

18th February 2019

XXI Habanos Festival

HABANOS, S.A. KEEPS ON WITH ITS BUSINESS GROWTH, REACHING A RECORD TURNOVER OF 537 MILLION DOLLARS

- Habanos, S.A. maintains its global leadership in the Premium cigars market in the countries it operates in
- This year, the 21st Habanos Festival presents outstanding novelties and pays tribute to the 500 anniversary of Havana

Havana, 18th February 2019

Habanos, S.A., which exclusively markets the 27 brands of Habanos, all made *Totalmente a Mano con Tripa Larga - Totally handmade with Long Filler*, has taken the opportunity at the presentation of the **21st edition of the Habanos Festival** to announce its economic results for the 2018 financial year, during which time the company registered a turnover of **537 million dollars, with a growth of 7% compared to the previous year.**

"2018 has been, once again, a successful year for the Habano", confirmed Inocente Núñez and Luis Sánchez-Harguindey Pardo de Vera, Co-Presidents of Habanos, S.A., "because sales have continued growing in different markets, both in terms of volume and value, while at the same time we have maintained our market share estimated at around 70% in volume in the markets where we sell our brands". During the past year, around 450 million Premium cigars have been sold all over the world.

Ranked by country, the 5 most important markets for Habanos, S.A. in terms of sales volume have been Spain, China, France, Germany and Cuba. China has become the second most important market for Habanos, S.A. By regions, **Europe remains the primary market for Habanos, with 53% of sales by volume, followed by America (18%), Asia Pacific (15%) and Africa and the Middle East (14%).**

Leopoldo Cintra González, Commercial Vice President, and José María López Inchaurre, Vice President of Business Development of Habanos, S.A., consider that "the great quality and exclusivity of the product, together with its unique origin, have transformed the Habano into a Premium product which is finding success all over the world."

During the press conference, some of the novelties that will be presented during this 21st edition of the Habanos Festival were announced. This year the Festival, which is taking place from 18th to 22nd of February, pays special tribute to the 500th Anniversary of Havana. In this edition, which will welcome attendees from over 60 countries, special protagonism will be given to the **Trinidad** brand, which celebrates its 50th Anniversary, as well as to the **San Cristóbal de La Habana** brand, for its 20th anniversary. And, in addition, **Hoyo de Monterrey** will present its first Gran Reserva Cosecha 2013 in its emblematic Double Coronas vitola. Furthermore, the wide variety of events such as the three outstanding gala evening featuring renowned groups and musicians, good food and surprises of all kinds, as well as a broad spectrum of other activities, will all have the aim of opening the world of the Habano to all those guests who want to experience first hand every aspect of the best tobacco in the world.

In this edition of the Festival, the Limited Editions for 2019 will also be presented: Montecristo Supremos, Allones No.2 de Ramón Allones and Quai D'Orsay Senadores; together with the exclusive products for the La Casa del Habano network and Habanos Especialists: Cohiba Novedosos and San Cristóbal de La Habana 20 Aniversario. And lastly, **the special Humidor dedicated to the 50th Anniversary of the Trinidad brand** and the Humidor San Cristóbal de La Habana 1519, dedicated to the 500th Anniversary of Havana will also be presented.

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*(D.O.P.) Protected Appellations of Origins

Graphic material :



Corporación Habanos, S.A.

Corporación Habanos, S.A. is the world leader in the marketing of premium cigars, both in Cuba and in the rest of the world. To accomplish this, it has an exclusive distribution network operating on five continents and in over 150 different countries. For further information, please see www.habanos.com

Habanos, S.A. markets 27 premium brands made *Totalmente a Mano - Totally Handmade* and protected by the **Protected Appellations of Origin (P.A.O.)**, including **Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann**, among others. Habanos have been made *Totalmente a Mano* for over 200 years; a benchmark for the whole world since then.

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