



Pernod Ricard Asia

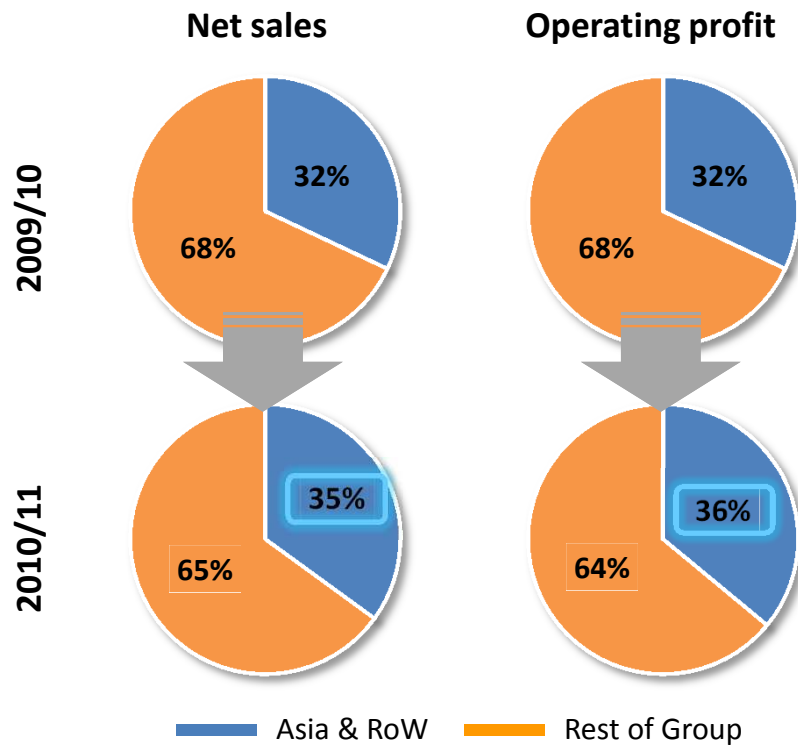
ASIA CONFERENCE



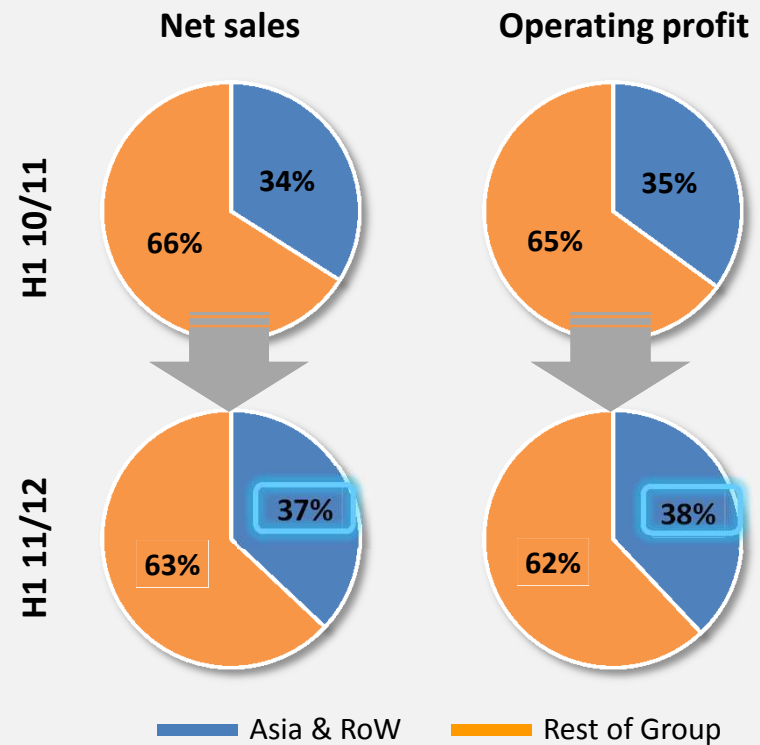
March 20th, 2012

Asia reinforces its status of leading Region

Permanent increase of Asia & RoW share in Pernod Ricard



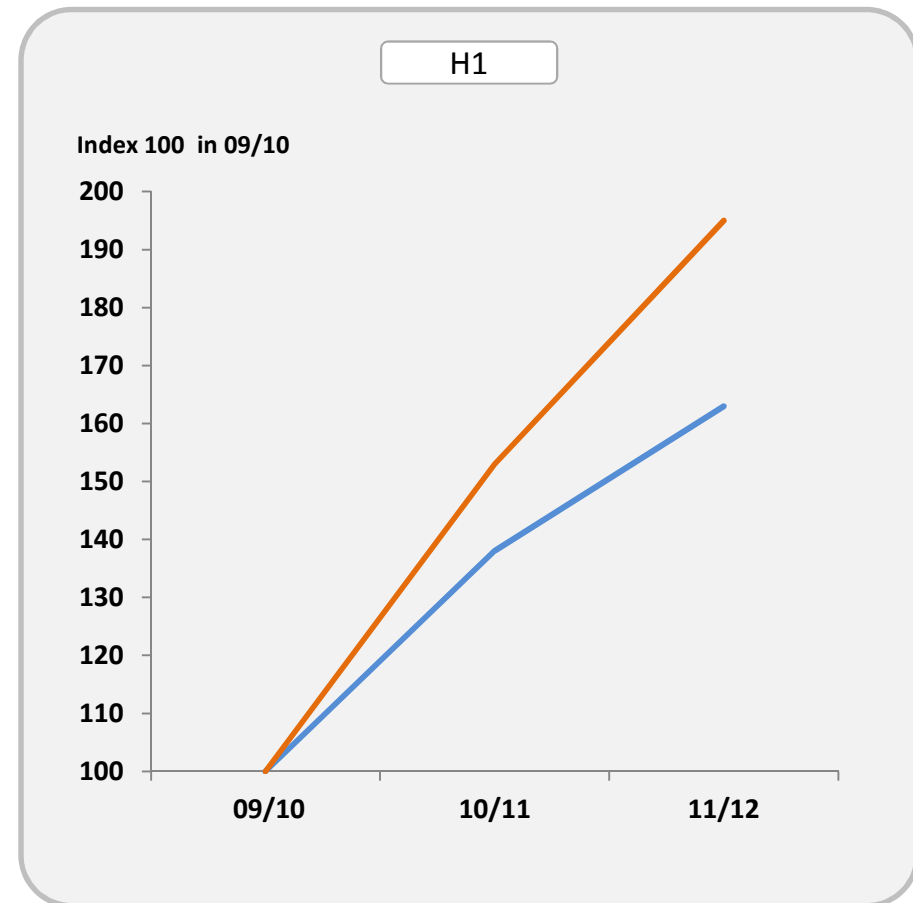
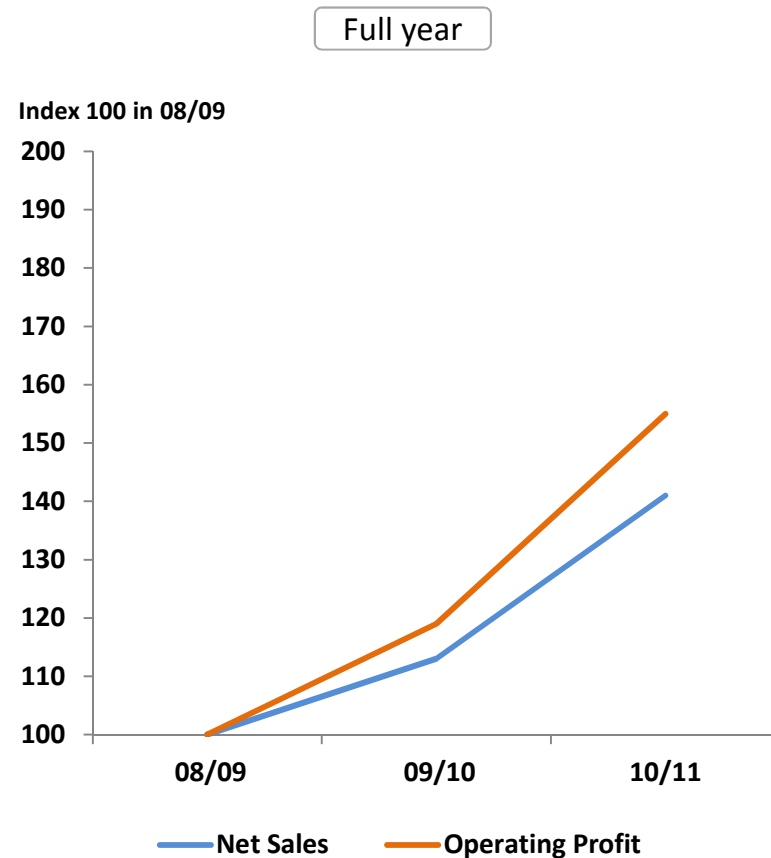
Asia represented 80% of sales within Asia & RoW in 10/11



Asia represented 81% of sales within Asia & RoW in H1 11/12

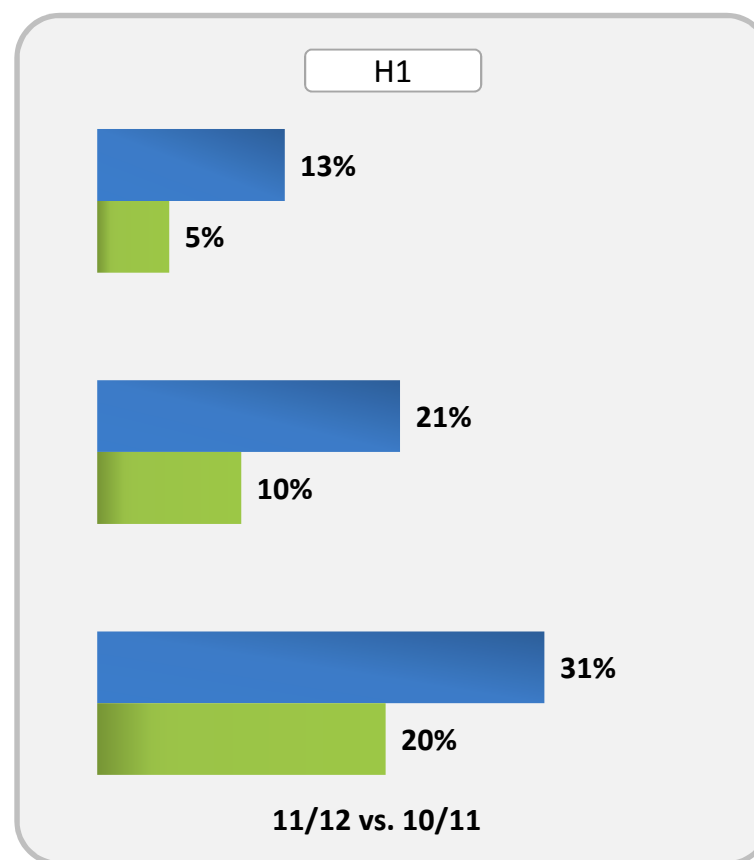
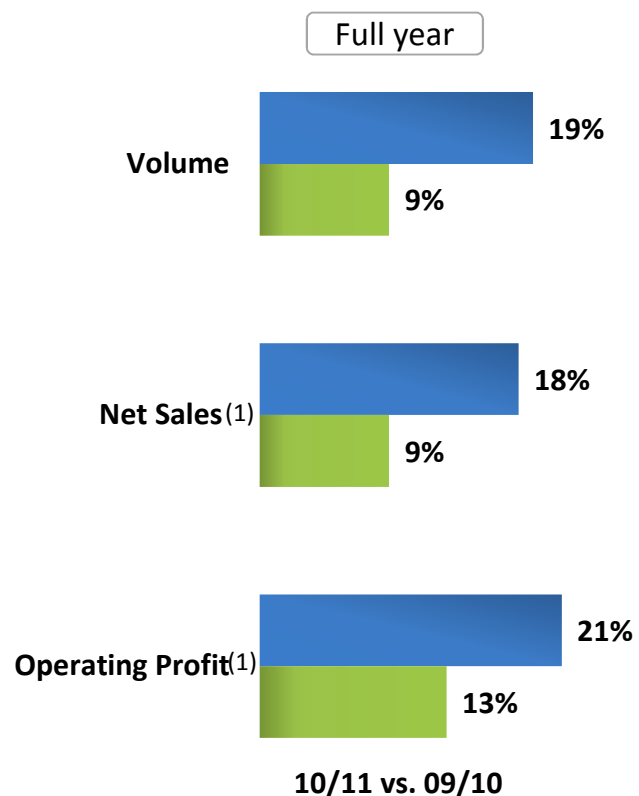
Pernod Ricard enjoys strong momentum in Asia

Double-digit growth in net sales & operating profit



At a much faster pace than its main international competitor

Widening the gap



(1) Organic growth

■ Pernod Ricard*

■ International Competitor 1**

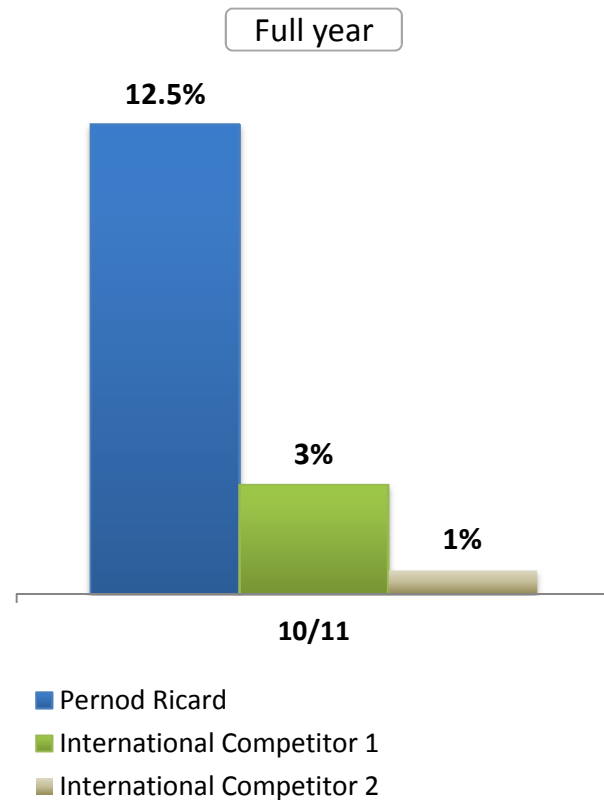
Source: * Pernod Ricard Asia figures only

** International Competitor 1 Asia Pacific reported figures

Thus reinforcing its global leadership in Asia

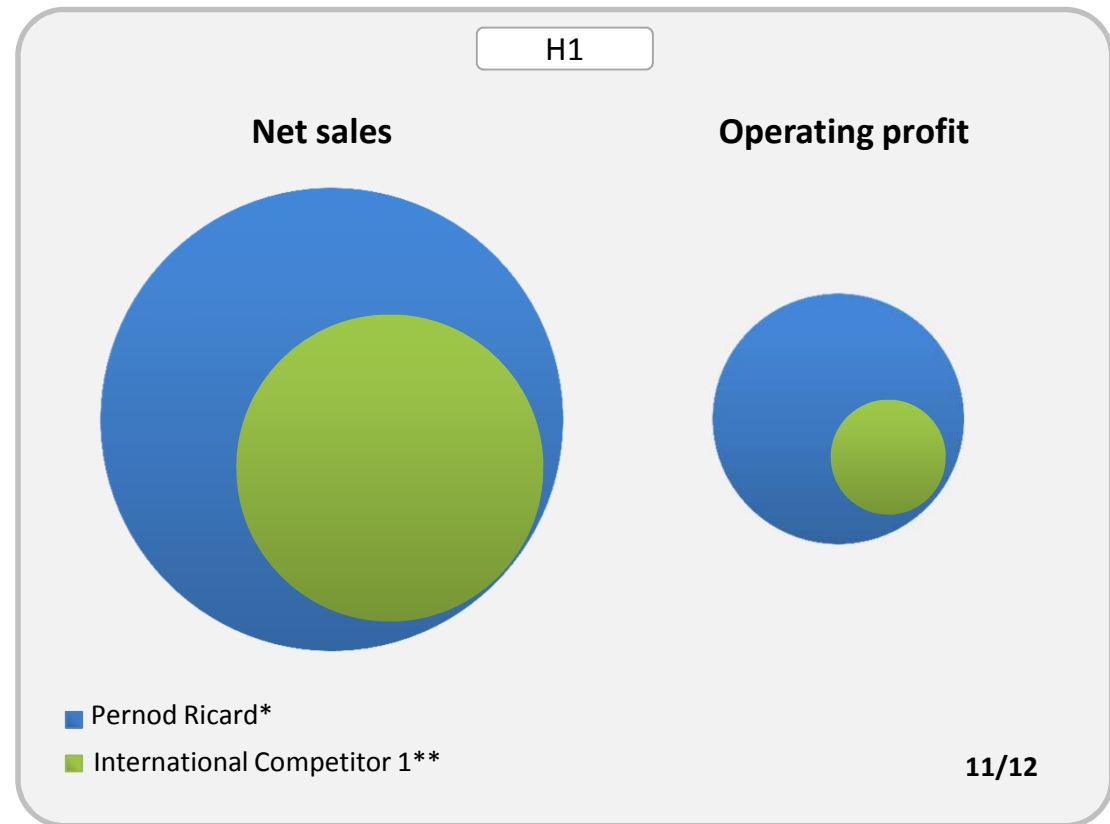
Volume market share

Western Style Spirits



Source: Pernod Ricard Market Estimate, Dec 2011
Pernod Ricard Asia perimeter

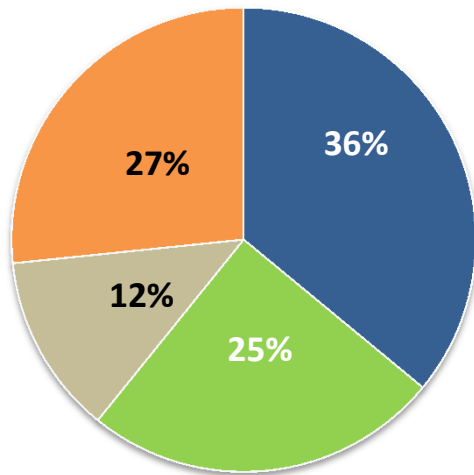
Relative size



Source: * Pernod Ricard Asia figures only
** International Competitor 1, Asia Pacific reported figures

Pernod Ricard expanding its dominance in its core business

Volume market share Super Premium⁺ *



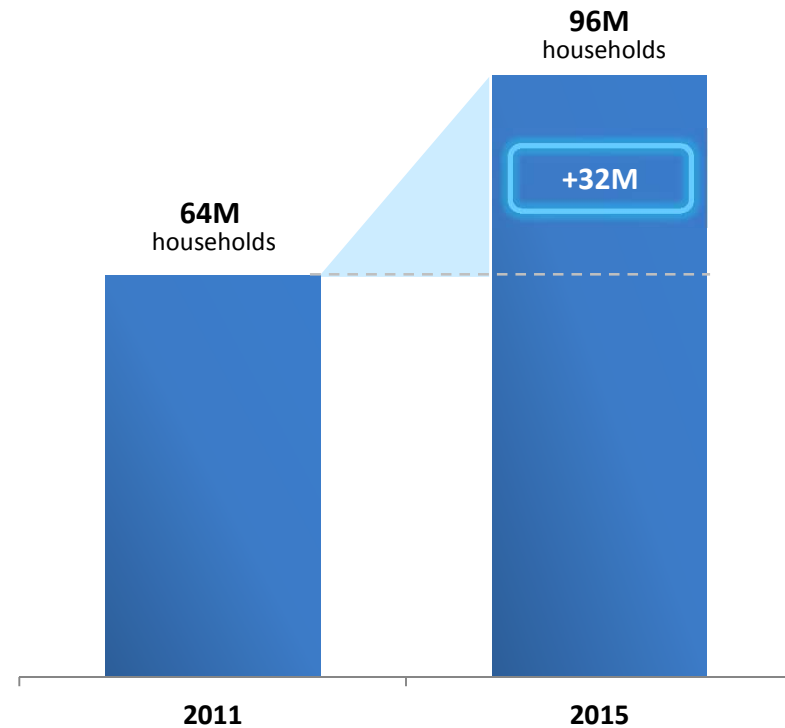
10/11

■ Pernod Ricard ■ International Competitor 1
■ International Competitor 2 ■ Others

Source: Pernod Ricard Market Estimate, Dec 2011
Pernod Ricard Asia perimeter

* Super Premium⁺ > \$26

Affluents in Asia **



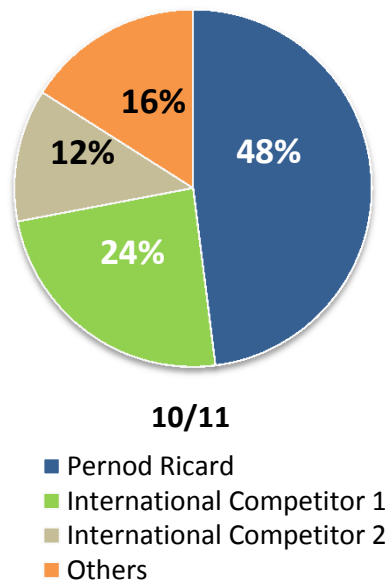
Source: International Handling Systems (IHS) Global Insight 2011

** Affluents : household income PPP > \$80K

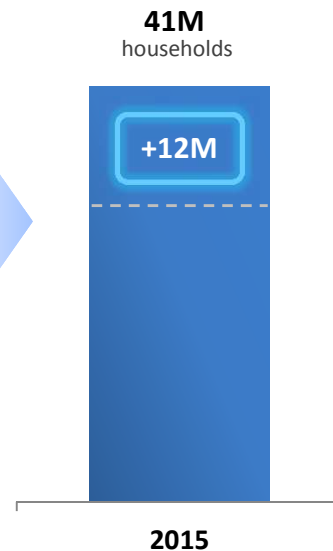
First and foremost in China

CHINA – 2nd largest Pernod Ricard Market Market Position: No.1

Volume market share Super Premium**



Affluents**

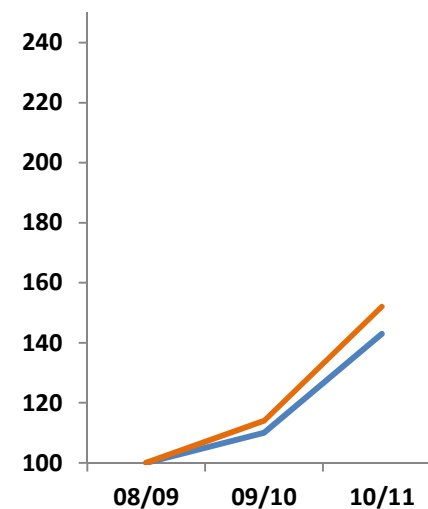


Net sales & operating profit

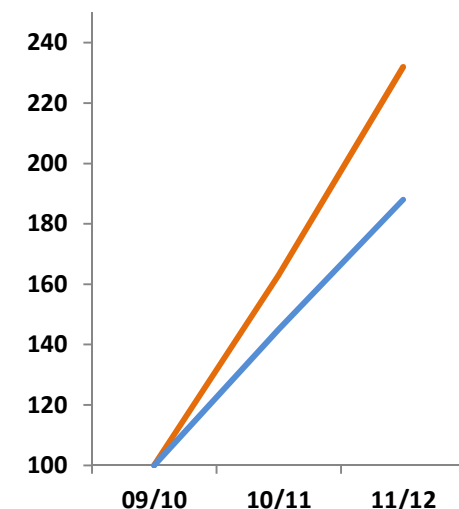
Full year

H1

Index 100 in 08/09



Index 100 in 09/10



— Net Sales — Operating Profit

Source: Pernod Ricard Market Estimate,
Dec 2011

* Super Premium* > \$26

Source: IHS Global Insight 2011

** Affluents : household income PPP > \$80K

China key milestones

**Martell - 1 million cases (MAT end of January)
1st imported spirit brand to cross this mark**



MARTELL NOBLIGE new “Signs of Elegance” TV commercial positions Martell Noblige as a New Elegance icon.



MARTELL CORDON BLEU – Icon of Martell celebrating its 100th anniversary with this **centenary Limited Edition**.



Introducing the new **Martell Chanteloup Perspective** in Beijing Water Cube - the new **Extra cognac** in the Ultra Prestige segment.

China key milestones

Strong brand activation programmes



Royal Salute new “Today’s King” TV commercial burst in key Cities aiming at increasing the brand awareness.



Chivas “Craft of Chivalry” Finale campaign connects 8 Cities in China via high-tech satellite live concert broadcast reaching over **130,000 live viewers**.



Ballantine’s “The Omega Mission Hills World Cup” sponsorship in Haikuo. Celebrating the winning team with a rare bottle of Ballantine’s 30 Year Old.

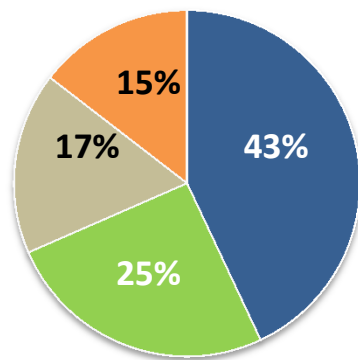


Jacob’s Creek 1837, The Solway – Introduction of this China-exclusive fine wine - a 2004 Cabernet Merlot at a Beijing launch.

But also in Vietnam

VIETNAM – Fastest growing Pernod Ricard Market in Asia Market Position: No.1

Volume market share Super Premium**



10/11

- Pernod Ricard
- International Competitor 1
- International Competitor 2
- Others

Affluents**

1.3M
households

+1M

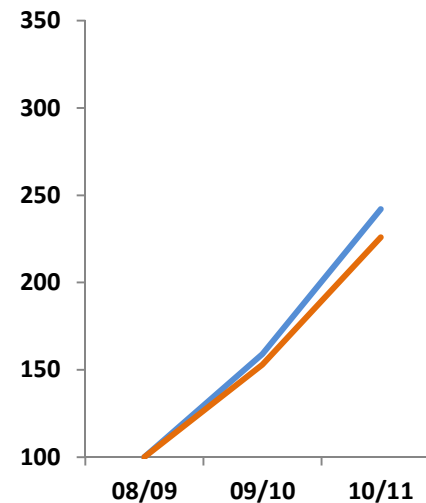
2015

Net sales & operating profit

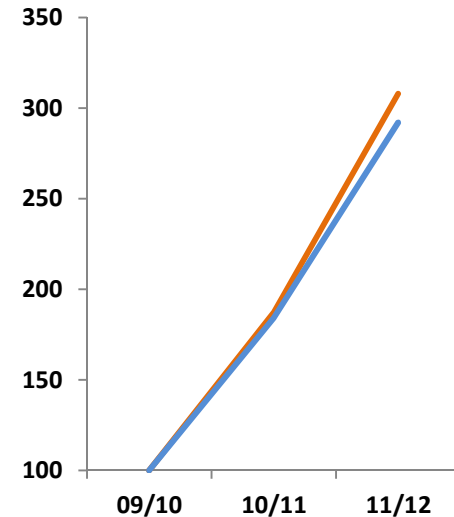
Full year

H1

Index 100 in 08/09



Index 100 in 09/10



— Net Sales — Operating Profit

Source: Pernod Ricard Market Estimate,
Dec 2011

* Super Premium* > \$26

Source: IHS Global Insight 2011

** Affluents : household income PPP > \$80K

Vietnam key milestones

Iconic events



Chivas 25 – Appreciation dinner events for VIPs.

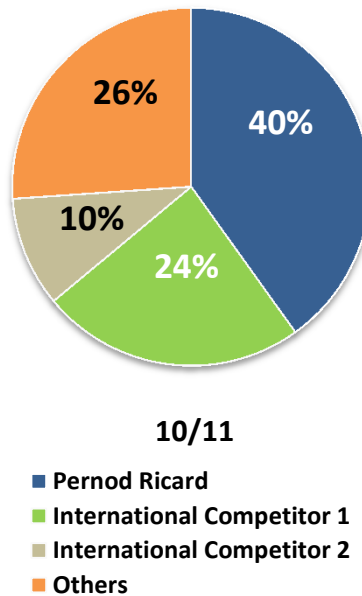


Royal Salute “Mark of Respect” - Honouring the achievement of respectful businessmen in Vietnam.

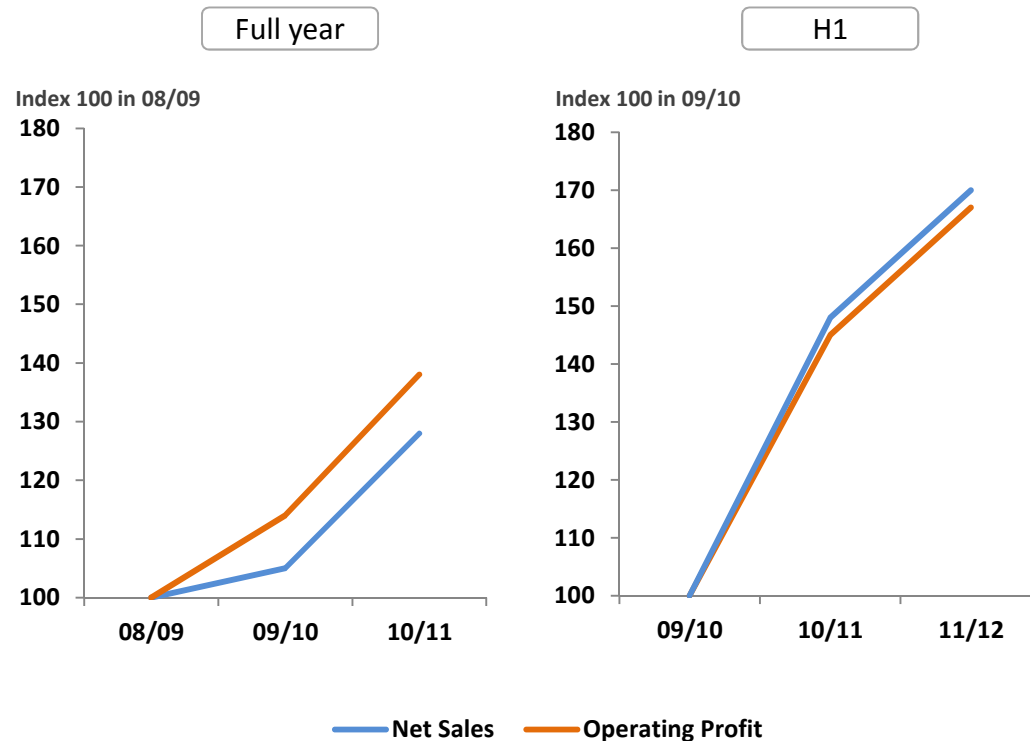
And in Asia Duty Free

ASIA DUTY FREE – The showcase opportunity Market Position: No.1

Volume market share
Super Premium**



Net sales & operating profit



Source: Pernod Ricard Market Estimate, Dec 2011
Pernod Ricard Asia Duty Free perimeter

* Super Premium* > \$26

Duty Free key milestones

Step up in “outstanding activities”



Chivas Le Baron – Eye-catching displays of this limited edition featuring “the Art of Hosting” philosophy of enjoying Chivas with style at home.



Absolut Elyx – Launch of the **new** handcrafted **super premium vodka from Absolut**. Mix it Bar – DFS Singapore.



Royal Salute - Partnership with Delhi Duty Free to create the first-ever exclusive lounge featuring **Royal Salute 62 Gun Salute**.

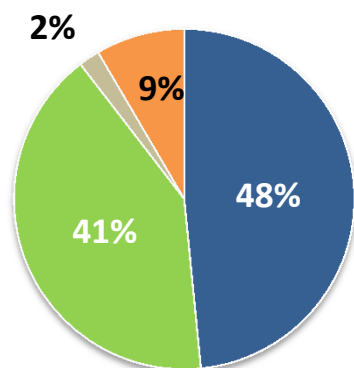


The Glenlivet Master Distiller's Reserve - Duty Free new and **exclusive** single malt whisky.

Pernod Ricard expanding its dominance in Premium Indian Whiskies

INDIA – 5th largest Pernod Ricard Market Market Position: No.1

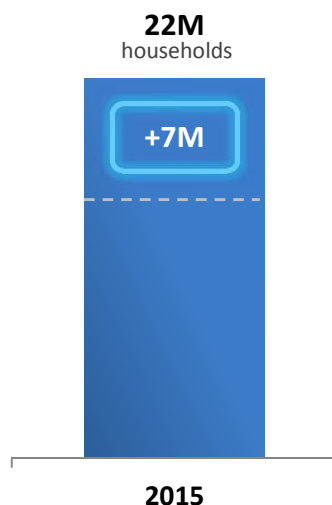
Volume market share Premium Indian Whiskies*



10/11

- Pernod Ricard
- Local Competitor 1
- Local Competitor 2
- Others

Upper middle class**

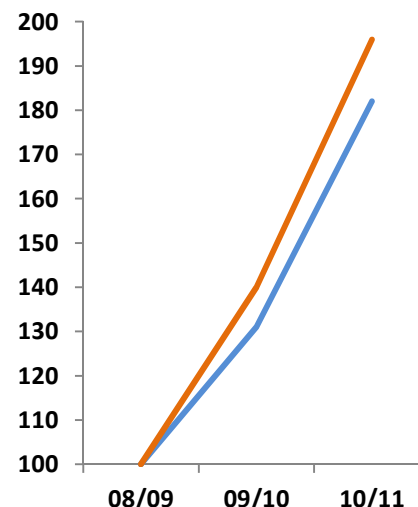


Net sales & operating profit

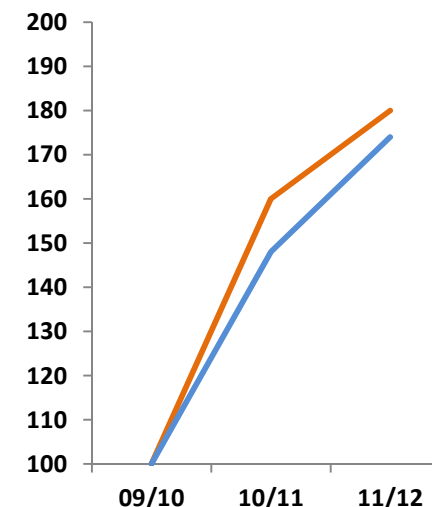
Full year

H1

Index 100 in 08/09



Index 100 in 09/10



— Net Sales — Operating Profit

Source: Pernod Ricard Market Estimate,
Dec 2011

* Premium India Whiskies > \$7

Source: IHS Global Insight 2011

** Upper middle class : household income PPP \$40-80K

India key milestones

Premiumisation via innovation



Royal Stag Barrel Select - Initial launch in December in 3 key Markets, extends to 15 Markets in April. Royal Stag Barrel Select sets new benchmarks in terms of quality of blend and premiumness of packaging in Indian whiskies.



Blenders Pride Reserve Collection - Initial launch in December in North India, Maharashtra and Andhra Pradesh, extends to 21 Markets in April. It is **the most expensive Indian whisky** cementing Blenders Pride as the most premium destination in Indian whiskies.

India key milestones

“Top of the art” advertising campaigns



Imperial Blue – The smart sense of humor “Men will be men” TV campaign is the winner of **Top 10 TV Campaigns** for year 2011 in India.



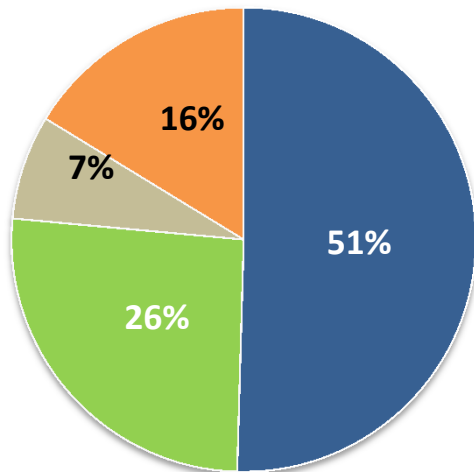
Royal Stag – “Make it Large” thematic campaign featuring the biggest Bollywood star - “Shahrukh Khan” as the brand ambassador.



Blenders Pride “Blenders Pride fashion tour 2011” Facebook campaign featuring celebrity “Priyanka Chopra”, recruiting more than 135,000 new fans in 4 weeks’ time.

Pernod Ricard making inroads in Luxury

Volume market share Prestige⁺*



10/11

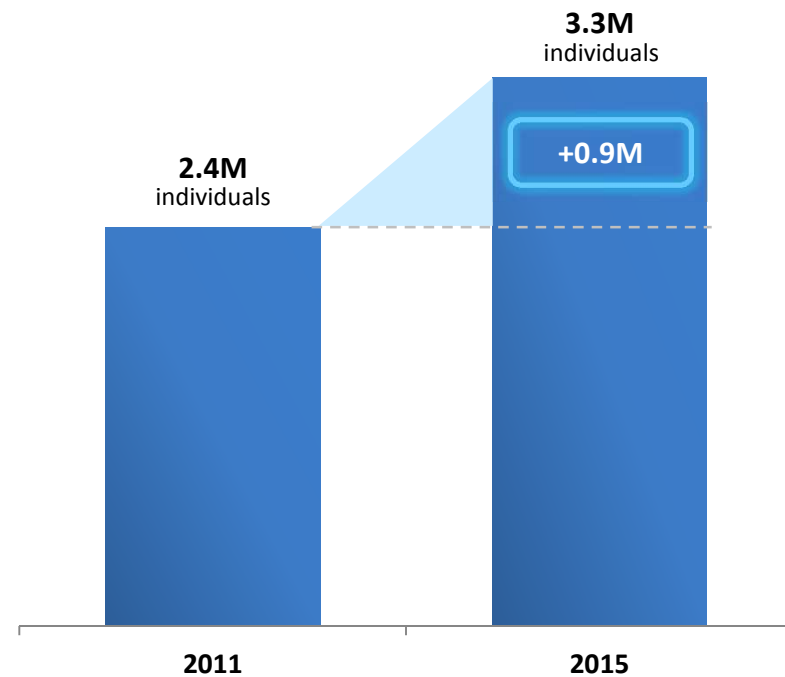
- Pernod Ricard
- International Competitor 1
- International Competitor 2
- Others

Source: Pernod Ricard Market Estimate, Dec 2011
Pernod Ricard Asia perimeter

* Prestige⁺ total includes Prestige Whiskies/Cognac/Champagne and above

* Prestige⁺ > \$84

HNWI in Asia**



Source: Euromonitor

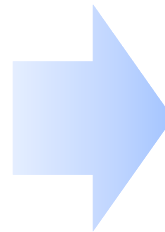
** HNWI : individuals aged 15+ with annual gross income PPP > \$500k

In Greater China in particular

Set up of a luxury pole



- VIP managers organisation
- VIP membership club
- Shop in shop
- Experience centers



Luxury portfolio	
China	+150 %
Taiwan	+44 %
Hong Kong	+35 %

Key milestones in Greater China

Luxury portfolio



L'OR de Jean Martell new gift box “The Dome by Eric Gizard”, reflecting the ultimate luxurious image of this Ultra Prestige cognac by the House of Martell.



Royal Salute Diamond Jubilee - Limited Edition celebrating Queen Elizabeth II's 60th anniversary of her reign.



Yao Ming Wines - China NBA star, Yao Ming chooses **Pernod Ricard China** as its sole and exclusive distributor for the launch of his top-end California wines in his home country.



Hainan Rendez Vous - **Perrier-Jouët Belle Époque** takes part in this billionaire gathering event held annually in Hainan, reaching more than 2,500 super rich Chinese.

In Japan as well

Implementation of an exclusive route to market/consumers

- Dedicated luxury team in Tokyo and Osaka (12 people)
- Brand experience lounge@Beige in Ginza



Net sales + 13%



Celebration of the **200th anniversary** of Perrier-Jouët Belle Époque in Tokyo.



Perrier-Jouët Belle Époque Brand experience lounge@Beige, on the roof top bar of the Chanel building in Ginza.



The **first** Perrier-Jouët Belle Époque bottle redesign - Perrier-Jouët Ikebana.

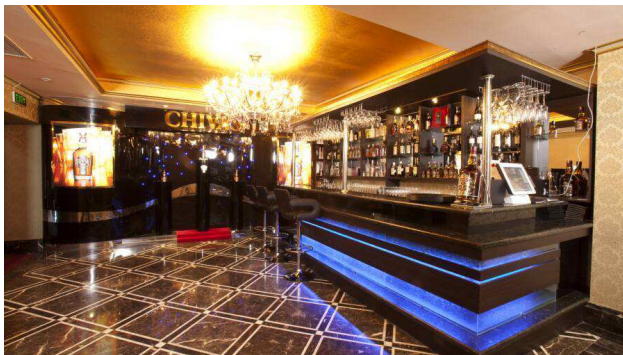
Pernod Ricard getting ready for new opportunities

Investigating new emerging Markets

Start initial A&P investment

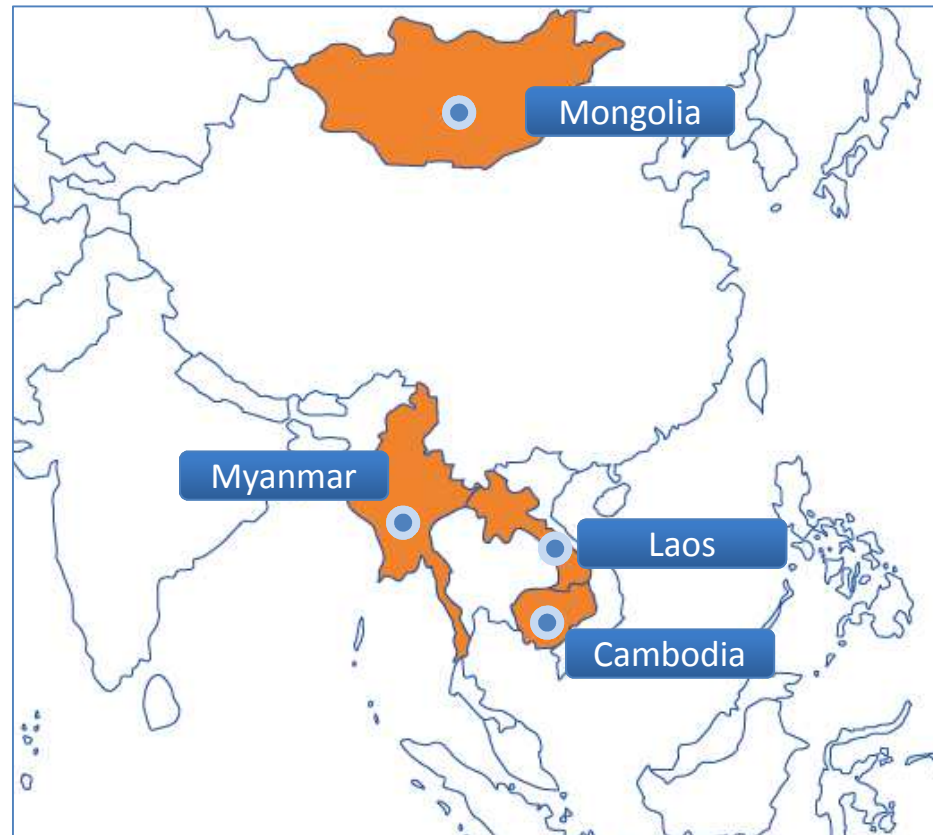


Chivas out-of-home display in Phnom Penh.



Grand Royal Regency - Strong Pernod Ricard brands merchandising in the newly opened most premium and largest KTV in **Ulan Bator**.

Set up Pernod Ricard presence



Pernod Ricard getting ready for new opportunities

Modern On-Trade (MOT) Penetration – ABSOLUT driven

KOREA



High brand visibility display in Korean MOT.

↑ + 49%

THAILAND



ABSOLUT Bar@INFINITI, the newest MOT outlet in Chiangmai.

↑ + 44%

INDIA



Customized brand visibility in trendy outlets.

↑ + 73%

↑ Absolut Net Sales Organic Growth 10/11 vs. 09/10


Pernod Ricard Asia

Pernod Ricard getting ready for new opportunities

Tapping into the meal occasion

Vietnam



Jameson – Tapping into the Vietnamese local restaurants targeting middle class.

Japan



Chivas 18 - New frozen Chivas cocktail with fresh ginger (**Chivas X**) promotion in over 2,000 Japanese and Western style restaurants.

Japan



Café de Paris - Unique **online digital community** featuring food pairing recipes driving double-digit growth.

Conclusion

A clear strategy in support of Pernod Ricard's sustainable leadership

**Expanding dominance in
core business**

(Super Premium⁺ for Affluents
& Indian whiskies)



**Deliver superior profitable
growth**

**Making inroads into
luxury**

(Prestige⁺ for HNWI)



**Seize a major profit
opportunity**

**Getting ready for new
opportunities**

(New emerging Markets,
MOT & meal occasions)



**Future business
opportunities to arise**



Pernod Ricard Asia



Pernod Ricard Asia

THANK YOU

