



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 —

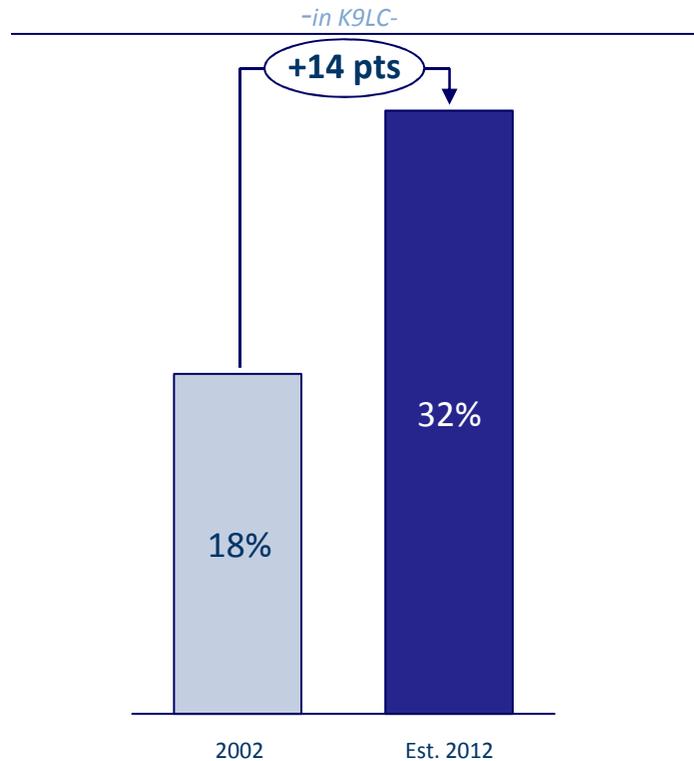
Martell Success story in Asia

→ 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

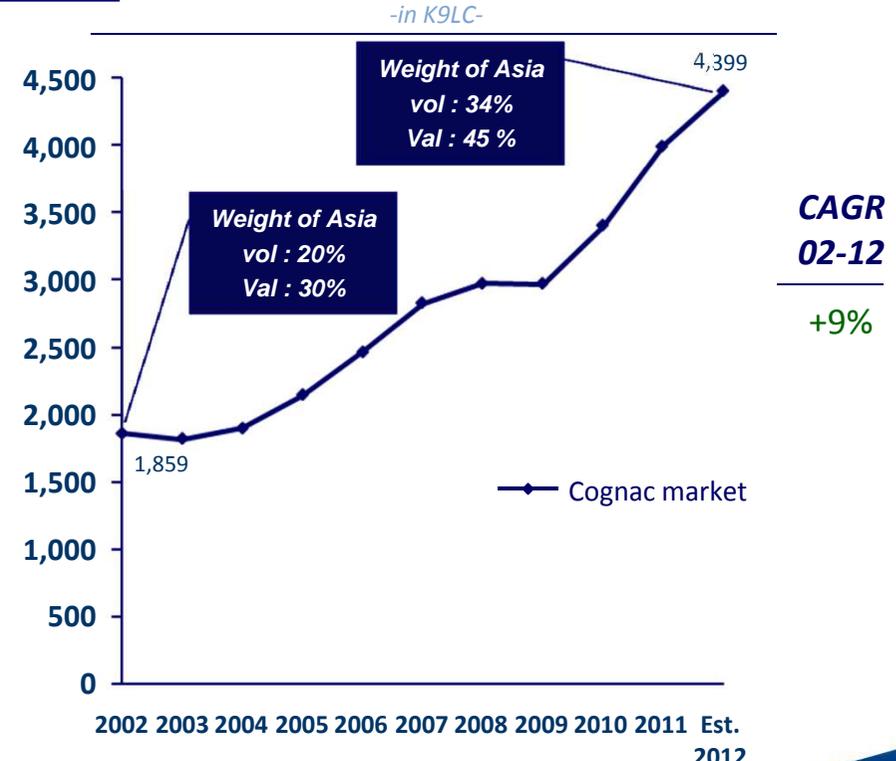
Gaining share in a dynamic category across a booming continent

Volume Martell market share from 2002 to 2012...



MARTELL #1...

Volume ... in a dynamic category



...KEEPS SURFING

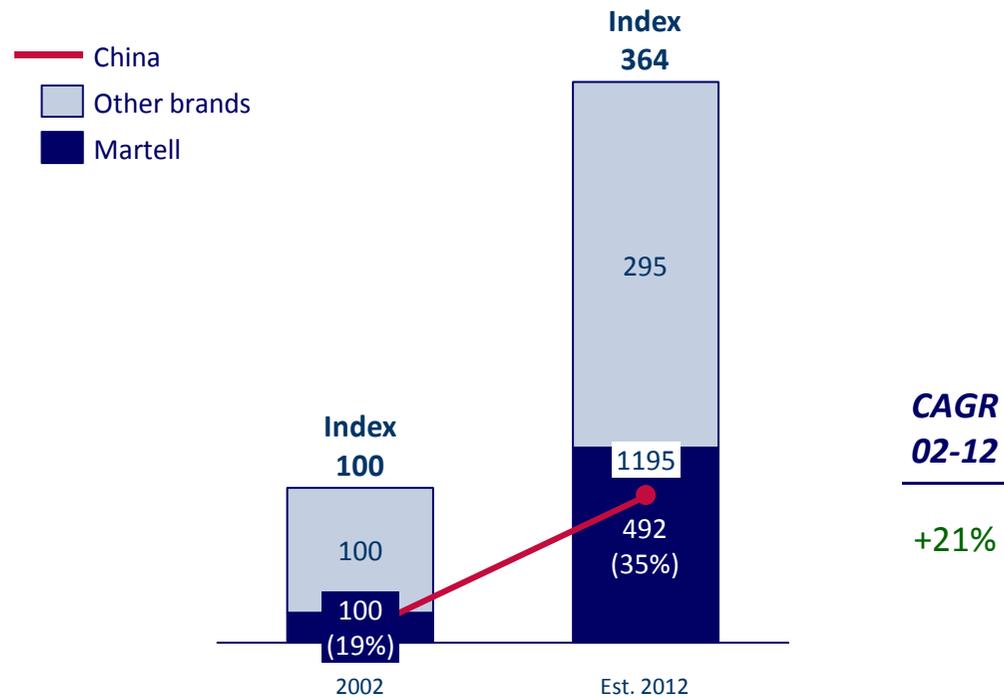
Source: IWSR 2011 + estimate 2012

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

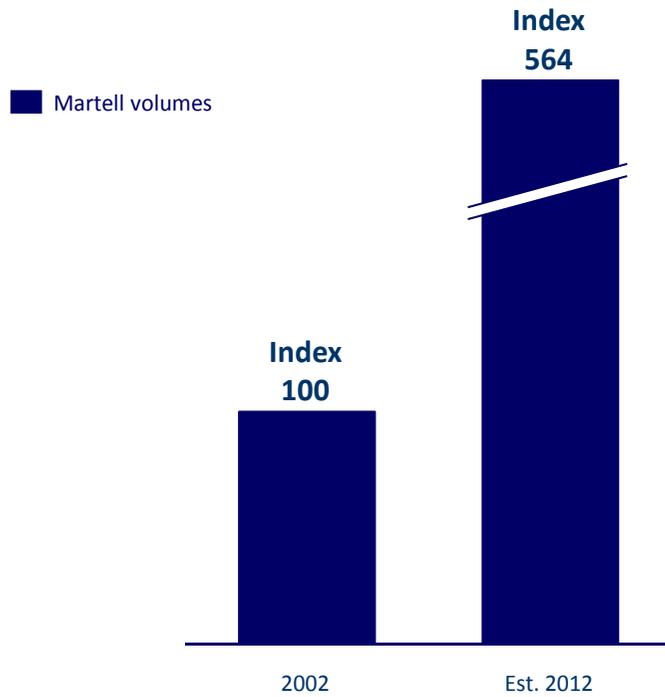
(1) Value IWSR = Volumes x average retail price

Reaching leadership in key Asian countries

Volume

Martell's strong growth in China

-index 100-



MARTELL #1 ex. in CHINA

Martell in Malaysia in 2012

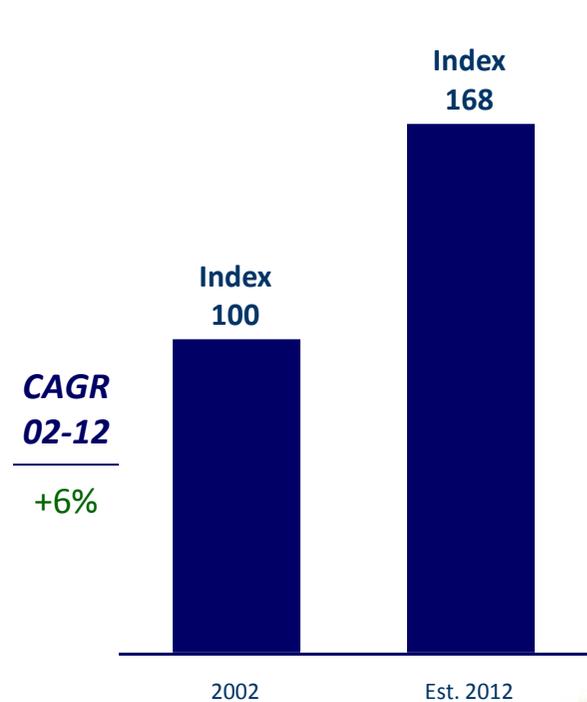
-index 100-



MARTELL #1 in MALAYSIA

Martell in Singapore in 2012

-index 100-

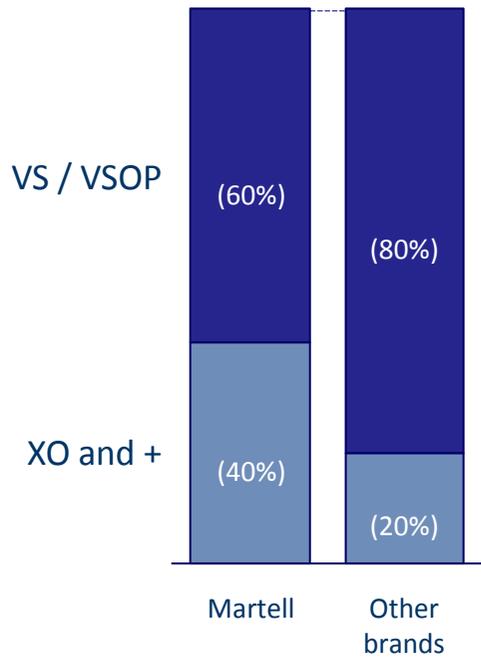


MARTELL #1 in SINGAPORE

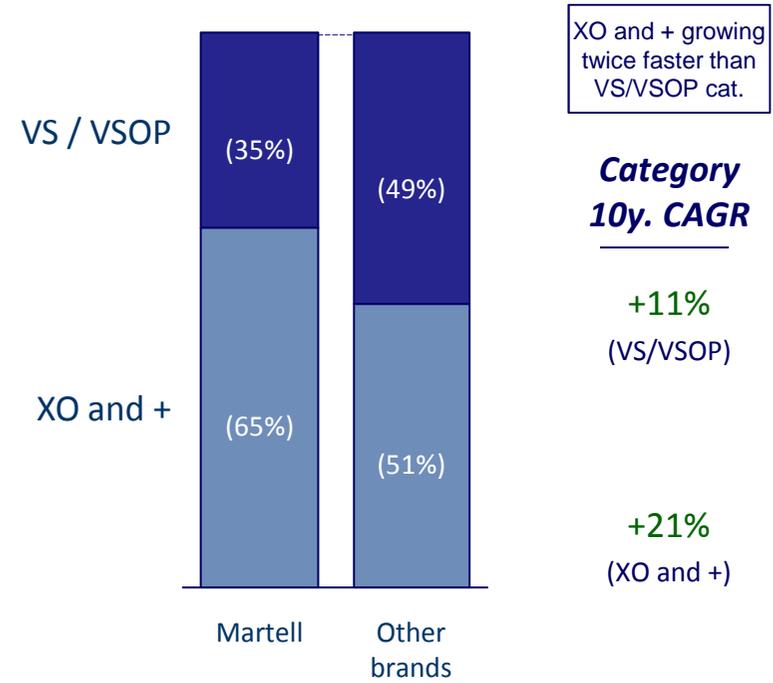
Source: IWSR 2011 + estimate 2012

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

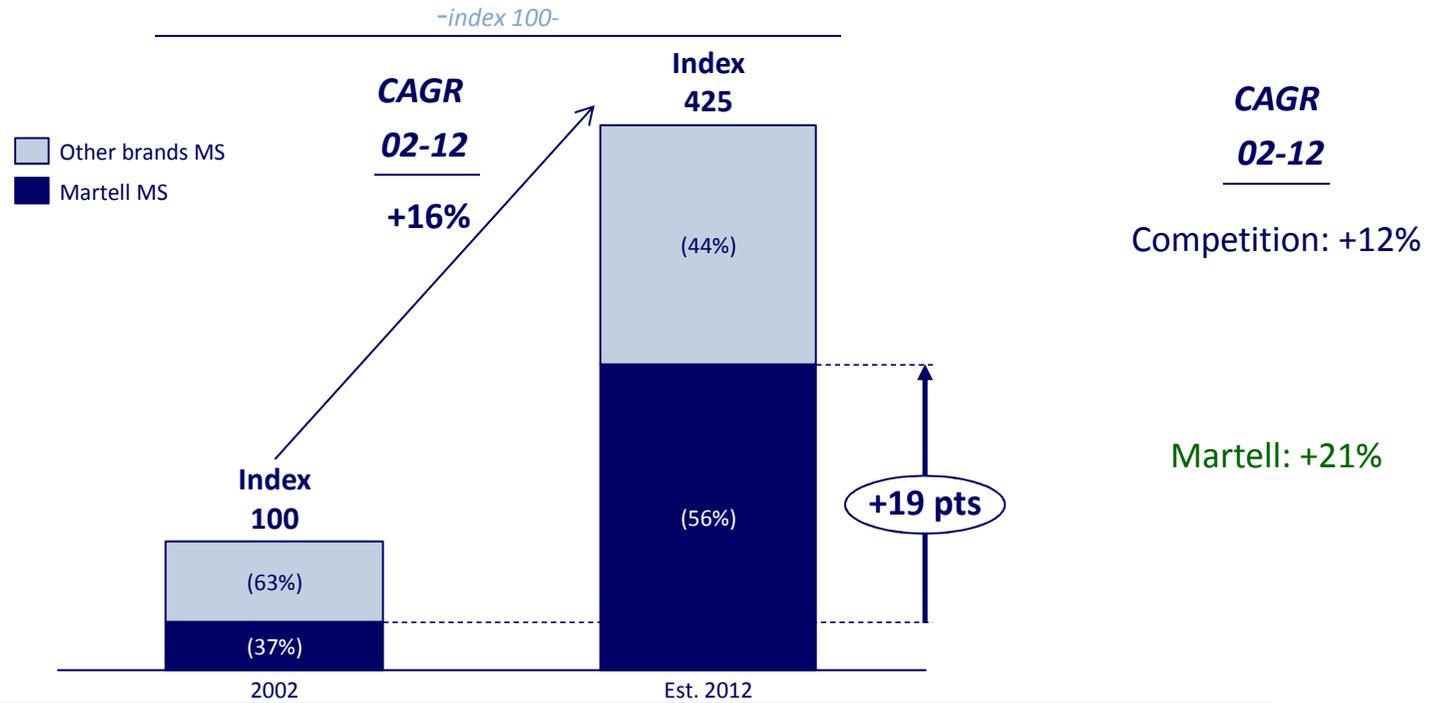
Source: IWSR 2011

(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



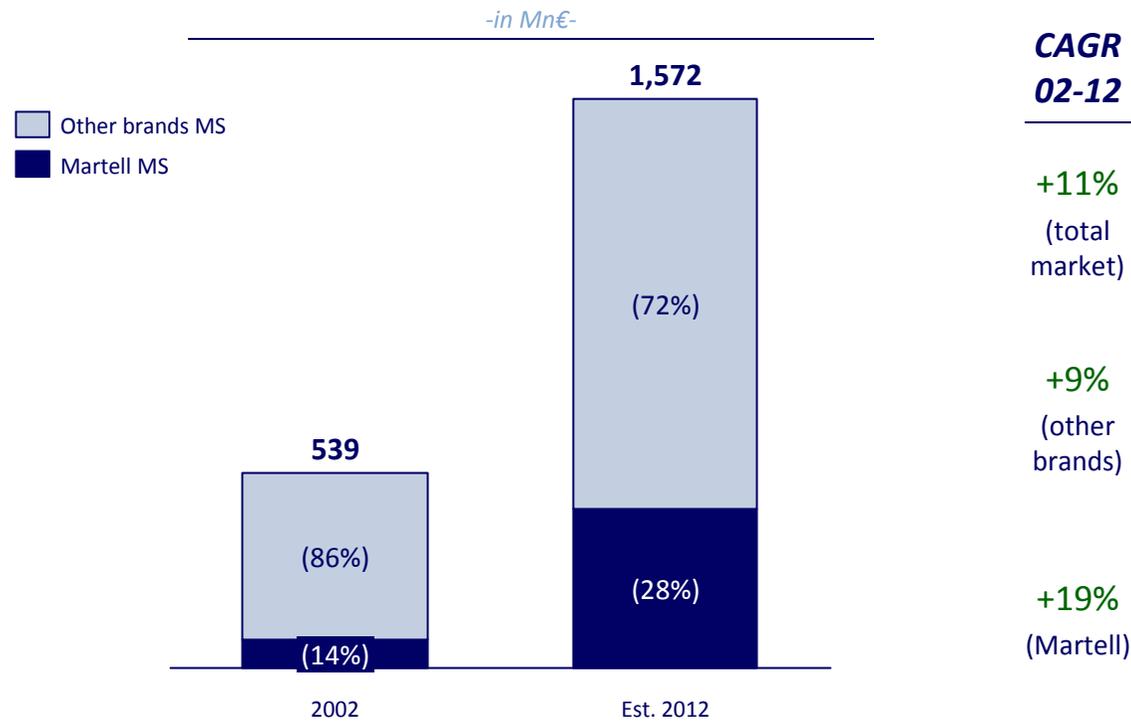
**A performance driven by China
where Martell's SoM exceeds 55% in a country accounting for 60% of 'XO & above' Asian sales**

Source: IWSR 2011+ estimate 2012 (1) Value IWSR = Volumes x average retail price

Growing twice faster than competition in the VS/VSOP category

Value

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



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



Wide targets and numerous occasions



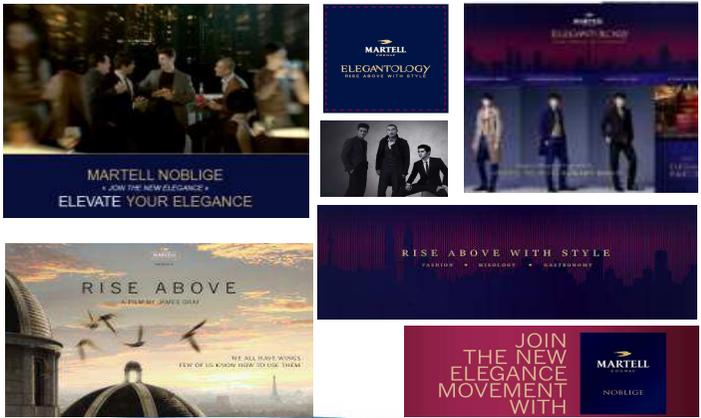
Direct contact with Customers / Friends of Martell



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**



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