

# PR GTR partners with Alipay & CDFG to explore digitalization



Celebrating a new step in its joint digital exploration and Chinese New Year, Martell is the first international liquor brand to be included in Alipay's annual Red Pocket lucky draw and reach more than one billion active users

Pernod Ricard Global Travel Retail (PR GTR) announces a first-ever three-way partnership between PR GTR, Alipay and China Duty Free Group (CDFG), the first project of which began in early January and will end in conjunction with Chinese New Year. The collaboration introduces new ways for Pernod Ricard-owned Martell to engage with Chinese consumers via innovative digital solutions on Alipay, the world's leading digital payment platform, which has more than one billion active users.

The move marks Martell as the first international liquor brand to partner with Alipay and CDFG for the retailer's 2021 Red Pocket lucky draw, offering consumers and users the opportunity to collect Martell

coupons on Alipay, which can be redeemed when visiting select CDFG stores in Hainan, China's number one destination for duty free shopping. This collaboration serves as a new step in shared efforts to extensively connect with consumers digitally and drive footfall through exclusive online and offline offers.

Pernod Ricard is offering 3,000 Martell digital coupons through Alipay, with each one containing a coupon for travelers to redeem against the full portfolio including the Martell Cordon Bleu Epic Voyage Limited Edition - a product created specifically for the Chinese New Year holiday. The coupons can be claimed in Sanya International Duty Free Shopping Complex and Haikou Meilan International Airport Duty Free Shop with actual products available to collect at airport stores.

"We are proud to be a part of CDFG's unmissable new year campaign on Alipay, especially as this digital collaboration makes Martell the first international liquor brand to leverage Alipay digital solutions to better engage with Chinese consumers. We are continually looking to deliver innovative offerings as part of our relationship with CDFG, and by partnering with Alipay we're able to offer exciting and engaging ways for travelers to discover and enjoy our range of Martell products in the spirit of Chinese New Year," says Lisa McCann, Pernod Ricard Global Travel Retail Martell Brand Director.