



Oettinger Davidoff

Media release

Oettinger Davidoff AG acquires interest in Asia Distributor Bluebell Cigars (Asia) Ltd.

Basel/Switzerland, January 6, 2015. Oettinger Davidoff AG, the worldwide leading manufacturer of premium cigars, headquartered in Basel, Switzerland, has acquired a 25% interest in Bluebell Cigars (Asia) Ltd. effective January 1, 2015. The agreement will provide Oettinger Davidoff AG the right over time to acquire a majority interest in the company.

Hans-Kristian Hoejsgaard, CEO Oettinger Davidoff AG, states: "Bluebell has been Oettinger Davidoff's close and exclusive partner in Asia (excluding China) for almost four decades and it is thanks to Bluebell, that Asia represents our most prominent Davidoff Retail footprint anywhere in the world. This equity investment reflects both our desire to prolong and deepen our relationship with Bluebell as well as the critical importance of Asia to our future strategy and business growth."

Ashley Micklewright, CEO Bluebell (Asia) Ltd. says: "Our Davidoff division has been hived-off into a separate entity allowing both companies to work even closer together. This move deepens further our commitment to the Davidoff brand and cements our longstanding and successful relationship with Oettinger Davidoff "

About Oettinger Davidoff AG

The CHF 1.2 billion Oettinger Davidoff AG with over 3,500 employees around the world, traces its roots back to 1875 and remains family owned to this day with two distinctly different businesses: one that is focused on FMCG distribution in the Swiss market and one dedicated to the core business of producing, marketing and retailing premium branded cigars, tobacco products and accessories. The premium branded cigar business include Davidoff, AVO, Camacho, Cusano, Griffin's, Private Stock, Zino and Zino Platinum. The Oettinger Davidoff AG is anchored in a strong "crop-to-shop" philosophy, having pursued a vertical integration from the tobacco fields in the Dominican Republic, Honduras and Nicaragua to the worldwide network of almost 70 Davidoff Flagship Stores.



Oettinger Davidoff

About Bluebell Group

Since 1954, Bluebell has been a pioneer and leader in the distribution of luxury brands in Asia. Throughout this time the Group has successfully introduced and imported products of the highest quality and, through experience, has developed a deep understanding of how to market and promote these exclusive luxury products in order to build them into powerful brands with both a large and longstanding recognition. Today Bluebell remains a family company and is one of the largest luxury distributors and brands curator in Asia, representing over 50 luxury lifestyle brands in 8 countries, operating 500 retail stores, and employing over 2,300 dedicated staff. These brands include the best of fragrance and beauty, fashion apparel and accessories, jewelry and watches, homeware, lifestyle, gourmet food and cigars. Bluebell is the brand behind the brands in Asia.

For further information:

Oettinger Davidoff AG
Paloma Szathmáry
SVP Corporate Communications
Hochbergerstrasse 15
CH - 4002 Basel
Tel. +41 61 279 36 24
media@davidoff.ch
oettingerdavidoff.com

For further information:

Bluebell Group
Laurent de Rougemont
ldrougemont@bluebellgroup.com
www.bluebellgroup.com