

JAMESON®



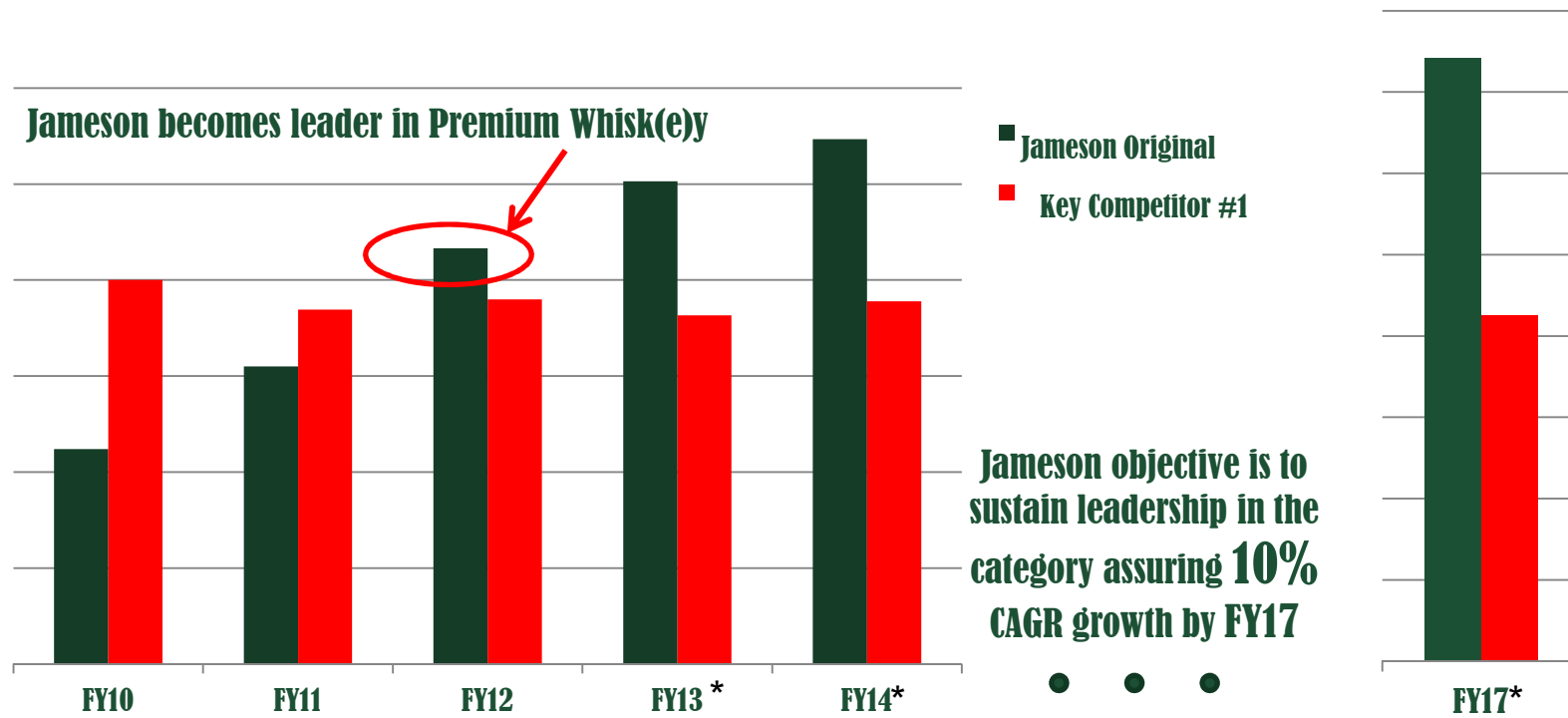
IRISH WHISKEY

Jameson Russia

Capital Market Day



Jameson has performed strongly in Russia over the last five years



2

Source: SCAPA, volume, K Litres
* FY13, FY14 and FY17 are estimates



Strong credentials for Consumers...

A Brand success story fuelled by a unique and attractive Marketing mix



**A smooth and differentiated
taste, fitting to Russian
consumer**



**An Irish origin, with strong
imagery**



**A playful and inspiring
communication platform, highly
relevant to Russian Dudes**

... and a key role in the portfolio

Jameson position in Pernod Ricard Rouss portfolio:



#1 in terms of Growth Margin



A Star Brand – key focus for the company (along with Chivas and Ararat)



Plays in biggest profit pool: Whisk(e)y Premium*

** In terms of Gross Margin*



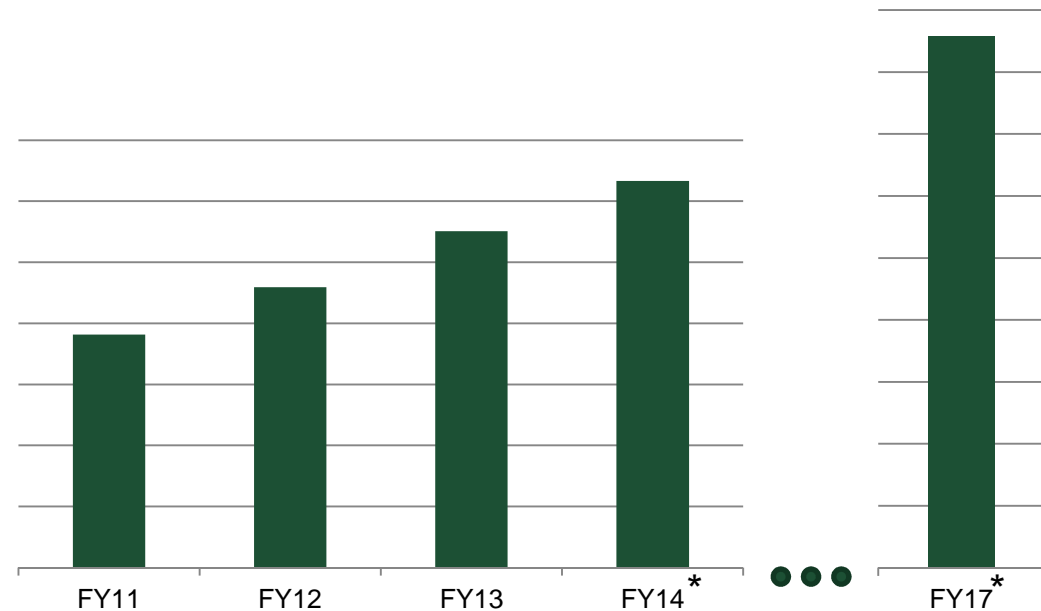
Premium whisk(e)y has significant potential for future growth

Premium Whisk(e)y Segment remains one of the fastest growing category among Western Style Spirits**

Consumers switching from Vodka category

Premiumisation from Standard Whisk(e)y

Increasing whisk(e)y popularity among all spirits



Source: SCAPA, volume, K Litres

* FY13 -FY17 are estimates

** +23% in FY14 vs PY



“Dark” market restrictions makes it harder for new brands to establish themselves...



TOTAL BAN ON MEDIA:
TV, OUTDOOR, PRINT,
RADIO ADVERTISING



BAN ON
DIGITAL ADVERTISING:
BANNERS, YOUTUBE
PROMOTION ETC



BAN ON CONTENT
WITH PEOPLE & ANIMALS



While Jameson is already very well established brand, with an innovative activation model and inspiring communication platform - The 3rd Way in the Whisk(e)y World

ADVOCACY



BTL



MENTORING



DIGITAL



BARTENDERS



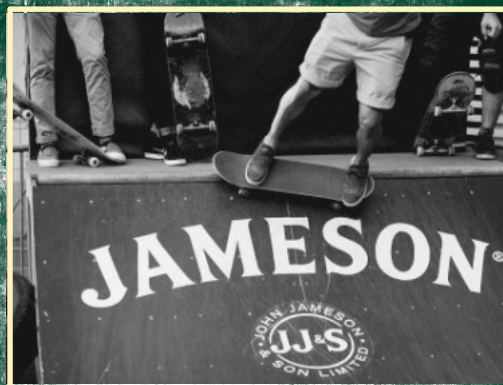
INNOVATION



A 3rd way activated through DUDE tribe



Collaboration with key Dude venues (Strelka, Solyanka, Mr Right etc.)



Owned events (Block Parties)



Digital and CRM



A 3rd way activated through Cinema territory



Jameson First Shot



Done in 60 seconds



Cinema premiers support



A 3rd way activated through Irish origin (St.Patrick day)



St. Pat events



On/Off Trade activation



Digital, CRM, PR



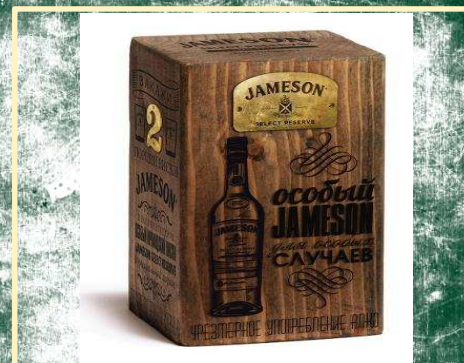
A 3rd way in Trade activations



Off-Trade visibility



VAPs/LEBs



On-Trade promo

Premiumisation and Innovation allow additional growth opportunities for the future

Jameson Select Reserve is an opportunity to

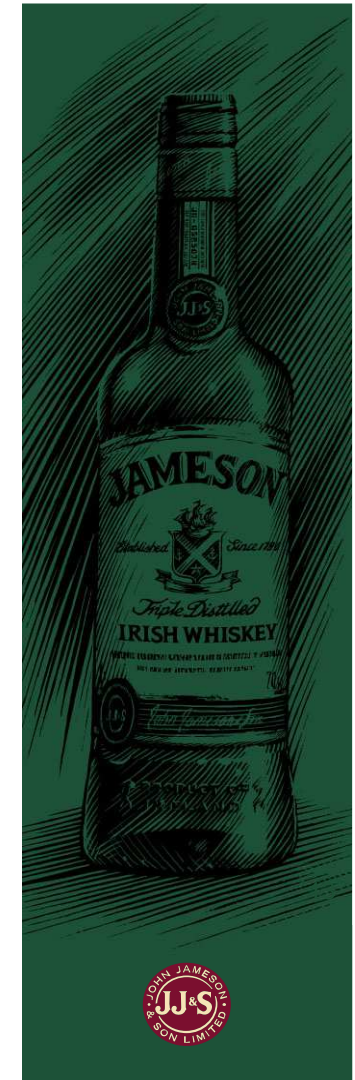
- **Up-trade current Jameson consumers on special occasions**
- **Introduce Jameson to Super Premium Whisk(e)y consumers**



Jameson is well positioned for continued growth in Russia, and we will leverage this strength over time through Premiumisation & Innovation

In order to expand its leadership, the Brand needs to:

- **Keep building & nurturing its brand image**
- **Further improve its footprint in the trade through breakthrough activations**
- **Capitalize on Jameson Select Reserve to become a stronger player in Super Premium**



THANK YOU

JAMESON

Established



Since 1786

