

KETIL ERIKSEN

CEO, The Absolut Company

OVERVIEW

- Introduction
- Business at acquisition
- The strategic challenge
- Integration
- Business status
- Future outlook

INTRODUCTION

30 YEARS OF SUCCESS

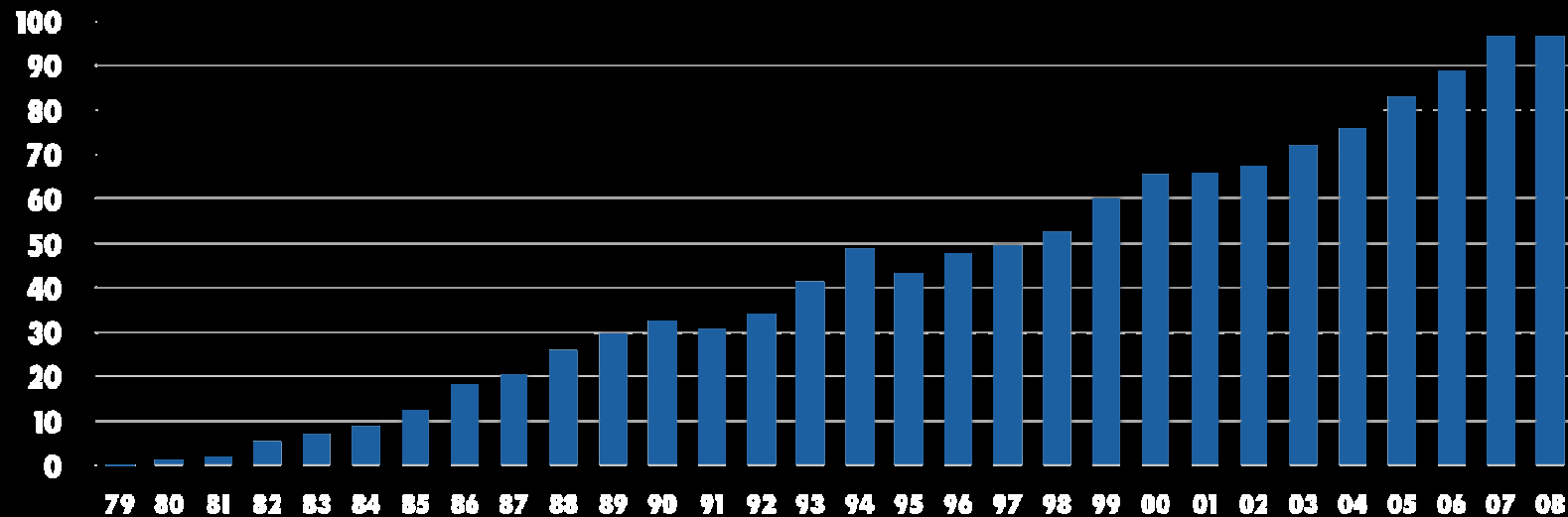


The Absolut Company
Pernod Ricard

ABSOLUT®
Country of Sweden
VODKA

ABSOLUT SALES 1979 - 2008

Millions of litres




The Absolut Company
Pernod Ricard

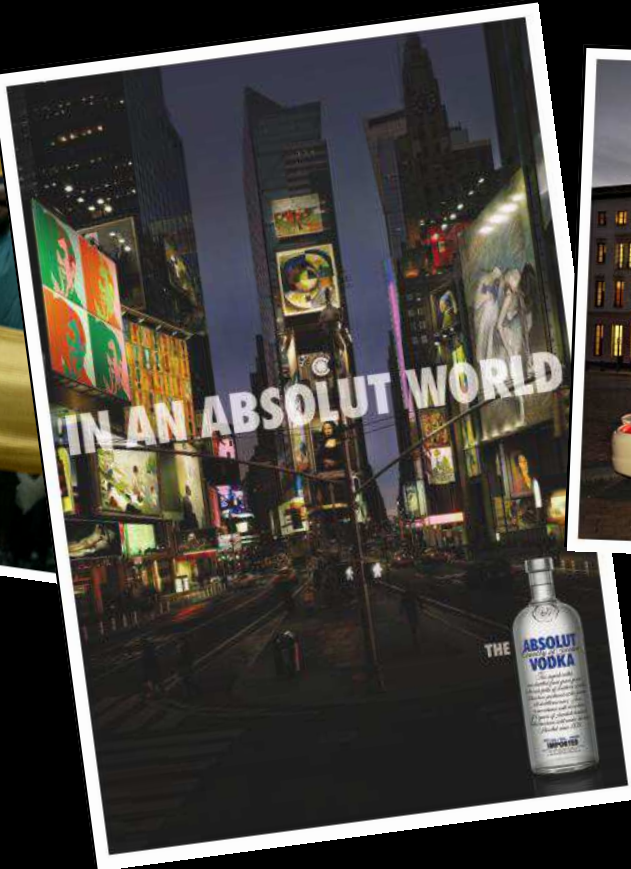
ABSOLUT[®]
Country of Sweden
VODKA

Source: ABSOLUT

BUSINESS AT ACQUISITION



IN AN ABSOLUT WORLD 1.0




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STRONG INNOVATION PIPELINE

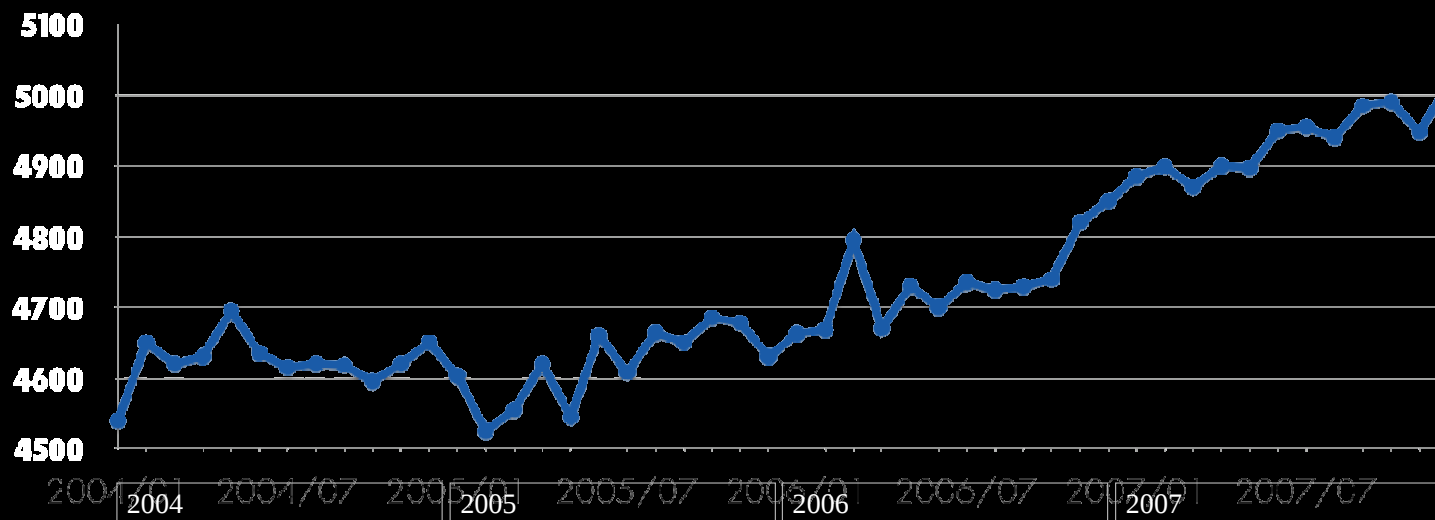



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ABSOLUT US DEPLETIONS 2004 -2007

Rolling 12-Month Depletions ('000 9-litre Cases)



THE STRATEGIC CHALLENGE

A COMPLETE, PREMIUM QUALITY PORTFOLIO

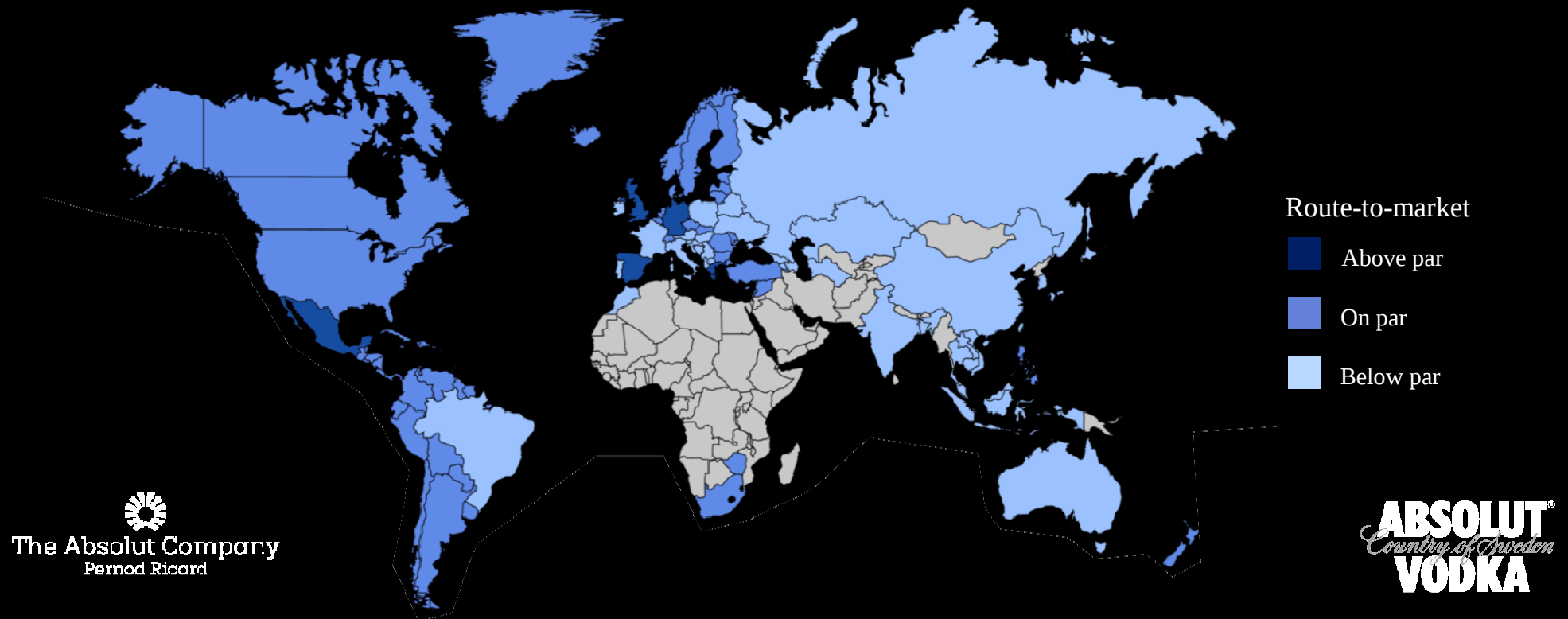



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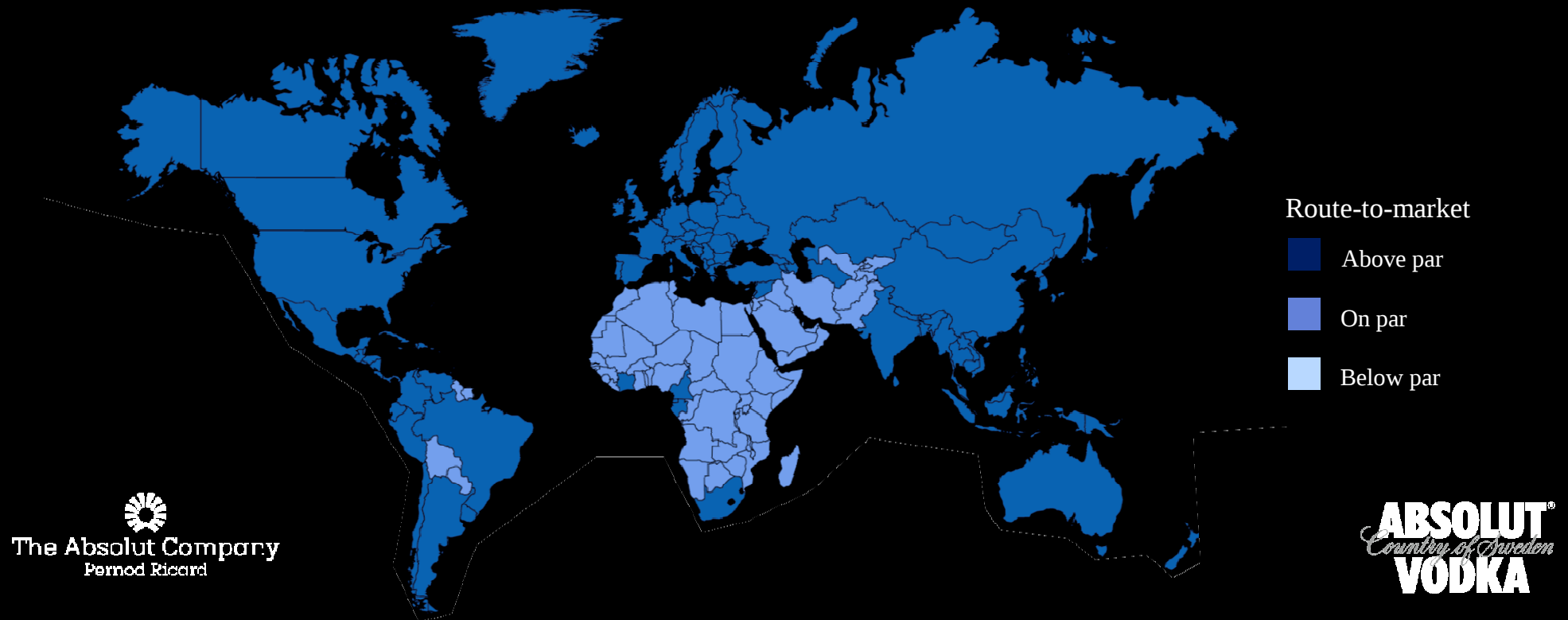
DISTRIBUTION NETWORK

Before Pernod Ricard



DISTRIBUTION NETWORK

With Pernod Ricard



INTEGRATION



ORGANIZATION




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BRAND IMMERSION




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BRAND TRANSITION




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FINANCIAL DELIVERABLES

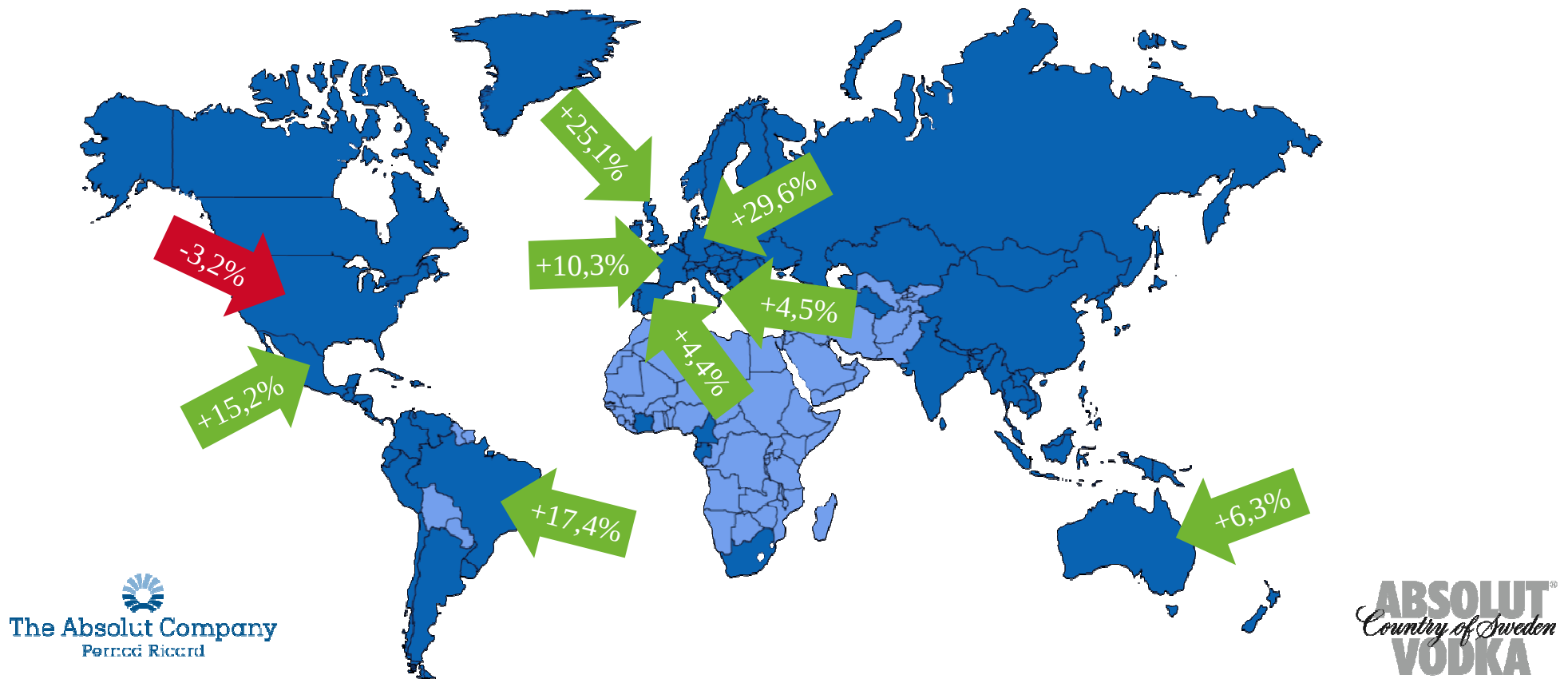



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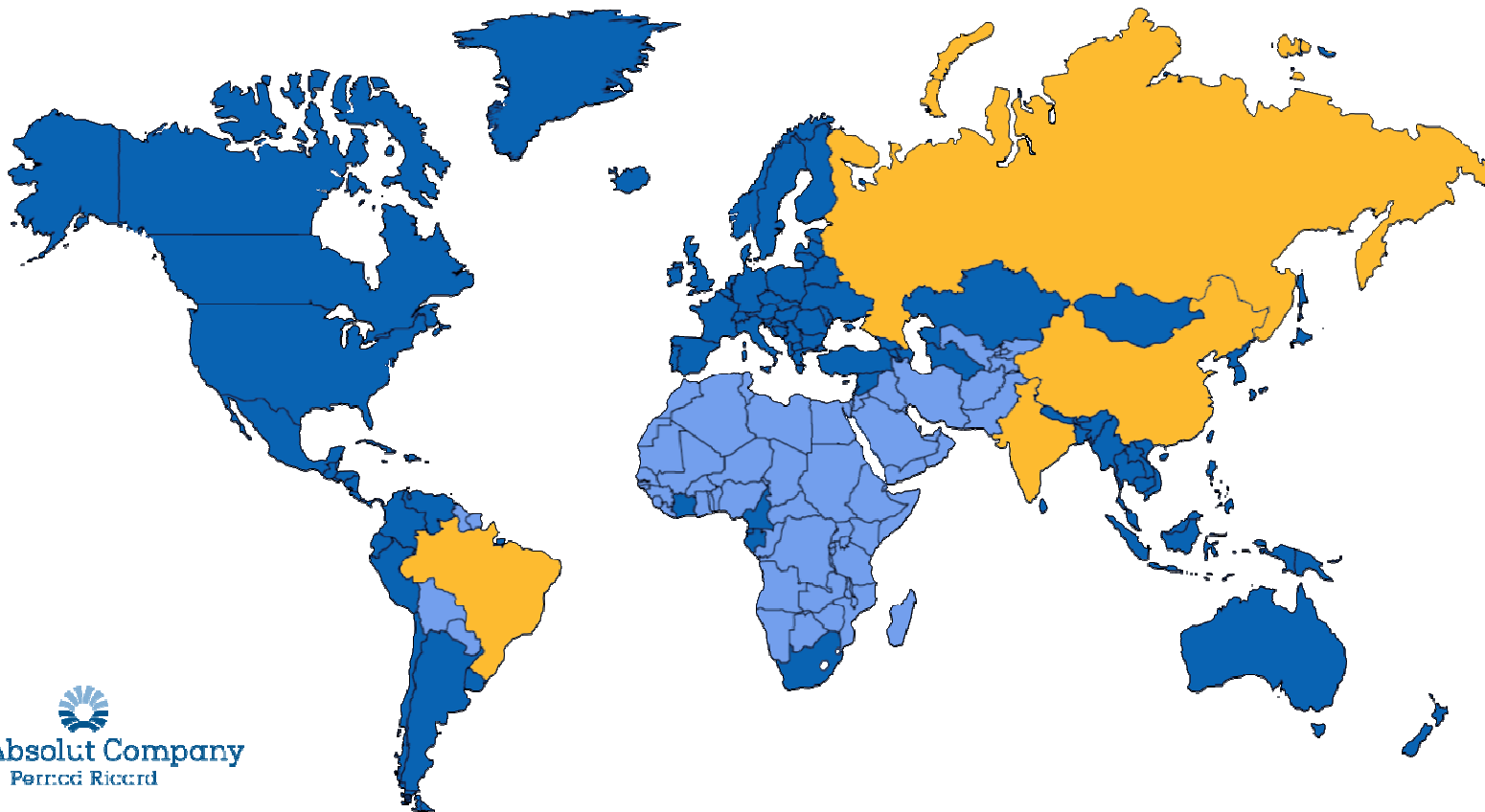
BUSINESS STATUS

MARKET SHARE DEVELOPMENT



Source: AC Nielsen (March 2009, rolling 12-month)

GROWTH POTENTIAL IN NEW ECONOMIES

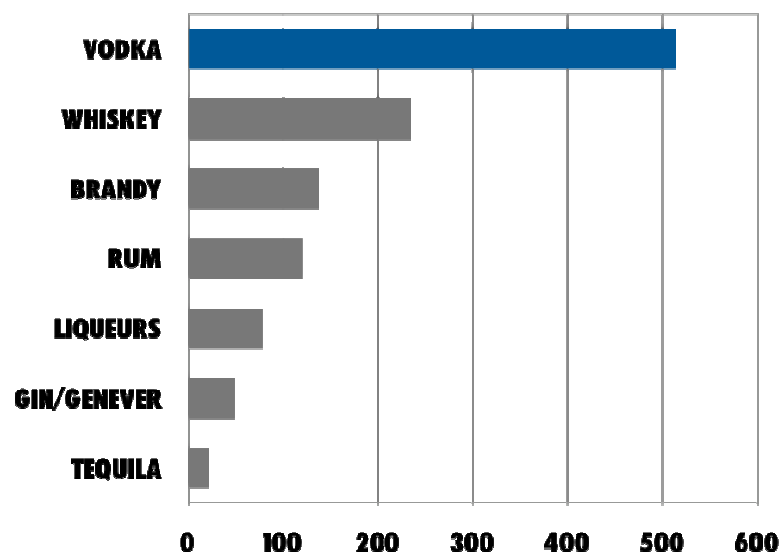


FUTURE OUTLOOK

THE VODKA CATEGORY

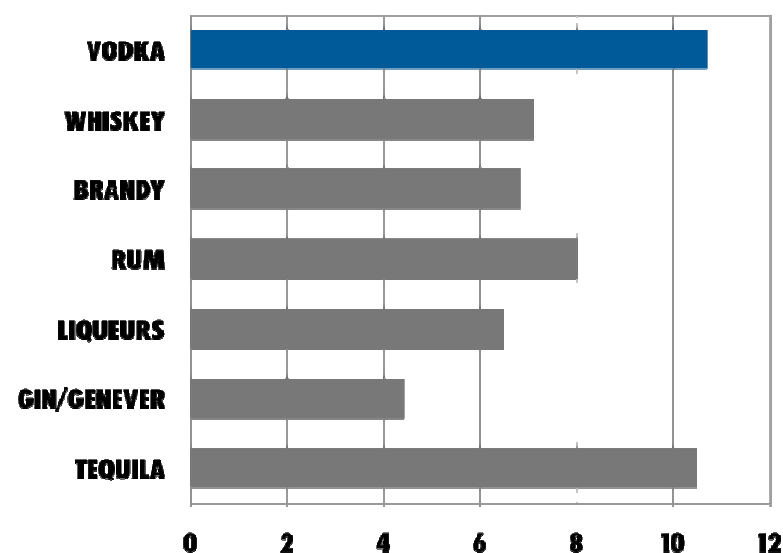
TOP INTERNATIONAL SPIRIT CATEGORIES 2007

Million 9 l cases



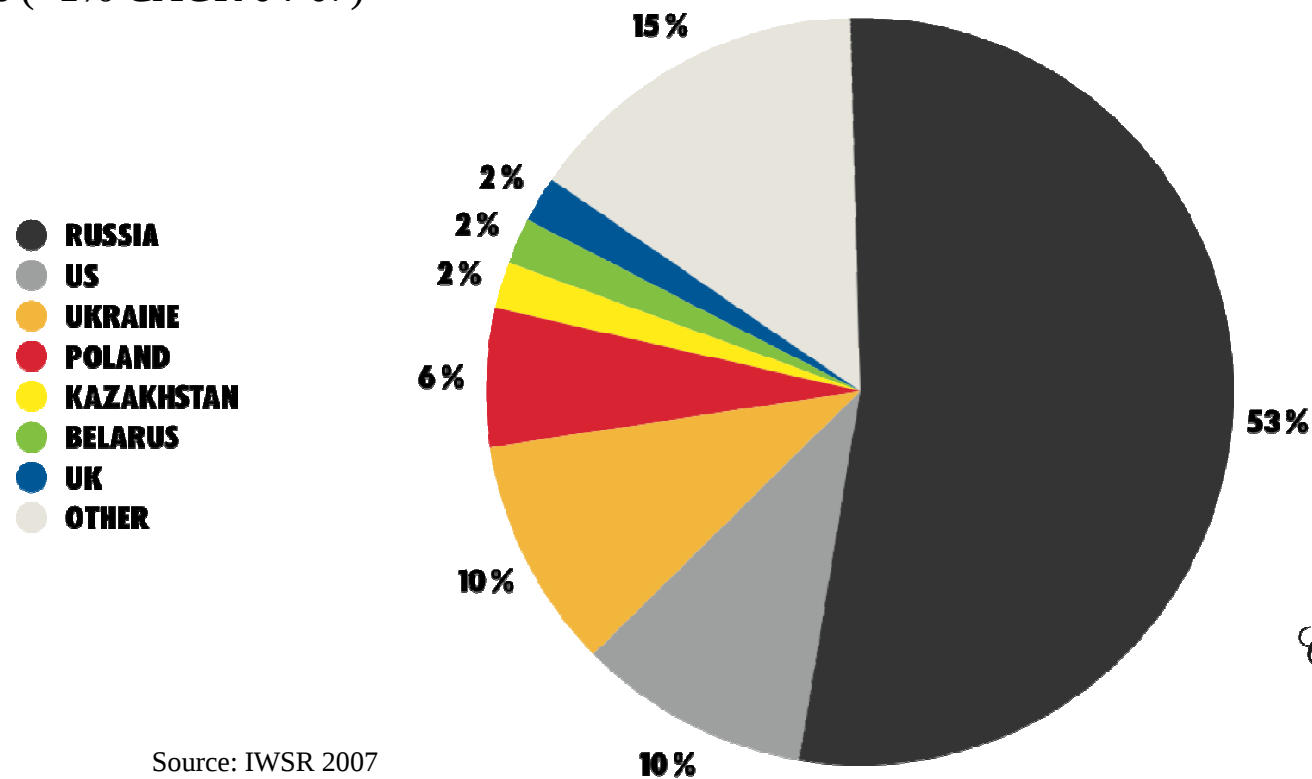
GLOBAL MARKET GROWTH

Value growth CAGR, 2001-2007



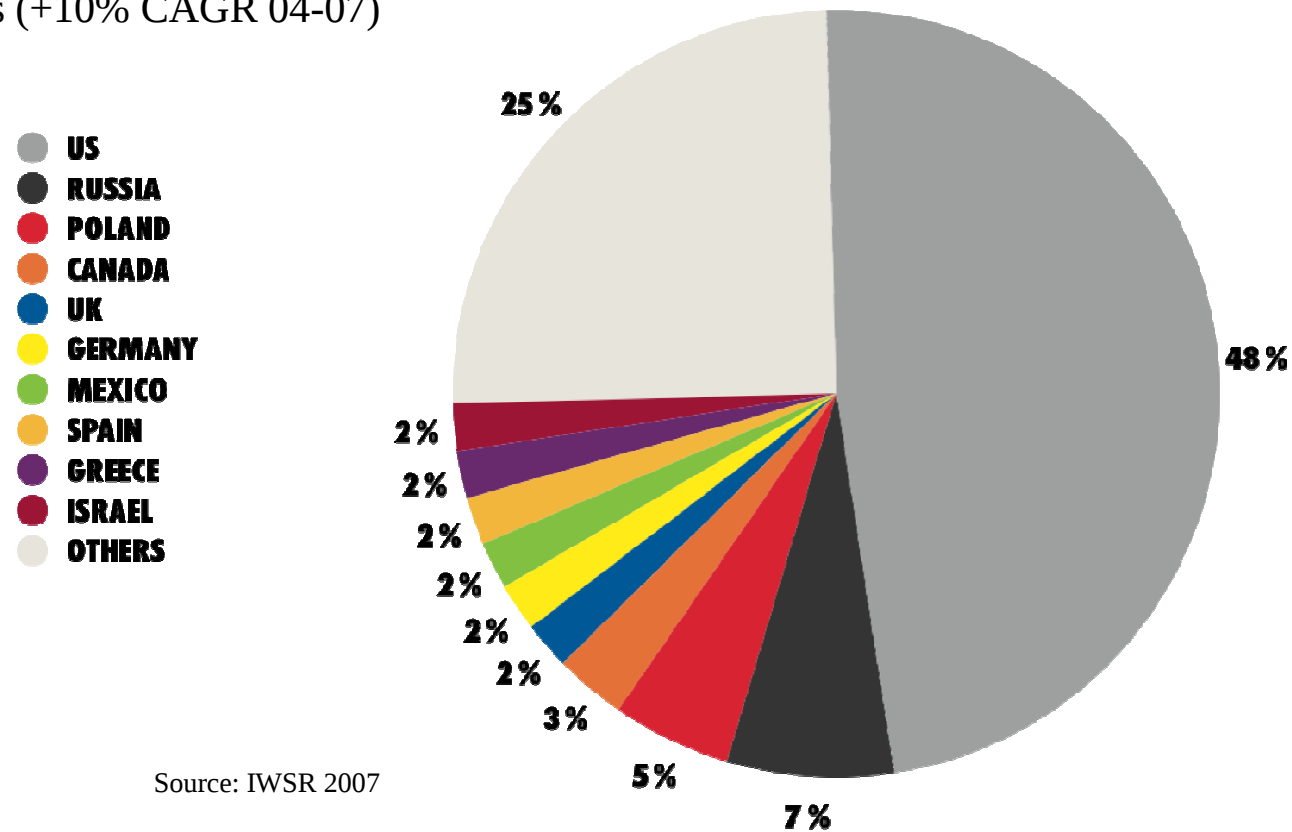
Total global vodka volume 2007

The four biggest markets represent 79% of the global vodka consumption
518 M9l cases (+1% CAGR 04-07)



Total global premium vodka volume 2007

The ten biggest markets represent 75% of the global premium vodka consumption
23 M9l cases (+10% CAGR 04-07)



HIGH GROWTH VODKA MARKETS IN PERCENTAGE

Over 500 k9L cases in CAGR%

	VOLUME 2007 (K9L)	CAGR 2004-07		VOLUME 2007 (K9L)	CAGR 2004-07
AUSTRALIA	1 132	17%	GERMANY	4 892	8%
FRANCE	1 981	16%	BRAZIL	5 275	7%
IRELAND	1 100	12%	UNITED KINGDOM	8 046	7%
MEXICO	1 400	10%	CANADA	4 229	7%
ITALY	729	10%	US	53 080	6%



THANK YOU



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