



COINTREAU
CHANGES EVERYTHING



**THE
ORIGINAL
MARGARITA**
Cointreau + Tequila + Lime



RÉMY COINTREAU

2022/23 Q1 sales

Luca Marotta, CFO

July 26, 2022

Q1 22/23 – Very good start to the year, in line with expectations

ORGANIC* SALES GROWTH

+27.0%

- **Very good start to the year (+27.0%)** on top of +105.0 % last year
- Meaningful volume growth (+12.5%) ; **very strong price-mix increase (+14.5%)**
- **Robust consumer trends in Americas and EMEA** led by high-end segment, alongside some replenishment effects in the US
- Activity temporary affected in **China** by strict lockdowns in April-May ; **sharp pick up in June (strong DD%)**
- Off-trade characterized by exceptionally high base of comps.; **on-trade benefited from dynamic and up trading trends**

SALES TREND BY REGION

- **AMERICAS:** very strong DD% sales growth led by high underlying demand and some replenishment effects
- **APAC:** slight decrease impacted by China in April-May (health restrictions); June back to very strong DD% sales growth
- **EMEA:** very strong DD% sales growth; above pre-covid level

GROUP VALUE DEPLETIONS

- **The US** were down LSD% impacted by VSOP ; **excluding VSOP**, value depletions were up by very strong DD%
- **China** down DD% incl. strong exit rate (up by very strong DD% in June) ; activity picked up following sanitary restrictions lift
- **Double-digit** growth in EMEA

FY GUIDANCE CONFIRMED

- Another year of **strong sales growth** underpinned by **sustained investment policy** in marketing and communications
- Another year of **COP Margin improvement** driven by **solid GM resilience, increasing A&P, and strict control of overhead costs**

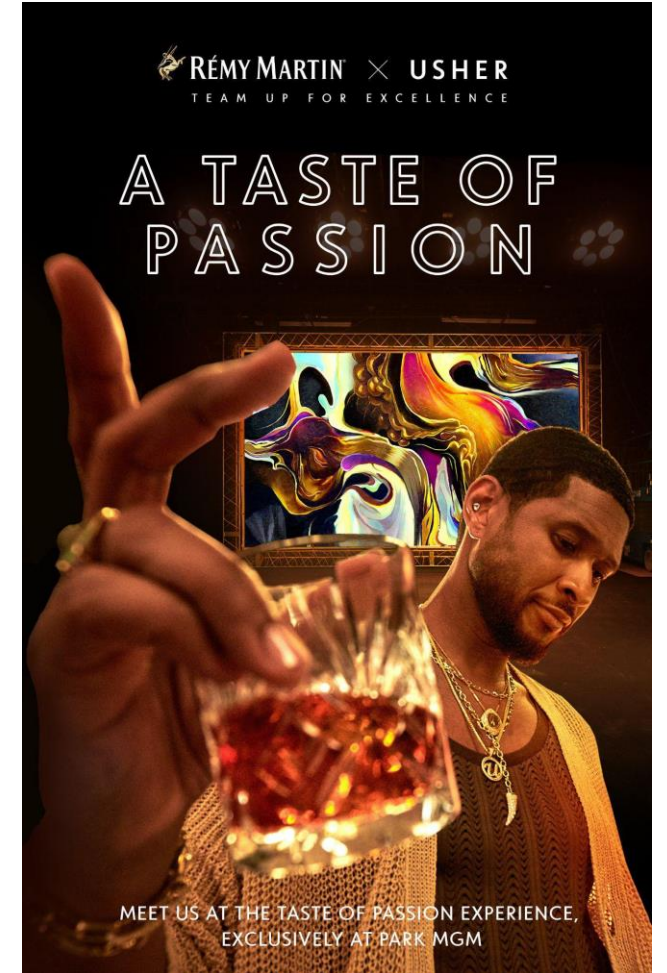
Key marketing initiatives: 1st limited edition RM 1738 NFT bottle
Immersive experience with Usher through A.I. to reveal the invisible



Bottles for purchase as NFTs on July 29 on BlockBar.com



Taste of Passion
Immersive experience in tandem with Usher's Las Vegas Residency



Worldwide communication plan

Key marketing initiatives: 6.18 shopping festival on CLUB in China

Successful results, well above expectations

TMALL: +30% sales growth

JD.com: +60% of sales growth



Rank #1 in JD spirits category during 6.18
RM CLUB 50cl x Chinese celebrity Vengo Gao

CLUB 12 Constellations Limited Edition
RM x Xiaolei Tian artist x NFT

Key marketing initiatives: reopening of Louis XIII Harrods boutique





Key marketing initiatives: Cointreau reveals its new iconic bottle

The most momentous redesign in nearly 140 years! l'Unique



**COINTREAU CHANGES EVERYTHING
EXCEPT ITS TIME-HONORED RECIPE!**

To be released in Europe this summer and followed by the UK, the US and Asia

Cointreau 'Changes Everything' campaign, embodied by Alfred Cointreau

> +20%
Global organic sales growth
in Q1 22-23

Key marketing initiatives: booming start for Metaxa new campaign Lead the transformation on regional brands

METAXA®

+20% in Q1 22-23



> +70%



> +40%



> +60%

GTR: Triple-digit %



5 Stars Bitter Lime Soda

7 Stars Greek Spritz

12 Stars Sour

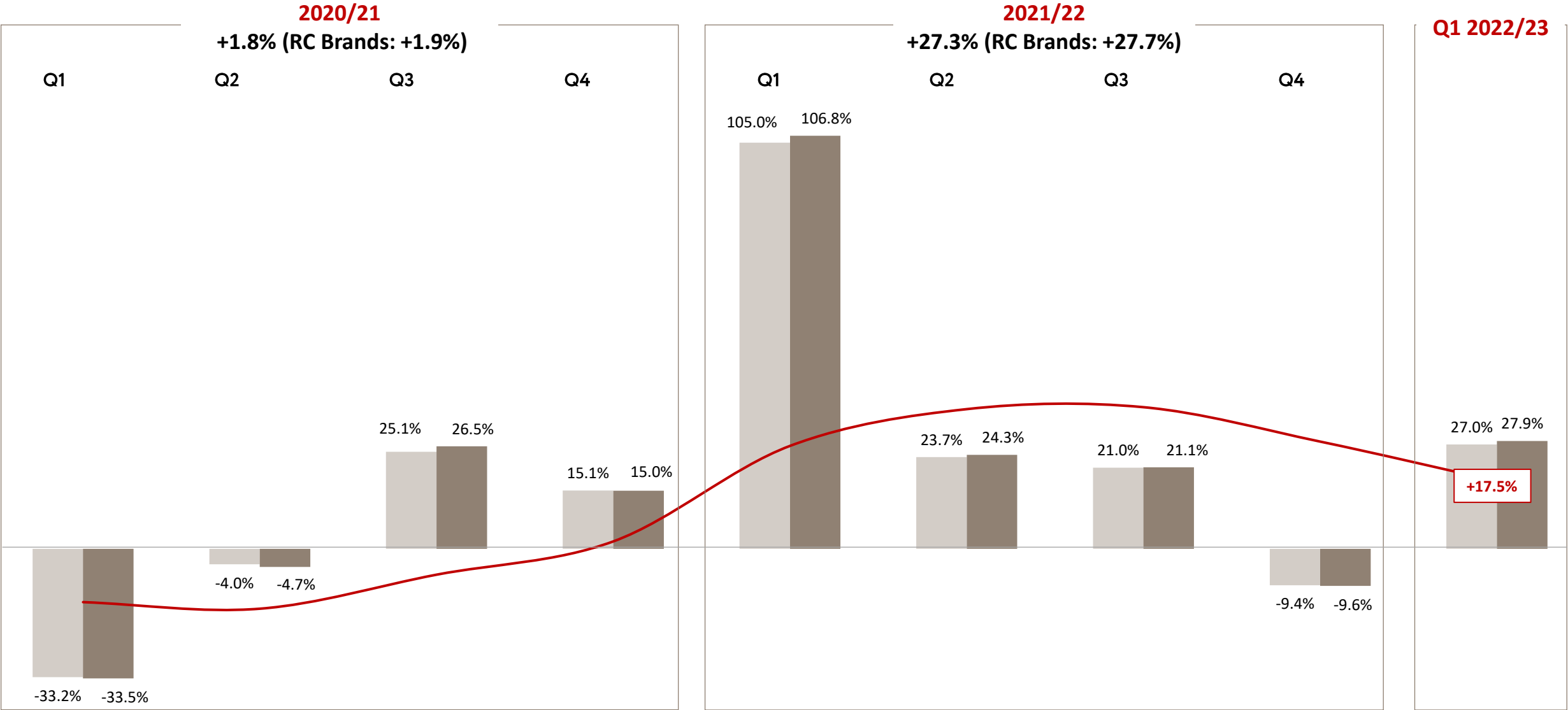


**Drive consideration and make brand relevant to new target audience
Create new drinking occasion: Greek aperitif moment 'the amber hour'**

22/23 Q1 Sales bridge



Quarterly organic sales growth



Organic sales growth - Group
 Organic sales growth - RC Brands
 12M trend - RC Brands

22/23 Q1 - Organic sales growth by Region

AMERICAS

US

Sales up by very strong DD%, showing continued high demand, amplified by some replenishment effects

Robust consumption in on-trade
(up trading trends and mixology rise)

Between 1 and 2 months according
to states' performance

Q1 Value depletions:

Down LSD%

Up by very strong DD% excl. VSOP

Canada

Strong DD% sales growth
driven by on-trade recovery, Louis XIII and VSOP

Latin America

Very strong DD% sales growth driven by booming
tourism flows

66%
of sales

APAC

China

Sales down by DD%, temporary impacted
by lockdowns in April-May

Sharp pick-up in June
Exit rate at very strong DD%

High performance in e-commerce (c.+15%)
led by 6.18 shopping festival

Very low and healthy level of inventories

Q1 Value depletions:

Down DD%

Incl. very strong DD% growth in June

Rest of Asia

Very strong double-digit sales growth led by Japan,
Singapore and Malaysia

Outperformance of Cognac RM and Louis XIII

18%
of sales

EMEA

Western Europe

Up by very strong DD% led by on-trade full recovery
Very strong performance of Cointreau and Metaxa

The UK

Sales up by strong DD% led by Louis XIII, 1738 and VSOP
New listing gains on The Botanist and St-Rémy

Rest of EMEA

Good dynamics in **Benelux** led by RC Brands
(Cointreau, Louis XIII, XO and VSOP)

Eastern Europe :

Impacted by geopolitical context
Strong dynamics in Poland, Romania and Georgia

Good start to year in **AMEI** led by
South Africa and Middle East

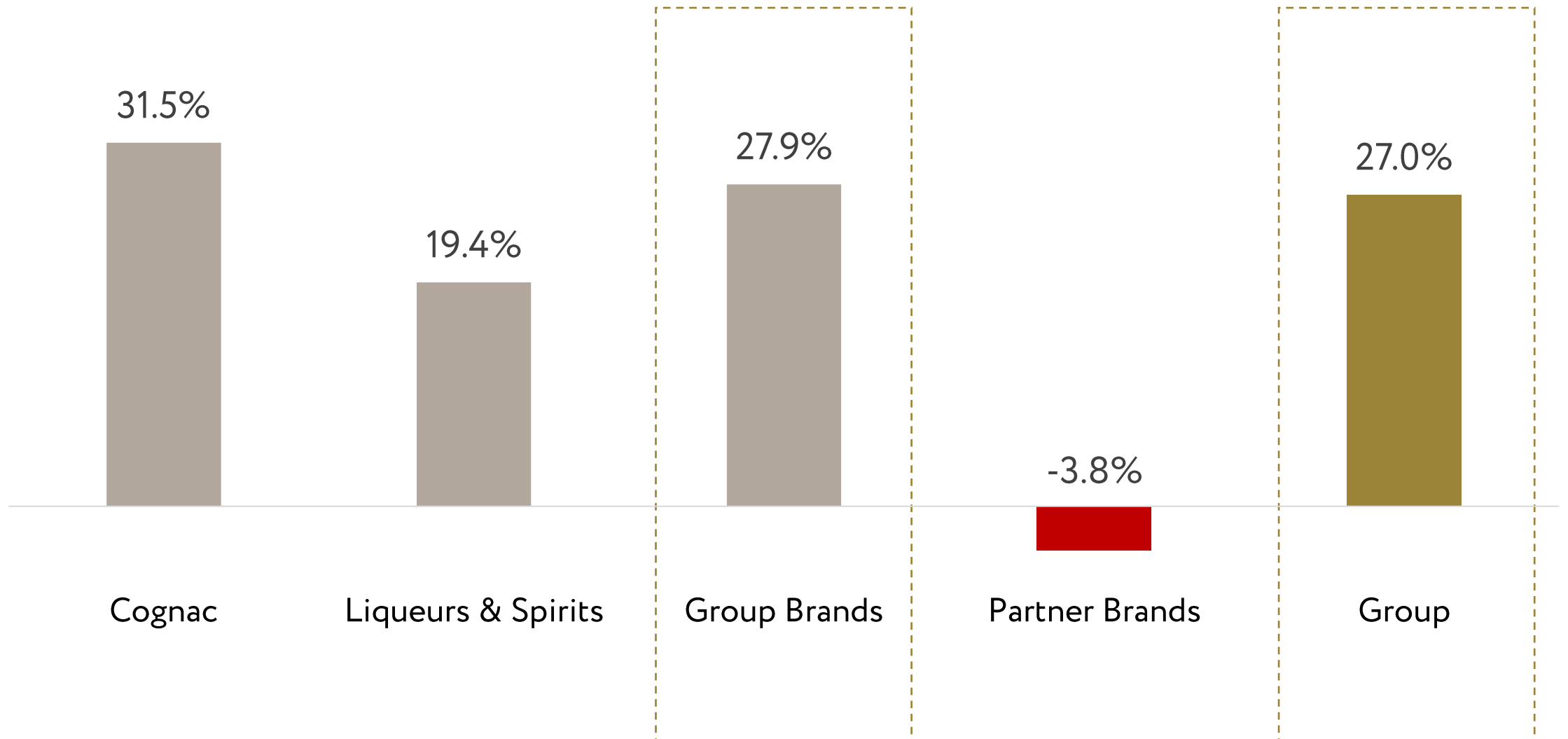
Healthy level of inventories

Q1 Value depletions:

Double-digit growth

16%
of sales

22/23 Q1 - Organic sales growth by Division



Cognac - organic sales growth of +31.5%

AMERICAS

Very strong double-digit sales growth

72%
of sales

North America: very strong DD% sales growth, driven by:

- Robust consumption trends led by high end segment (1738, XO and Louis XIII) with continued up trading trends in on-trade
- Some replenishment effects following extremely low level of inventories end of March 2022
- US Value depletions:** -HSD% in Q1, mostly impacted by VSOP (capacity constraints); depletions were up at **c.+60% excl. VSOP** led by 1738 and XO

US	Volume depletion trends to June 2022	vs. June 2021		
		3M	6M	12M
	Market Nielsen	-25.0%	-24.7%	-21.6%
	Market NABCA/Discuss	-1.8%	-4.3%	-10.4%
	Rémy Martin*	-23.5%	-14.1%	-10.4%

* Company sources

Price/mix: > +10%
12M period (June-22 vs. LY)

Latin America grew at very strong DD% sales growth driven by booming tourism flows

China:

- Mainland China:** sales down DD% temporary impacted by lockdowns in April-May ; despite continued low level of traffic linked to persistent sanitary controls, activity picked-up sharply in June with exit rate up by very strong DD% ; high performance in e-commerce driven by better-than-expected performance during 6.18 shopping festival; very low and healthy level of inventories at the end of Q1
- Strong performance of Macau and Taiwan** in Q1 despite the impact of covid restrictions in June ; **Hong-Kong** generated outstanding performance driven by on-trade gradual reopening and low base of comps

Rest of Asia: very strong DD% led by Japan, Singapore and Malaysia; outperformance of XO, 1738 and Louis XIII

EMEA

Very strong double-digit sales growth

8%
of sales

- Very strong DD%** led by all regions except Eastern Europe which continues to be impacted by geopolitical tensions
- All segments contributed to growth driven by price increase and positive replenishment effects

Liqueurs & Spirits - organic sales growth of +19.4%

AMERICAS

Strong double-digit sales growth

56% of sales

North America: up by a high single digit, led by the **Whisky portfolio** and **The Botanist** while **Cointreau** continued to enjoy solid momentum

- This performance reflects **good dynamics in on-trade** channel while **off-trade** started to normalize and face a high base of comps
- **Cointreau's** value depletions were up double-digit over the last 3 and 12 months

US	Volume depletion trends to June 2022	vs. June 2021		
		3M	6M	12M
	Market Nielsen	-8.0%	-6.8%	-6.9%
	Market NABCA/Discuss	-3.2%	2.7%	6.2%
	Cointreau*	4.9%	11.7%	13.8%

* Company sources

Price/mix:
+LSD% vs. LY
12M period (June-22 vs. LY)
o/w +MSD% vs LY in Q1 22/23

Latin America: very strong performance driven by Cointreau, Mount Gay in Barbados and the Whisky portfolio

EMEA

Very strong double-digit sales growth

33% of sales

- **Very strong double-digit sales growth**, led by outstanding performance of **Cointreau** and the very good start of **Metaxa**
- Strong expectations before summer in Mediterranean countries supported by solid rebound in tourism (especially Italy, Spain, and Greece)
- All regions contributed to growth except Eastern Europe which continues to be impacted by geopolitical tensions
- Western Europe and Africa showed the most dynamic trends

APAC

Very strong double-digit sales growth

11% of sales

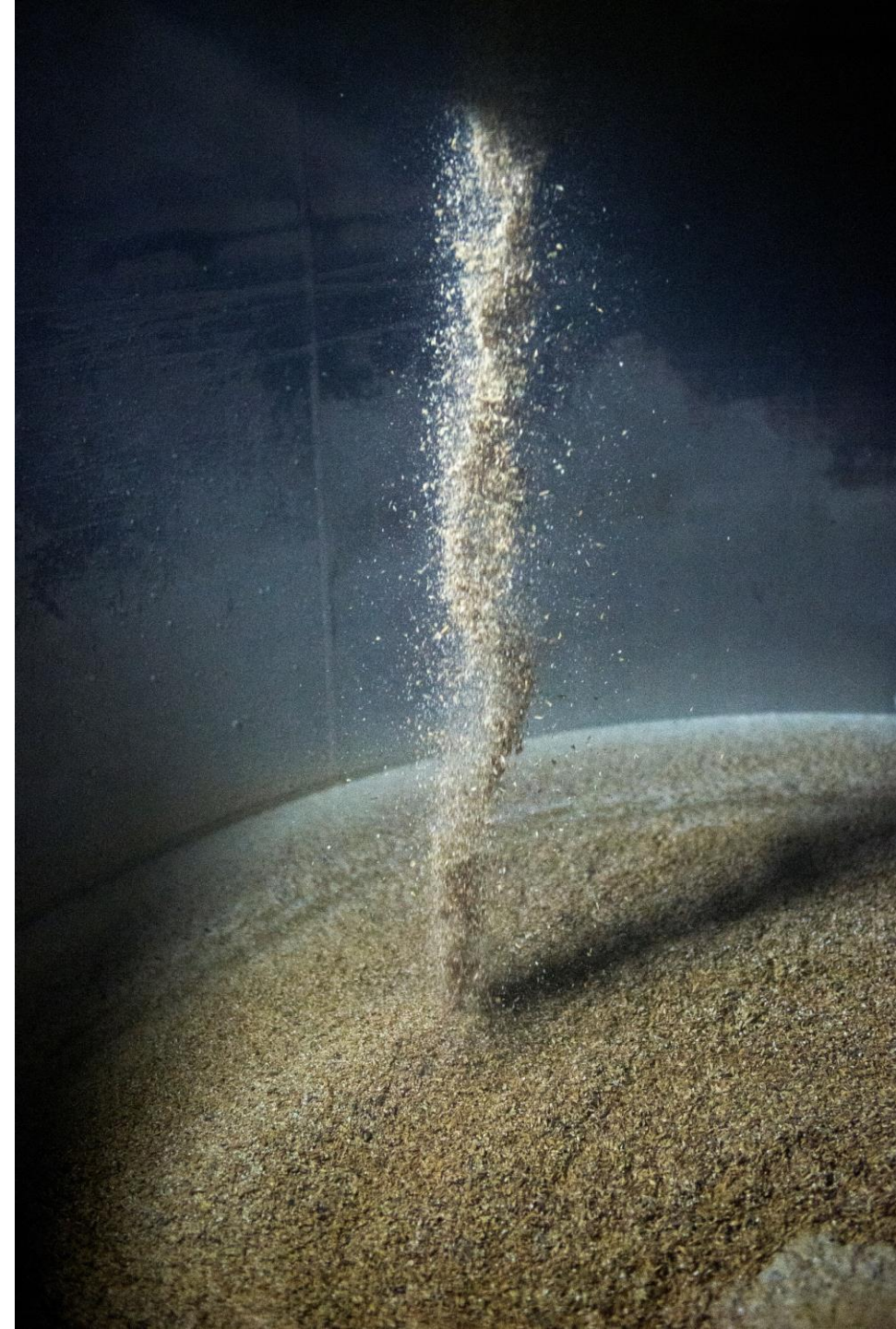
China: high-single digit sales growth led by sharp pick up of sales on Cointreau and Octomore in June

Rest of Asia:

- Strong double-digit sales growth led by Cointreau and the Whisky portfolio
- After 2 years of sanitary restrictions, countries in Southeast Asia (Singapore, Malaysia) and Japan are booming

FY 2022-23 Outlook

- Ensure perfect execution of strategic plan
- Value market share gains in the exceptional spirits market
- Another year of strong sales growth and A&P investments
- Profitable growth trajectory led by:
 - Resilience of gross margin in inflationary environment
 - Increase of A&P spending
 - Good control of OPEX
- Expected currency effects:
 - On sales: +€90/100m (vs. +€70/80m previously)
 - On COP: +€50/60m (vs. +€30/40m previously)



NATURALLY ENCHANTING



BELLE
DE BRILLET

THE FRENCH PEAR LIQUEUR AND COGNAC

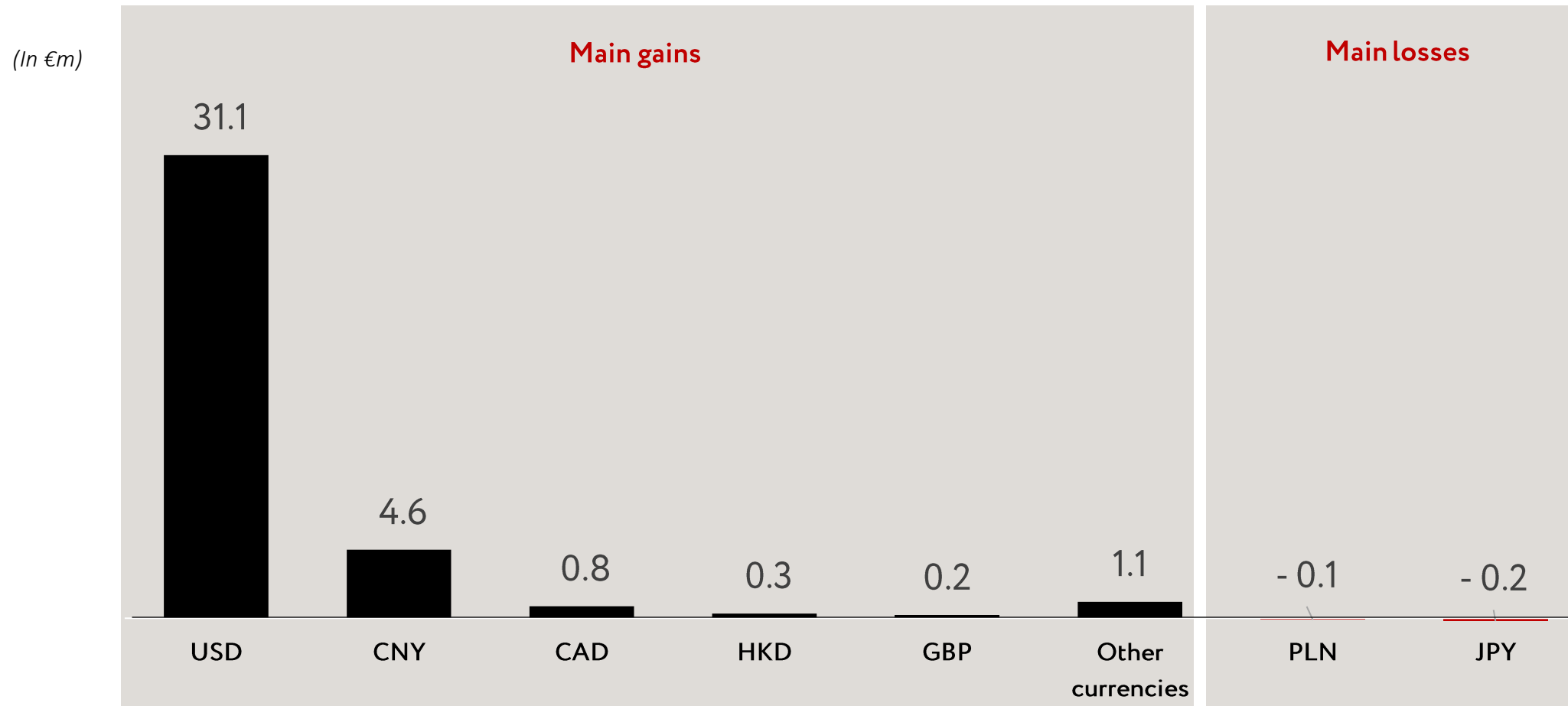
Appendices

Quarterly Sales by division

<i>In €m</i>	Q1 22/23	Q1 21/22	Reported %	Organic %
Cognac	292.3	199.6	+46.4%	+31.5%
Liqueurs & Spirits	109.7	85.3	+28.7%	+19.4%
Subtotal: Group Brands	402.0	284.9	+41.1%	+27.9%
Partner Brands	7.9	8.2	-3.1%	-3.8%
Total	409.9	293.1	+39.9%	+27.0%

Key currency impacts on Q1 22/23 Sales

Q1 22/23 total currency impact: +€37.8m





Q&A