

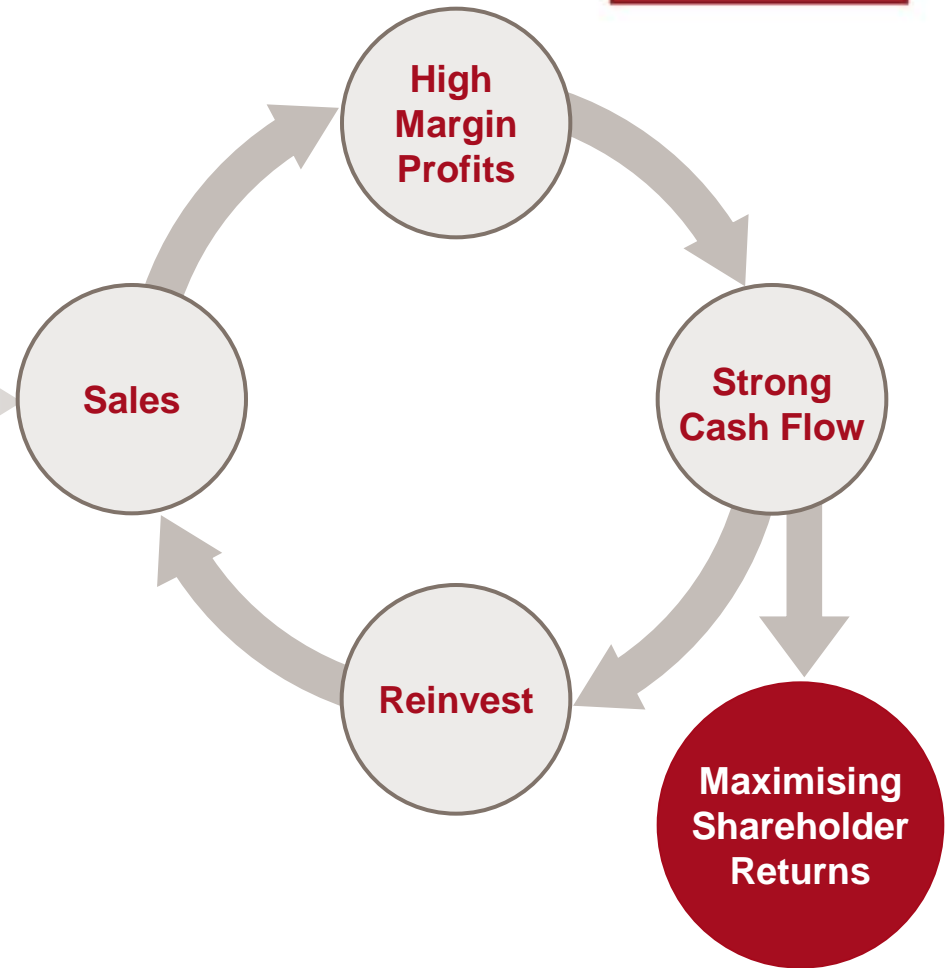
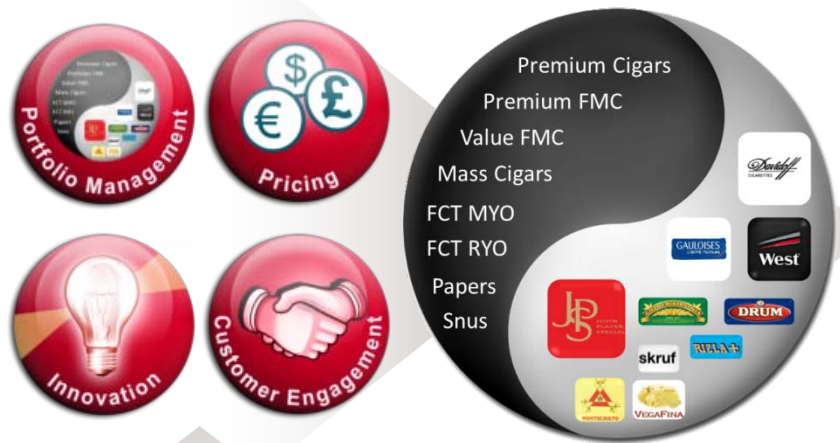
Annual General Meeting 2013

Imperial Tobacco Group PLC

30 January 2013

Iain Napier Chairman

Creating Sustainable Value



Key enablers

Consumer insights

Operation & supply chain alignment

Shaping our environment

FY12 Results Overview

sales growth momentum



Driving Quality Sales Growth: +4%⁽¹⁾

- +13% key strategic brands⁽¹⁾; 30% of group volumes (2010: 26%)
- +10% Rest of World; +3% EU ⁽¹⁾

High Margin Profits c.42%⁽²⁾

- +4% tobacco adjusted operating profit; +8% adjusted EPS

£1.3bn Free Cash Flow

- £1.2bn non-cash impairment: further deterioration in Spanish economic indicators

Reinvestment

- c.£200m investment supporting growth

Maximising shareholder returns: £1.5bn returned

- £528m shares bought; £500m pa ongoing
- +11% DPS to 105.6p; 52.5% payout

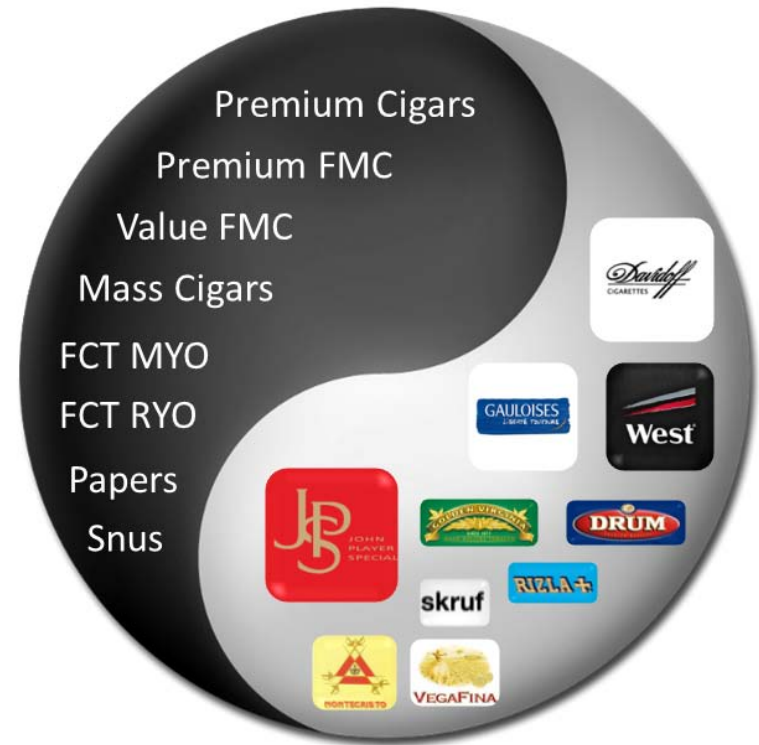
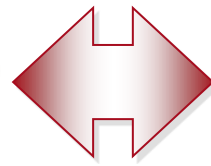
¹ Tobacco net revenues in constant currency terms; ² Tobacco adjusted operating profit margin in constant currency terms. Adjusted operating profit and adjusted EPS growth on constant currency basis

Alison Cooper Chief Executive

Sales Growth - A Differentiated Approach



consumer understanding; total tobacco; how we grow



We can



I own



I am



We surprise



I engage



We enjoy



Our People



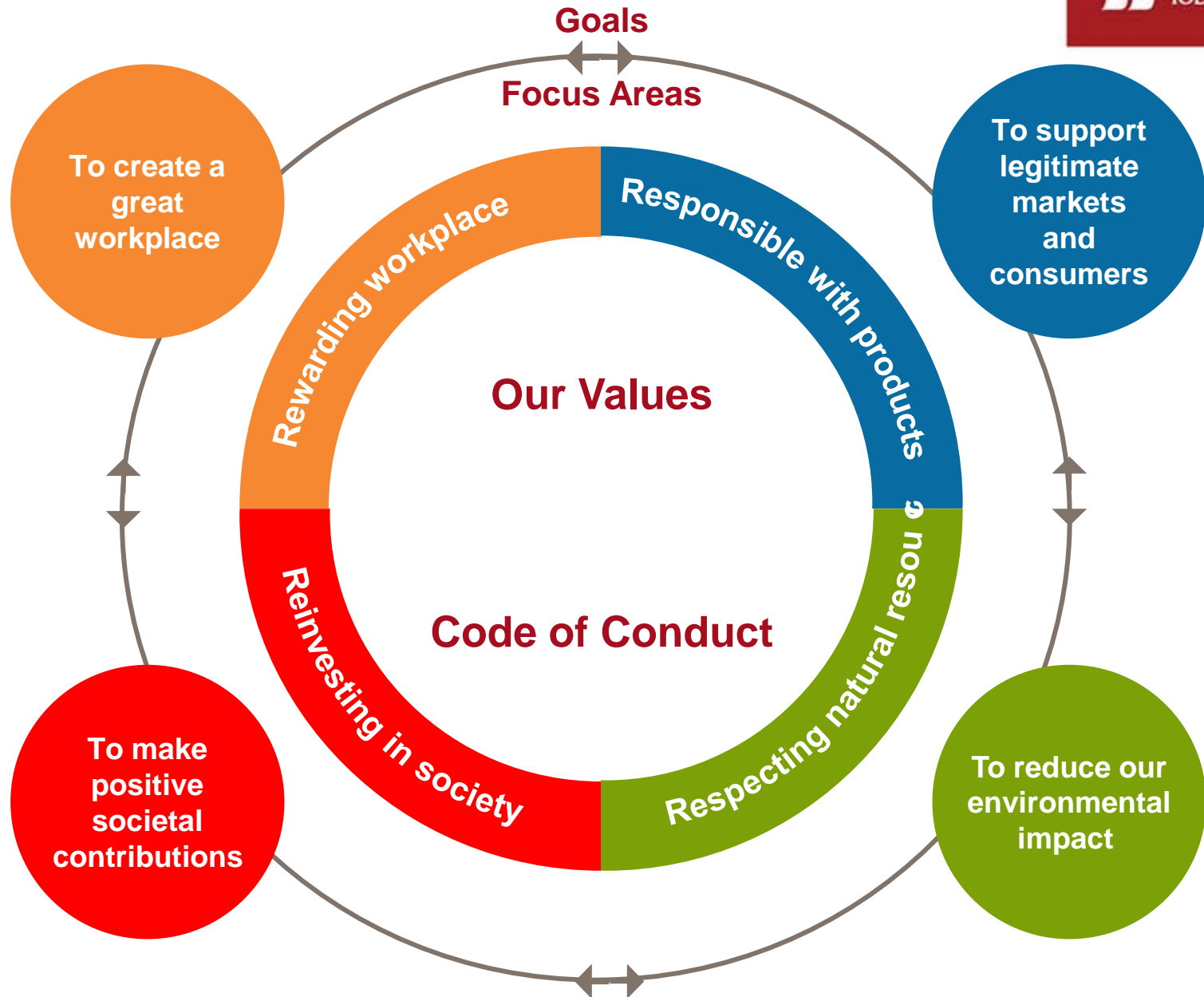
Engagement

Values

Capabilities



Corporate Responsibility



FY12 Responsibility Highlights



Responsible with Products

- Increased anti-illicit trade activities

Rewarding Workplace

- Lowered accident rates

Respecting Natural Resources

- Reduced energy use by 5%

Reinvesting in Society

- Further improved standards for ethical tobacco sourcing



Driving Quality Growth Building Total Tobacco Brands

High Quality Growth Through Total Tobacco

building brands: Davidoff and Gauloises



Davidoff: vols +9%

- +13% Saudi Arabia
- +16% Taiwan
- +16% Russia
- Davidoff iD launched

This space appears blank because we have removed the images that appear in the presentation.

This is because we currently do not feature tobacco product brand imagery on our website.

Gauloises Blondes: vols +11%

- +20% Africa and Middle East
- Innovation supporting growth

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High Quality Growth Through Total Tobacco

building brands: JPS and West



West : volumes +5%

- +12% Rest of World
- +6% Russia
- >50% Turkey

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JPS: volumes +3%

- +23% UK
- +29% Australia

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High Quality Growth Through Total Tobacco

building brands: fine cut tobacco, cigars, snus



Fine cut tobacco
volumes +4%*
net revenue +13%

Snus
volumes +53%
net revenue +46%

Premium cigars
volumes +11%
net revenue +10%

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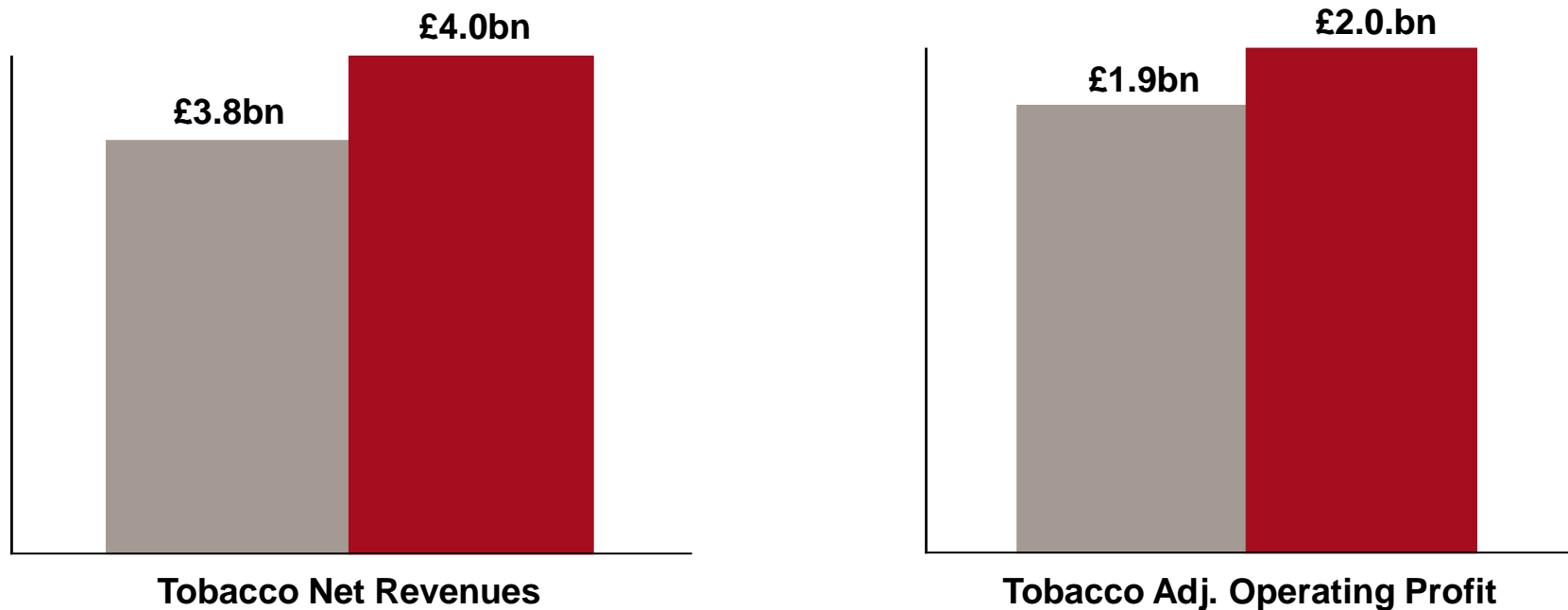


* excluding Poland

Driving Sustainable Growth - EU



- Bias to driving revenue and profit
- EU net revenue: +3%; EU adjusted operating profit: +4%



■ FY11 ■ FY12



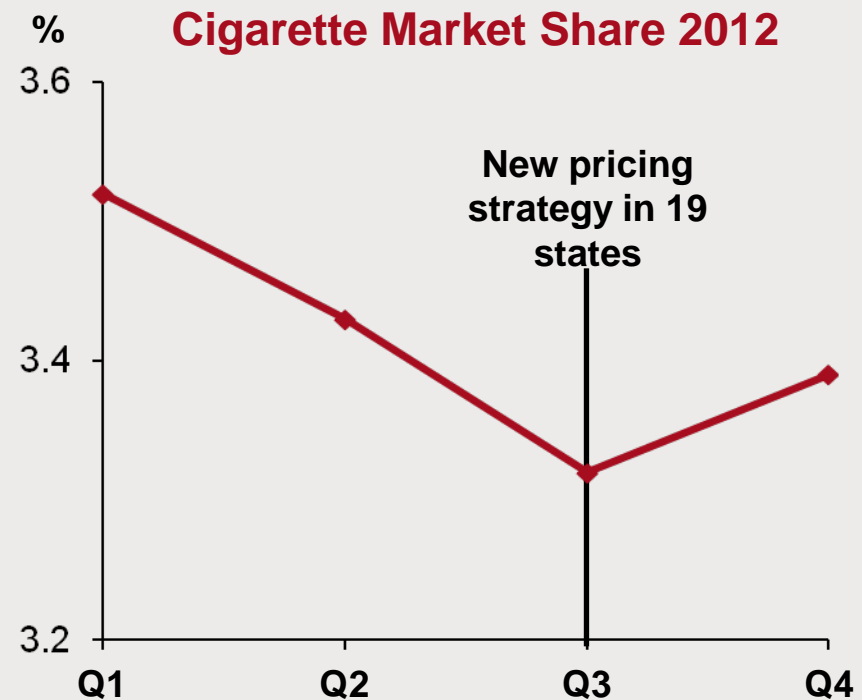
Tobacco net revenues and adjusted operating profit on constant currency basis

Americas

USA – strengthening our position

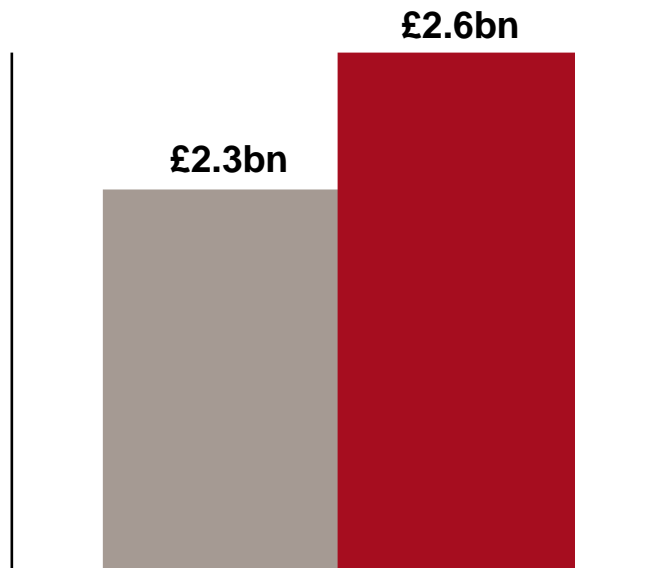


- Driving growth state by state
- New pricing strategy
- Strong premium cigar performance
 - +11% volume growth
 - +10% net revenue growth

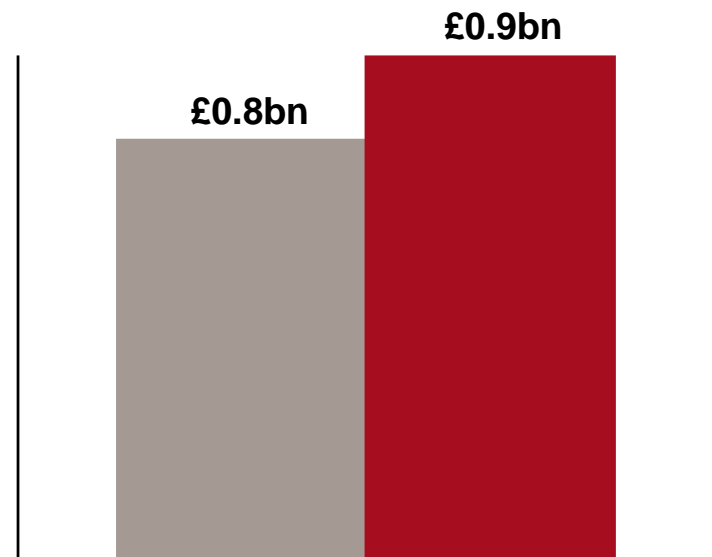


Driving Sustainable Growth - RoW

- Bias to driving volume and share
- +10% net revenues; +7% profit
- Reinvesting to support growth



Tobacco Net Revenues



Tobacco Adj. Operating Profit

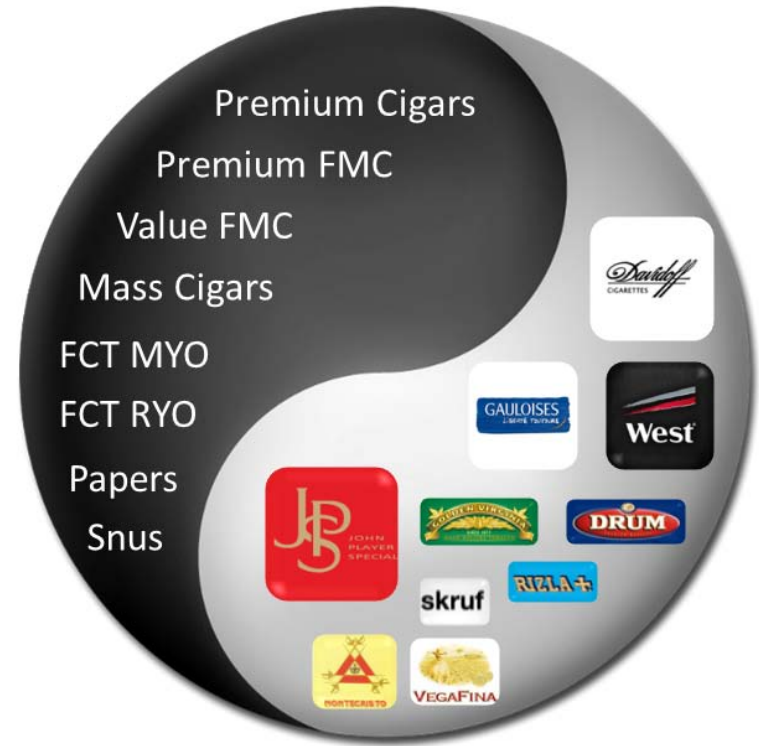
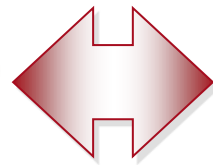
■ FY11 ■ FY12



- **Excellent results in tough environment**
 - **Tobacco: price increases and cost savings offset lower volumes**
 - **Non-Tobacco: maintaining profitability; opportunities to grow**
-

Sales Growth - A Differentiated Approach

consumer understanding; total tobacco; how we grow



We can



I own



I am



We surprise



I engage



We enjoy



Interim Management Statement

Quarter ended 31 December 2012

Strategic Focus Delivering Quality Growth



Quarter ended 31 December 2012

- Tobacco net revenue up over 2%; stick equivalent volumes down 1 per cent

Q1 growth across total tobacco portfolio

- Key strategic brands: +12% net revenue; +10% volume
- Fine cut tobacco: +9% net revenue; +9% volume
- Snus: +40% net revenue; +33% volume
- Premium cigars: stable net revenue; +3% volume

Outlook

- EU and Russia: market challenges
- Increasing investment in key total tobacco assets and geographies
- Accelerating cost optimisation programme

Annual General Meeting 2013

Imperial Tobacco Group PLC
