



RÉMY COINTREAU

***Preliminary Results***  
***Year ended 31 March 2005***

# Value Strategy

Dominique Hériard Dubreuil



# 2004/05: Value Strategy

**Continued acceleration and strengthening of the  
value strategy**



# 2004/05: Value Strategy

**Organic growth**

**Markets**

**Key brands**



# 2004/05: Value Strategy

**Operational improvements**

**Strengthened distribution**

**Management reorganisation**



# Key Figures

€m	March 05	March 05	Published Change	Organic Performance
Turnover	905.3	888.3	+ 1.9%	+ 5.1%
Operating profit	167.7	173.5	(3.3)%	+ 14.4 %
Profit on ordinary activities*	78.8	74.2	+ 6.2%	
<i>Operating margin</i>	18.5%	19.5%		21.3%
Operating cash flow	122.1	99.3	+€22.8m	

- ❑ 7% reduction in net debt (- €60.7m)
- ❑ Profit on ordinary activities per share\*: + 4% to €1.75
- ❑ Profit per share: €0.54 after the exceptional charge on brands

\*Group share



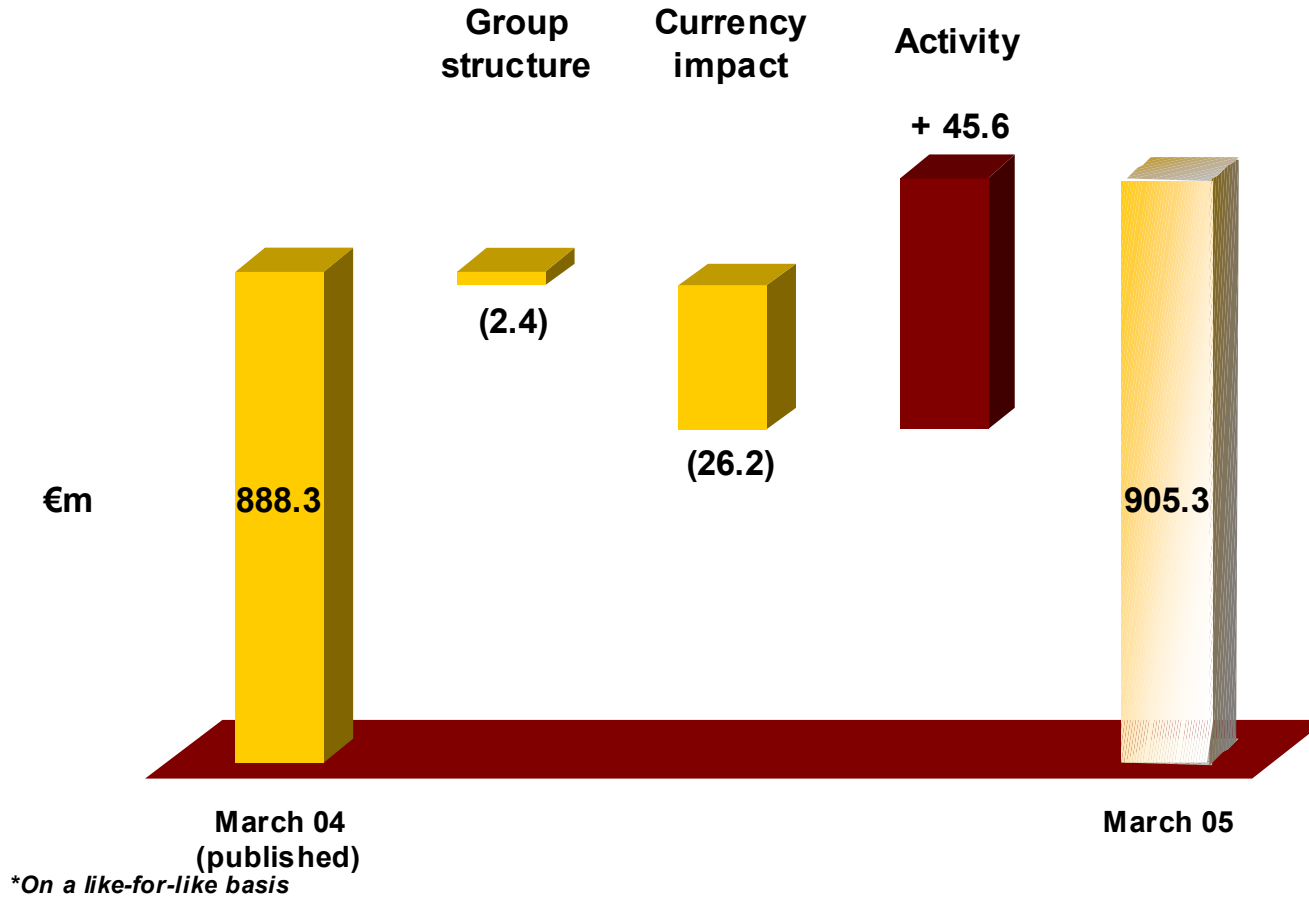
# Review of Activities

Jean-Marie Laborde



# Turnover

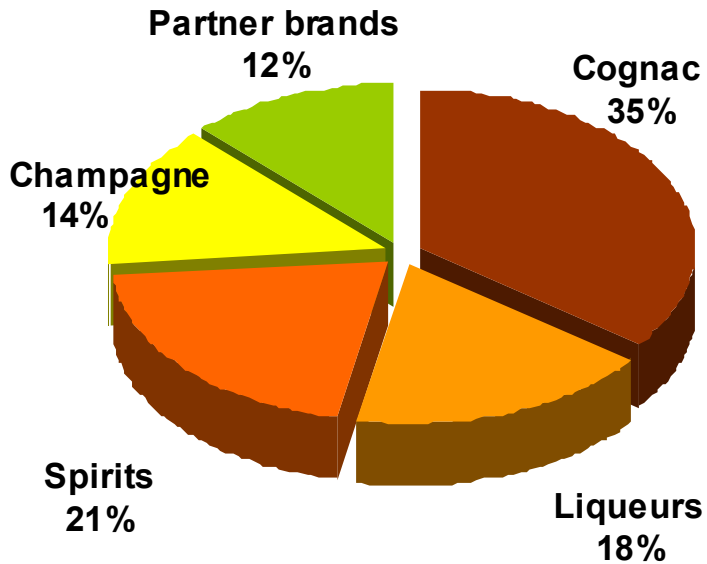
Organic growth\*: + 5.1%



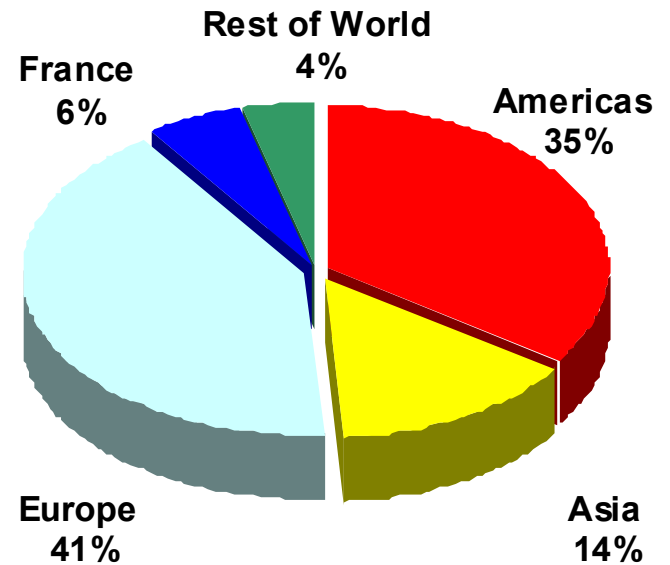


# Breakdown of Turnover

By activity

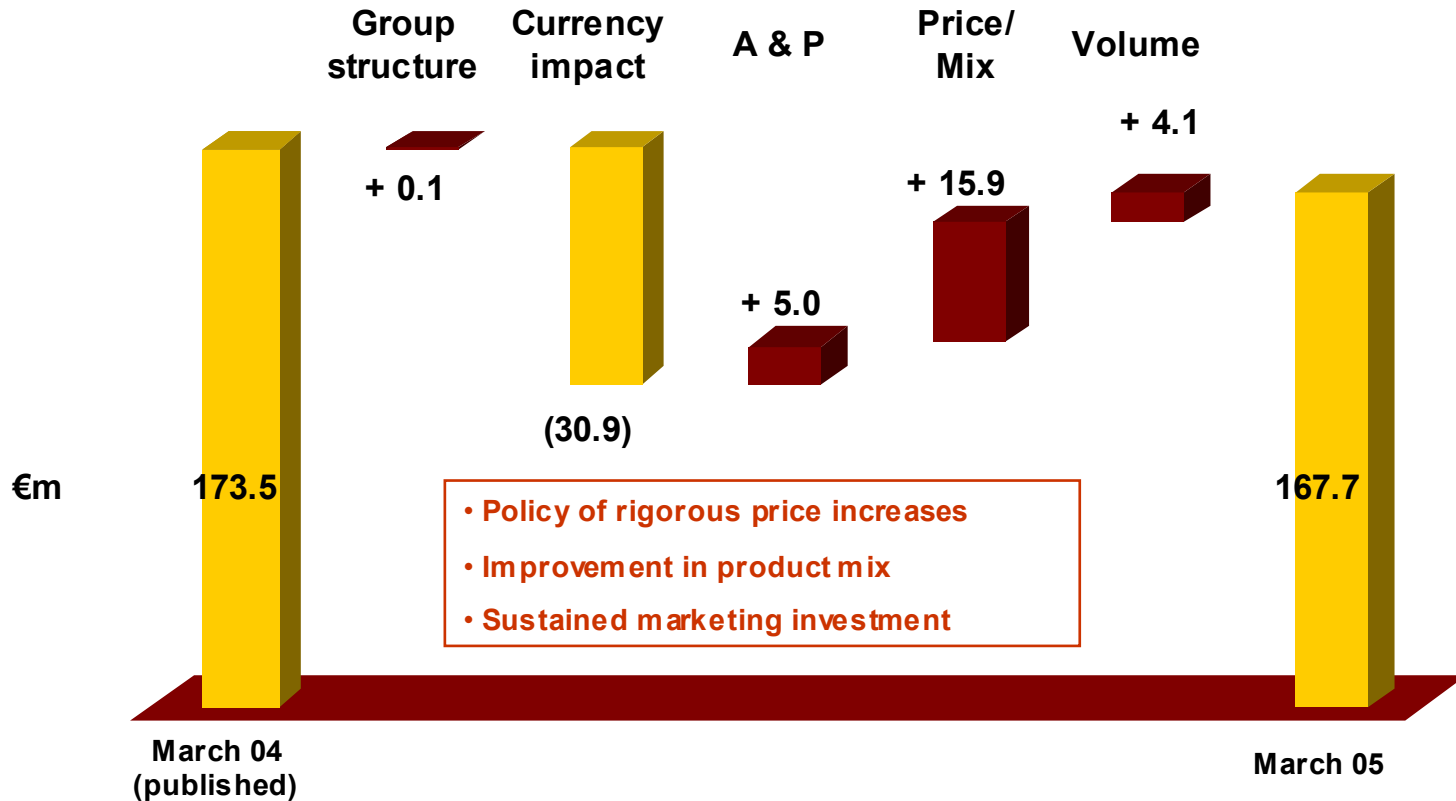


By geographic area



# Operating Profit

Organic growth\*: + 14.4%



\*On a like-for-like basis



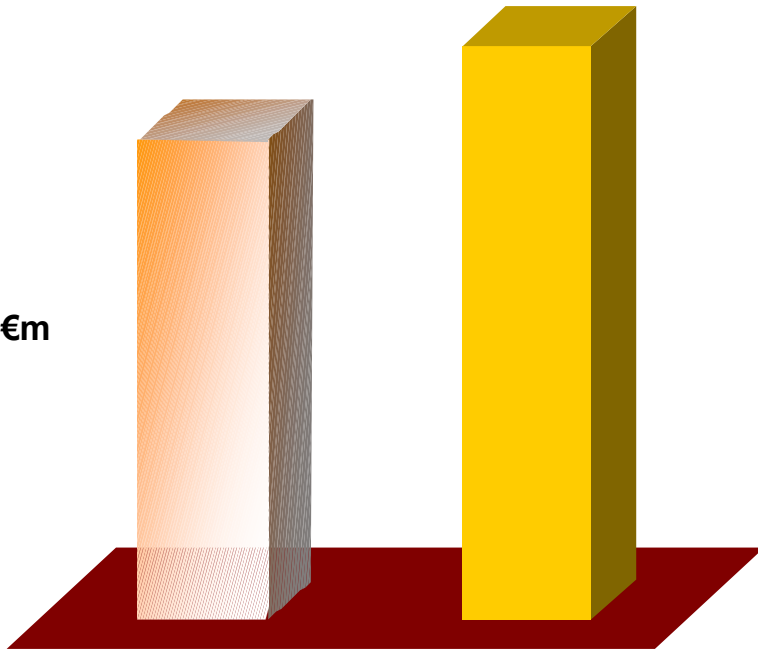
# Net Profit on Ordinary Activities

Net profit (Group share)

74.2

78.8

€m



March 04  
(published)

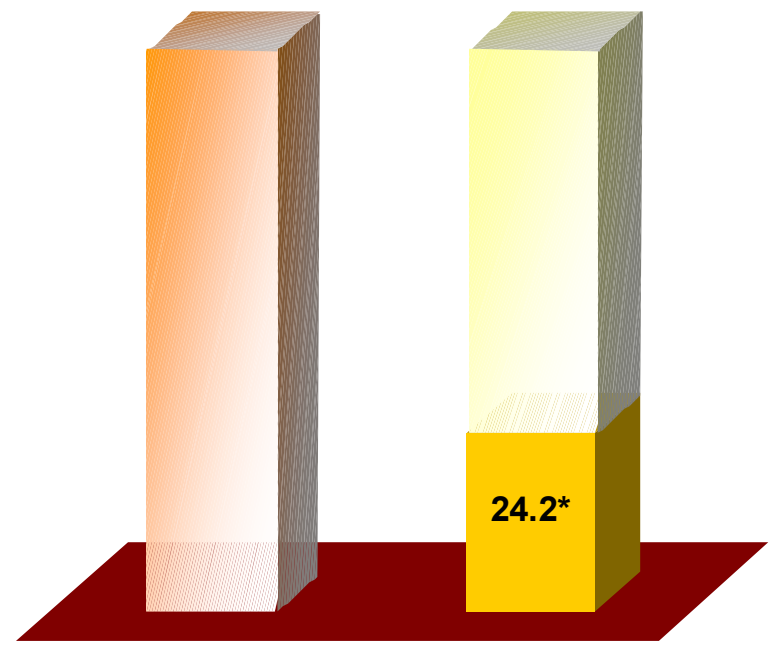
March 05

Net profit before and after non-recurring items

76.3

76.5

24.2\*



March 04  
(published)

March 05

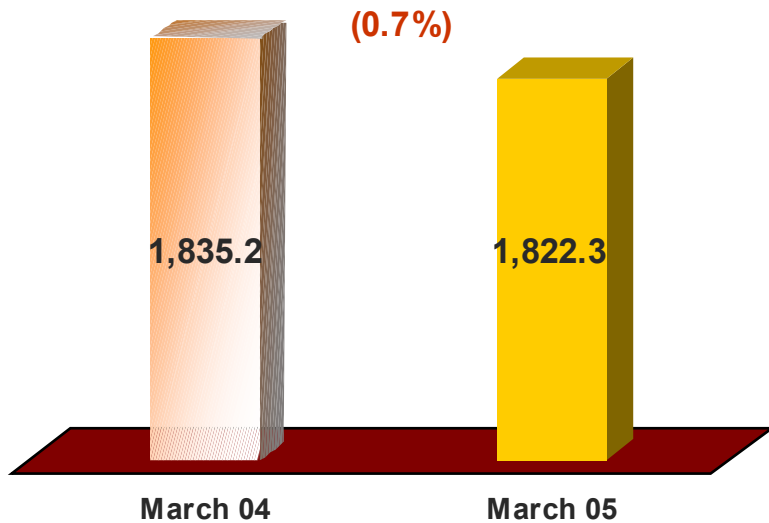
*\*After provision of €52.3m for exceptional writedown of brands*



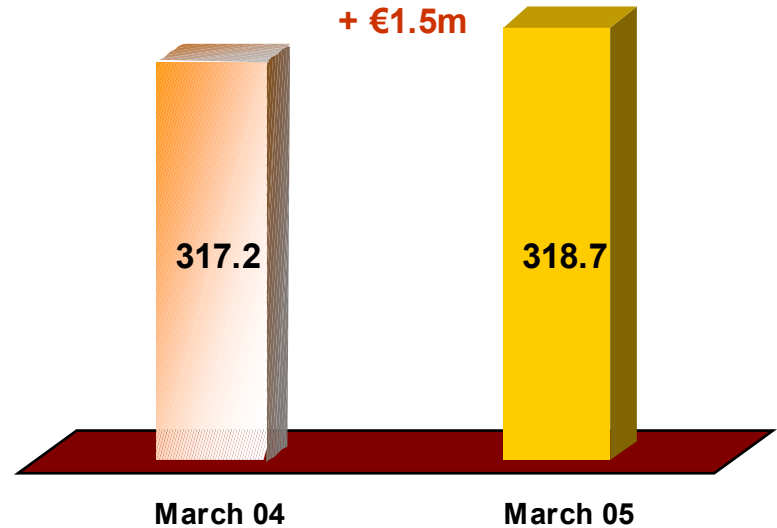
# Cognac

Organic growth in turnover\*: + 6%

Sales volumes ('000 cases)



Turnover (€m)

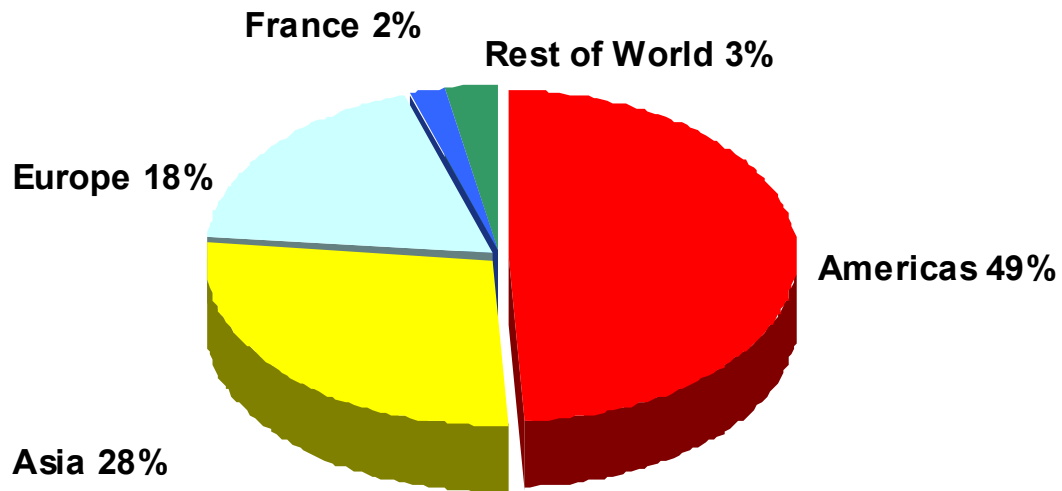


\*On a like-for-like basis



# Cognac

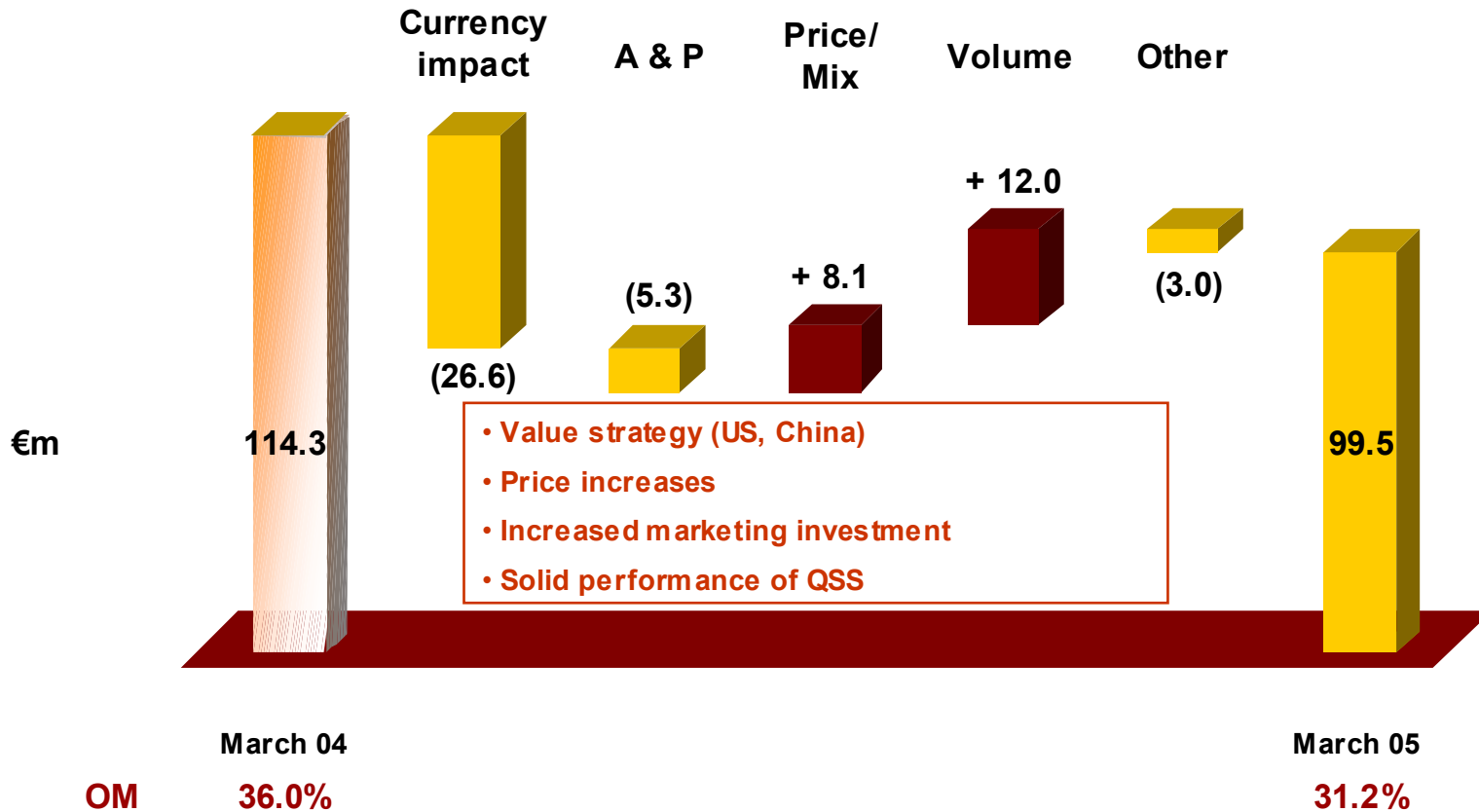
## Turnover by geographic area



# Cognac

Organic growth\*: + 10.3%

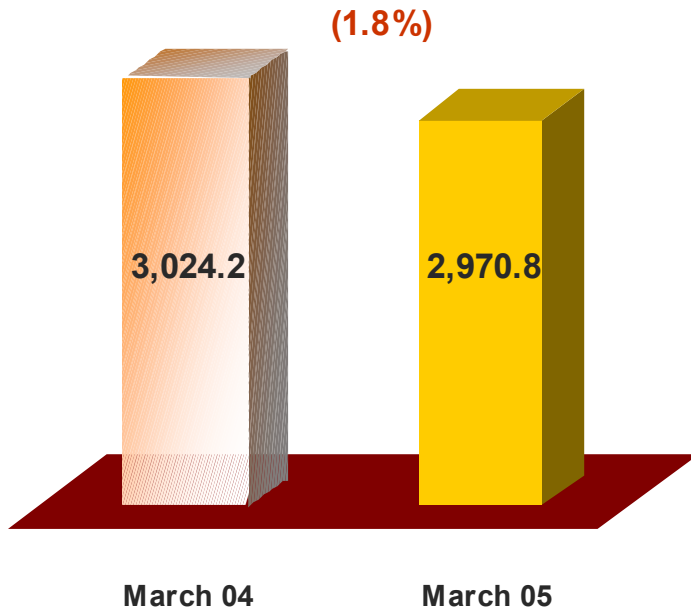
## Operating Profit



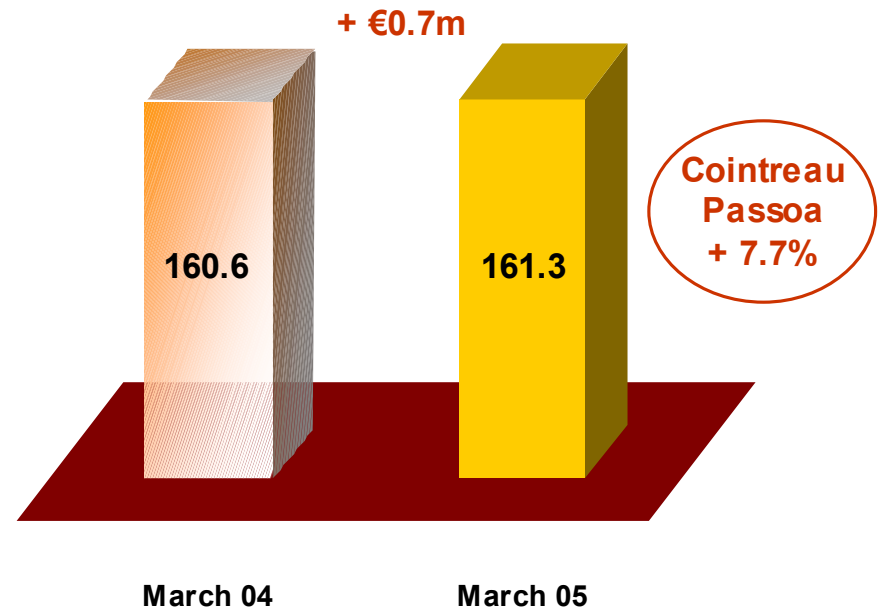
# Liqueurs

Organic growth in turnover\*: + 3.0%

Sales volumes ('000 cases)



Turnover (€m)

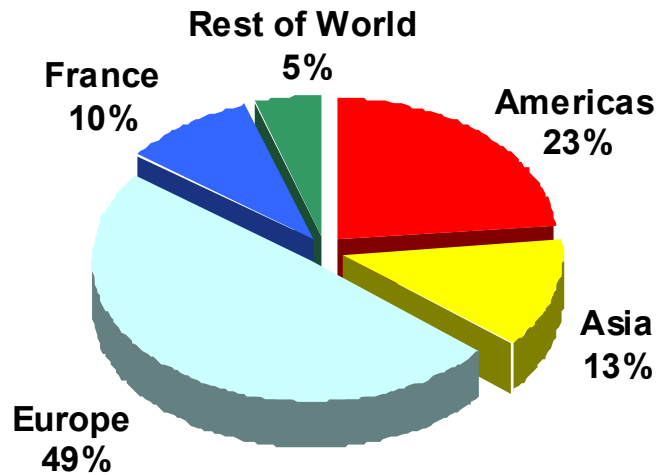


\*On a like-for-like basis

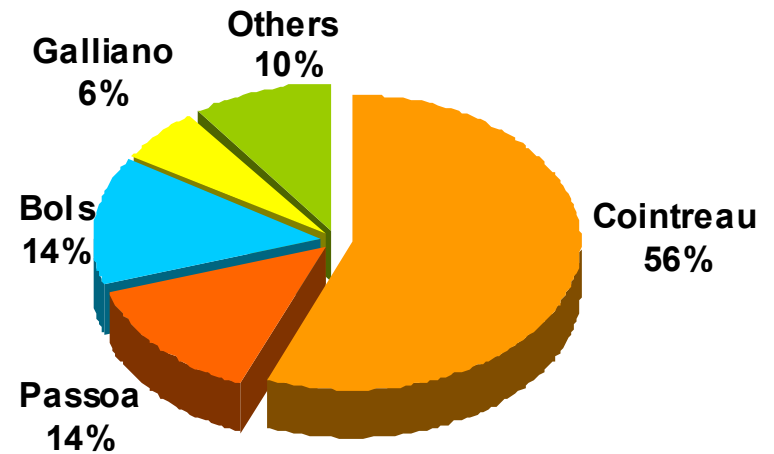


# Liqueurs

Turnover by geographic area



Turnover by brand

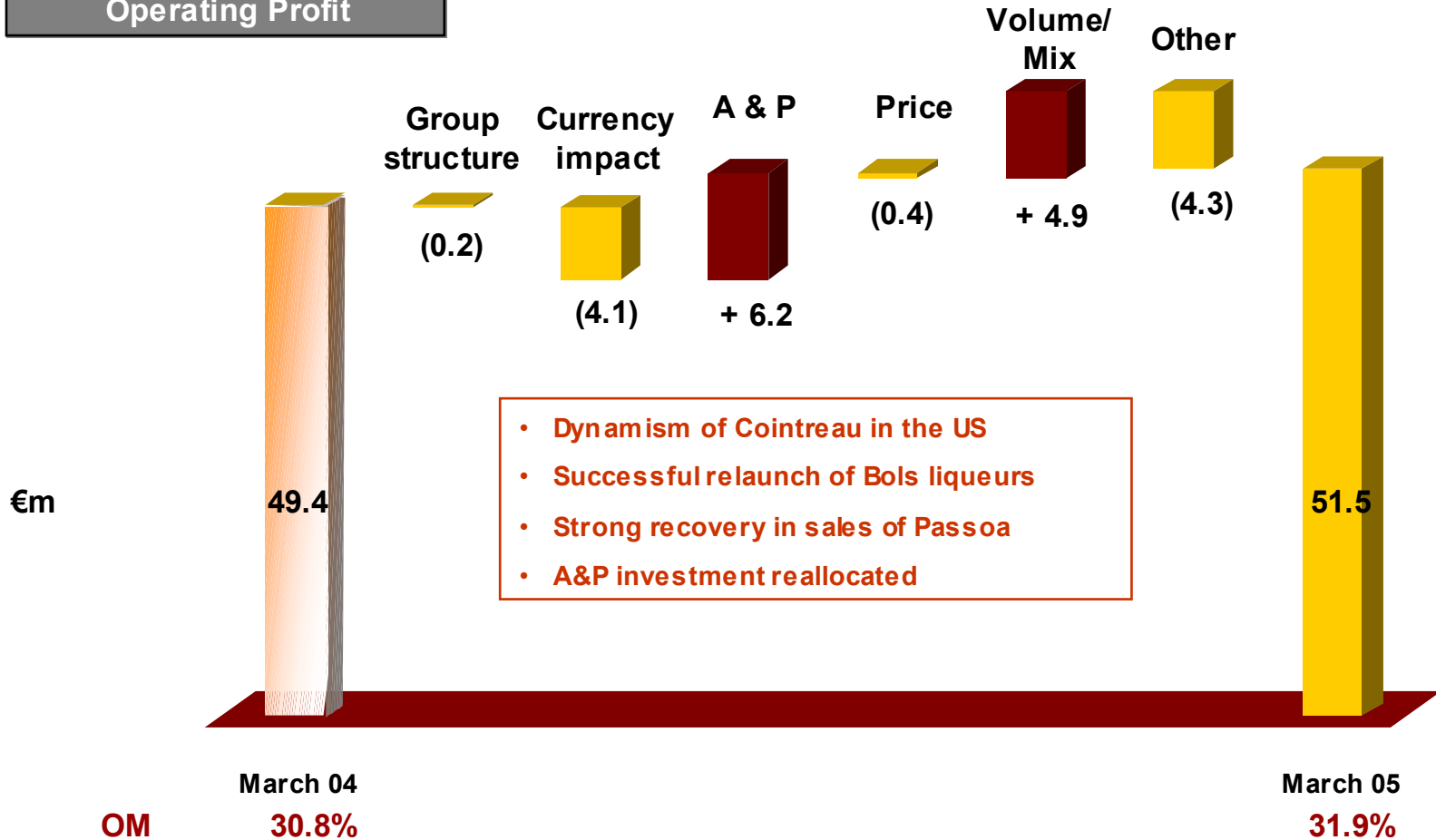




# Liqueurs

Organic growth\*: + 12.8%

## Operating Profit



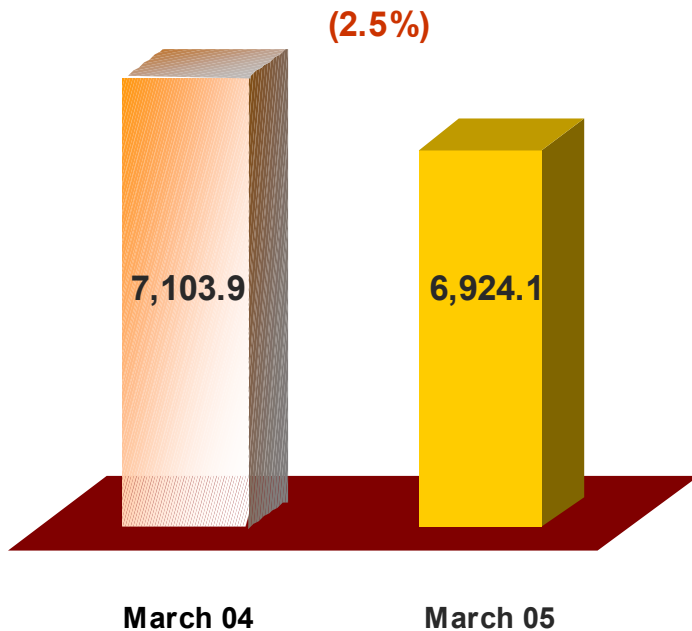
\*On a like-for-like basis



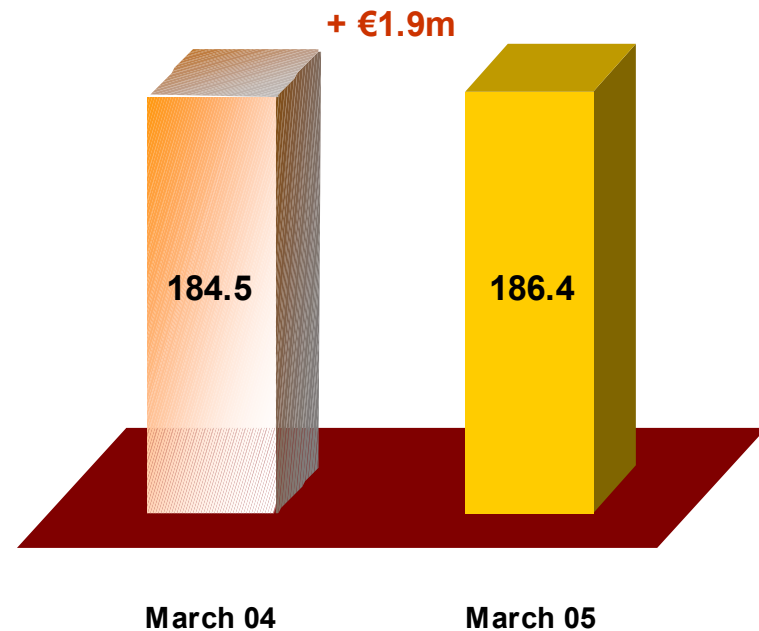
# Spirits

Organic growth in turnover\*: + 1.3%

Sales volumes ('000 cases)



Turnover (€m)

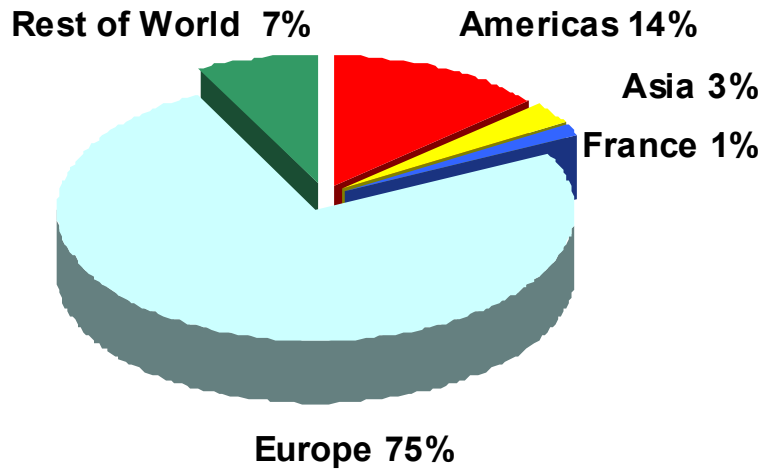


\*On a like-for-like basis

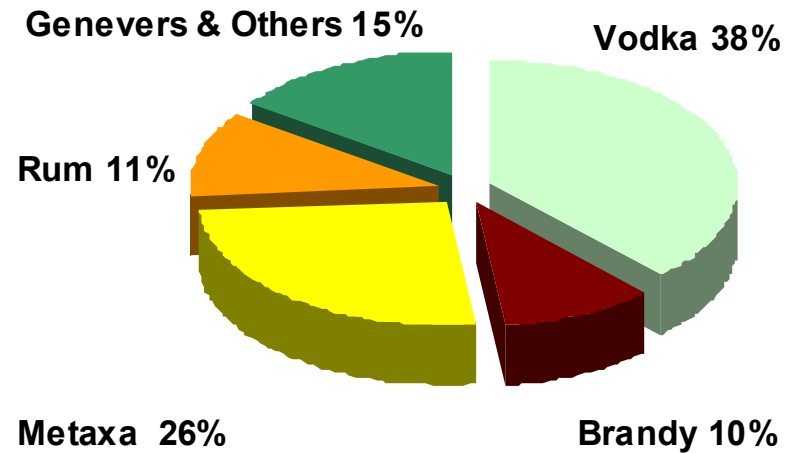


# Spirits

Turnover by geographic area



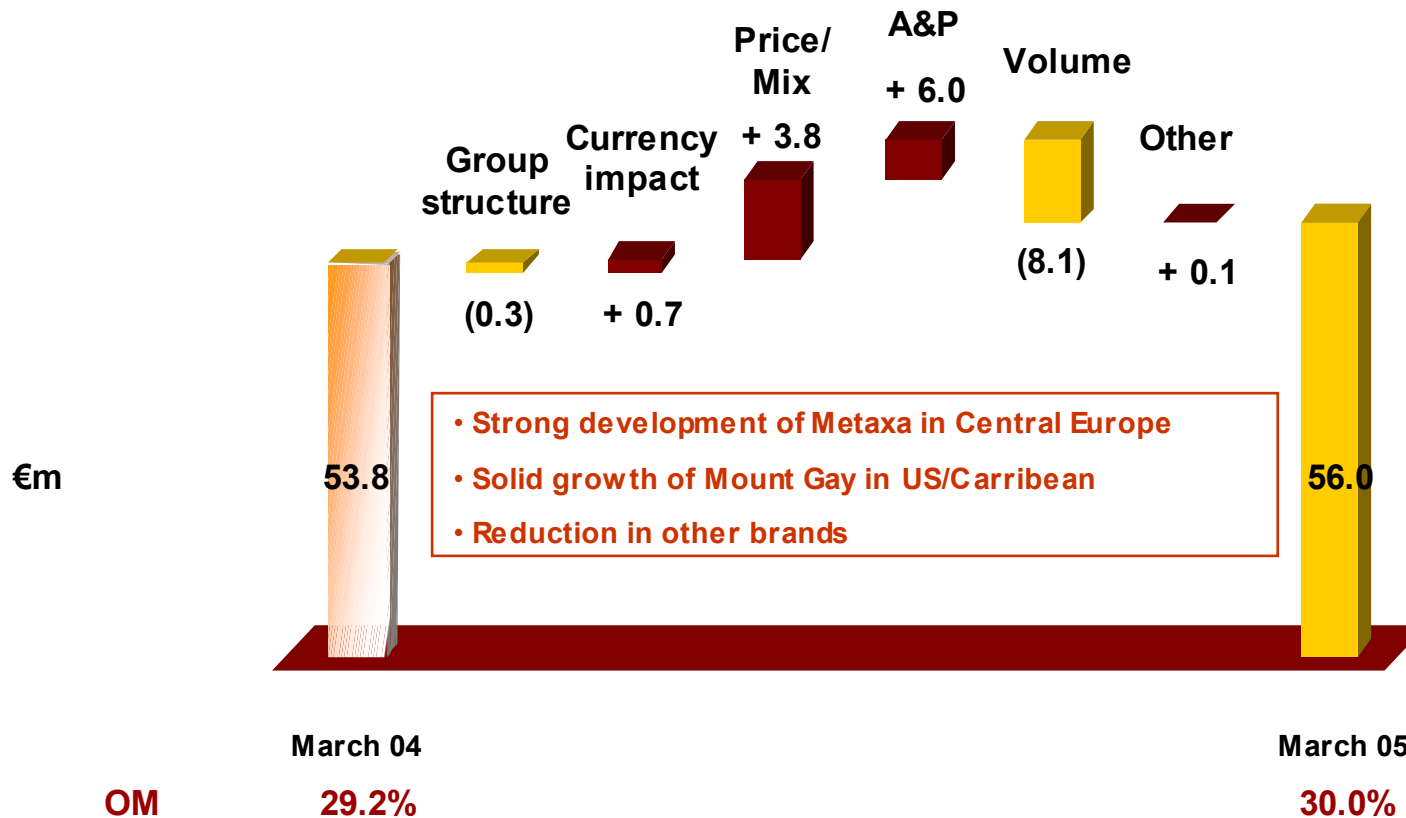
Turnover by products



# Spirits

Organic growth : + 3.3%

Operating Profit



- Strong development of Metaxa in Central Europe
- Solid growth of Mount Gay in US/Carribbean
- Reduction in other brands

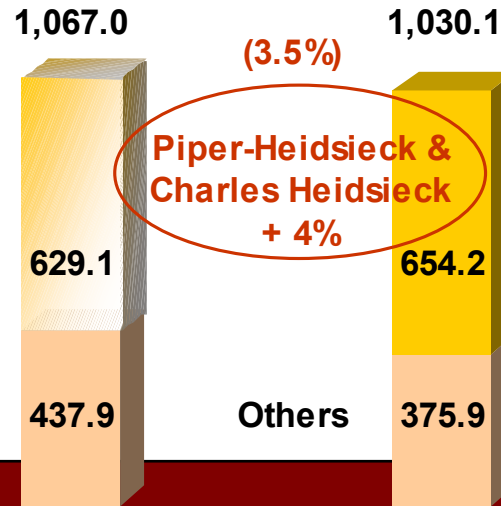
\*On a like-for-like basis



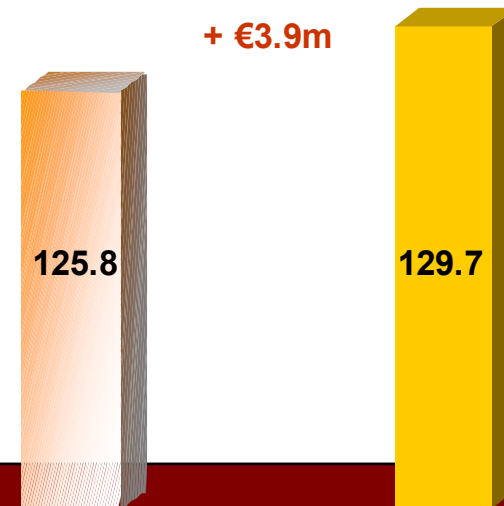
# Champagne

Organic growth in turnover\*: + 4.5%

Sales volumes ('000 cases)



Turnover (€m)



March 04

March 05

March 04

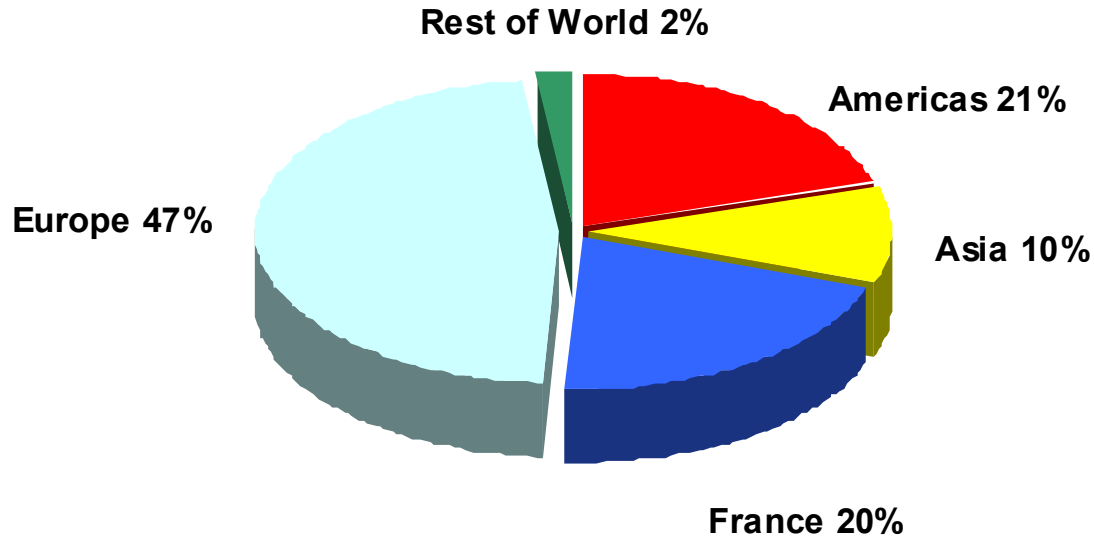
March 05

\*On a like-for-like basis



# Champagne

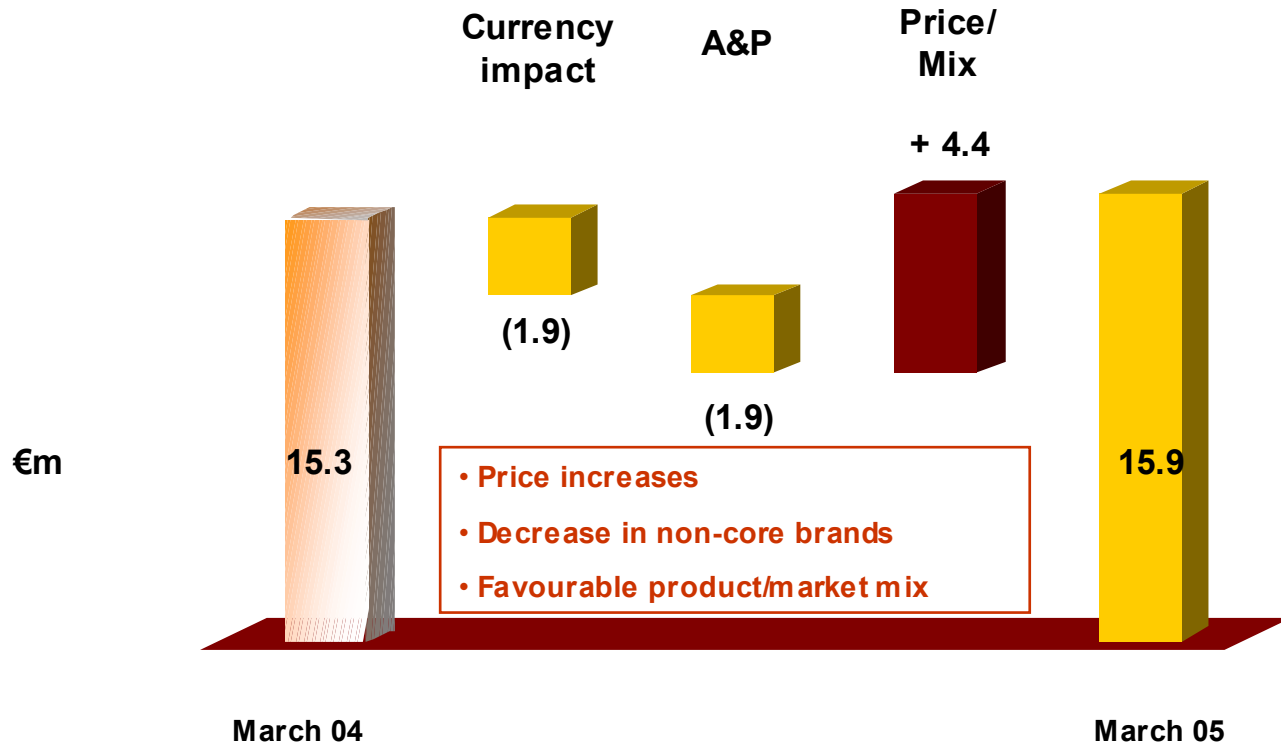
Turnover by geographic area



# Champagne

Organic growth\*: + 16.3%

Operating Profit



**OM**

**12.2%**

*\*On a like-for-like basis*

**12.3%**



# Partner Brands

Turnover

Organic growth: + 13.8%

Currency impact

Activity



(4.7)



+ 13.7

€m

100.2

109.2

March 04

Mars 05

OM

15.4%

15.4%

*\*On a like-for-like basis*





# Financial Results

Hervé Dumesny

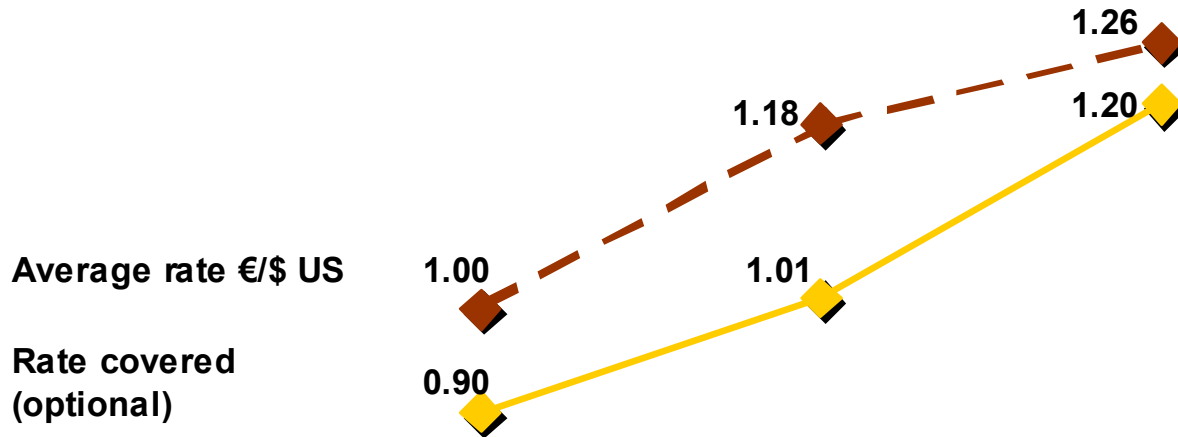


# Analysis of Operating Profit

(€m)	March 05	March 04	Organic Performance
Turnover	905.3	888.3	+ 5.1%
Marketing investment	171.5	175.5	- 0.3%
Divisional operating profit	239.7	248.2	+ 9.8%
Central and distribution costs	(72.0)	(74.7)	- 0.7%
Operating profit	167.7	173.5	+ 14.4%
Operating margin	18.5%	19.5%	21.3%



# Hedging Strategy €/€

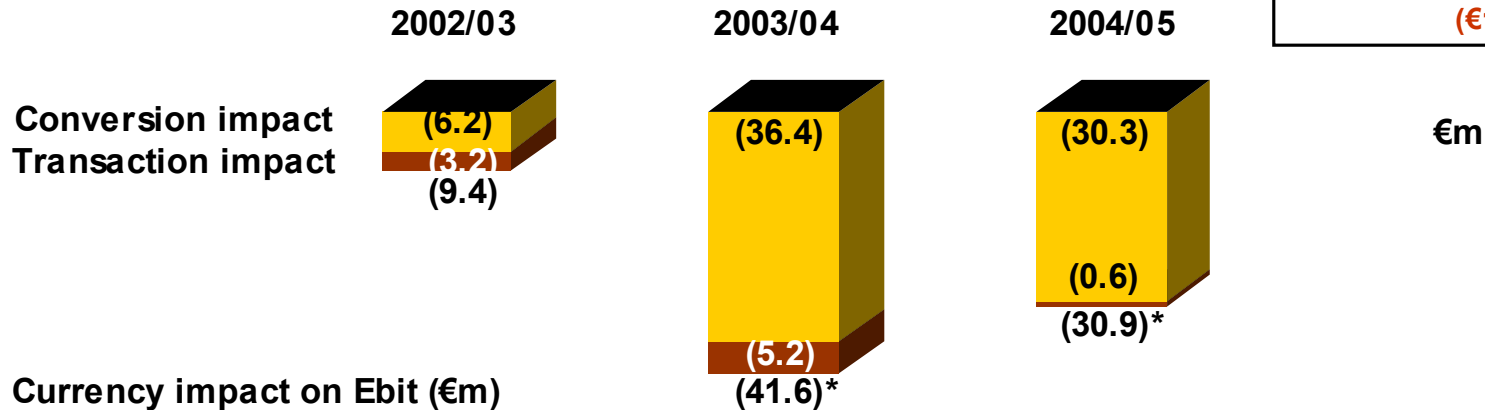


**Currency impact/EBIT 2005/06**

- €1 = 1.30  
(€21m)
- (1.30 = Rate of cover optional)

**Example of sensitivity**

- €1 = 1.23  
(€10m)



*\*On a like-for-like basis*



# Net Profit

(before goodwill amortisation and associated undertakings)

(€m)	March 05	March 04	% Change
Operating profit	167.7	173.5	(3.3)
Financial charges	(53.1)	(64.1)	(17.2)
Profit on ordinary activities before tax	114.6	109.4	+ 4.8
Taxation	(38.3)	(38.3)	-
%	33.4%	35.0%	
Minority interests	(3.1)	(1.0)	
Net profit before goodwill amortisation and share of profit in associated undertakings	73.2	70.1	+ 4.4

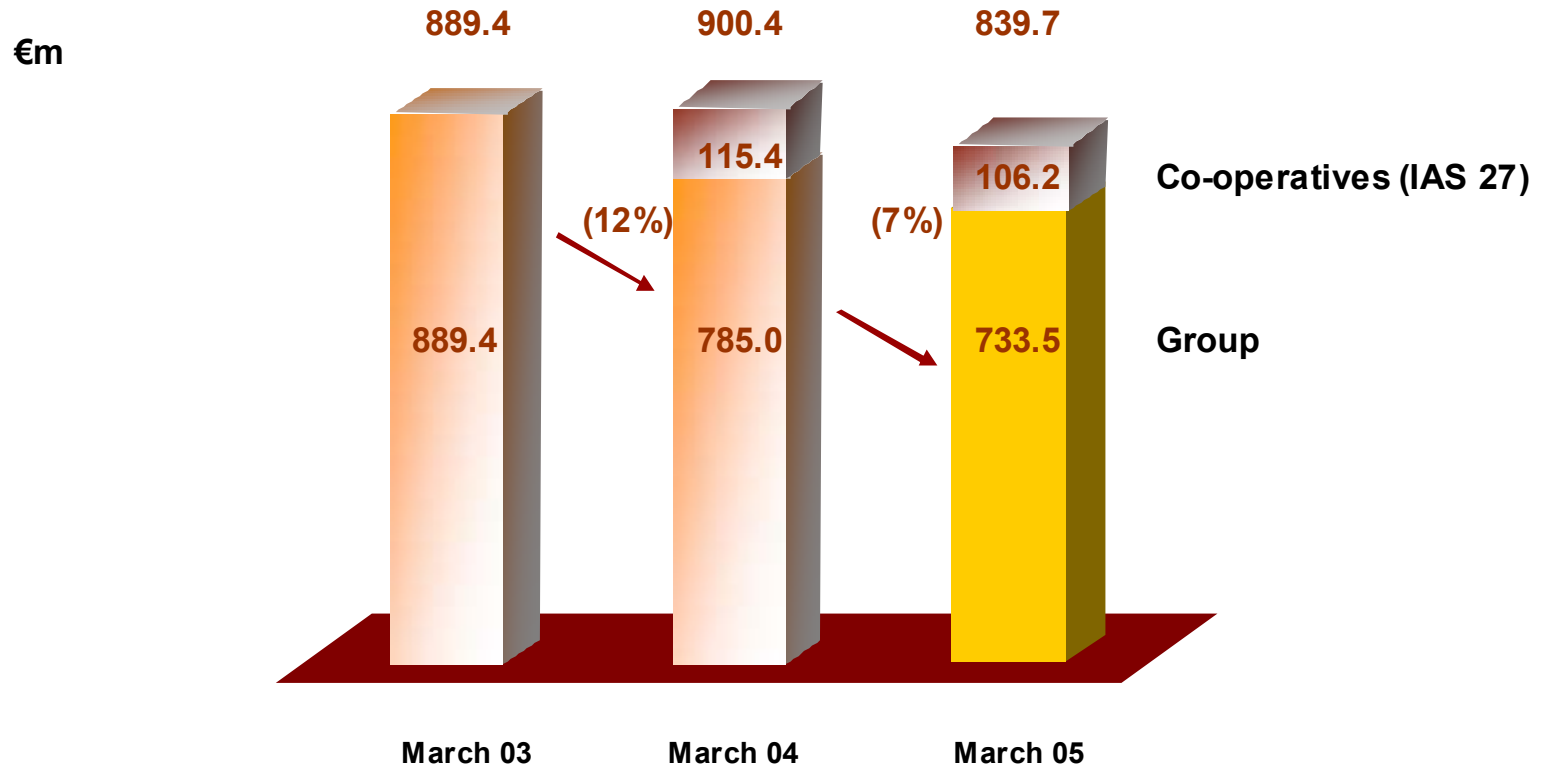


# Net Profit

(€m)	March 05	March 04
Net profit before goodwill amortisation and share of profit in associated undertakings	73.2	70.1
Goodwill amortisation	(2.9)	(2.8)
Maxxium – equity accounted	3.4	1.8
Dynasty – equity accounted	5.1	5.1
<b>Net profit on ordinary activities</b>	<b>78.8</b>	<b>74.2</b>
Number of shares ('000)	45,023	44,270
<b>Profit on ordinary activities/per share (€)</b>	<b>1.75</b>	<b>1.68</b>
<b>Net profit after non-recurring items (after provision of €52.3m/impairment test)</b>	<b>24.2</b>	<b>76.3</b>
<b>Earnings per share (€)</b>	<b>0.54</b>	<b>1.72</b>



# Financial Debt



*\*Accrued interest not yet matured included*



# Debt & Cash-Flow

	March 05	March 04	Change (€m)
Net debt	839.7	900.4	(60.7)
Improvement in working capital requirements	29.8	28.6	
Operating cash flow	122.1	99.3	+ 22.8



# Maxxium – Key Figures

(€m) At 31 March*	2004/05	2003/04
<b>Managed turnover</b>	<b>1,462.6</b>	<b>1,383.9</b>
<b>Contribution</b>	<b>211.2</b>	<b>202.7</b>
<b><i>Margin (%)</i></b>	<b>14.4</b>	<b>14.7</b>
<b>Expenses &amp; distribution costs</b>	<b>(173.2)</b>	<b>(160.6)</b>
<b><i>Turnover (%)</i></b>	<b>11.8</b>	<b>11.6</b>
<b>Profit on ordinary activities before tax and goodwill amortisation</b>	<b>27.8</b>	<b>28.0</b>
<b>Contribution to Rémy Cointreau's net profit</b>	<b>3.4</b>	<b>1.8</b>

*\*Rémy Cointreau financial year*



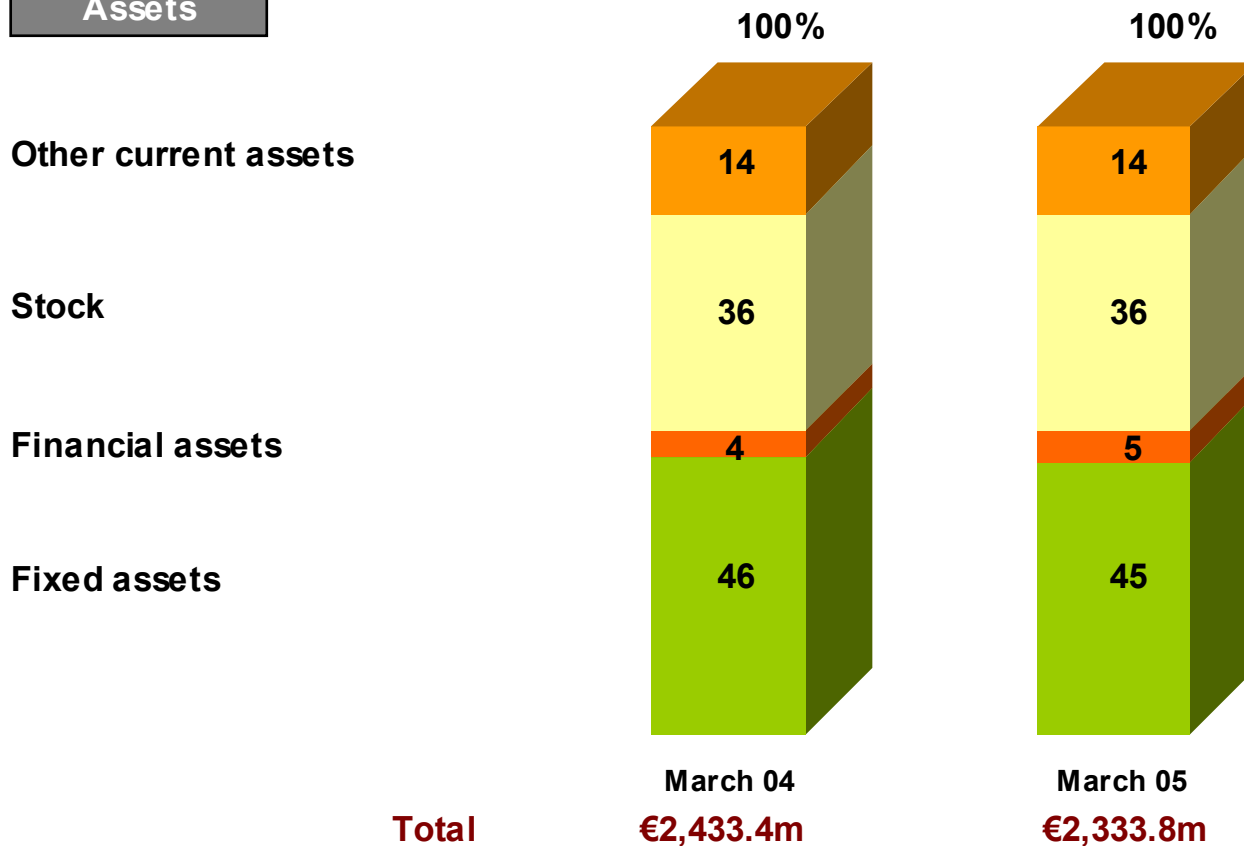
# Balance Sheet

## Brand Valuation

- ❑ Impairment test realised with the help of an independent consultant
  - Approved by statutory auditors
  - Context of follow up under IFRS (impairment/goodwill amortisation)
- ❑ Global value of key brands significantly higher than historically recognised
  - No accounting re-evaluation
- ❑ The impairment relates to certain regional brands following recent trends in European markets
- ❑ Exceptional provision (non-cash) for a writedown of €52.3m
- ❑ Brand valuation thus goes from €952m to €907m

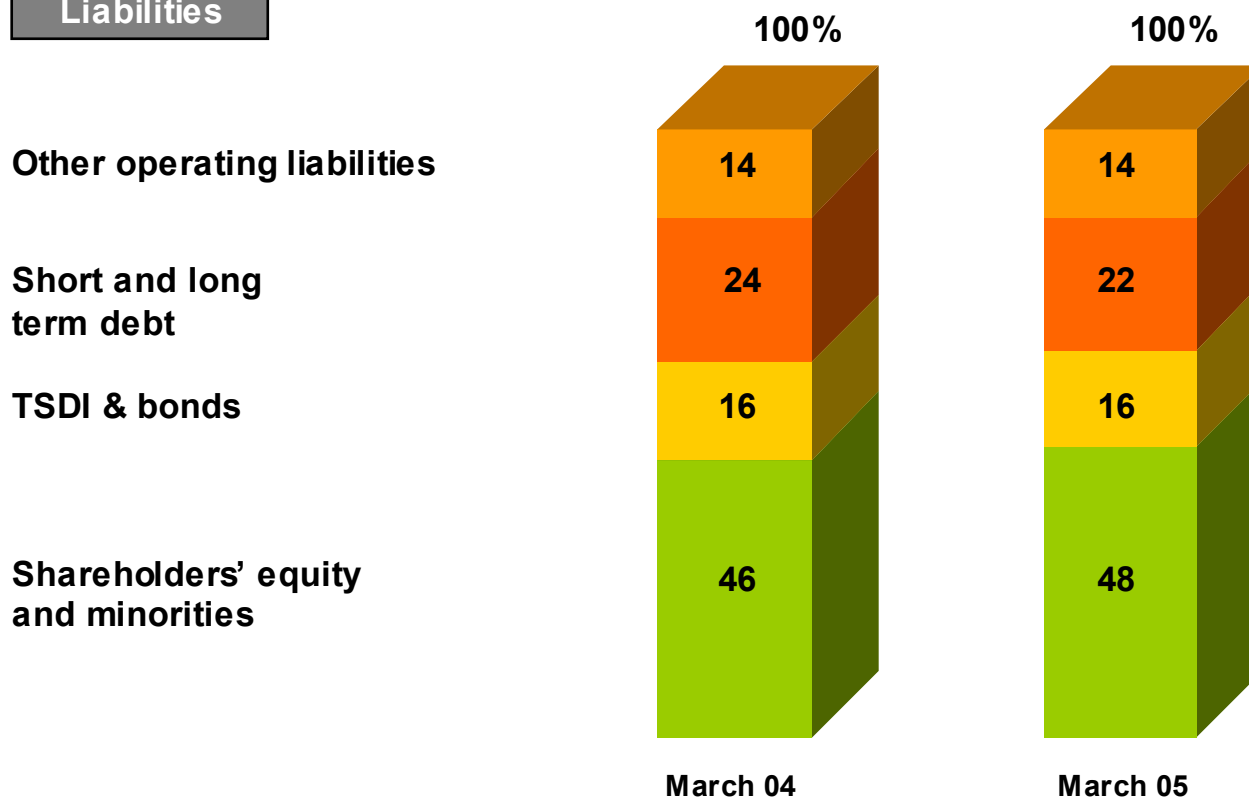
# Balance Sheet Summary

## Assets



# Balance Sheet Summary

## Liabilities



# IFRS – Major Impacts

- **Transition balance sheet 31 March 2004**
- **First accounts published under IFRS 30 September 2005**
  - **IAS 27: consolidation of co-operatives already effective (2003/04 financial year)**
  - **IAS 12/16: reduction of approx. 20% in shareholders' equity (deferred tax, periods of amortisation/depreciation)**
  - **IAS32/39: have not been applied to the transition balance sheet**
  - **Income statement: reclassification as operating expense of most items included in exceptionals**

# IFRS - Transition Balance Sheet

## Reduction in shareholders' equity

<b>Shareholders' Equity at 31 March 2004 - (€m)</b>	<b>1,111</b>	
Requirement to record a tax charge at current rate on the difference between the value on consolidation of the brands and their tax value	(276)	-25%
Retroactive application in respect of the new economic life of the assets (after tax)	39	4%
Possibility of recording the unamortised actuarial differences on retirement commitments (after tax)	(9)	-1%
Accounting for the commitment for retirement health benefits (after tax)	(4)	0%
Others net	(1)	0%
<b>Shareholders' equity - IFRS opening balance at 31 March</b>	<b>861</b>	<b>-23%</b>

# IFRS – Operating Profit

- ❑ Elimination of separate presentation of exceptional expenses: current operating profit will become “operating profit for ordinary activities”
- ❑ Certain commercial costs will be reclassified as a deduction against turnover (impact less than 1% for Rémy Cointreau)
- ❑ Expensing of stock options as administrative costs (- €0.7m to - €1.0m per year)
- ❑ Reduction in fixed assets (intangibles and property, plant and equipment) amortisation and depreciation charges: (+ €1m per year)
- ❑ Maxxium goodwill no longer amortised (equity accounted) + €4.4m per year
- ❑ Neutralisation of certain tax rulings (tax amortisation of brands in The Netherlands) on a consolidated basis: – €3.4m per year
- ❑ NB: Financial expenses and foreign exchange (IAS32/39)
- ❑ IAS14/IAS36: Presentation of results by business segment: merger of current Liqueurs and Spirits business segments



# Outlook

## □ Poland – Strategic alliance with CEDC

- **Completion in Q3 2005**
- **Approx. 10% of shareholding in CEDC, the leading Polish distributor**
  - **Rémy Cointreau becomes one of the key shareholders, along with its current partner**
  - **Quoted on NASDAQ**
- **Disposal of Bols Sp.zo.o. CEDC exploits vodka in Poland and in Russia, and distributes the Rémy Cointreau brand portfolio in Poland**
- **Balance of 40-50% paid in cash by CEDC (€60-80m before tax)**
- **Accounting treatment of the equity stake in CEDC under review**



# Outlook

## □ Ongoing value strategy

### ▪ REMY MARTIN

- Creation of Alliance Fine Champagne
- Continued price increases
- VSOP: new dynamic
- Acceleration in the development of QSS





# Outlook

## □ Ongoing value strategy

### ▪ LIQUEURS & SPIRITS

- Continuing growth in the US, acceleration of development in Asia
- Bols: the preferred brand of bartenders
- Launch of new Passoa flavours
- Mount Gay: at the heart of the sector's premiumisation
- Development of the unique positioning of Metaxa



# Outlook

## □ Ongoing value strategy

- **PIPER-HEIDSIECK  
CHARLES HEIDSIECK**

- **Restructuring**

- **Site**

- **Improvement in the profitability of capital employed**

- **Focus on Piper-Heidsieck**

- **New strategy for Charles Heidsieck**

- **Improvement in mix**



# Outlook

- ❑ Undeniably Premium
- ❑ Value strategy
- ❑ Operating excellence
- ❑ Cash generation



**Double digit organic growth in EBIT**