

Habanos, S.A. reaches total revenues of \$507M in 2020

Corporación Habanos, S.A., which commercializes the 27 exclusive Habanos brands worldwide, announced during the inauguration of its first Habanos World Days the economic data for its 2020 fiscal year. The company obtained a turnover of \$507 million, consolidating its world leadership in the markets its active and earned the consideration of world's best tobacco despite the existing circumstances.

The announced figure represents a drop of 4% compared to the previous year, these results are mainly due to the fall experienced among the countries most dependent on tourism and in the duty free and travel retail channels, which is undoubtedly expected to begin to recover in 2021.

Leopoldo Cintra González, Commercial Vice President, and José María López Inchaurre, Vice President of Development of Habanos, S.A., believe that "2020 has been a year of challenges, not only for our business, but for all mankind, a year in which the capacity for adaptation, resistance and proactivity has made the difference. At Habanos, S.A. we have done just that, we have adapted to the circumstances and global context and above all, we have been working together with our exclusive distributors, proactively activating all the necessary mechanisms to achieve our goals."

The top five Habanos, S.A. markets in terms of sales volume have been China, Spain, France, Germany and Switzerland. For the first time in history, China has become the No. one market in the world for Habanos.

By regions, Europe remains Habanos' main market, with 60 % of sales volume, followed by the Asia Pacific (16.2%), America (13.6%) and Africa and the Middle East (10.4%).

During the press conference, some of the most important novelties of 2021, designated "The Year of Cohiba," were also announced. To celebrate the 55th anniversary of the brand, Habanos, S.A., will launch three new vitolas: Cohiba 55 Aniversario Edición Limitada-Limited Edition, Cohiba Ambar and Cohiba Ideales. Other brands that will gain special relevance are Montecristo, with the launch of Wide Edmundo and Partagás Gran Reserva Cosecha 2015. It also announced that it will have specialties for its La Casa del Habano Franchise Network and for important channels such as duty free and travel retail.