



Davidoff

High Quality Asset, High Quality Growth

Neil Southey

Category Director – Group Marketing

VIDEO



High quality luxury brand asset

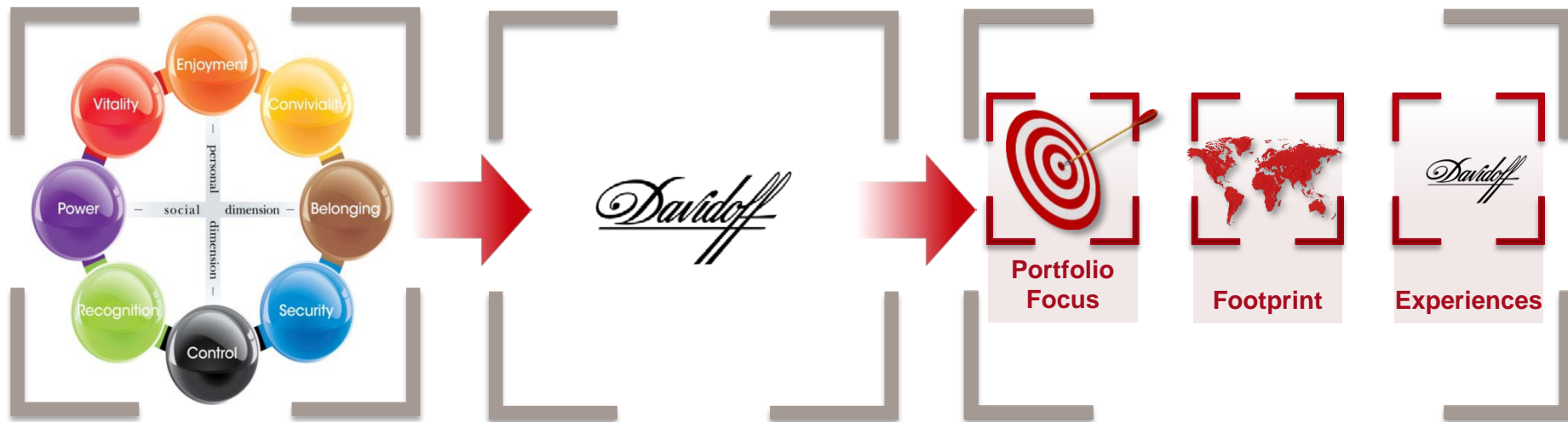


'More consumers, more occasions'

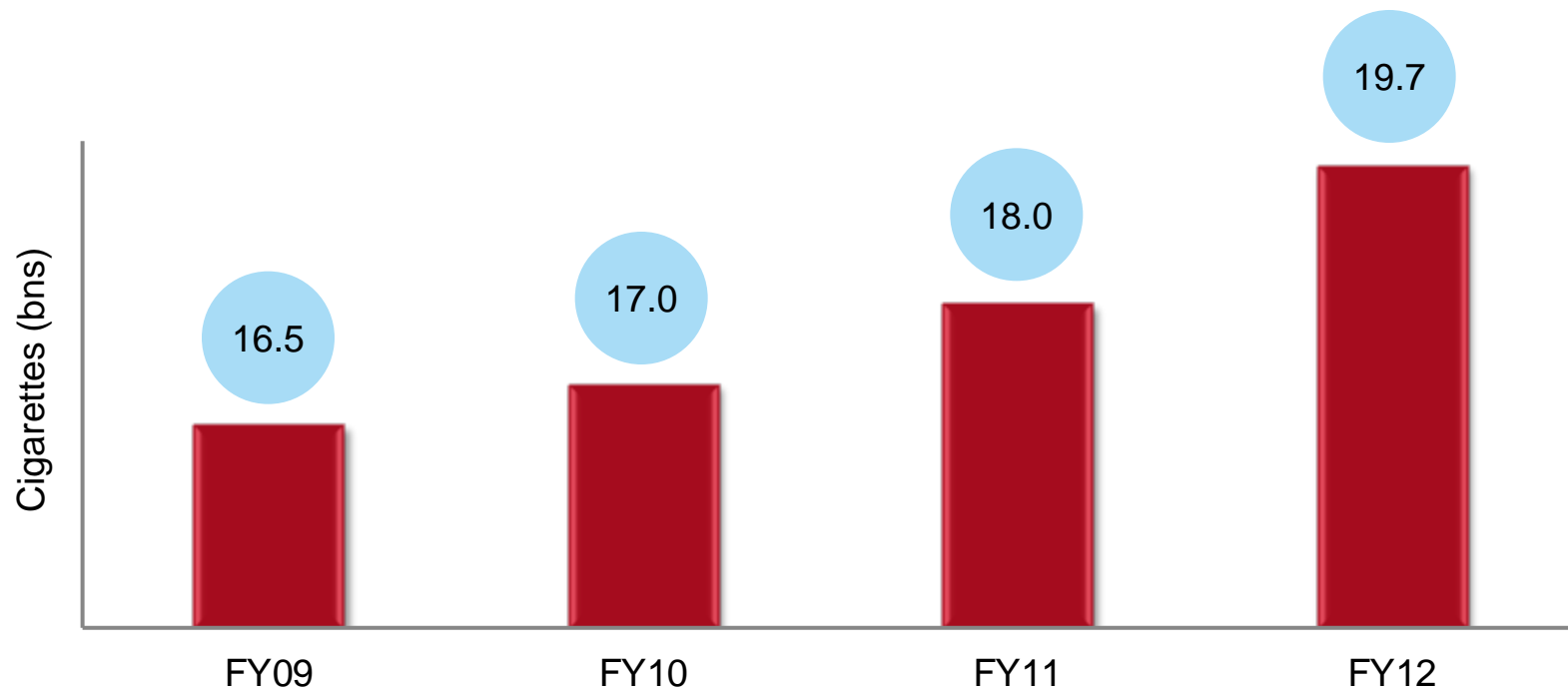


New consumer experiences

Our Unique Model



Driving Consistent Growth



Creating Value



Portfolio

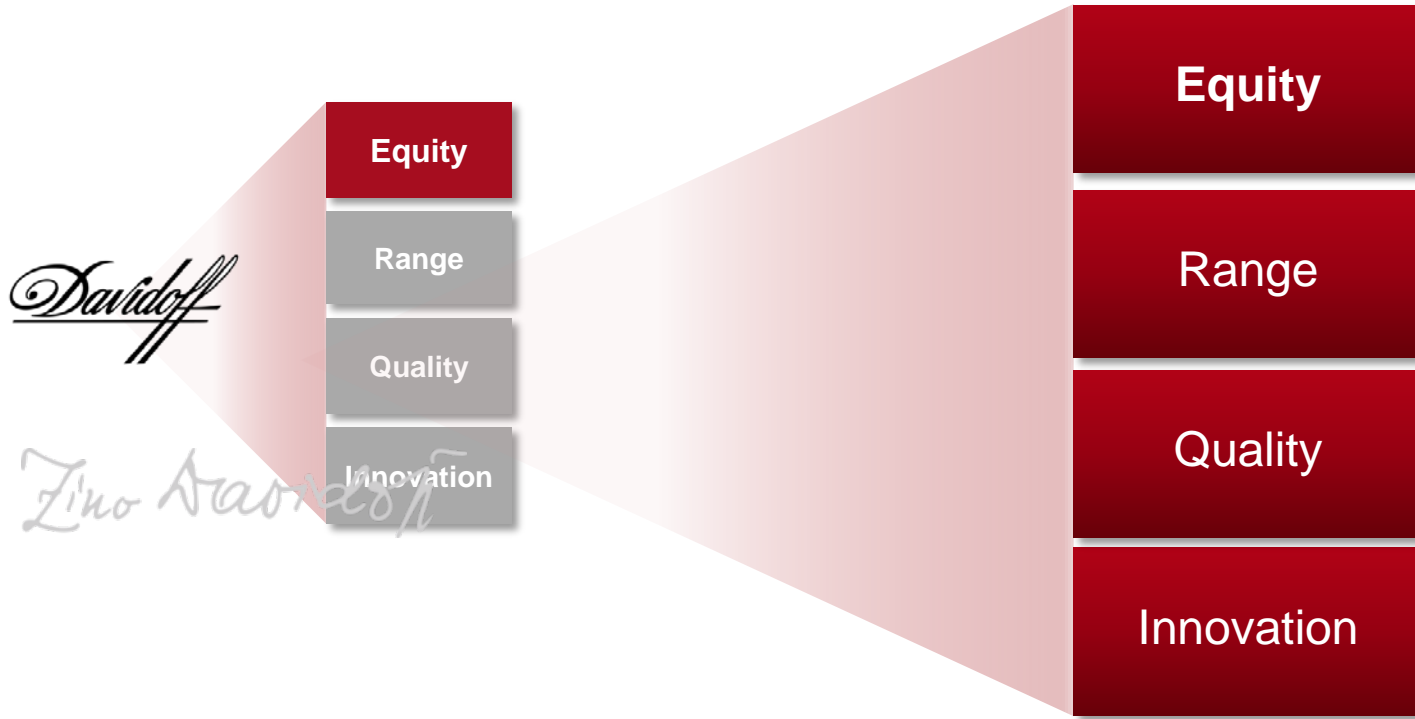


Footprint



Experiences

A True Luxury Brand



Genuine Luxury Credentials

Davidoff

Equity

Range

Quality

Innovation



Zino Davidoff

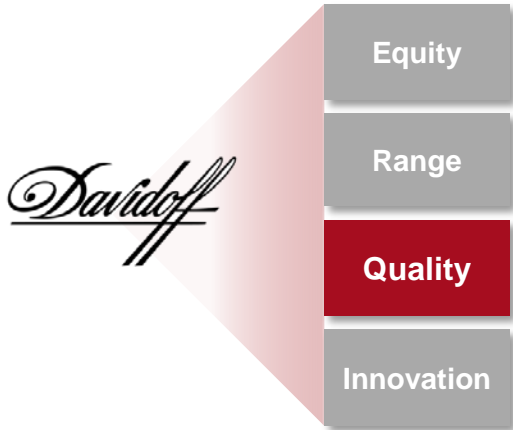
Davidoff

More Consumers, More Occasions



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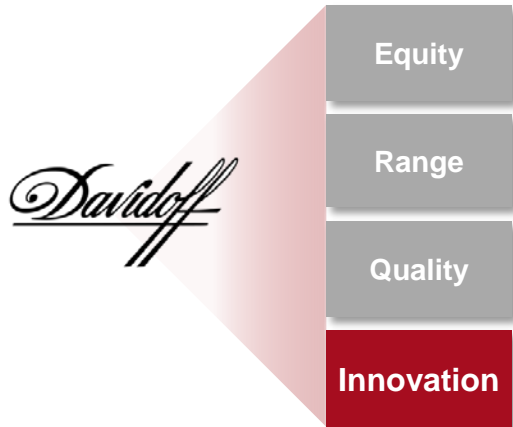
Quality: Attention to Detail



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Matching Innovation with Consumer Occasions



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Creating Value



Portfolio

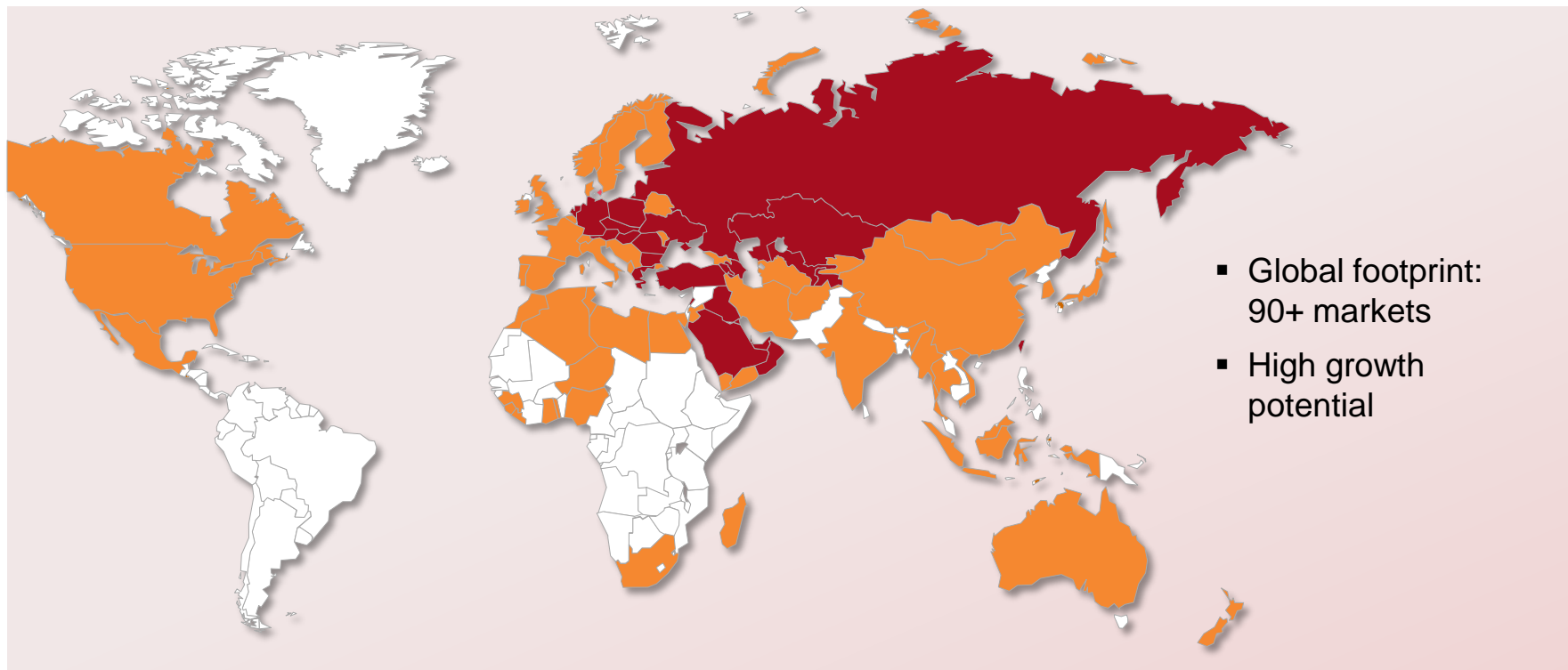


Footprint



Experiences

Well Positioned for Further Growth



Market footprint

Significant presence

Creating Value



Portfolio



Footprint



Experiences

Our Consumers

EMPOWERED



SOPHISTICATED



ELEGANT



VIDEO

Unique Boudoir Superfine

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Unique Consumer Experience



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VIDEO



High quality luxury brand asset



'More consumers, more occasions'



New consumer experiences

More to come...

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Imperial Tobacco

Investor Day February 2013