

Thibaut de Poutier de Sone, Managing Director of Pernod Ricard Asia Duty Free



Excellence in Asia Travel Retail

28 May 2013



Capital Market Day
— Beijing 2013 —

Agenda

- Showcase
- Value Engine
- Chinese Travellers
- Pernod Ricard Asia Travel Retail

Travel retail showcase

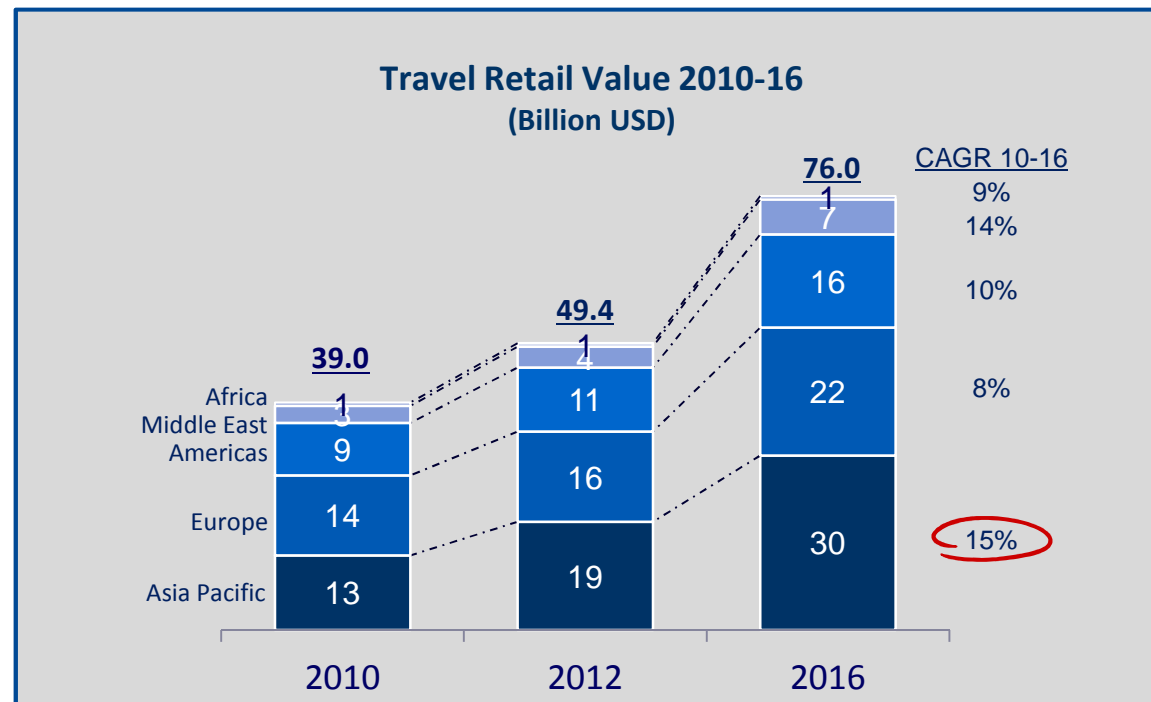


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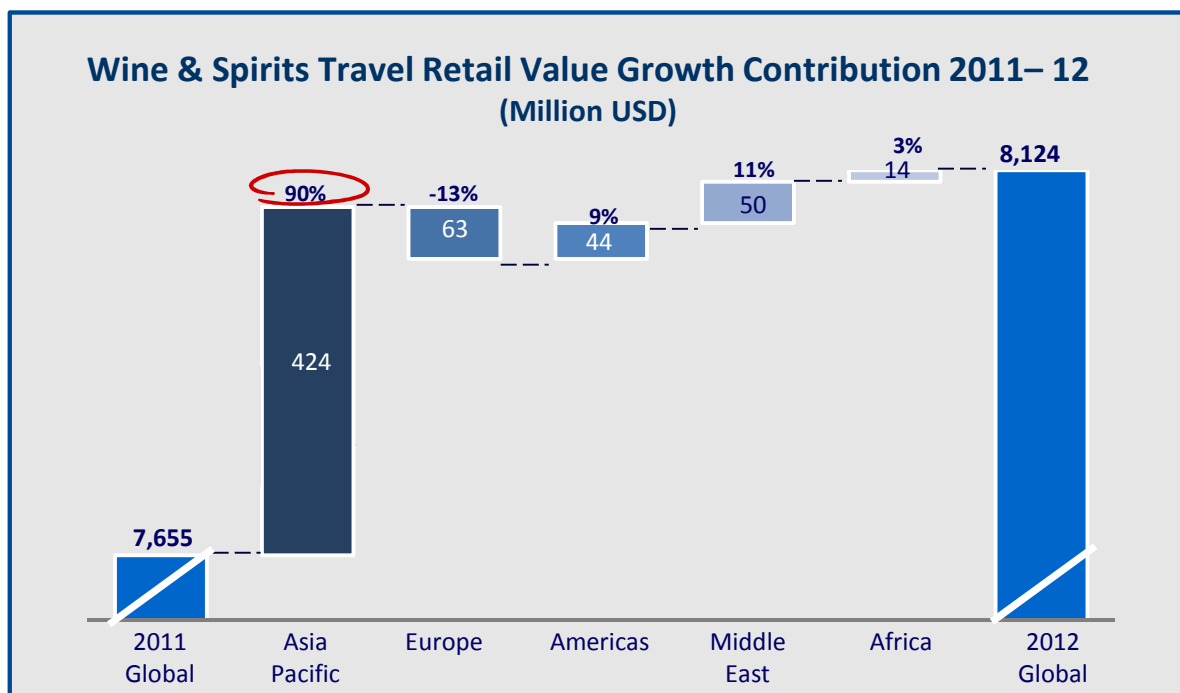
Value engine

Asia Pacific - the largest and fastest growing TR region globally



Value engine

Asia Pacific - 90% of TR wine & spirits growth



Travel retail - key contributor of Pernod Ricard in Asia

Global Travel Retail

#3

for Pernod Ricard

Pernod Ricard Asia Travel Retail

#3

for Pernod Ricard Asia

Value engine

Leading positions in the dominant categories



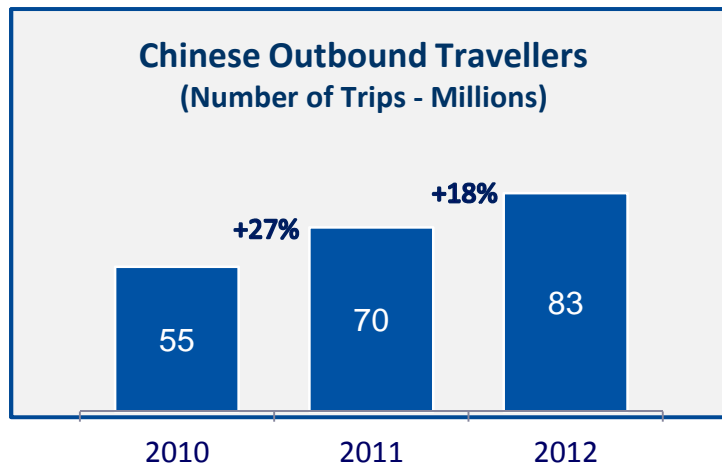
Value	SCOTCH	COGNAC	VODKA	TOTAL
Overall	#1	#2	#1	#1
Prestige +	#1	#1		#1
Super / Ultra Premium	#1	#3		#1

Agenda

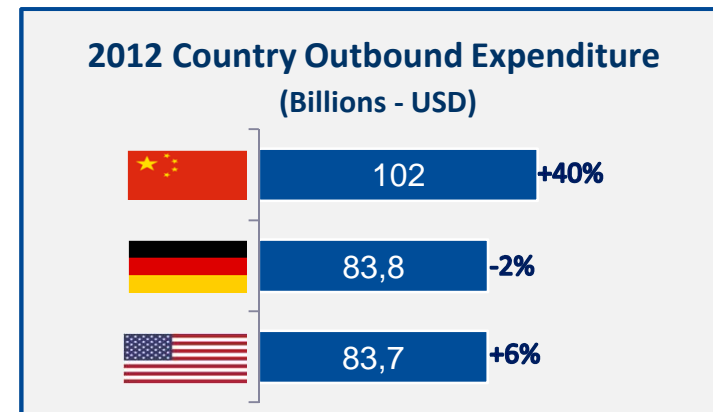
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Chinese travellers - a unique opportunity

→ In terms of growth



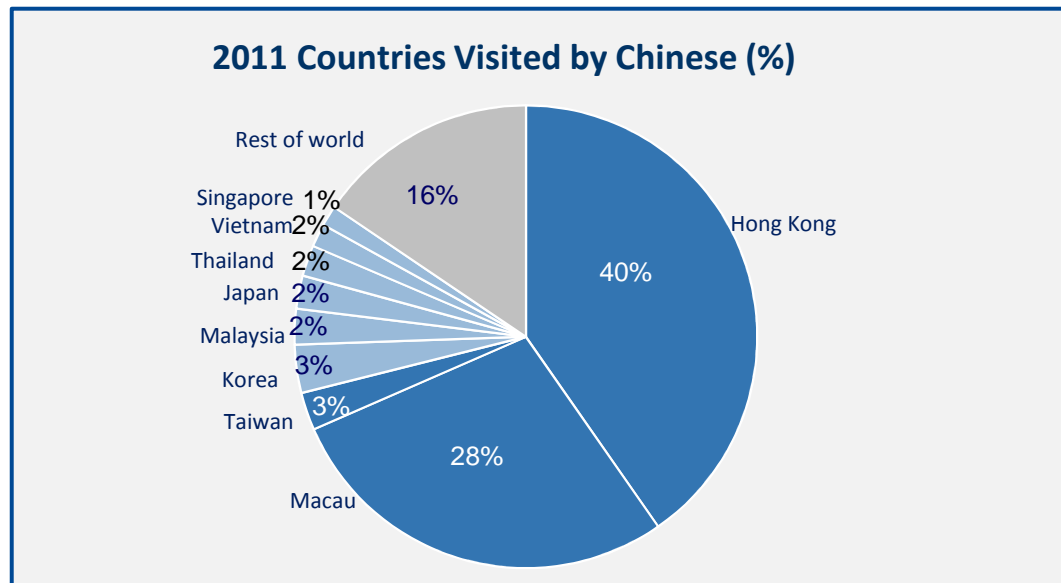
→ and spend



- Number 1 spending outbound tourism group globally, showing continuous potential
- **High average spend** on alcohol at airports >100 USD



PR best positioned to trail Chinese travellers 'door-to-door'



- ~85% of Chinese Traveller destinations are **within Asia**
- **Pernod Ricard leadership** in both the **China domestic market** and **Asia Travel Retail**
- A **unique competitive advantage** to capture the opportunity

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Building new capabilities to widen our leadership position



Enhanced organization as of 01/07/13 (incorporating China & Japan Duty Free) to better address the Asia travel retail opportunity

Building new capabilities to widen our leadership position

Focused and strengthened organization

Commercial

SELLING & BUILDING
BEST IN CLASS
RELATIONSHIPS
WITH CUSTOMERS

Marketing

GENERATING AND
SUSTAINING TRAVEL
RETAIL CONSUMER
DEMAND

Travel Retail Operations

NEW FUNCTION
COMMITTED TO
ACHIEVING IN-STORE
EXCELLENCE

Excellence from point-of-sale, to brand experience & services


Pernod Ricard
Créateurs de convivialité

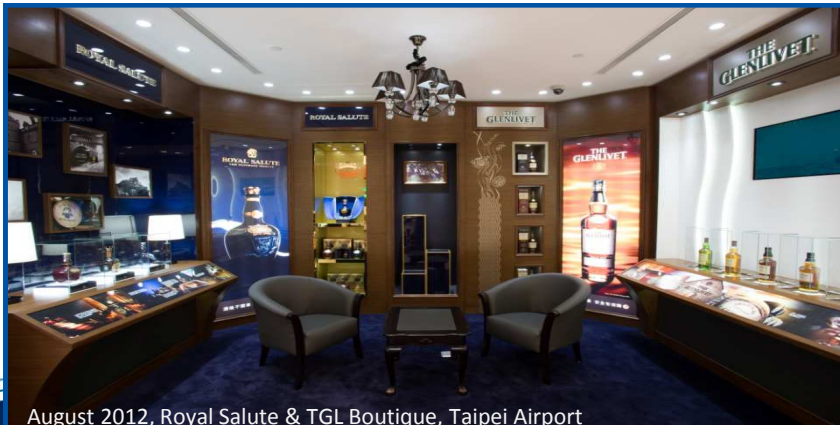
In Airports



March 2010, Martell Experience Boutique, HKIA



September 2012, L'Or de Jean Martell corner, HKIA



August 2012, Royal Salute & TGL Boutique, Taipei Airport



December 2012, Martell and Chivas stores, KLIA Arrival

Excellence from point-of-sale, to brand experience & services

In Downtown Stores



November 2012, Martell and Royal Salute store in Taipei



April 2013, Martell and Royal Salute store in Singapore's DFS Galleria



Excellence from point-of-sale, to brand experience & services

In Airlines & Lounges



Excellence from point-of-sale, to brand experience & services


Pernod Ricard
Créateurs de convivialité

In Airports

In Downtown Stores

In Airlines & Lounges

And Beyond...





Pernod Ricard

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