

February 23rd, 2016

Celebrating the brand's 50th anniversary

THE XVIII HABANOS FESTIVAL OPENS WITH THE PRESENTATION OF THE MOST EXCLUSIVE COHIBA

- A limited edition of 50 cabinet humidors with extraordinary woodwork of authentic Cuban tobacco leaves plated with 24-carat gold leaf
- In addition, the first Reserva de Hoyo de Monterrey was presented, in the popular Epicure No 2 vitola
- Grupo Habanos achieved a turnover of 428 million dollars in 2015

Havana, February 29th, 2016

The **XVIII Habanos Festival** is opening its doors today to host the largest international event for lovers of the world's finest tobacco: the Habano. In this edition, the festival will pay tribute to **Cohiba**, the most distinguished and exclusive brand of Habanos that is celebrating its 50th anniversary this year.

At the press conference presided by **Leopoldo Cintra González, Commercial Vice-President of Habanos, S.A. and Javier Terrés Ercilla, Vice-President of Development of Habanos, S.A.**, the year's major launches were presented, such as the **Cosecha Reserva 2012** from the **Hoyo de Monterrey** brand, in its famous **Epicure No 2** vitola; the new **Magnum 54** from the H. Upmann brand, that becomes part of the regular portfolio within the successful Magnum Range, and the special edition commemorative **Cuba 20 Aniversario**.

One of the key releases this year is the **Cohiba Medio Siglo**, in a vitola forming part of Línea 1492 that pays tribute to the Cohiba brand's 50th anniversary.

Further to the launch in the brand's regular product portfolio, Cohiba has also presented two important special editions. The first consists of a special edition of vintage-style humidors limited to 1966 numbered drawers, with the exclusive **Cohiba Majestuosos 1966** vitola and in a unique format (58mm ring gauge x 150 mm length).

Secondly, and the most exclusive presentation of all at the Habanos Festival, is the **"Cohiba 50 Aniversario" humidor cabinet**. This piece is an authentic work of art and a unique collector's item, and heralds a true innovation in terms of traditional craftsmanship and technical design. The humidor is lined with real Cuban tobacco leaves plated with 24-carat gold. This is a limited series of 50 humidors, all numbered and personalised with the owner's name. Each humidor contains 50 Habanos with a vitola of the same name, and is also unique in the size of its ring gauge, being the first in the history of Habanos to offer 60 mm (60 mm ring gauge x 178 mm length).

Key figures on Grupo Habanos 2015

As presented in the press event, Grupo Habanos markets exclusively 27 brands of Habanos around the world made entirely by hand. Its turnover in 2015 was 428 million dollars, with a growth rate of 4% versus the previous year at a constant exchange rate.

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"In just fifty years, Cohiba has become a symbol of exclusivity, distinction and innovation. With the recent brand launches, especially the "**Cohiba 50 Aniversario**", we wanted to pay a befitting tribute to this authentic icon", declared **Inocente Núñez Blanco, Co-President of Habanos, S.A.**

Luis Sánchez-Harguindey, Co-President of Habanos, S.A. added: "The overall results of 2015 are positive. We have seen a significant increase of 4% at a constant exchange rate, which is above the average of the luxury sector, and have maintained our global market share of approximately 70% (excluding the US market). A resounding success that will help us face this year, in which Cohiba will have a special role, optimistically".

In this edition, the XVIII Habanos Festival will maintain its traditional activities during the week of February 29th to March 4th, including visits to the tobacco plantations in Vuelta Abajo (Pinar del Río) and the landmark Cohiba factory El Laguito, the Trade Fair, the International Seminar, tastings and pairings with exclusive gastronomic products, the International Habanosommelier Contest that marks its XV edition, the third contest for the longest ash, the Welcome Evening, the Tribute Evening to the Habano Cigar Roller and the Gala Evening.

About Corporación Habanos, S.A.

Corporación Habanos, S.A. is the world leader in the commercialisation of Premium cigars both in Cuba and the rest of the world. It has a network of exclusive distributors present in five continents and in over 150 countries. For further information, please see www.habanos.com

Habanos, S.A. commercialises 27 premium brands made *Totalmente a Mano-Totally by Hand*- under the **Protected Denomination of Origin (D.O.P.)**, including important brands such as **Cohiba, Montecristo, Partagás, Romeo y Julieta, Hoyo de Monterrey and H. Upmann**, among others. Habanos are the only cigars that, after over 200 years, continue to be made *Totalmente a Mano- Totally by Hand*, and have been a benchmark for the entire world ever since.

Para further information: www.habanos.com

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