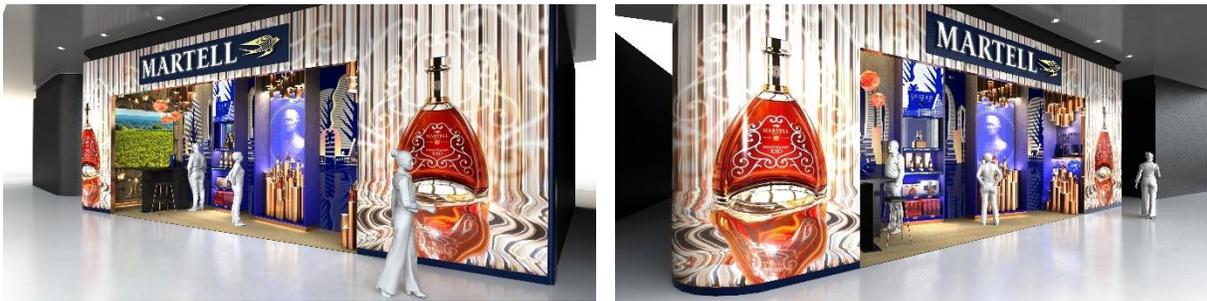




## MAISON MARTELL ANNOUNCES THE OPENING OF ITS FIRST-EVER TRAVEL RETAIL BOUTIQUE IN HAINAN



Pernod Ricard Global Travel Retail (PR GTR) announced the opening of Maison Martell's first-ever travel retail boutique in China Duty Free Group's (CDFG) Haitang Bay Duty Free Shopping Centre on 28 January 2021.

Located in the bustling heart of Hainan, the boutique is the first Pernod Ricard-owned store on the island. It offers new, innovative technology to deliver a seamless consumer experience by inviting duty-free shoppers to engage with the world of Maison Martell through its latest in-store programs, including a one-of-a-kind digital boutique façade and pioneering touchless technology. The store interaction points will continue to evolve to ensure its consumers remain engaged after the opening, with Maison Martell already considering future innovations to be added to this state-of-the-art retail outlet.

### Pushing the boundaries of retail innovation

As always with the Maison Martell, the new boutique pushes the boundaries of futuristic retail. With the rise of digitalization in the channel opening the door for new GTR technology, the store offers consumers impactful and pioneering engagement through ever-evolving content and enhanced in-store retail theatre. Features such as digital wall displays have been designed to engage passersby, showcasing videos about the liquids and brand focuses within the region. The store also hosts an in-situ Martell Perfect Door, the brand's latest merchandising unit that leverages touchless technology through safer, state-of-the-art digital displays with a wave and learn experience.

Mohit Lal, CEO of Pernod Ricard Global Travel Retail: *"The opening of Maison Martell's new travel retail boutique represents a landmark occasion both for the house and for the channel. As we look towards a future of new beginnings driven by digital innovation, the store offers us the opportunity to reimagine Maison Martell's rich heritage by bringing our products to life through the power of technology, streamlining shopper experiences and allowing consumers to feel even more connected to the brand."*

Zhao Feng, Vice President of China Duty Free Group said: *"We are very pleased to continue our long-standing partnership with Pernod Ricard and we look forward to significantly developing the spirits market on Hainan Island together. With the booming success of this duty-free destination, combined with thriving consumer demand for Maison Martell products, and CDFG's expertise and experience in the Chinese duty-free market, we anticipate many exciting developments ahead. We are glad to be Pernod Ricard's first partner on the island and we are very confident in the success of this store."*

Offering the full Martell product portfolio, including The Epic Voyage bottling, the 2021 Martell Cordon Bleu Chinese New Year limited edition exclusive to travel retail, Maison Martell's new boutique is a must-visit destination within Haitang Bay for duty-free shopping.



Full name of store: Martell Boutique Store / 马爹利精品店

Location: Ground Floor, Haitang Bay Duty Free Shopping Centre, No. 118 North Haitang Road, Haitang District, Sanya city, Hainan Province, China

Opening Times: 10:00-22:00 everyday

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### **About Pernod Ricard Global Travel Retail**

Pernod Ricard first gained presence in Travel Retail in the early 1980s and today Pernod Ricard Global Travel Retail is leading the value creation within the channel. Restructured in 2017, Pernod Ricard Global Travel Retail brings together the Asia Pacific, Americas and Europe, Middle East and Africa travel retail arms into one global retail hub supported by market-based businesses.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC.

### **About Pernod Ricard**

Pernod Ricard is the No.2 worldwide in Wines & Spirits with consolidated Sales of € 9,182m in FY19. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005), and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the industry: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Method and Madness whiskies and gins, Malfy gin, Mumm and Perrier- Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard employs a workforce of around 18,900 people and operates through a decentralized organization, with 6 "Brand Companies" and 86 "Market Companies" established on each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values guiding its expansion: entrepreneurial spirit, mutual trust, and a strong sense of ethics.

### **About Maison Martell**

The oldest of the great cognac houses, founded by Jean Martell in 1715, Maison Martell is renowned throughout the world for the finesse and elegance of its cognacs, the result of a legacy of savoir-faire handed down through nine generations. Together with a passion for its craft and a profound attachment to the terroir, Maison Martell is defined by the audacity with which it has pioneered new expressions – from the icon Martell Cordon Bleu in 1912 to the trailblazing Martell Noblige and Martell Blue Swift today.