

# Habanos Cigars & Duty Free Channel

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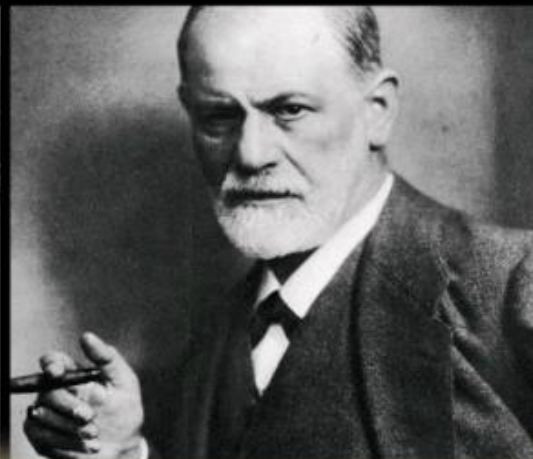
**Habanos** s.a.







# Unique History







  
DENOMINACIÓN DE ORIGEN PROTEGIDA  
**Habanos**



# Origin & Tradition






# 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**

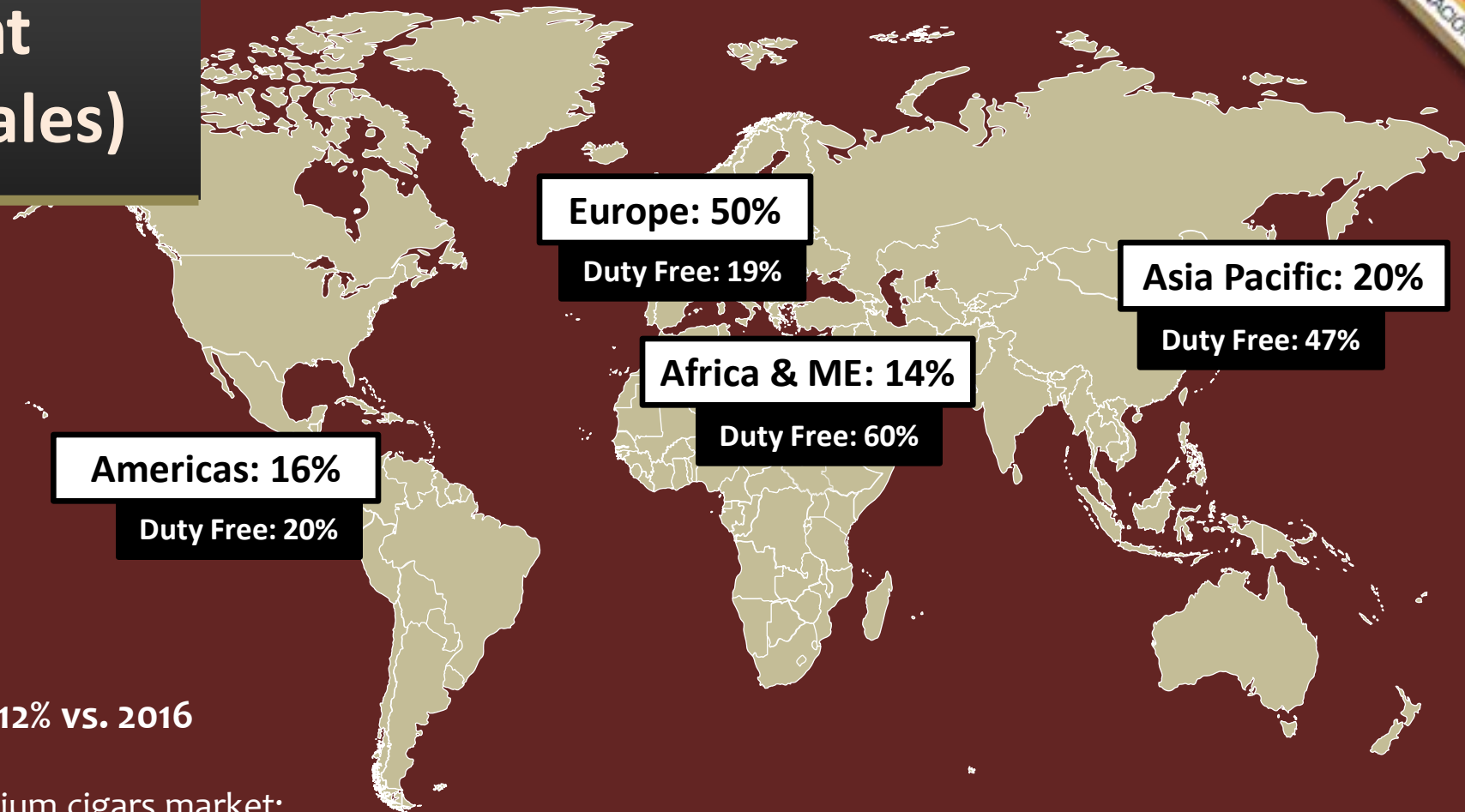
- 27 Havana brands of handmade cigars
- Approx. 400 SKU's, out of these 300 standard line
- Each brand has its own particular style and personality

**Currently present in more than 160 countries**

**The most important distribution network of premium cigars**



# Habanos Footprint (value sales)

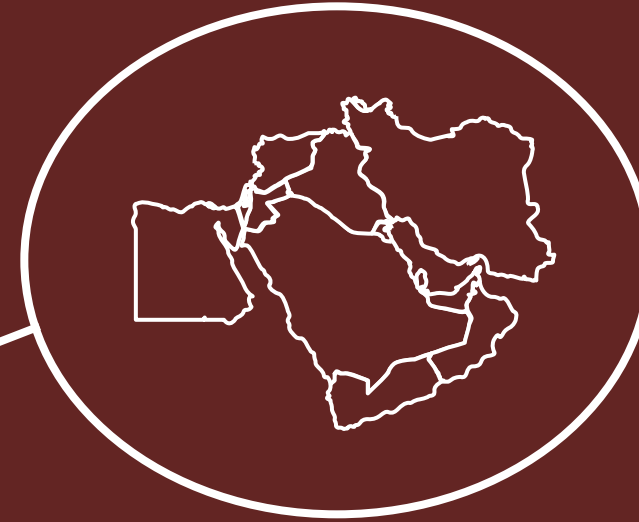
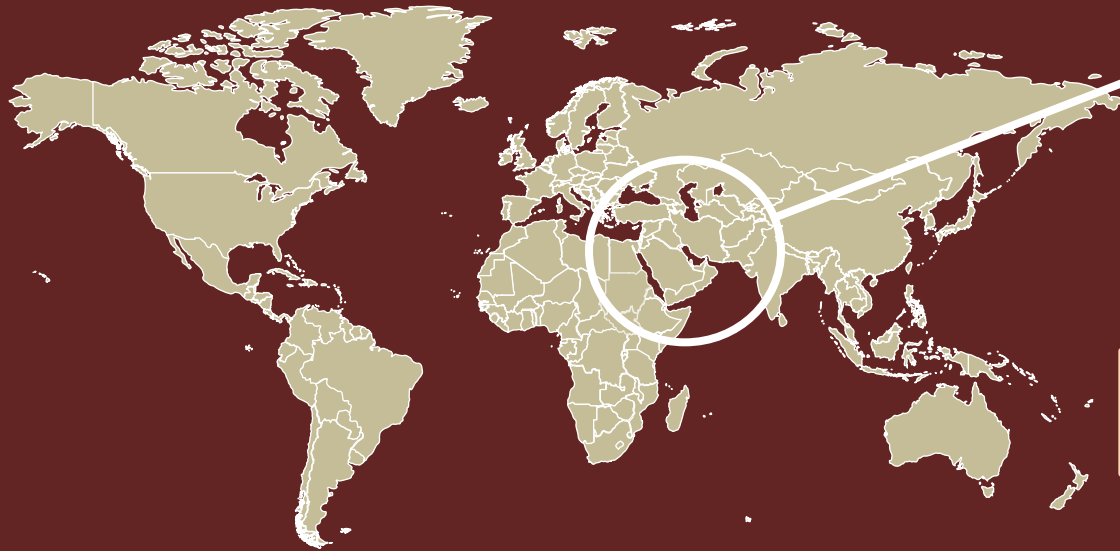


500 M USD in 2017, +12% vs. 2016

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







# 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



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





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**

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



# LA CASA DEL HABANO

 **Habanos**  
DENOMINACIÓN DE ORIGEN PROTEGIDA

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

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



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  
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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**



EXPAND YOUR HORIZONS  
WITH  
**AMMUNITION**



**JUST  
AMMUNITION**



**Habanos**  
DENOMINACIÓN DE ORIGEN PROTEGIDA

FROM FRIDAY @ BEIRUT DUTY FREE

**Product Activation in ME DF & Travel Retail**



**Thank you**