

Liqueurs & Spirits

FISCAL YEAR 2019/2020

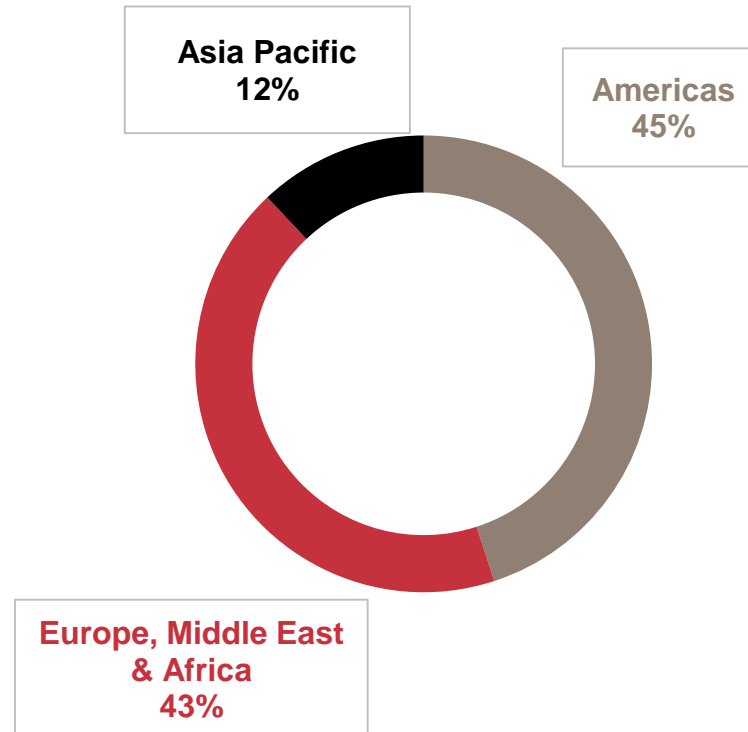


RÉMY COINTREAU

Breakdown by region

Liqueurs & Spirits

Liqueurs & Spirits
€261.9M



Liqueurs & Spirits

Organic sales decline of 3.0% (volumes -3.4%)

Cointreau

- Robust performance in the Americas was mitigated by weakness in EMEA and Asia Pacific

Metaxa

- Weakness in the EMEA (changes in RTM and a poor performance in Travel Retail); promising expansion in newer markets of Asia and Americas

St-Rémy

- Performance held back by EMEA and Asia, while the Americas delivered a strong performance, led by successful marketing initiatives in Canada/the US

Mount Gay

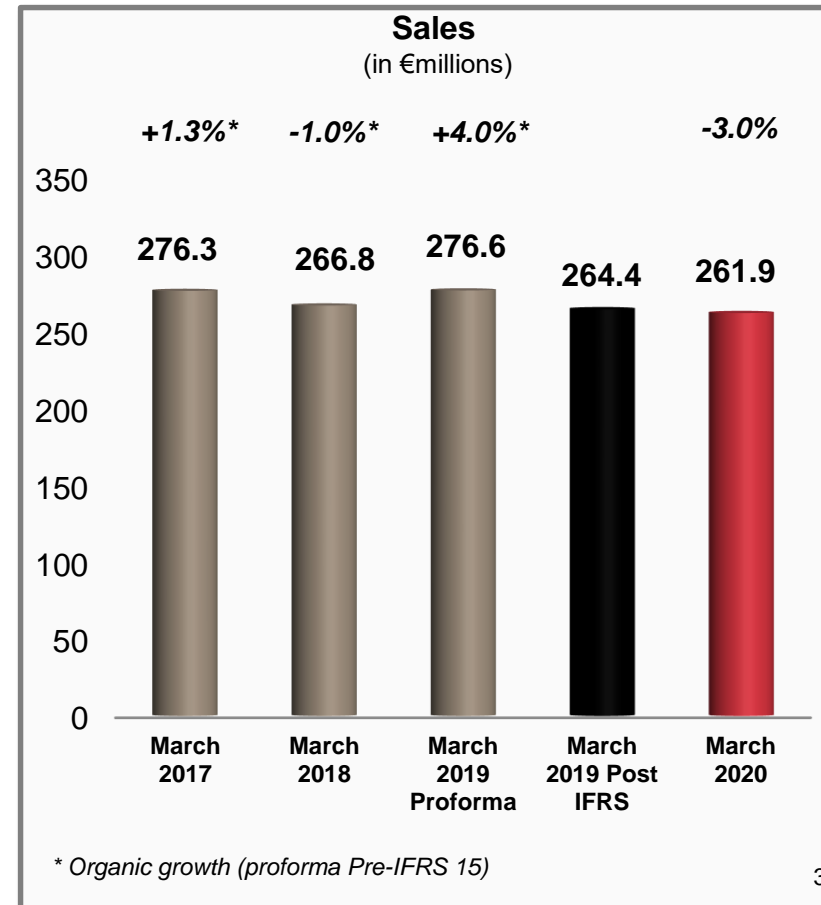
- Sales weakness led by the voluntary slow-down in shipments ahead of the gradual restaging of the brand in 2020/21

The Botanist

- Continued strong sales growth, led by ongoing strength in the US and brand expansion in Asia-Pacific

Single-Malt Whiskies

- Benefiting from worldwide strong momentum in the single malt category, in particular in the US



Marketing initiatives

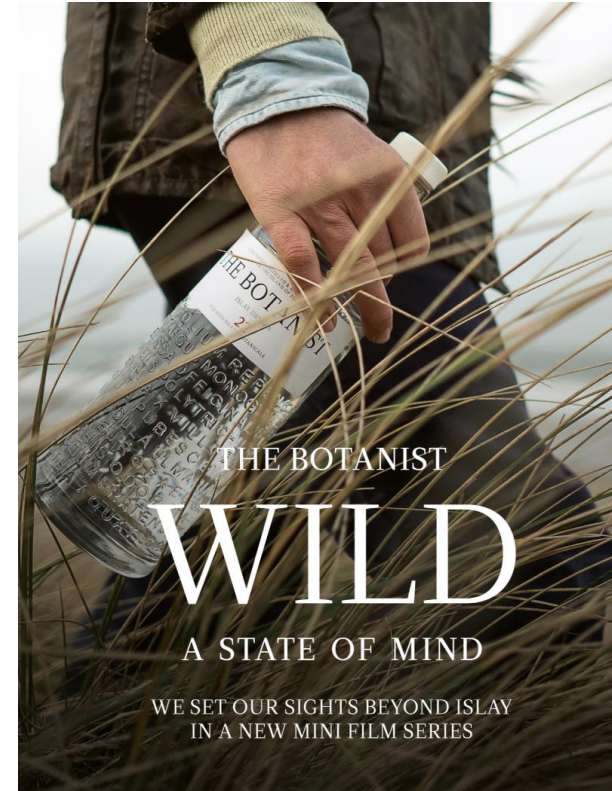
COINTREAU
 LAUNCH OF "LE COCKTAIL SHOW"
 COMMUNICATION PLATFORM



METAXA:
 INTERNATIONAL EXPANSION
 WITH THE CLUMSIES BAR



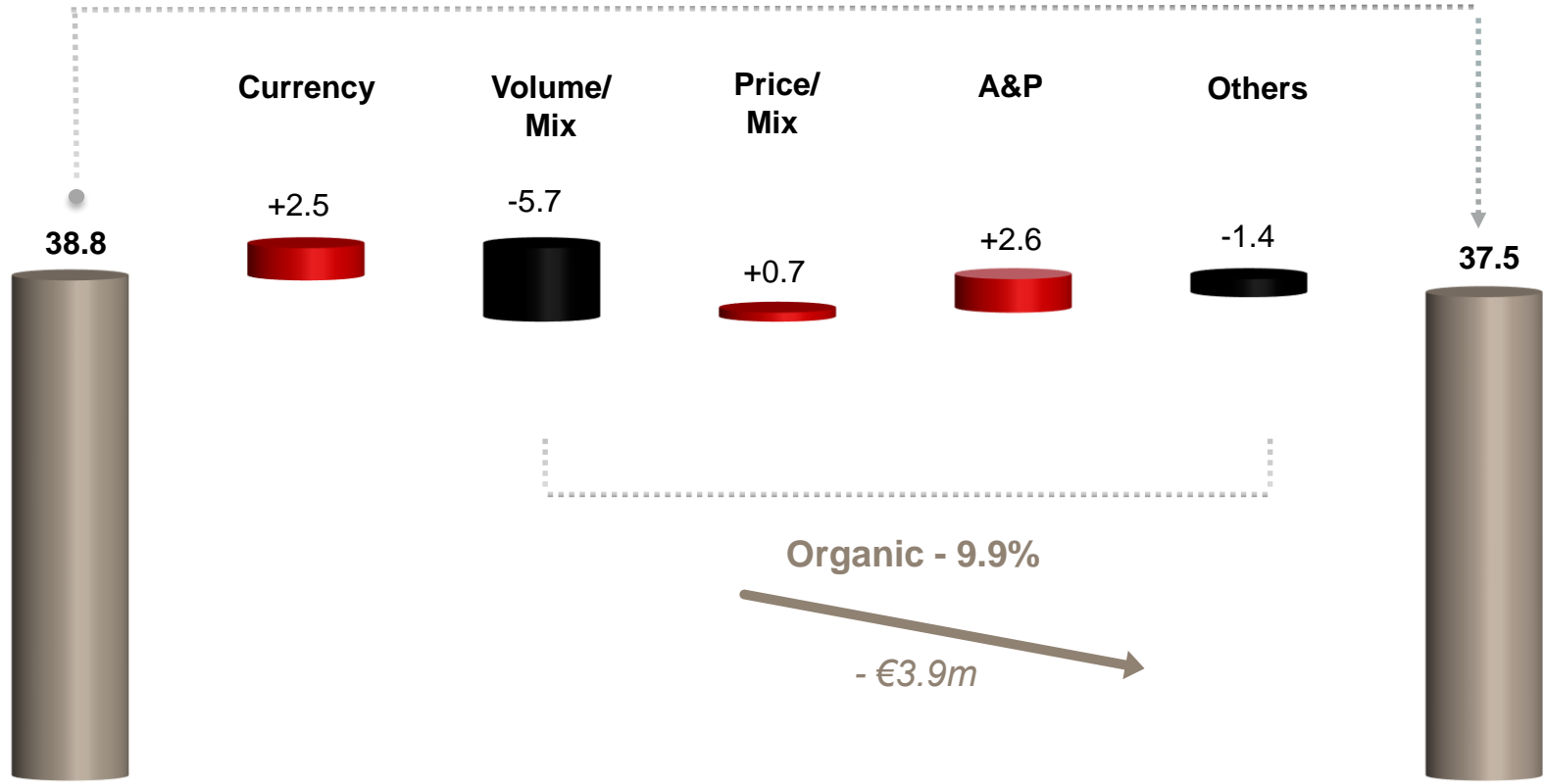
THE BOTANIST
 NEW COMMUNICATION CAMPAIGN
 "WILD, A STATE OF MIND"



Liqueurs & Spirits

Current operating profit (€m)

Reported decline: -3.5%



March 19

COP/Sales: 14.7%

March 20

COP/Sales: 14.3%
(Org: 13.6%)



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