

# Habanos S.A. announces US\$545 million revenue for 2022



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[Habanos, S.A.](#) has announced its financial results for 2022 coinciding with the start of the 23rd Habano Festival.

During the past fiscal year, the company registered a revenue of US\$545 million, experiencing a 2% growth compared to the 2021 financial year, according to the February 27 press release.

"These results reflect the perfect combination of the passion we all feel in this wonderful Habano business and the strength of our brands. They put the cherry on top of the unique tobacco that grows in this land and that offers unparalleled moments and experiences to aficionados from all over the world," said Maritza Carrillo González and Luis Sánchez-Harguindey Pardo de Vera, Co-Presidents of Habanos, S.A.

Habanos, S.A. continued its efforts to make it easier for aficionados to access its products by supporting the creation of new specialized points of sale around the world. To date, the company has a total of 4,769 specialized points of sale, almost 10% more than in 2021, divided into: 17 Cohiba Atmosphere; 157 La Casa del Habano franchises, with a total surface area of 18,689 m<sup>2</sup>; 587 Habanos Terrace and Habanos Lounge; 1,264 Habanos Specialist; in addition to 2,744 Habanos Point.

The large distribution and specialized sales network enables Habanos, S.A. products to be sold in more than 140 countries on five continents. The markets that generated the highest sales for the company during 2022 were Spain, France, Germany, China, and Switzerland. By region, Europe remains Habanos' main market, with 53.7% of sales value, followed by Asia Pacific (19.3%), the Americas (15.3%) and, Africa and the Middle East (11.7%).

Throughout 2022, Habanos, S.A. continued its commitment to innovation with the presentation of several new products worldwide and regionally, without renouncing to the quality and traditional character that make its products unique. Some of the most outstanding launches were Montecristo Wide Edmundo, Quai D'Orsay No. 52 and La Gloria Cubana Glorias, as well as Quai D'Orsay

Imperiales, thus supporting the recovery of important channels such as Duty Free and Travel Retail.

During the press conference, the first details of the novelties Habanos, S.A. is bringing to the 23rd edition of the Habano Festival were also revealed. The first product to open this Festival's edition this week is the new Montecristo Open Slam vitola. With this addition, the Línea Open is expanded and will be the first to incorporate the Line's renewed design on its cases and bands.

The launch of the Bolívar New Gold Medal vitola will be presented, a product exclusively made for La Casa del Habano, the international network of specialized franchise stores. And, n Partagás' Línea Maestra will be presented, the brand's most elegant and exclusive line and the first in the Habanos, S.A. portfolio, whose three vitolas - Origen, Rito and Maestro - are made with tobacco 100% from San Luis.

### **Habanos, S.A. introduces new Co-President and Commercial VP**

Earlier this month Habanos, S.A. announced the appointment of two new team members; Maritza Carrillo González as Co-President, and Jorge Pérez Martel as Commercial Vice President.



Maritza Carrillo González, Co-President, Habanos, S.A. (left), and Jorge Pérez Martel, Commercial Vice President

#### **Maritza Carrillo**

Maritza Carrillo, who holds a degree in International Economic Relations, has been linked to the world of Habanos since the beginning of her professional career and was part of the founding team of Corporación Habanos S.A., where she held various responsibilities in the Commercial, Marketing and Business Development areas. From 2006 to 2011, she served as Marketing Director and Head of Havanesa stores at Empor, S.A. Exclusive Distributor in Portugal. Later, she assumed the position of President of Comercial Iberoamericana S.A. (COIBA) based in Spain. At the end of her assignment in 2021, Carrillo became General Manager of Tabagest S.A., until her recent appointment as Co-President of the company.

#### **Jorge Pérez Martel**

Jorge Pérez Martel, since he started to work at Habanos, S.A., has occupied different responsibilities. He participated so as in the creation of the first La Casa del Habano, in Cancún as the implementation of Importadora & Exportadora de Puros y Tabacos de CV (IEPT) and Caribbean Cigars Corp (Curazao) companies, where he was appointed Commercial Director.

"Pérez Martel's strategic vision and innovative thinking, were key in the creation and development of the Franchises La Casa del Habano Management, in which later on he was its Director," reads the press release announcing his appointment.

Pérez Martel has about 40 years' experience in the business of Habano. During his professional career, he also occupied the position of International Market Supervisor until he was appointed as President of Coprova, Exclusive Distributor for France and Monaco with successful results for the market. After his mission in Coprova, Pérez Martel was in the position of Economic Management Specialist, until he was appointed as Director of La Casa del Habano Franchise, a role he held at the moment of his appointment.

Pérez Martel is replaces Leopoldo Cintra González who held the Commercial Vice President role for more than five years with good results.