



Pernod Ricard

*Créateurs de convivialité*

Philippe Guettat, CEO of Martell Mumm Perrier-Jouët

# Martell Future Potential

28 May 2013



Capital Market Day  
— Beijing 2013 —

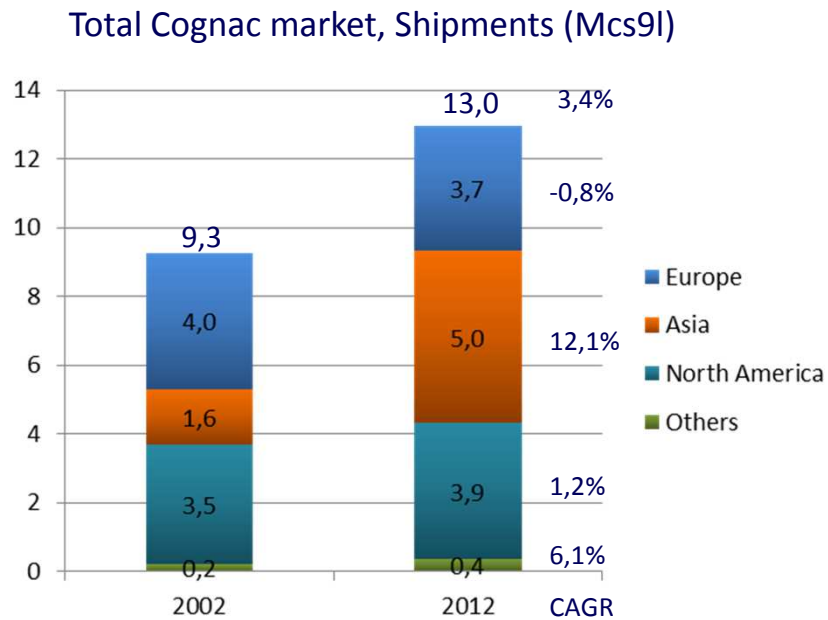
# **BE RECOGNIZED AS A WORLD CLASS PRESTIGE BRAND**

## **3 Strategic Opportunities**



## Asia is instrumental in achieving our vision

### ASIA THE LARGEST COGNAC MARKET IN VOLUME AND THE FASTEST GROWING



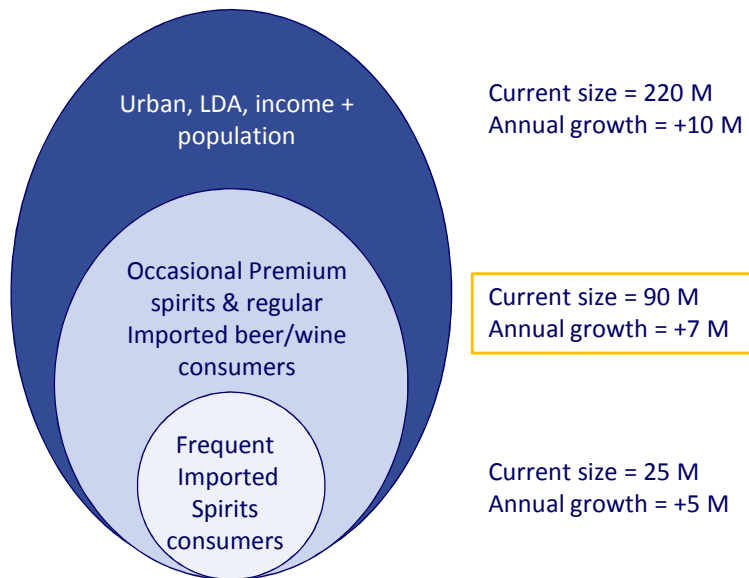
### FAST GROWING TRAVELERS, GREAT ECONOMICAL INFLUENCE



RECRUITMENT  
ACCELERATION

Cognac consumer pool in China expands by 7 M people every year

STRONG CONSUMER TRENDS



SUSTAINED INVESTMENT IN RECRUITMENT WITH  
NOBLIGE

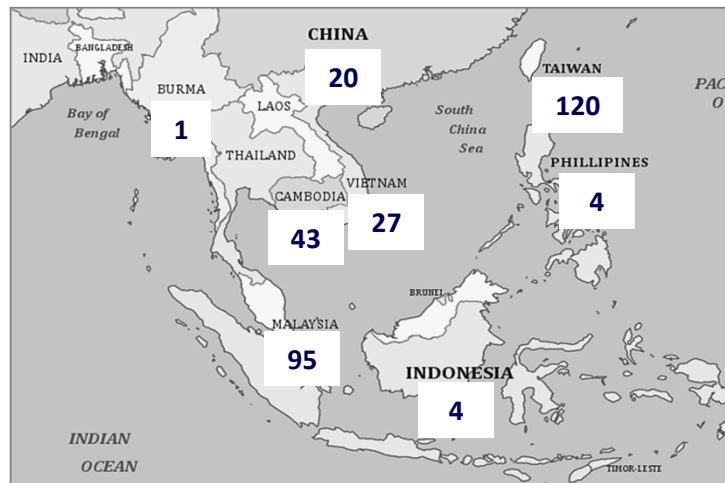


Source: internal

## Strong expansion potential in South-East Asia

### REGIONAL GROWTH RELAY ALREADY IDENTIFIED

Average Cognac consumption per 1000 LDA inhabitants = 60 L/year (UK = 130)



### REGIONAL RECRUITMENT PLATFORM MATCHING YOUNG ASIANS ASPIRATIONS





NEW  
GEOGRAPHIES/  
OCCASIONS IN  
CHINA

## Expanding Cognac consumption towards new occasions

### EXPANSION OF COGNAC THROUGH REGIONS AND OCCASIONS

New needstates within current Cognac regions



New regions by expanding existing Cognac occasions



### GASTRONOMY / FOOD ASSOCIATION INITIATIVES



Tastesetters.com

Pure Gourmet  
by Martell

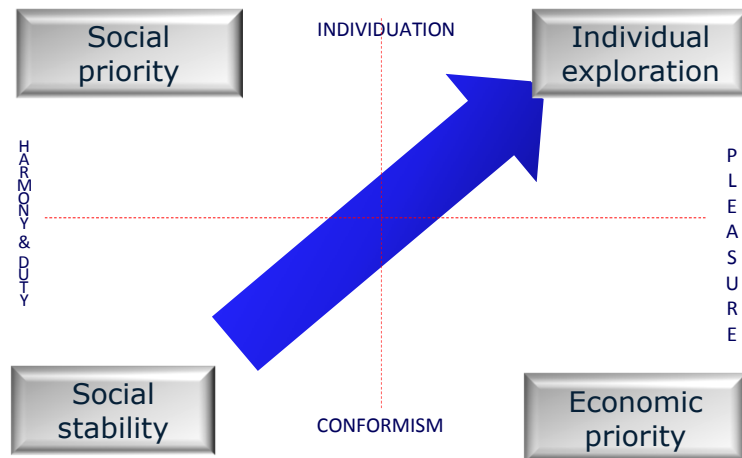
Martell  
new initiative  
coming soon



## Great substance & innovation as catalysts to premiumization

### CONSUMER BEHAVIOR SHIFTING FROM HARD VALUE TO CONTENT

Importance of individual exploration triggers  
need for innovation



### SUBSTANCE AND CONTENT-DRIVEN PRODUCTS

Successful  
launch of  
Martell  
Chanteloup  
Perspective

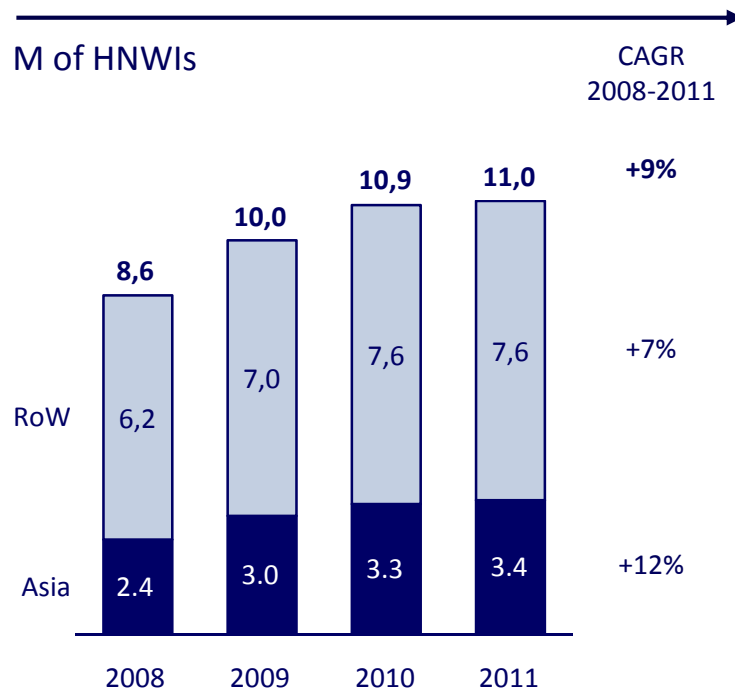


Martell  
Millésimes



Expansion of HNWIs in Asia is a great opportunity for Martell,  
thanks to its unique offering

#### FAST EVOLUTION OF HNW



#### MARTELL ULTRA-PRESTIGE OFFER

L'Or de Jean Martell with  
new gift box and movie



Activation  
dinners





Pernod Ricard

# Capital Market Day

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