

JAMESON®



IRISH WHISKEY

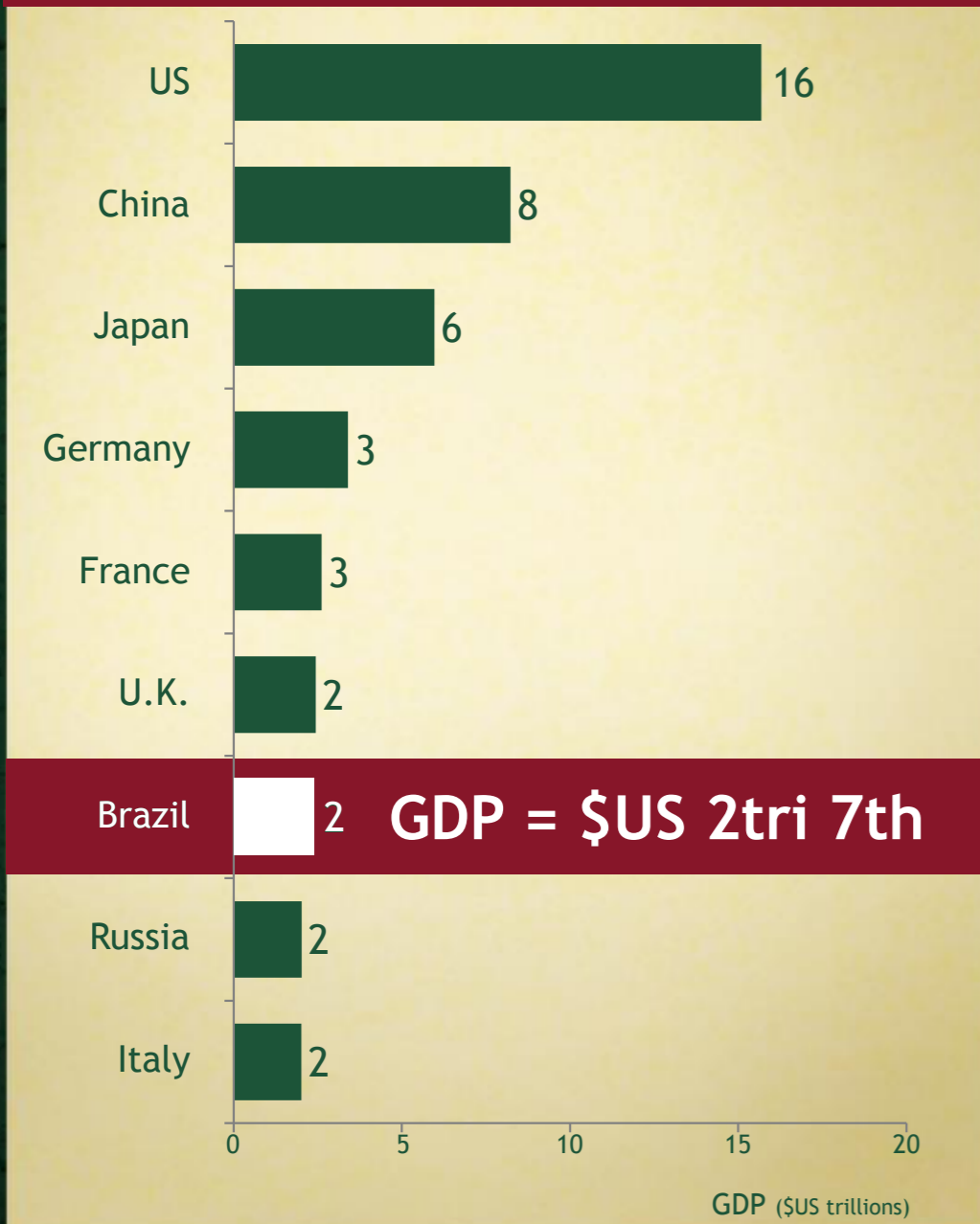
The opportunity for Jameson



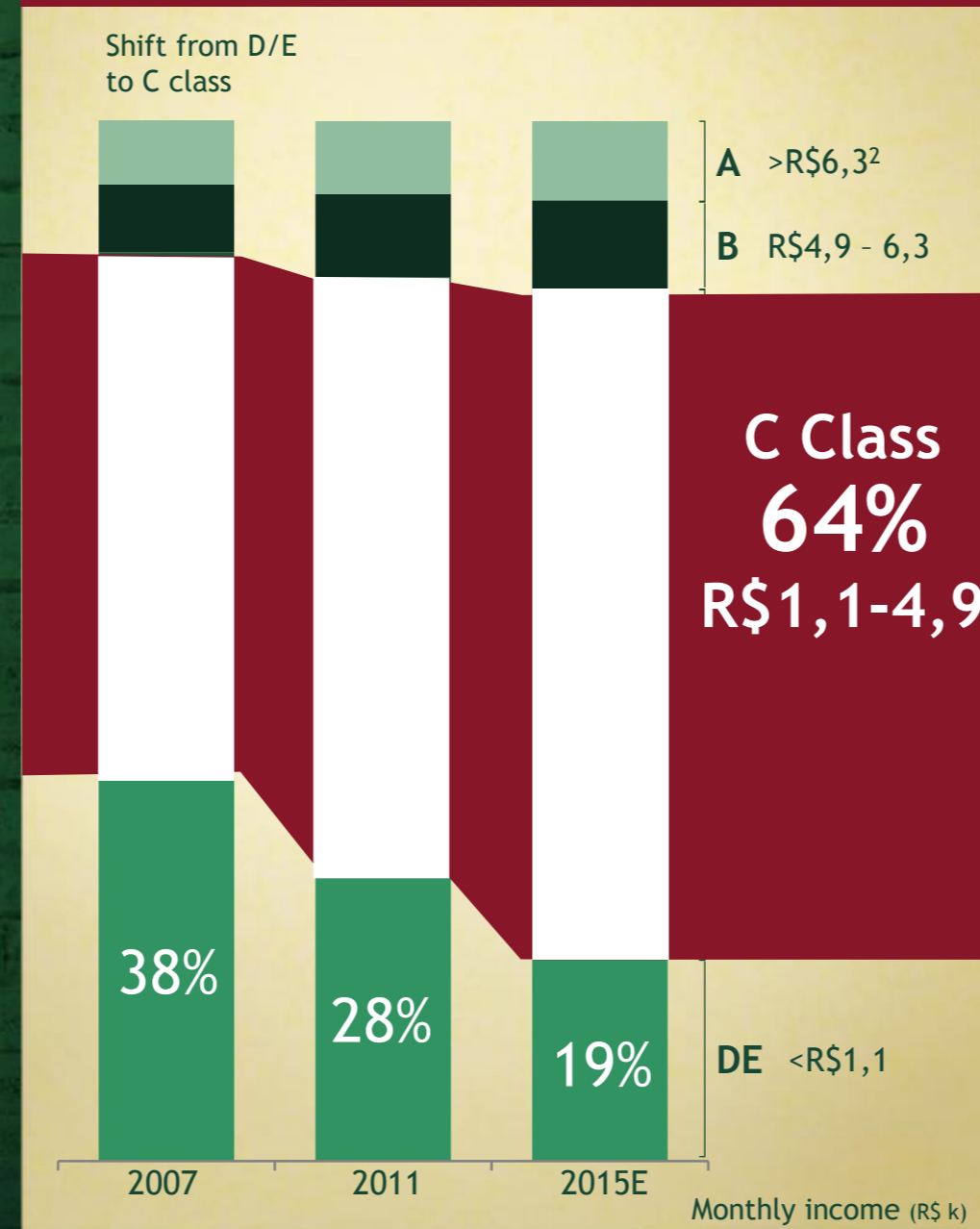
in Brazil

Brazil's size and importance present structural opportunities...

7th largest economy in the world¹



Strong emergence of middle class²



7th largest consumer market in the world³



...and several indicators remain positive

GDP started to recover in 2013. 2014 & 15 expected to remain at 2.3%¹

Demographic bonus will drive consumption¹

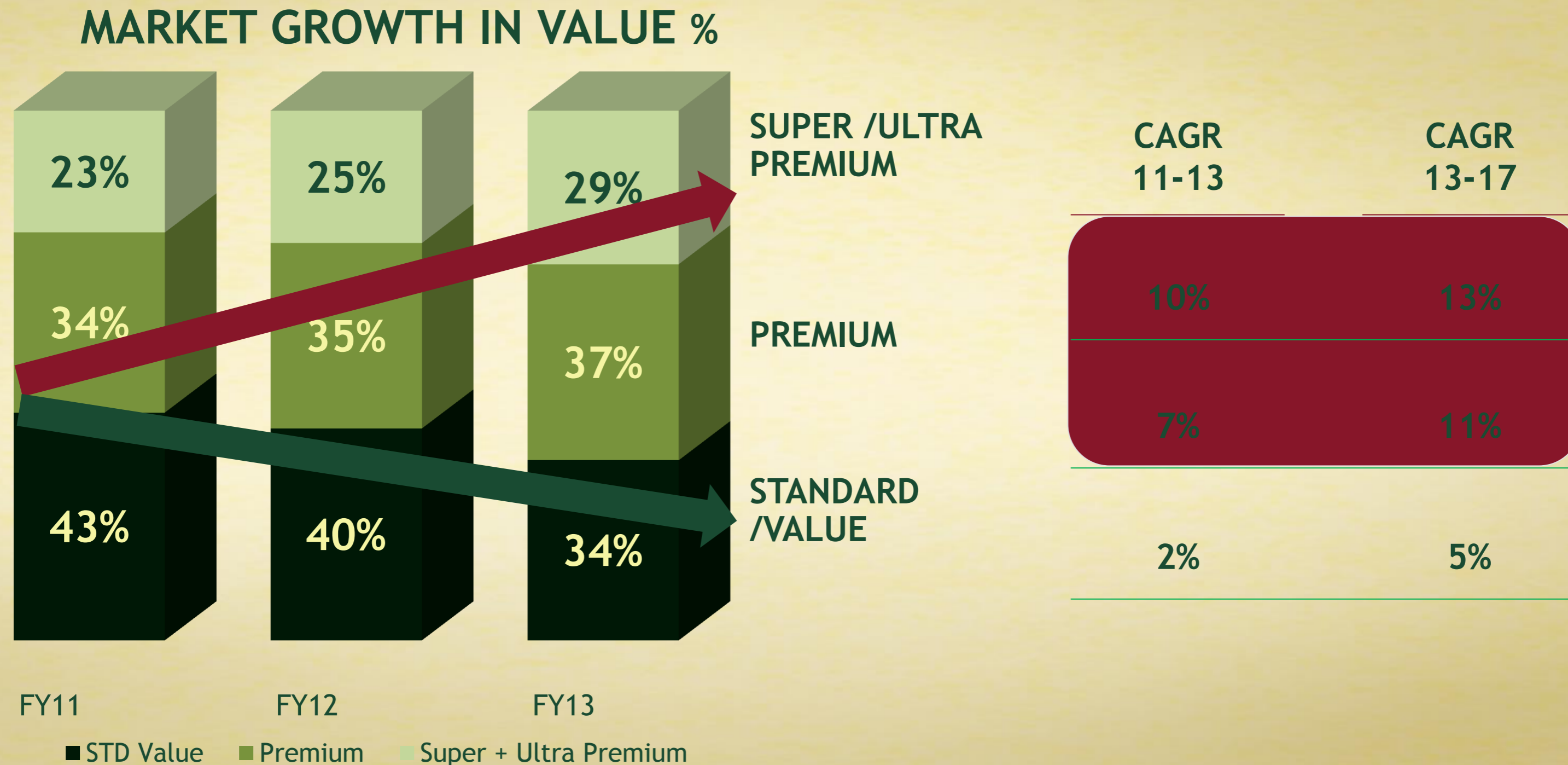
Unemployment remains at very low level (2014: 5.1%)²

Brazil remains among the top ten countries with the highest consumer confidence index²

Consumption to reach ~R\$3.2T in 2020, with ~85% of new consumption from MAC* households³



...and premiumization is a trend within alcoholic beverages



Note: Considers core categories (whisky, vodka, rum, champagne, sparkling wine) Source: Stratview 4YP



why do we believe
that now is the time
for Jameson
in Brazil?



volume growth
in Sao Paulo state



Scotch



non-Scotch



that is because Brazilians are

#1

Experimenting more
and expanding
their repertoires

#2

Travelling and being
exposed to different
things

#3

Growing tired
of mass brands

#4

Looking for
different attitudes
other than just
“status”



Jameson strategy



Establish Jameson as the alternative to traditional premium Scotch whiskies



Unique taste (smooth)



Unpretentious attitude

3rd way to whiskey

Scotch
whisky



American
whiskey

Jameson complements our whisky portfolio



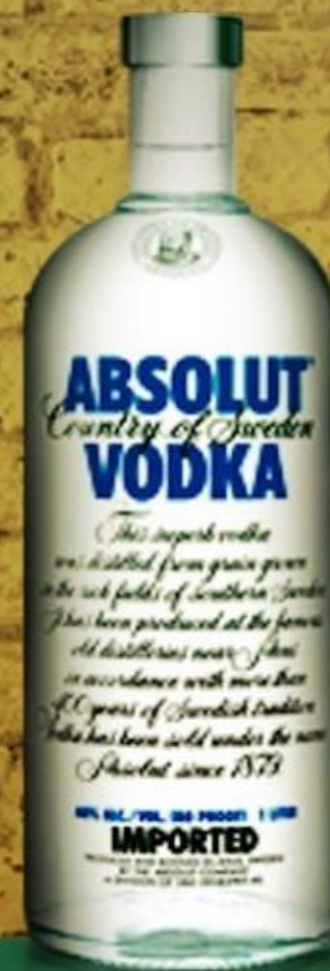
R\$ 110



R\$ 100



R\$ 90



R\$ 80



R\$ 70



Filling the gap between Ballantine's Finest and Ballantine's 12

DUDEs

are highly concentrated
in Sao Paulo, a trend-setting city
in Brazil...

...and one of most innovative cities, together w/ Tokyo and Paris*



Owned **Tag and Juice**, a
mix of art gallery and
bike maker shop

Very active in Vila Madalena
neighborhood: promotes
parties, leads bike movement,
local entrepreneur

Pablo

34, married
(soon to be
a father)

Biking is his lifestyle



We can easily identify LADS profiles in Sao Paulo

Rodrigo

28, single
(in a relationship)

Owns 2+2, **advertising agency**

Career focused, having
won 2 design prizes,
extremely sociable,
digitally connected



His friends are his lifestyle



What's our brand-building approach?



Competitors
say:



Heavy traditional
media investment



On-Trade pouring
contracts



What's our brand-building approach?

Jameson
says:



Competitors
say:



Heavy traditional media investment



On-Trade pouring contracts



Geo-targeted marketing



Influencers Program



Disruptive "face-to-face" experiences

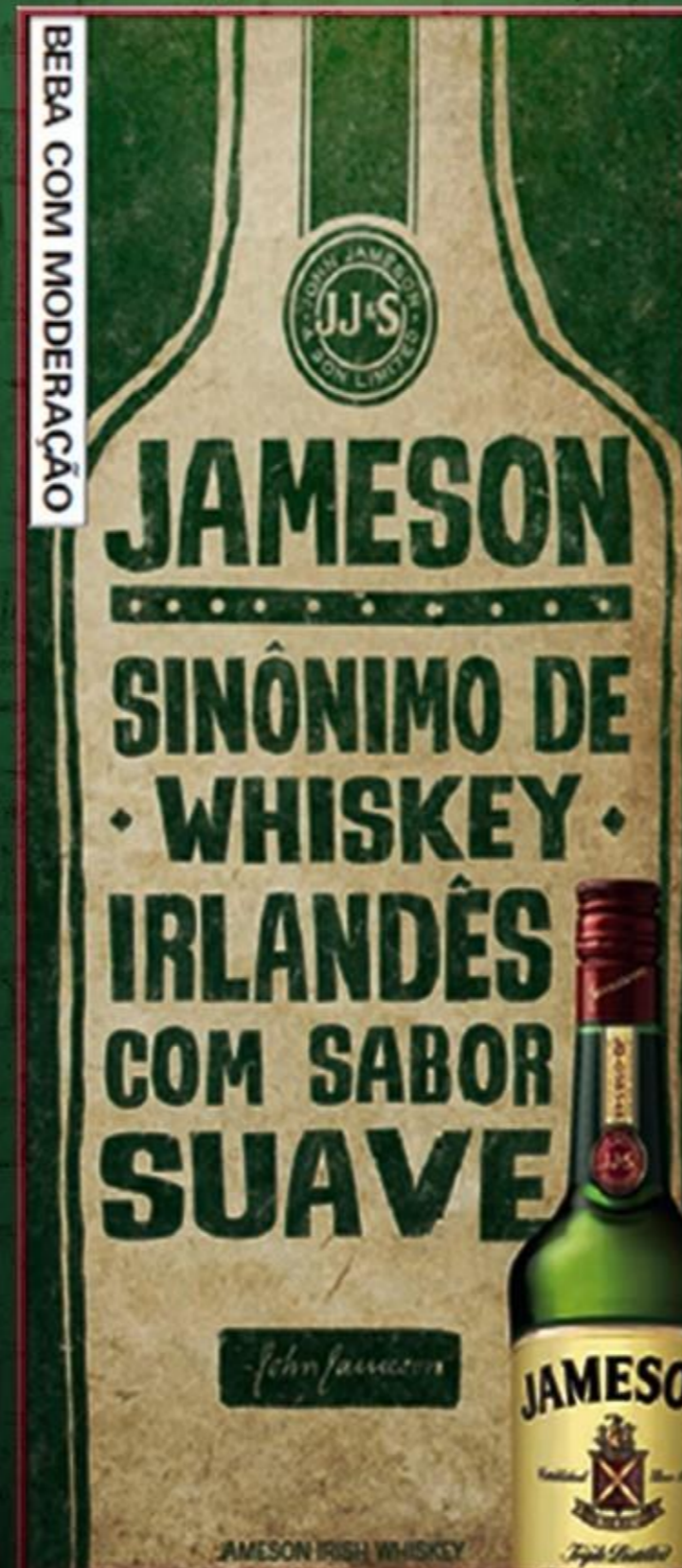


How to connect with our target?

Geo-Marketing (be where they are)



Targeted media to build brand credentials



Influencer Program

“One to One” marketing

The Idea

Identify and build a long term relationships between brand & **film tribe**, aiming to build advocacy.

They are Film **professionals & enthusiasts** with great networking power.



Influencer program How does it work?

It offers **exclusive** content
and special activities
that are related
to their **areas of interest**



Inspiring
content
develop exclusive
educational content



Events
unpretentious
parties



Jameson
influencer
program



Coffee Lab
create special
harmonization
experiences



Brand support
to KI personal projects

brand sponsor relevant
Projects presented by KOL

Jameson Food Truck

the idea and objectives

A food truck by Jameson & renowned chef Andre Mifano Circulated in Sao Paulo city between Oct-Dec 2013 offering unpretentious gourmet food along with sampling of Jameson



Create a disruptive experience that generates awareness & trial ("glass in hand"), while bringing alive the brand insight that "Premium experiences don't need to be pretentious"

Encouraging signs so far...



2.1pp value share of market (+1.7pp) vs previous year



Distribution:

- On Trade: **37% (+5 pp)** vs previous year
- Off Trade Key Accounts: **52% (+10 pp)** vs previous year



T. Awareness in Sao Paulo is 27
(+25% vs T. Brazil)

...however it's
a long-term play



Let's put
on the **Brazil**
Jameson
global map!



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