



The Premium Cigar Growth Opportunity

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Premium Cigar Director

What is
Premium Cigar Business
all about?



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It's all About Luxury...



... and Experience

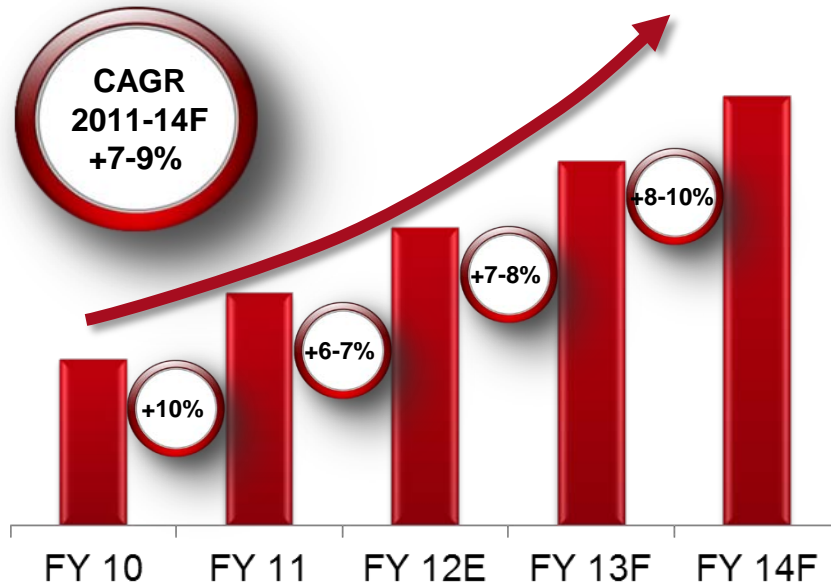
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Luxury Industry Sales to Continue Growth



Luxury Product Sales

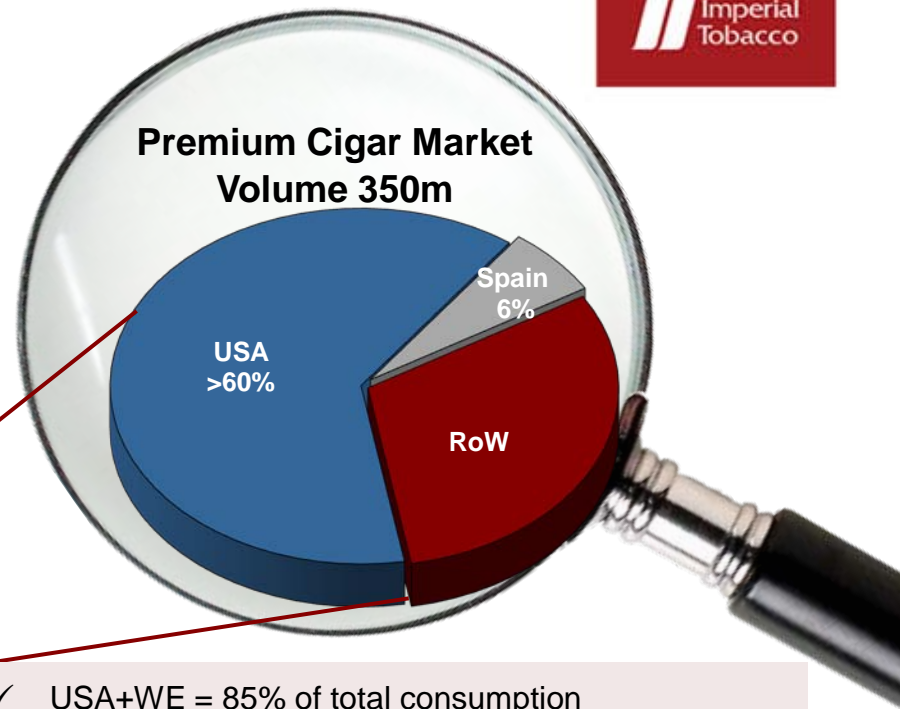
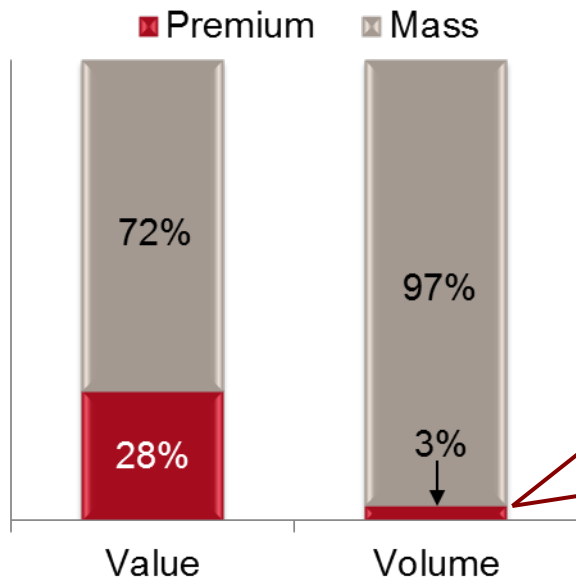


Growth driven by emerging markets

- **Asia** particularly **China**
- **Latam (Brazil)**, **Eastern Europe** and **Middle East** becoming more relevant

Premium Cigar Market

Total Cigar Market: 13bn sticks



- ✓ USA+WE = 85% of total consumption
- ✓ Increasing volumes in line with higher demand of luxury products
- ✓ Main Origins: DR, Cuba, Nicaragua, Honduras

Our Position in the Market

Global leader; iconic brands



c.40% global share



3 operating areas:

- Cuban business
- USA
- International (non-Cuban brands)

Our Performance



Sales growth across all business:

- **Cuban:** driven by emerging markets +17%
- **USA:** strong growth in our core brands
- **International:** driven by VegaFina expansion
(>30 markets and +31% volumes)

How we do it: Business Approach



Portfolio

Uniqueness

Quality

Exclusivity

Innovation



Footprint

Distribution Network



Experiences

Consumer

Customer

How we do it: Business Approach



Strong presence in all main tobacco growing countries

Portfolio

Uniqueness

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Innovation

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How we do it: Business Approach

...and the most global and prestigious brands



Portfolio

Uniqueness

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How we do it: Business Approach



Romeo by Romeo y Julieta USA

Portfolio

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How we do it: Business Approach



Cohiba Behike Habanos

Portfolio

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How we do it: Business Approach



Old Habanos Tubes

Portfolio

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How we do it: Business Approach



New Habanos Tubes

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How we do it: Business Approach

International distribution
network in more than
150 markets



How we do it: Business Approach



CONSUMER ENGAGEMENT Loyalty Programs

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How we do it: Business Approach



CONSUMER ENGAGEMENT Special Events & Activities

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VIDEO

How we do it: Business Approach

CONSUMER ENGAGEMENT Product enjoyment places

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How we do it: Business Approach

CUSTOMER ENGAGEMENT Partnerships

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How we do it: Business Approach



CUSTOMER ENGAGEMENT Specialization

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More to Come



Portfolio

- ✓ Leading innovation across the business
- ✓ Develop VegaFina as a global non Cuban Premium cigar brand
- ✓ Exploit brand equity: New Montecristo Mini

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More to Come

- ✓ Develop and strengthen category in emerging markets



- ✓ The USA opportunity



More to Come

MORE CONSUMERS MORE OCCASIONS

- ✓ Enlarge consumers base through Life Style approach. Use of Digital Media
- ✓ Developing new smoking places
- ✓ Enhance the shopping experience



Experiences

VIDEO

The Premium Cigar Growth Opportunity



**Strong Foundations
and
Opportunities**



Sustainable Growth



Imperial Tobacco

Investor Day February 2013