



THE DALMORE
HIGHLAND SINGLE MALT SCOTCH WHISKY

HARVEYS

WHYTE & MACKAY
SCOTCH WHISKY

EMPERADOR INC.

2016 ANNUAL STOCKHOLDERS' MEETING

May 15, 2017

TRES CEPAS
Finest Sherry
LIGHT

DOMINGO
SOLERA
Domingo Domínguez
DUQUE DE JEREZ





EMPERADOR INC.

1 Our Financials

2 Product Initiatives

3 Key Takeaways

Our Financials

2016 Financial Highlights



EMPERADOR INC.

PHP41b
Consolidated
Revenues

Net Income
Margin
19%



Revenue Breakdown



PHP7.7b
Consolidated
Net Income

Net Income
Growth
11%

Our Financials



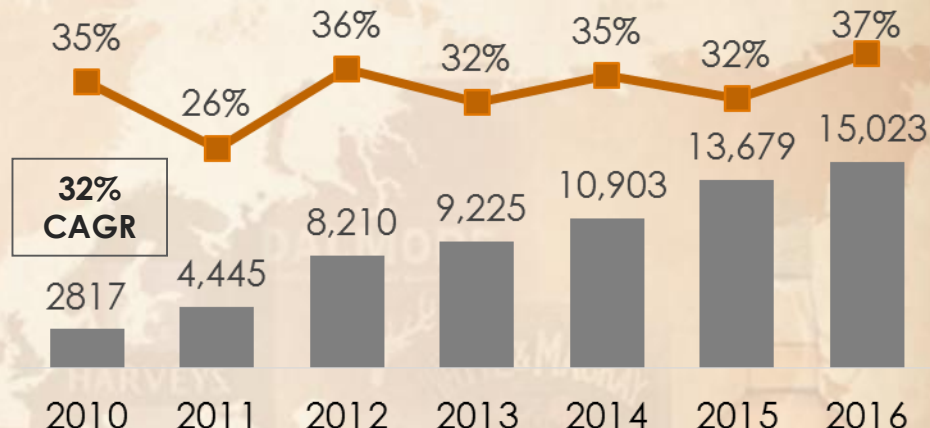
Financial History

EMPERADOR INC.

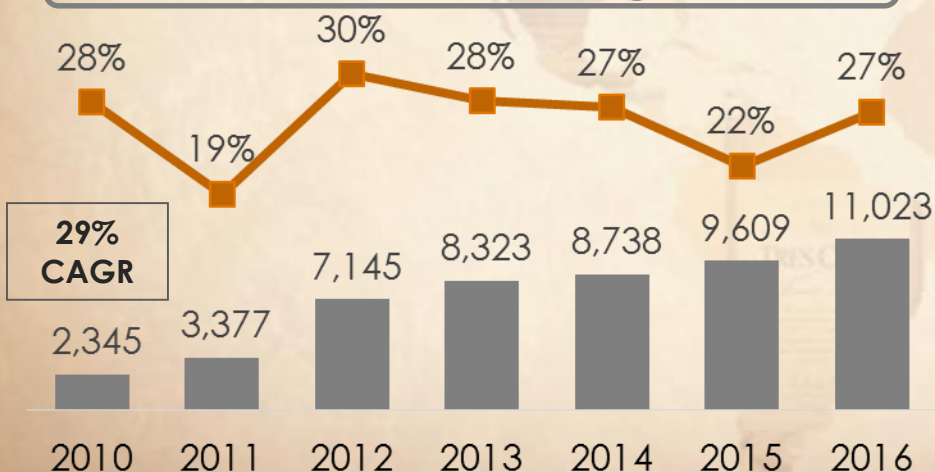
Revenues* (PHPm)



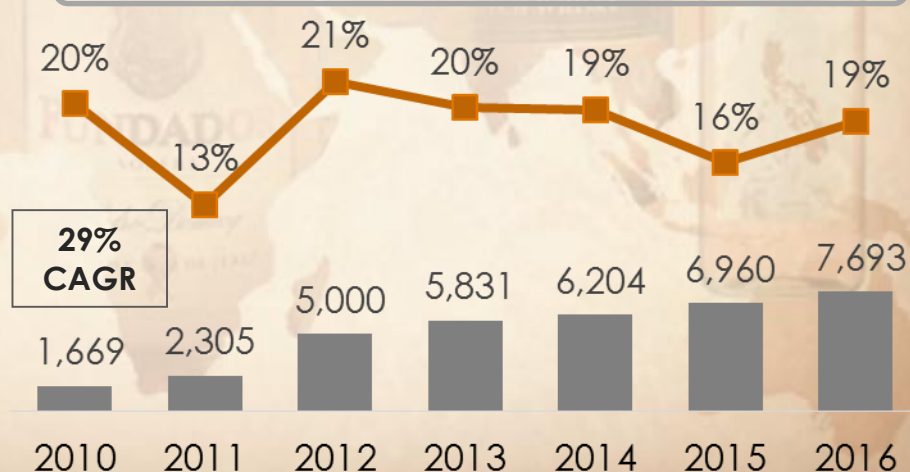
Gross profit* & margin



EBITDA & margin



Net income & margin



* Consolidated (sale of goods + other revenues); gross profit on sales



In PHP millions	Revenues		Gross Profit		EBITDA		Net Income	
	2015	2016	2015	2016	2015	2016	2015	2016
Brandy	27,120	30,025	10,423	11,884	8,547	9,790	5,856	6,646
Scotch Whisky	16,525	11,469	3,255	3,138	1,062	1,232	1,104	1,047
EMP (consolidated)	43,645	41,018*	13,679	15,023	9,609	11,023	6,960	7,693

*Net of intersegment

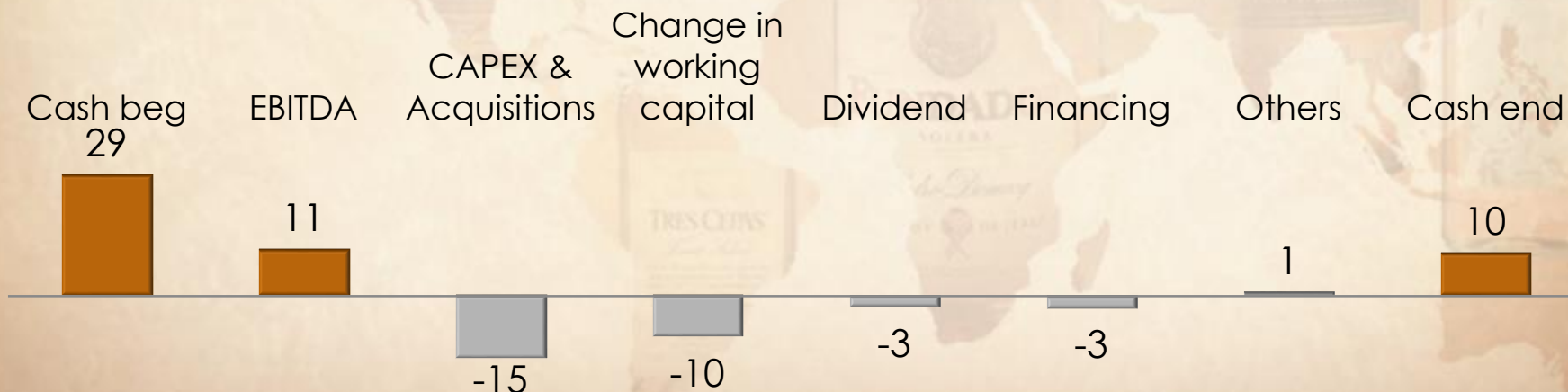


Solid Capital Position

EMPERADOR INC.

(PHPm)	Cash	Debt	Net Debt	Net Debt to Equity	Commentary
2016	10,174	29,363	19,189	37%	Use of cash to fund acquisitions, debt repayment, dividend payment
	10,174	24,100	13,926	27%	Ex Equity-linked security
2015	29,178	29,159	cash	cash	Additional debt to purchase Bodegas Fundador

Cash Position (PHPb)





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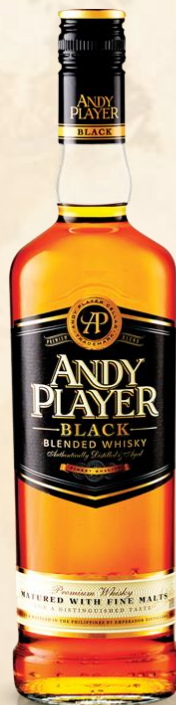


EMPERADOR INC.

Sarap ng
COLA

SWABE
ng Andy Player
Whisky

ANDY
COLA



Product Initiatives

New Product - Building the Whisky Segment



EMPERADOR INC.

Cola Goes Swabe



330ml
USD0.55-0.60/
PHP27.50-30

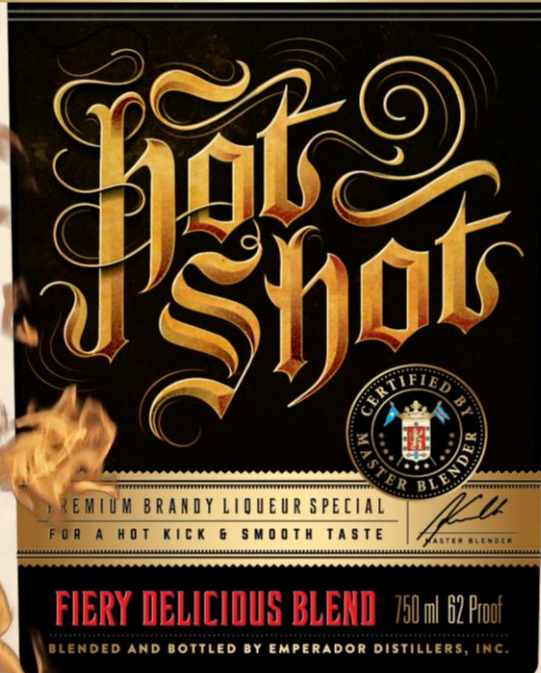
Product Initiatives

New Product - Shooter and Party Drink



EMPERADOR INC.

EMPERADOR



The hottest Emperador ever

An Emperador like never before

A first of its kind in the Philippines

A fiery delicious blend

Product Initiatives



EMPERADOR INC.



- ❑ World Class Quality
 - #1 brandy in the world from the largest brandy company in the world

- ❑ Distinct Taste & Kick
 - Spicy hot cinnamon flavor
 - Strong alcohol kick
 - Extra smooth finish

- ❑ Catalyst
 - Emboldens the consumer to break boundaries

750 ml

USD 2.5/PHP120

62 proof; 31% ABV

Product Initiatives

Emperador 350ml



EMPERADOR INC.



Product Initiatives

Emperador 350ml



EMPERADOR INC.

**6X STRONGER
THAN BEER!**
VS BEER OF 5% ABV.



FINEST BLEND
EMPERADOR
BUNSO
350 mL

DRINK RESPONSIBLY

- ❑ A better alternative to local beer by leveraging its stronger alcohol content
- ❑ Value-for-money alternative to local gin and rum brands of comparable bottle size
- ❑ Compelling radio and TV campaign

350ml
USD0.84/
PHP42



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Dominance, Premiumization, Profitability

Future-proofing dominance

We want to secure our dominance in Philippine liquor while making a dent on global liquor.

Premiumization

We are best positioned to do premiumization in the Philippines.

Profitability

We want margin sustainability and stability.



END OF PRESENTATION