing twice faster than competition in the VS/VSOP category

Value

Martell's value VS/VSOP market share by category from 2002 to 2012

-in Mn€-

Other brands MS
Martell MS



Martell is growing twice faster than the competition in the less dynamic category (VS/VSOP)

Source: IWSR 2011 + estimate 2012

(1) Value IWSR = Volumes x average retail price

Martell Success story in Asia

Key Success Factors

An Iconic Cognac Martell Cordon Bleu



Pernod Ricard Distribution Network and People



Pernod Ricard geographical Expansion in Asia and China



Martell Success story in Asia

Key Success Factors

Comprehensive Range

Ultra Premium

Prestige

Ultra Prestige



Wide targets and numerous occasions



Restaurants



Bars - KTV



Gifting



Clubs

Direct contact with Customers / Friends of Martell



Local Events - RP



Events with Martell Chefs



Receptions at Chanteloup

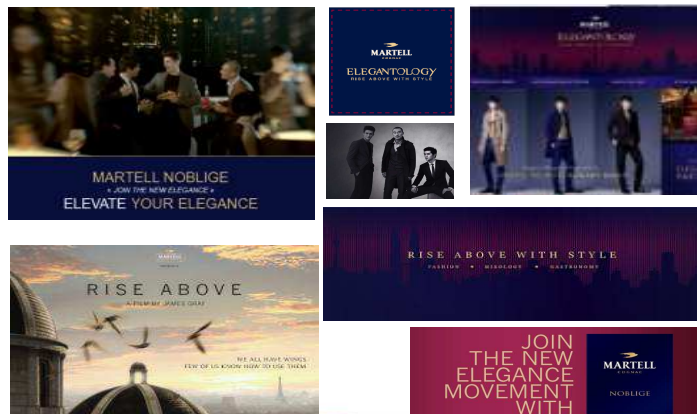


Training

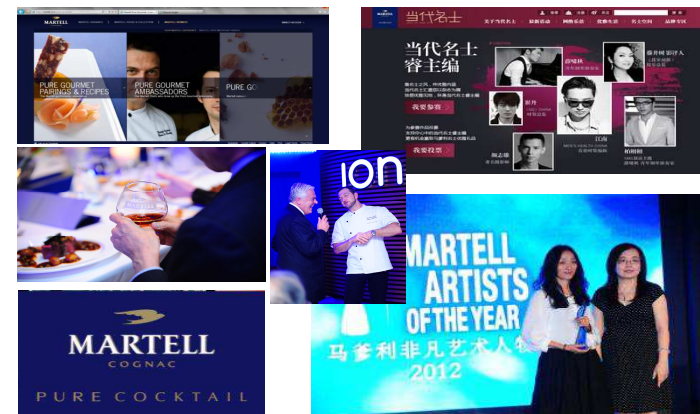
Martell Success story in Asia

Key Success Factors

Powerful Recruitment Platforms



Engaging Consumers (education, events, PR...)

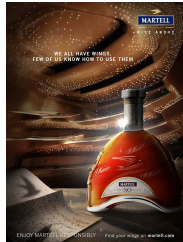
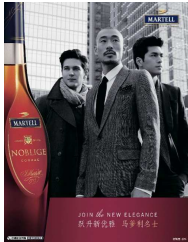


Martell Success story in Asia

Key Success Factors

Accurate Advertising Investments

A&P x 4 & Media expenses x 11 from 2002 to 2012





2013: a year of challenge and transition

→ Impact of macro-economic slowdown

- Cognac market is still growing but decelerating to low single digit (volumes), with a particular hit on Ultra Prestige segment
- Price increase in the category in line with inflation

→ Prospects

- **Long term potential not impacted**



Pernod Ricard

Capital Market Day

— Beijing 2013 —

