

Habanos Cigars & Duty Free Channel

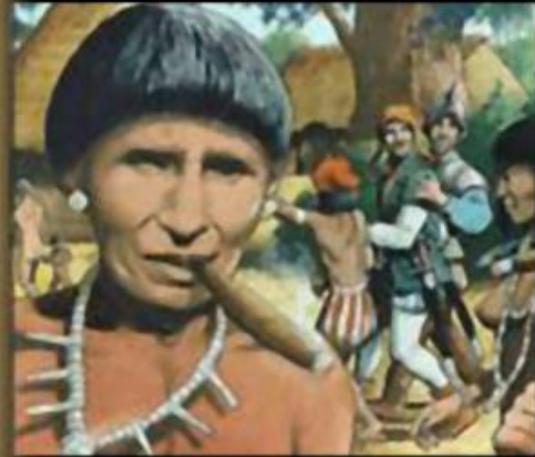
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Development Vice-President

Habanos s.a.

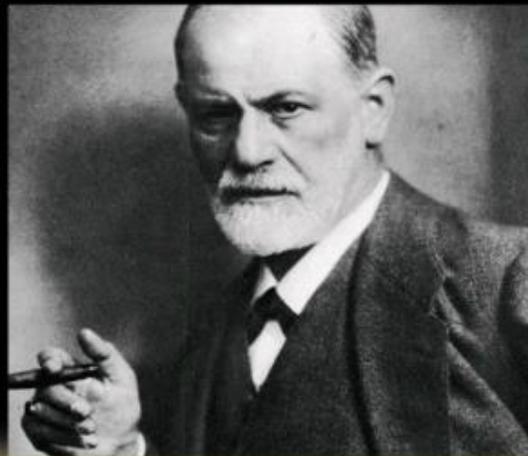




DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos



Unique History





Origin & Tradition




DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos



Brands





Habanos s.a.

HECHO EN CUBA

Totalmente a mano


DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos

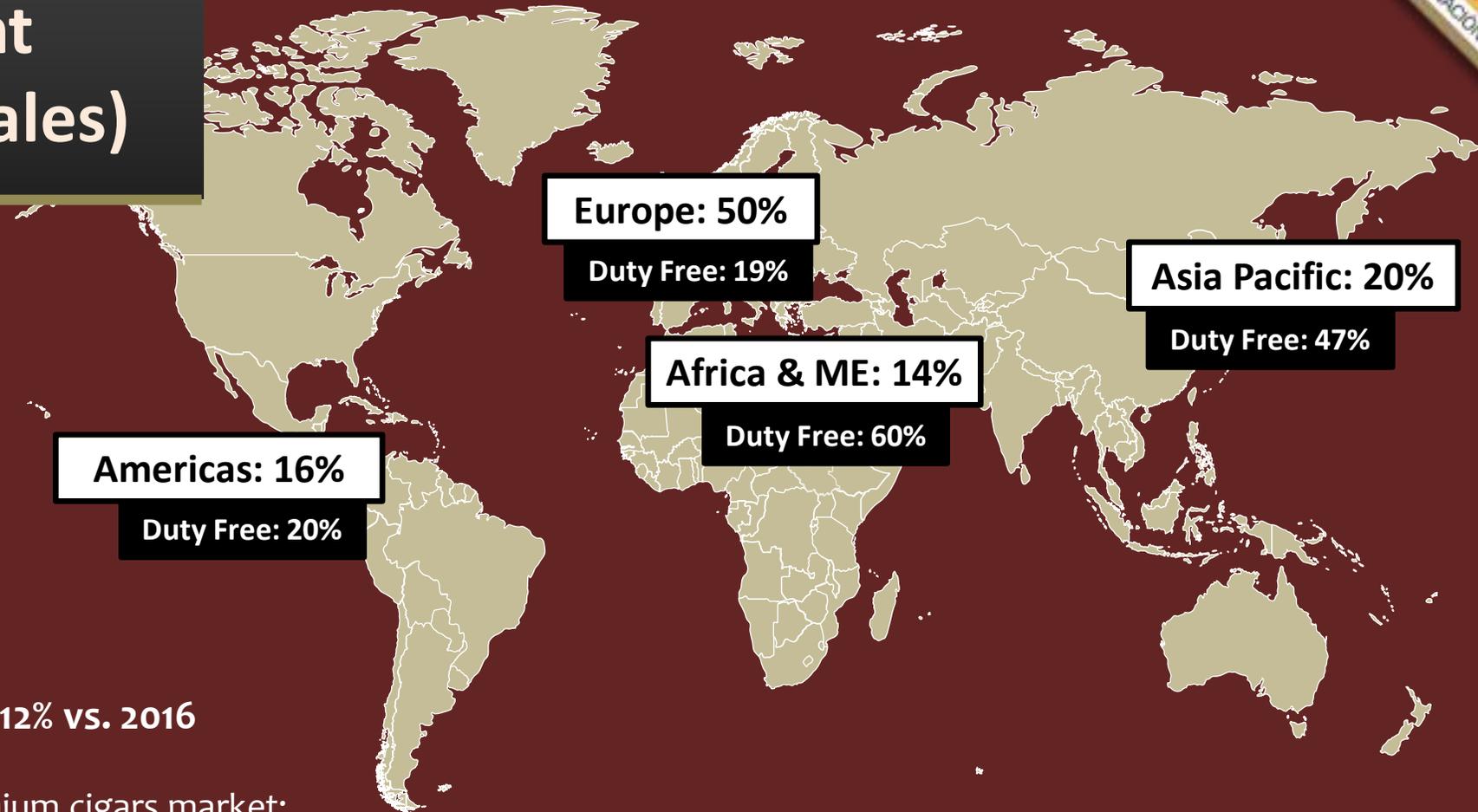
Owner of the famous Cuban trade marks registered worldwide and exclusive exporter of all Havana cigar brands

- 27 Havana brands of handmade cigars
- Approx. 400 SKU's, out of these 300 standard line
- Each brand has its own particular style and personality

Currently present in more than 160 countries

The most important distribution network of premium cigars

Habanos Footprint (value sales)

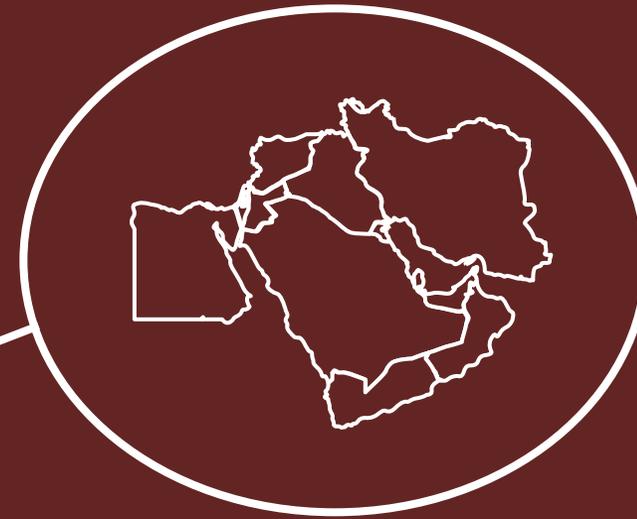


500 M USD in 2017, +12% vs. 2016

Leadership of the premium cigars market:
Approx. 70% SoM in units and 80% SoM (present markets)

31% of sales in Duty Free & Travel Retail

Habanos Footprint



Middle East region

Duty Free relevance increased in 2018
Due to tax rises in the GCC countries

67% of volume sales in Duty Free & Travel Retail
72% of value sales in Duty Free & Travel Retail



The background of the slide features several overlapping cigar bands. The most prominent is a black band with a white checkered pattern and gold lettering. It features the Cohiba logo, a stylized bird, and the word 'COHIBA' in large, bold letters. Below it, another band is partially visible with the word 'BEHIKE' in gold letters. In the top right corner, a white band with red and gold text is visible, including the word 'Habanos' and 'DENOMINACIÓN DE ORIGEN PROTEGIDA'.

**DF Weight:
Cohiba
Brand**

15% Share of Sales in Value*
Total Markets

26% Share of Sales in Value**
Asia Market

15% Montecristo / 15,1% Romeo y Julieta

* YTD September 2018

** YTD October 2018

Habanos TR Products

Developing DF & travel retail channels
with specific products and luxury packaging



 DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos

Cohiba Selección 50 Aniversario Travel Humidor 2016

Developing DF & travel retail channels
with specific products and luxury packaging



Hoyo de Monterrey Petit Belicosos Travel Humidor 2017



Developping DF & travel retail channels
with specific products and luxury packaging



DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos

Montecristo Double Edmundo Travel Humidor 2018

And developing as well our own
Retail Concepts under three brands...

LA CASA DEL HABANO



LA CASA DEL HABANO



DENOMINACIÓN DE ORIGEN PROTEGIDA
Habano

All of them with growing presence
in the Duty Free specialised shops

LA CASA DEL HABANO



DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos

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LA CASA DEL HABANO




DENOMINACIÓN DE ORIGEN PROTEGIDA
Habanos

3 LCDH – Beirut DF Airport



**UAE Dubai International Airport
2 LCDH & 8 Habanos Specialist**



UAE Abu Dhabi International Airport
1 Habanos Specialist



Egypt Cairo International Airport
1 Habanos Specialist

LA CASA DEL HABANO

BEIRUT DUTY FREE

Spend 1000\$ & get a free voucher to win a
LOTUS EVORA 2012

LA CASA DEL HABANO

Like & Bike

BUY ANY TWO CUBAN CIGARILLO OUTERS

WIN

ONE OF TWO
2018 HARLEY DAVIDSON BIKE

COHIBA
Habana, Cuba

FOLLOW US @LCDHbeirutdutyfree

LIKE LCDHLebanon

POST YOUR PIC WITH THE BIKE #like&bike
TAG @LCDHbeirutdutyfree
& GET THE CHANCE TO WIN VALUABLE PRIZES

NEVER RUN OUT OF
AMMUNITION

YOU CAN NEVER HAVE
ENOUGH
AMMUNITION

DON'T BLUFF WHEN IT COMES TO YOUR CIGAR...

ENJOY THE

AMMUNITION

I WEAR HEELS. IT'S NOT A
FASHION STATEMENT.
IT IS
AMMUNITION

JUST
AMMUNITION

EXPAND YOUR HORIZONS
WITH
AMMUNITION

LA CASA DEL HABANO

BEIRUT DUTY FREE

Your dream cars with your cigars...

Buy for \$1000 and get a free voucher for the
Aston Martin V12 Vantage - Carbon Black Edition 2010

DENOMINACION DE ORIGEN PROTEGIDA

Habanos

DIPLOMATICO

EXCLUSIVO PHOENIX

FROM FRIDAY @ BEIRUT DUTY FREE

Product Activation in ME DF & Travel Retail

Thank you