

Deutsche Bank Global Consumer Conference 2012

Imperial Tobacco Group PLC

Paris, 19 June 2012

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Driving Sustainable Sales Growth

more consumers, more occasions

Roberto Funari

Group Marketing Director

Our Strategy



Delivering Sustainable Shareholder Returns

Cost
Optimisation

Sales
Growth

Cash
Utilisation

Our Key Assets

Market
Footprint

Total
Tobacco

Brand
Equity

People

Sales Growth Drivers

Portfolio
Management

Innovation

Customer
Engagement

Pricing

Key Enablers

Consumer Centric

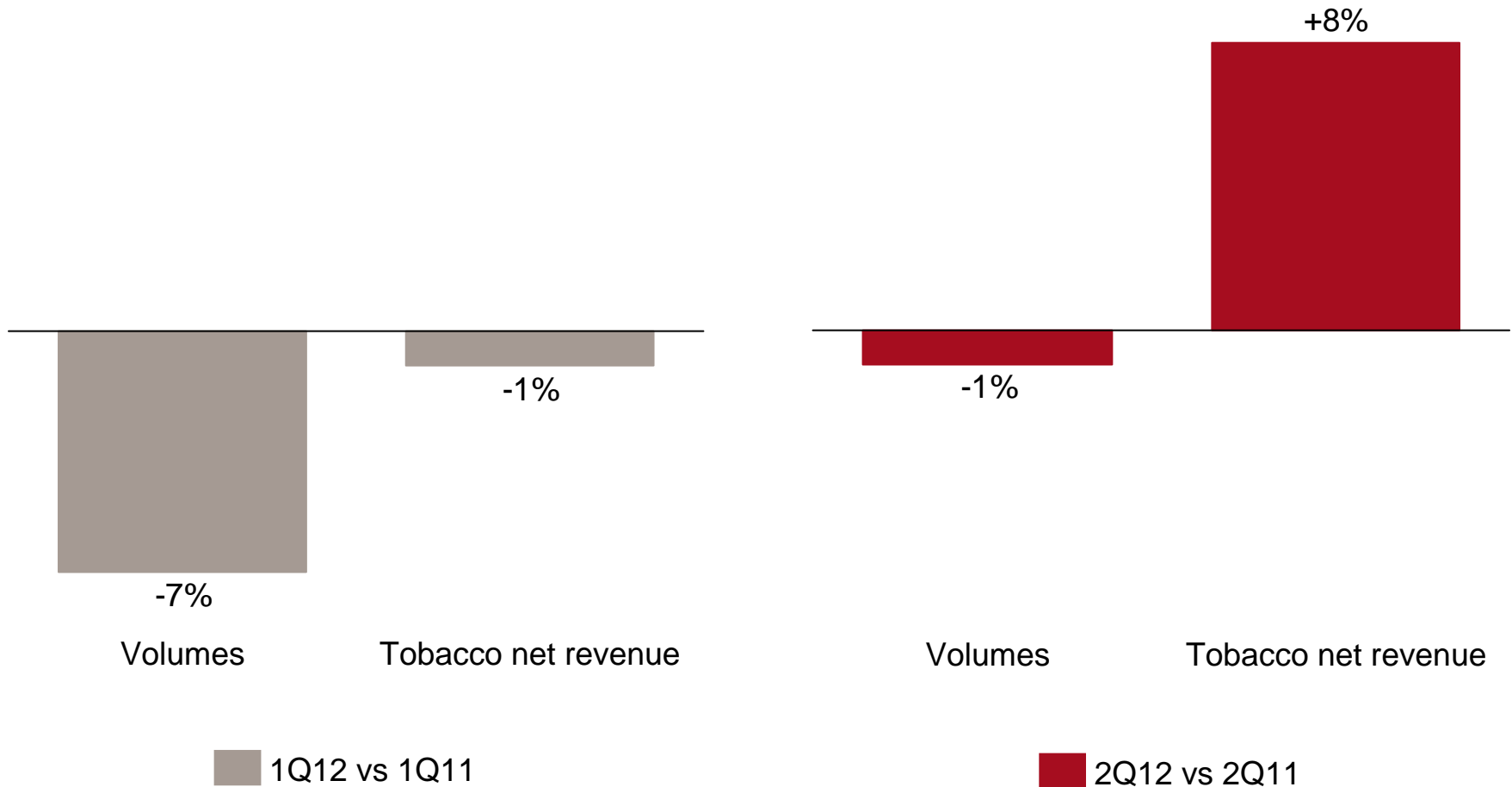
Execution Excellence

Future Foundations

Total Tobacco Brands Video

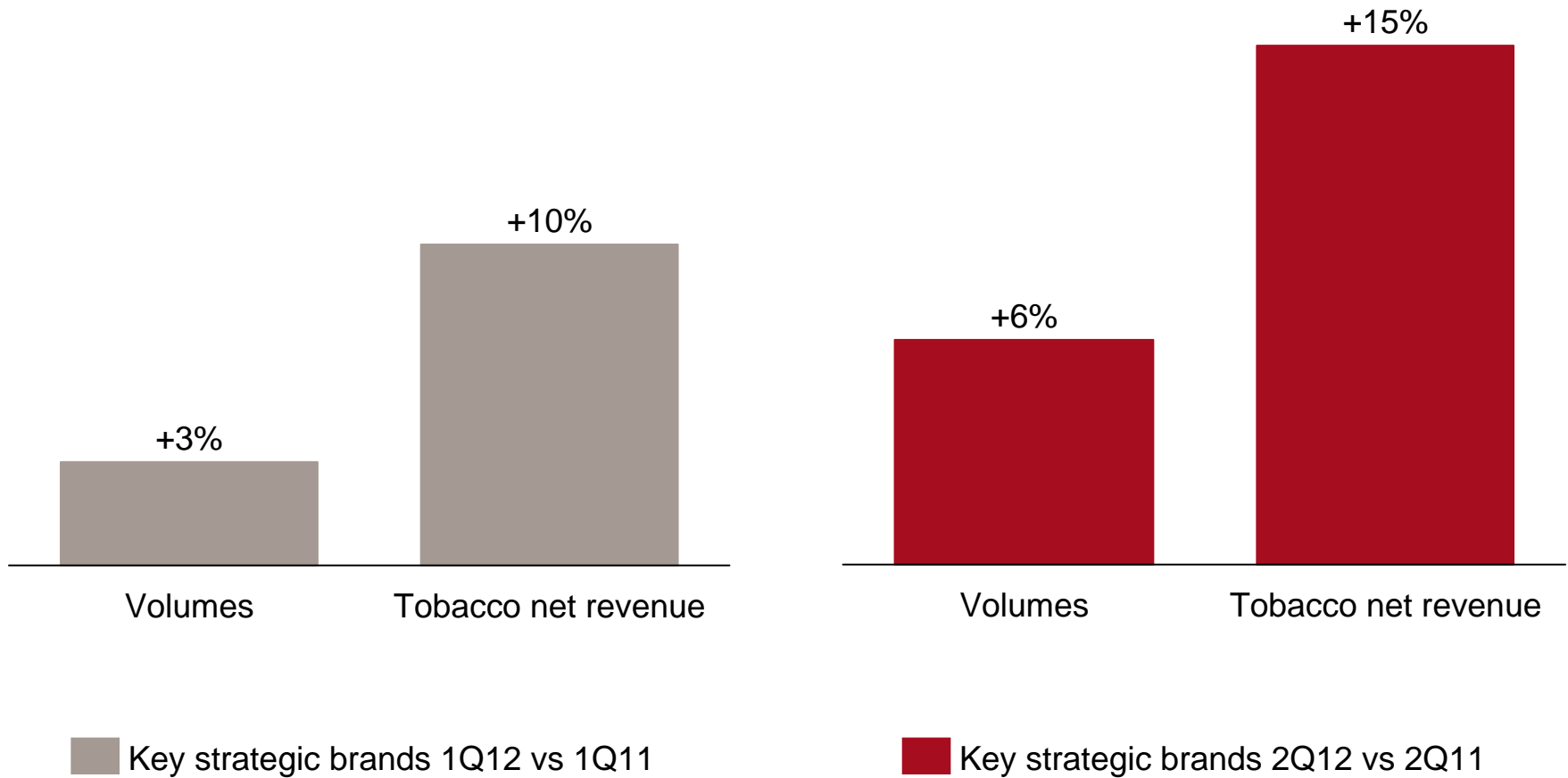
HY12 Sales Growth Momentum

strong Q2 performance



HY12 Sales Growth Momentum

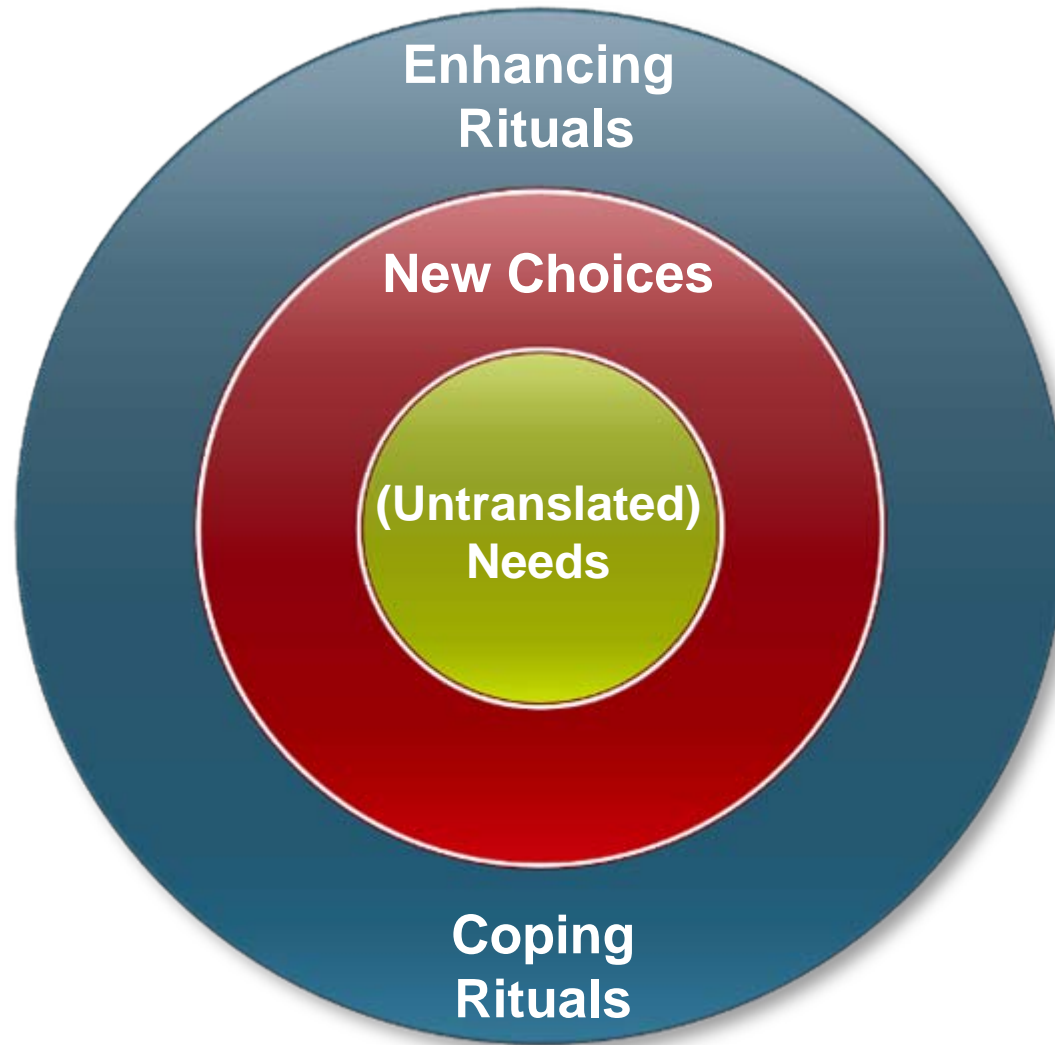
key strategic brands leading growth



Consumers Ahead of Industry

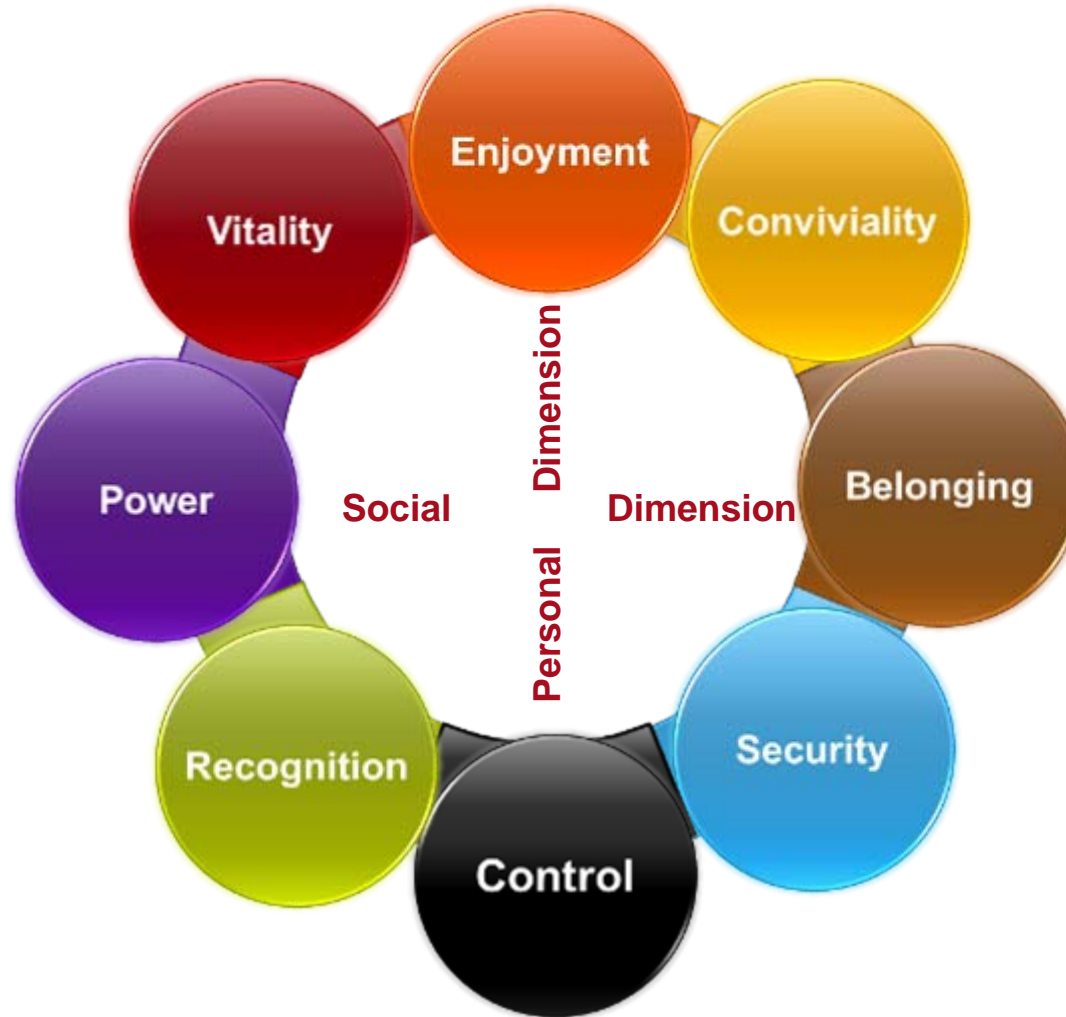


Translate The Consumer Voice



Consumer Needs Video

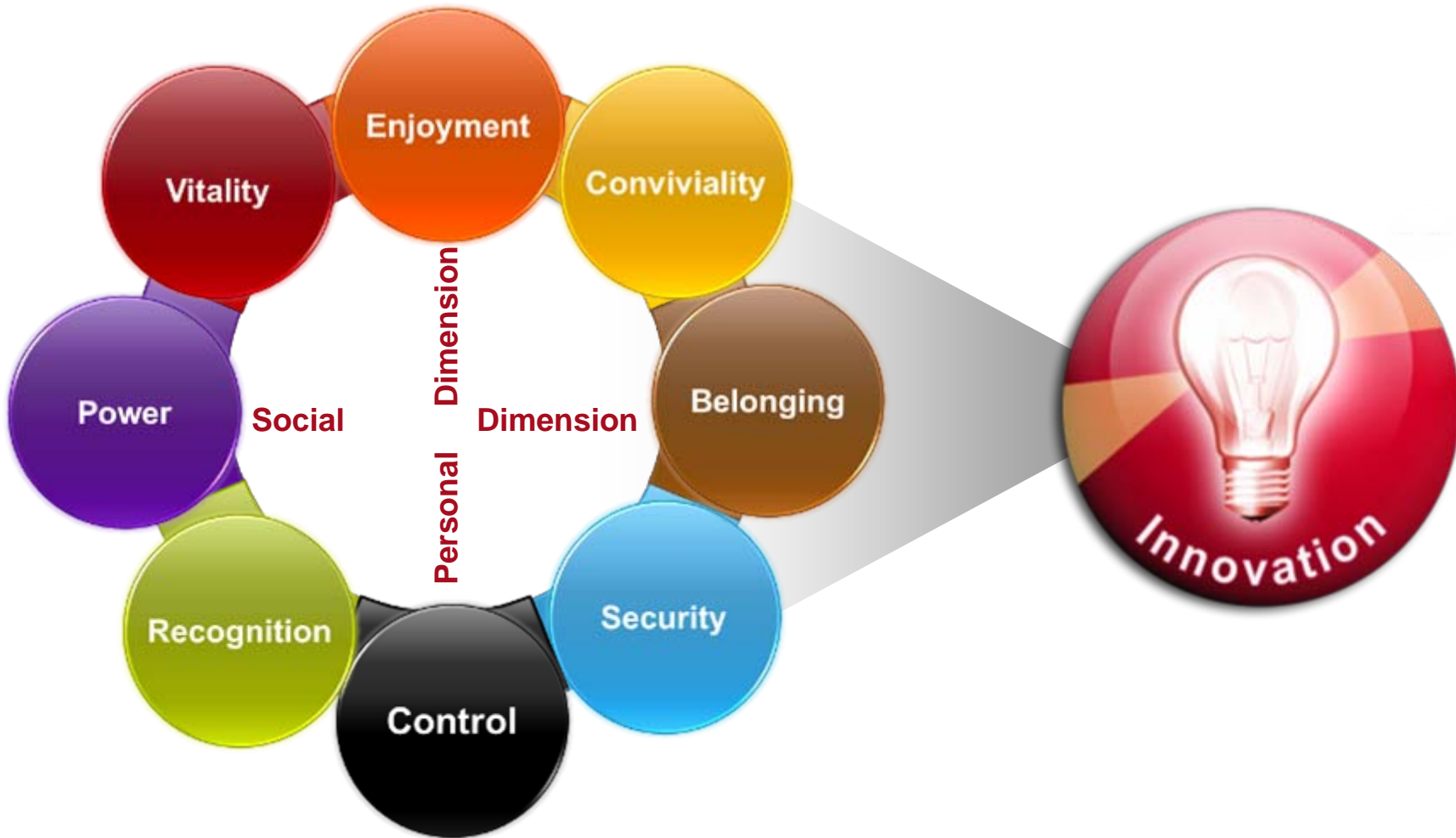
Consumer Needs Framework



Sales Growth Drivers



More Consumers, More Occasions

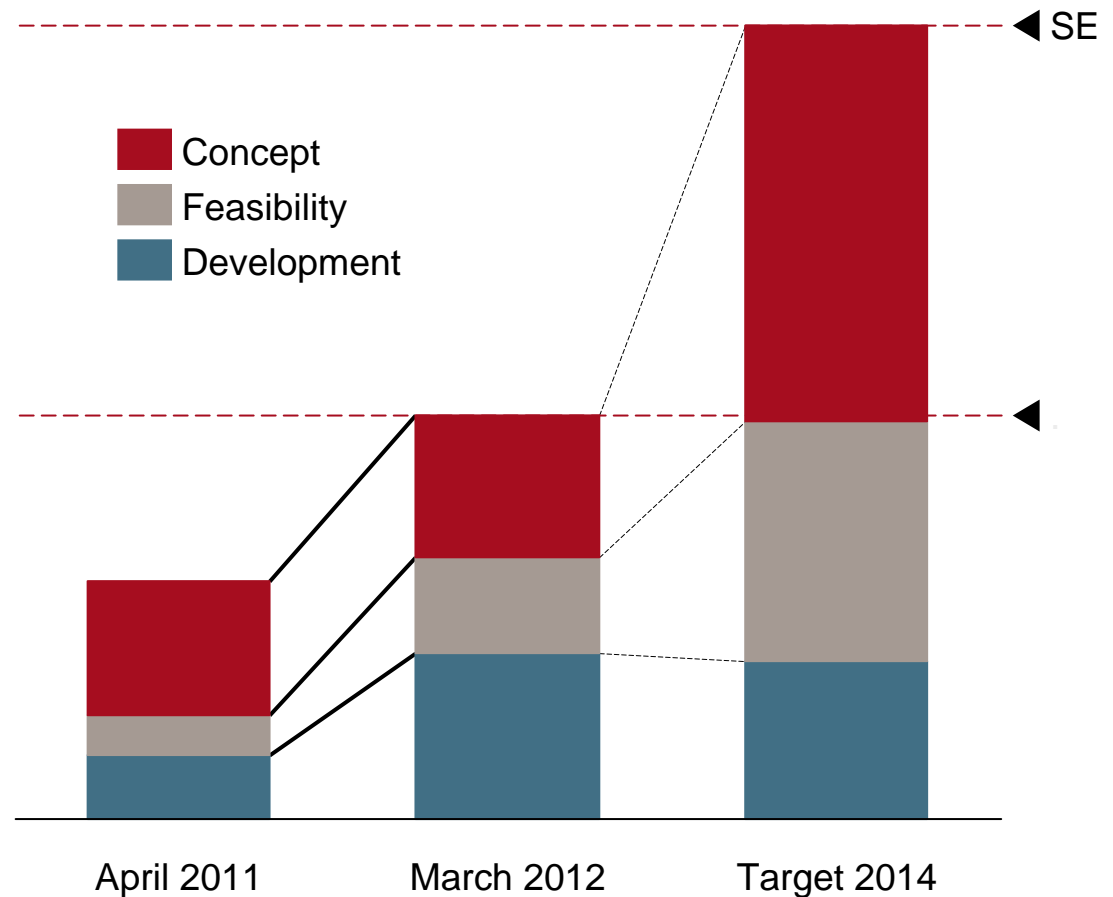


Innovation Pipeline

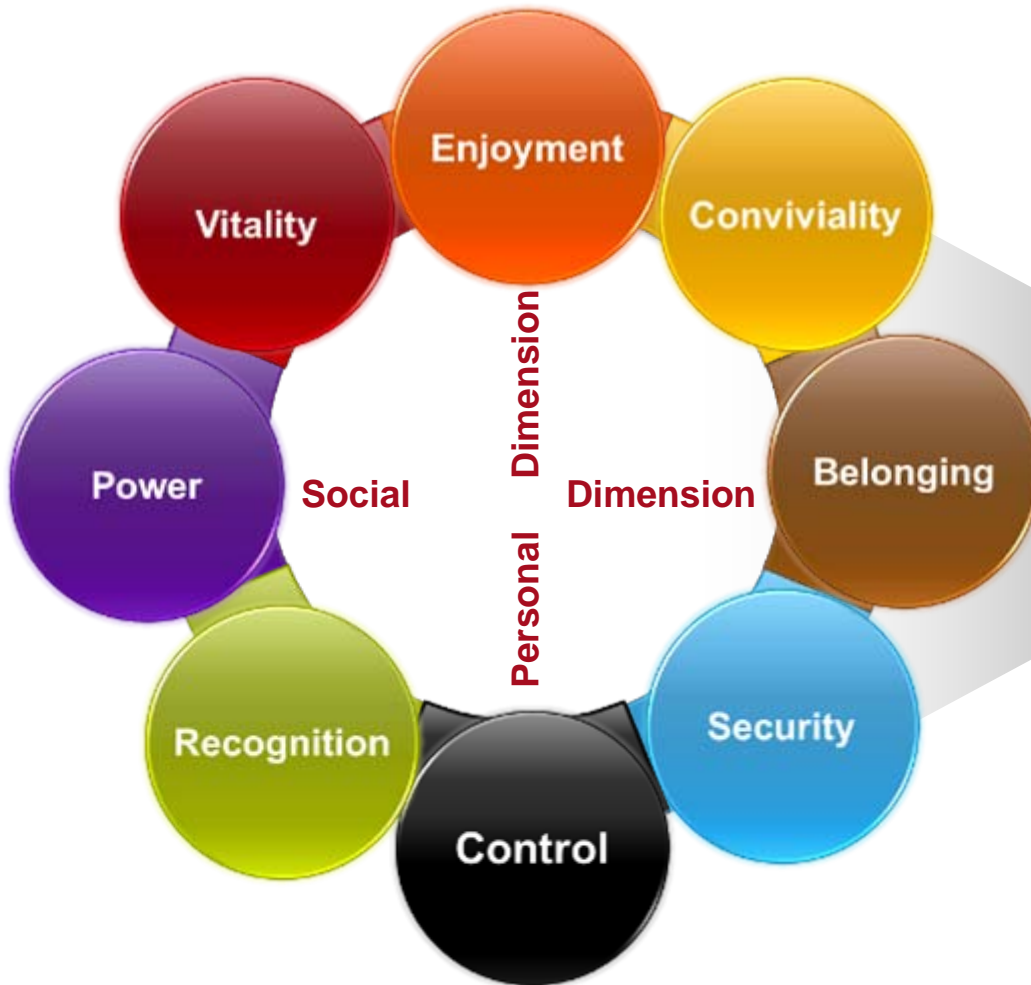
build and deliver scalable initiatives



- Needs and Rituals based
- 100+ innovation ideas in concept / feasibility stages
- Total Tobacco profile



High Growth Segments Innovation

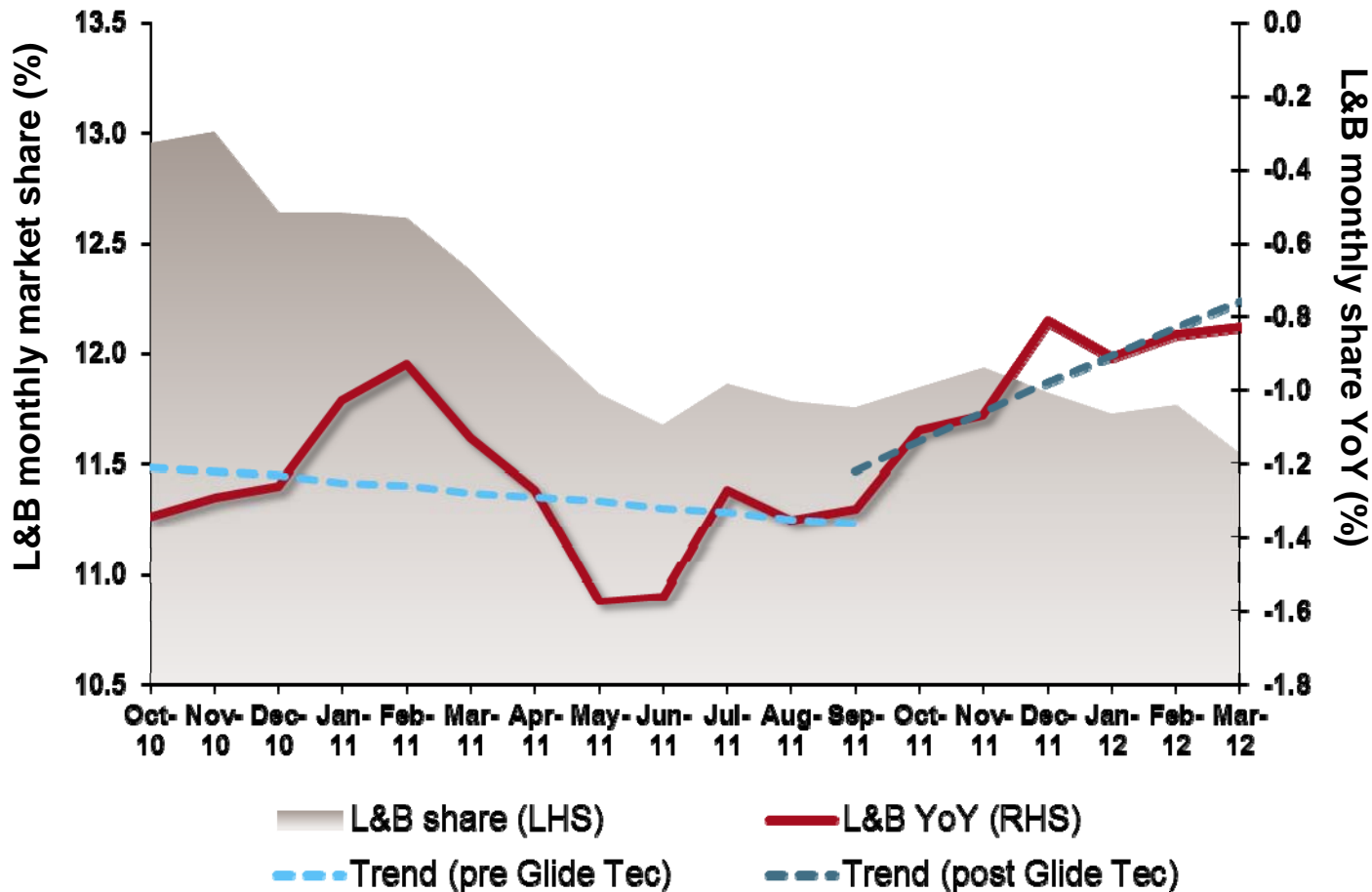


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Breakthrough Innovation

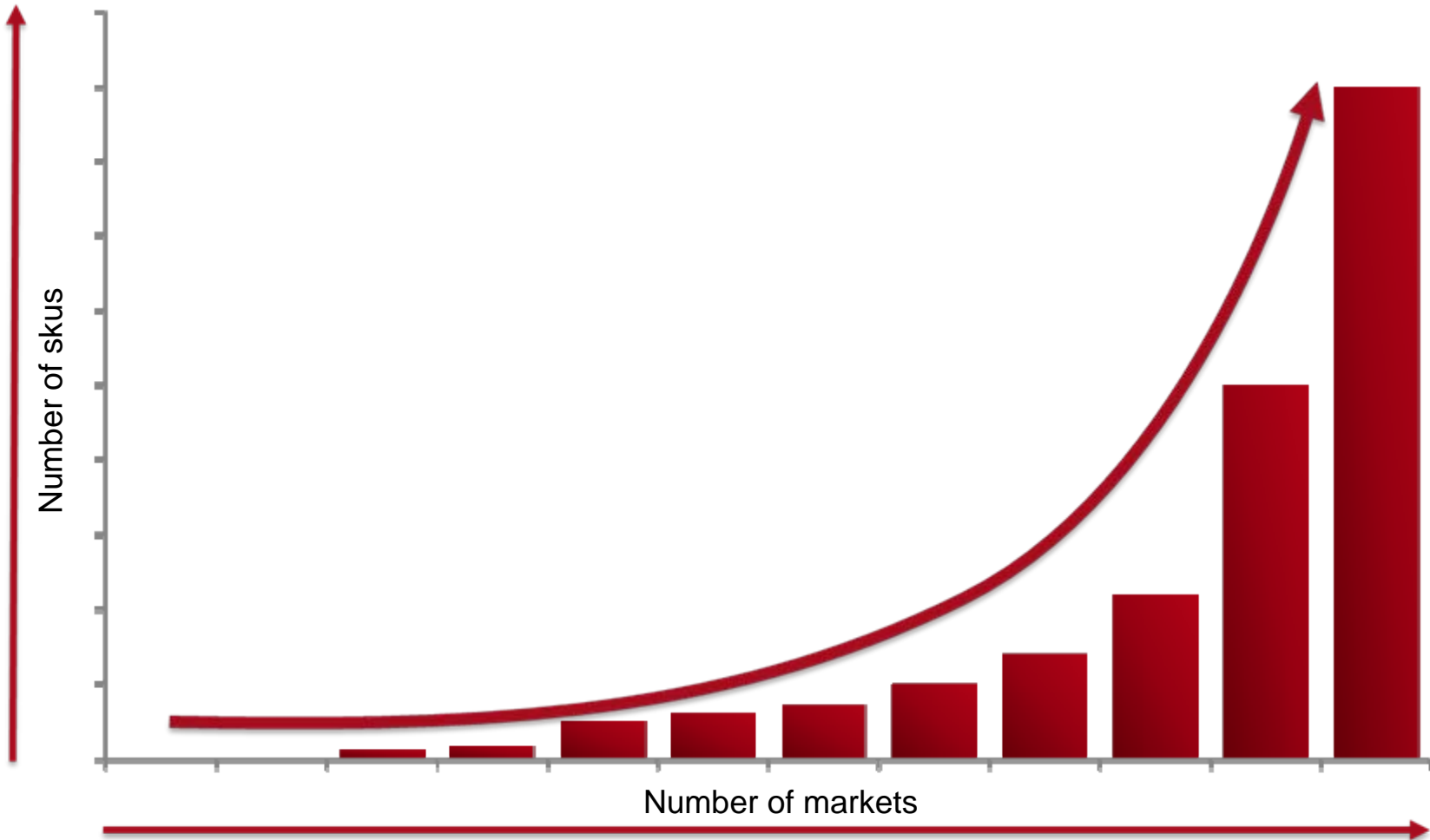
GlideTec success supporting UK share



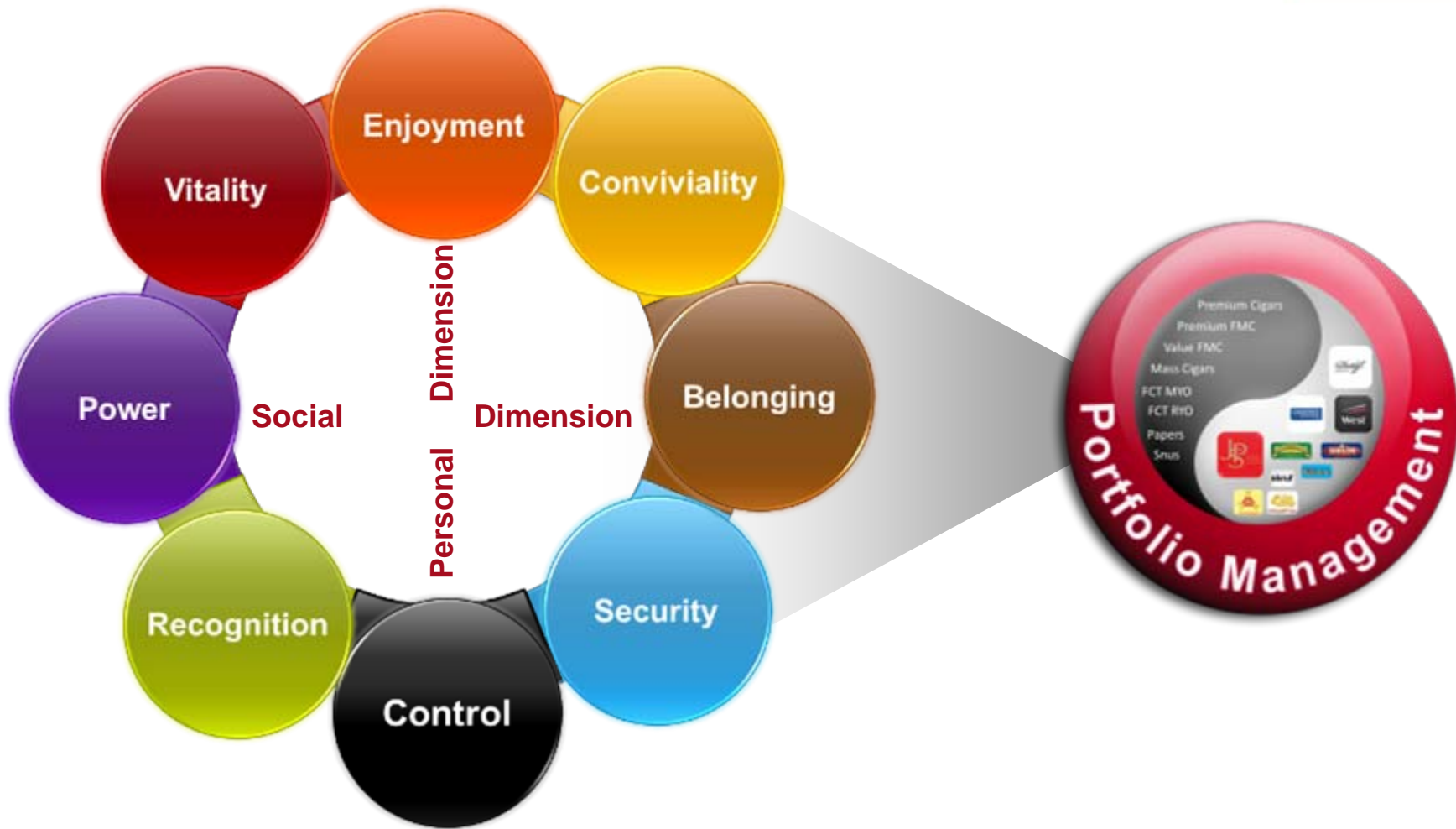
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GlideTec: A Scalable Initiative

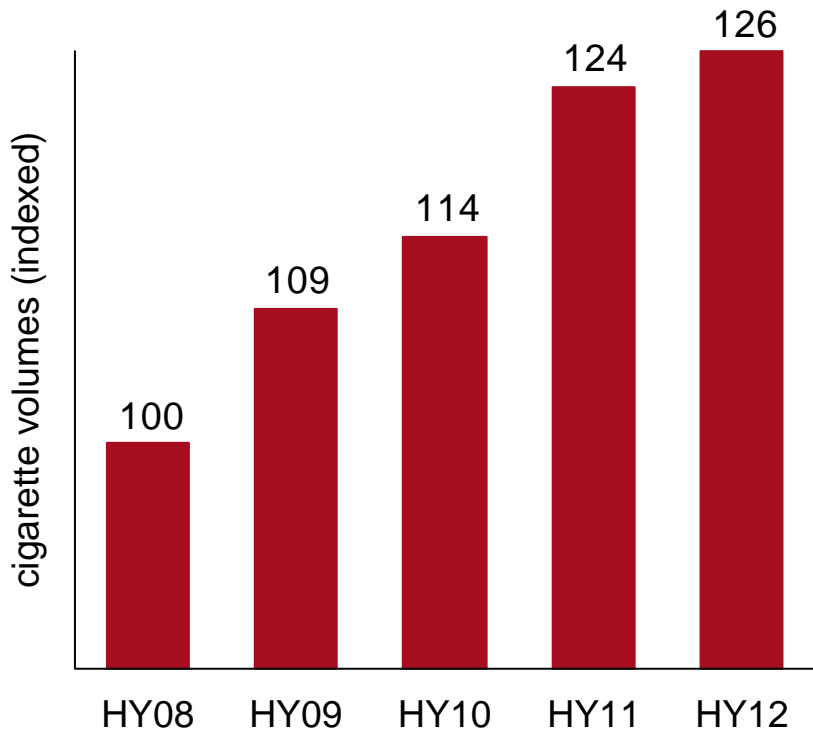


More Consumers, More Occasions



Growing Davidoff

excellent emerging market performance



+6% CAGR* volume growth

+2% HY12 volume growth; +5% Q2**

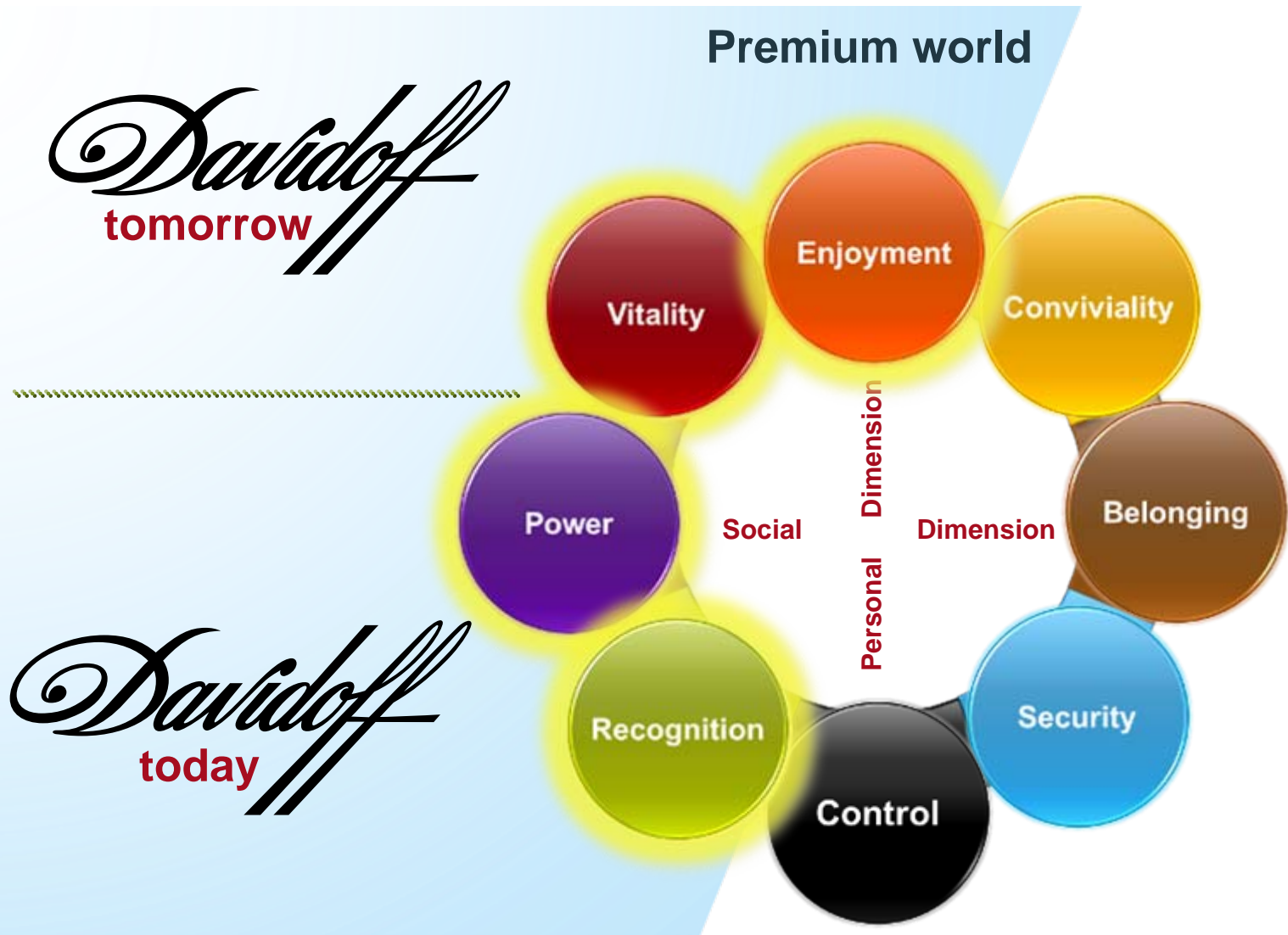
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* Cumulative annual growth rate for the period HY08 to HY12; ** Against same period last year

Davidoff

more premium consumers, more occasions



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Welcome To iDeas



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Introducing New Davidoff iD



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Creating New Rituals

engage more with consumers



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Total Tobacco Portfolio

driving sustainable sales growth



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Maximising Shareholder Returns

