

February 24th 2020

## 22nd Habanos Festival

# HABANOS, S.A. CONTINUES TO GROW ITS BUSINESS, ACHIEVING 531 MILLION OF TURNOVER

**Habanos, S.A. maintains its global leadership of premium cigars in the markets in which it operates, with a 2% growth at a constant exchange rate compared to the previous year.**

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Corporación Habanos, S.A., which exclusively markets the 27 Habanos brands worldwide, all made “Totalmente a mano” - Totally Handmade, published during the presentation of the XXII Habanos Festival its financial results for the 2019 fiscal year, in which it achieved a turnover of 531 million dollars, with growth of 2% at a constant exchange rate compared to the previous year.

“The markets are behaving very satisfactorily, maintaining in our position in mature markets and increasing our presence and sales, particularly in emerging markets such as Continental China and Middle East, which are becoming increasingly important for Habanos”, say Inocente Núñez and Luis Sánchez-Harguindey Pardo de Vera, Co-Presidents of Habanos, S.A., “After 25 years, Habanos, S.A. is still operating in more than 140 countries. Exports continue to grow which, in turn, is very important to the country”.

In the ranking by country, the top 5 markets for Habanos, S.A. in terms of sales volume are Spain, China, France, Germany, and Cuba. By region, Europe remains the main market for Habanos, with 53% of sales (by volume), followed by the Americas (18%), Africa and the Middle East (15%) and Asia Pacific (14%).



Leopoldo Cintra González, Commercial Vice-President, and José María López Inchaurre, Vice-President of Development of Habanos, S.A., believe that “2019 has been once again a successful year in terms of commercialization, thanks to the numerous, innovative initiatives we have run, which contribute decisively to our continued position as the undisputed leaders of premium tobacco worldwide.

Moreover, the consolidation of Habanos as a Premium product and the commitment to quality and craftsmanship in its manufacturing process, offer the possibility of continuing to grow as people increasingly appreciate unique and differential products”.

The press conference also revealed some of the new products that will be presented during the XXII Habanos Festival, to be held February 24th to 28th, and which this year will celebrate the 30th anniversary of the franchise network, La Casa del Habano.

# Press Release

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This year, the Festival, which will receive attendees from more than 60 countries, will play special importance on the Montecristo brand, which celebrates its 85th anniversary, and the Romeo y Julieta brand, for its 145th anniversary. Moreover, Bolívar will also present the Bolívar Belicosos Finos Reserva Cosecha 2016.

On the other hand, different events, such as the three outstanding evenings that will feature renowned groups and musicians, wonderful gastronomy and all kinds of surprises, as well as a wide variety of activities, will aim to immerse attendees in the world of Habanos so they can experience first-hand everything surrounding what is considered to be the finest tobacco in the world.



The Limited Edition for 2020 will also be revealed at the Festival: Partagás Legado. In addition, in commemoration of the 175th anniversary of the Partagás brand, the special humidor, Partagás Tropicales, will be presented, of which only 450 will be produced.

**\*Protected Appellations of Origin**

## **Corporación Habanos, S.A.**

Corporación Habanos, S.A. is the world leader in the premium cigar market (Handmade cigars), sells Habanos in both Cuba and the rest of the world. To this end, it has an exclusive distribution network, with presence in more than 150 countries across the five continents.

Habanos, S.A. markets 27 Premium brands produced Totalmente a Mano (Totally Handmade) and covered by the Protected Appellations of Origin (A.O.P.), including Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann, among others. Habanos cigars have been made Totalmente a Mano (Totally Handmade) for more than 200 years, and since the beginning have been a benchmark for quality all over the world.

**For more information, please visit:**

[www.habanos.com](http://www.habanos.com)

[https://www.instagram.com/habanos\\_oficial/](https://www.instagram.com/habanos_oficial/)

[https://twitter.com/Habanos\\_Oficial](https://twitter.com/Habanos_Oficial)

[https://www.youtube.com/channel/UCstGLy96wdZG7eCM4855\\_DA](https://www.youtube.com/channel/UCstGLy96wdZG7eCM4855_DA)

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