

The Cigar Market in the U.S.A.

Theo Folz

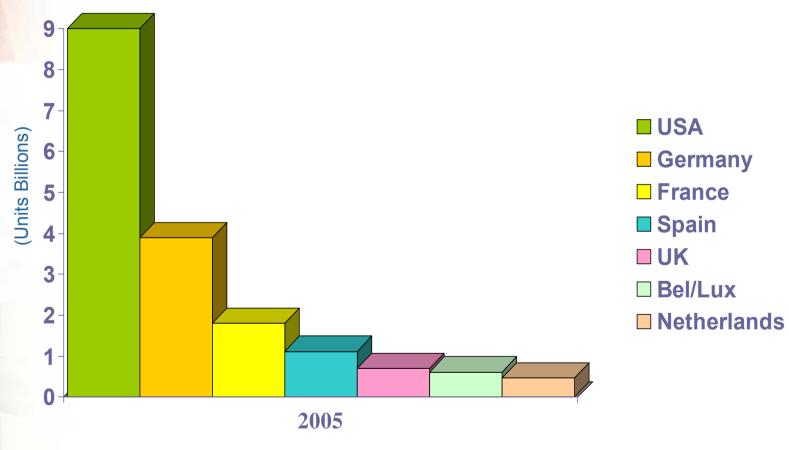
President and Chief Executive Officer Altadis U.S.A.

Bilbao October 6th, 2006

S. is the Largest Cigar Market in the World







- (1) Source: ECMA and TTB
- (2) Including Little Cigars and Eco-Cigarillos

Diverse Manufacturing Locations





Strong Brand Portfolio Covering All the Market Segments



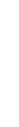




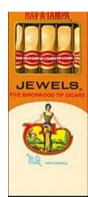




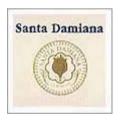


























Market Segmentation



SEGMENT Little Cigars

Sheet-Wrapper Mass-Market Large Cigars

Mass-Market Large Cigars

RETAIL PRICE \$0.05 - \$0.12

\$0.15-\$0.60

\$0.30-\$1.65

\$1.00-\$20.00

DESCRIPTION

- Machine-made
 - Man-made wrapper
 - **Short Filler**
- Machine-made
 - Man-made binder and wrapper
 - ■Short filler

- Machine-made
 - Natural wrapper
- Generally manmade binder
 - **■Short Filler**

- Hand-made
- Natural wrapper and binder
- Long filler











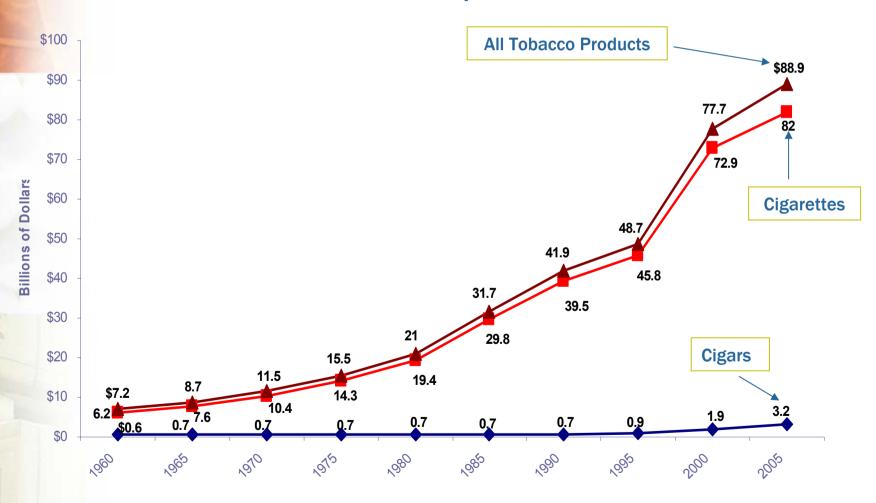


U.S. Tobacco Market Evolution

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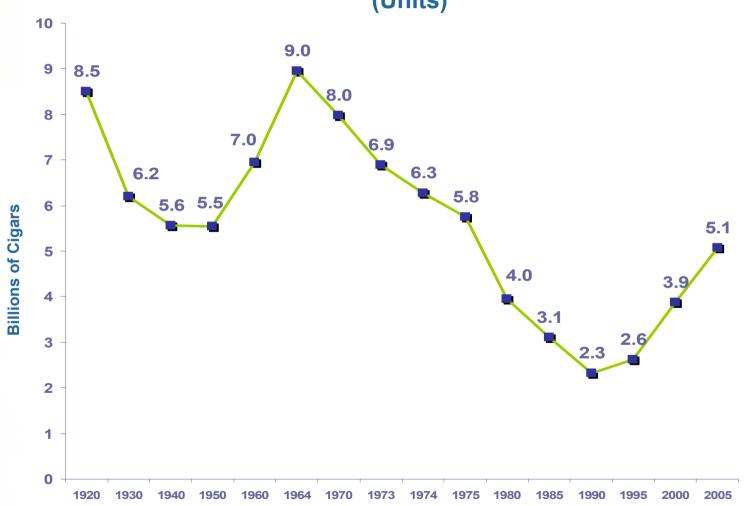
Consumer Expenditures



Positive Trend Fueled by Innovative Products



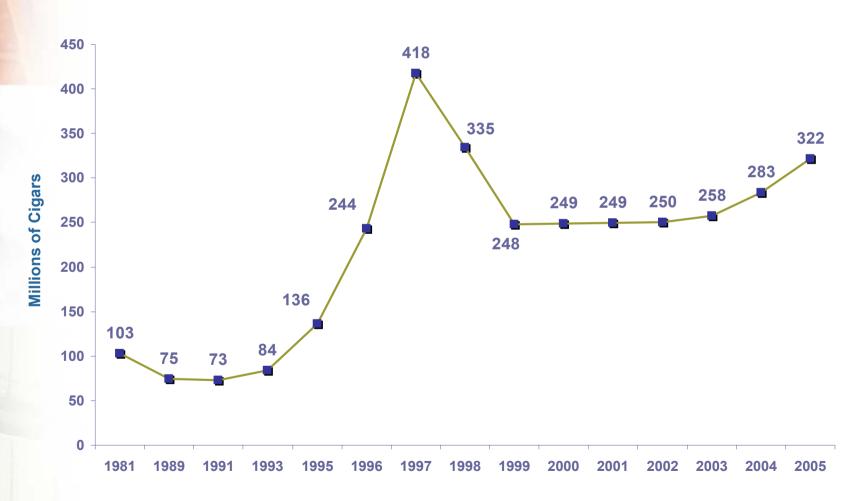




Current Growing Trend After 1994-1997 « Boom »



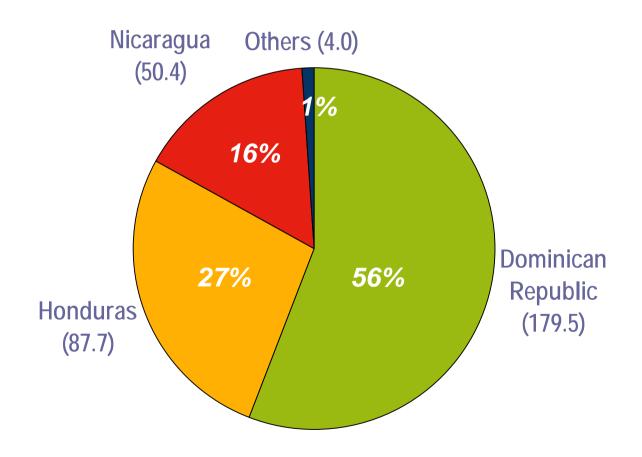
Premium Cigar Imports (Units)



Main Countries of Origin Premium Cigars



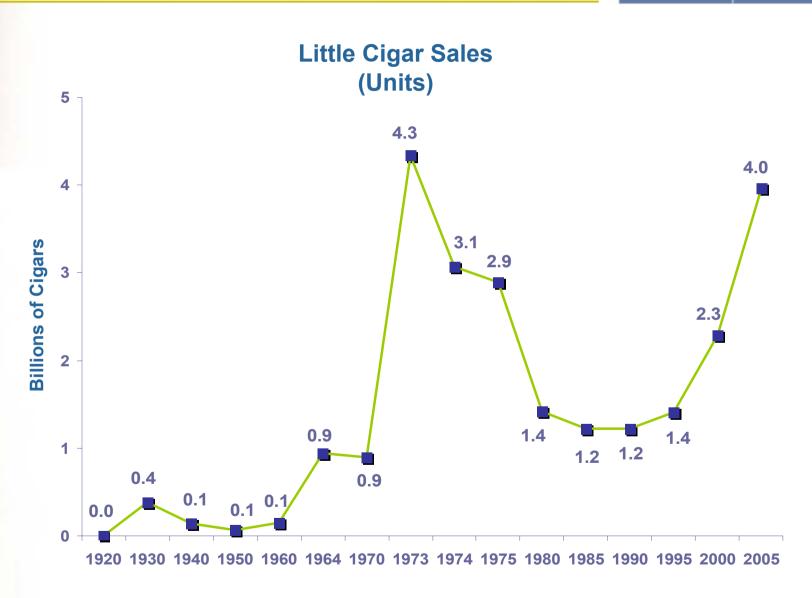
Premium Cigar Imports (Million of Cigars)



Dynamic Growth Due to New Entrants to Category

10

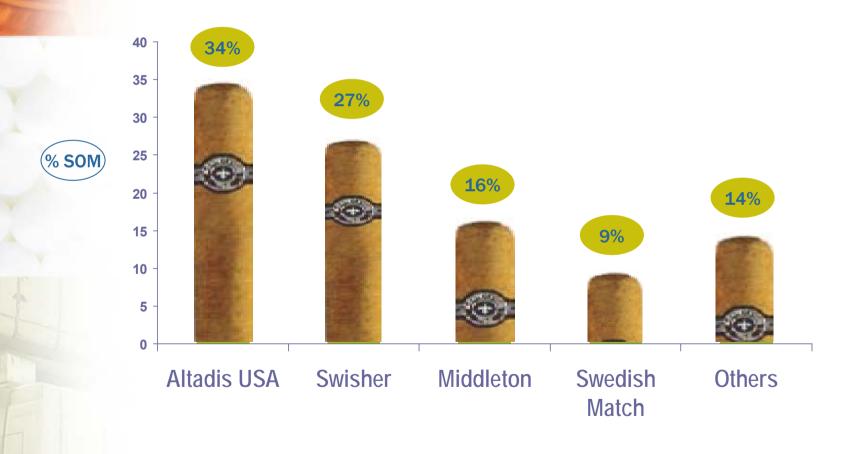




Altadis U.S.A.: The Market Leader in the Large Cigar Segment



2005 Large Cigar Market Share (Units)

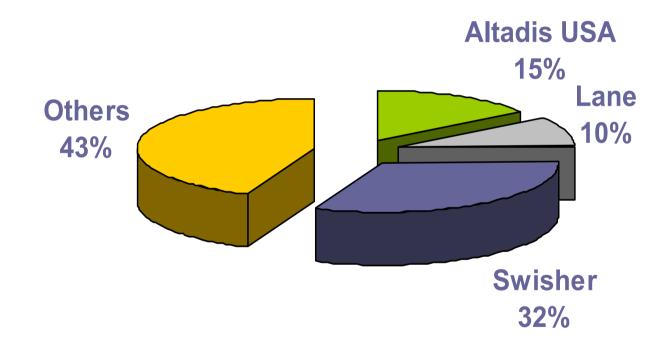


Source: Altadis U.S.A. Management Estimates

Altadis U.S.A.: One of the Key Players in the Little Cigar Segment



2005 Little Cigar Market Share (Units)



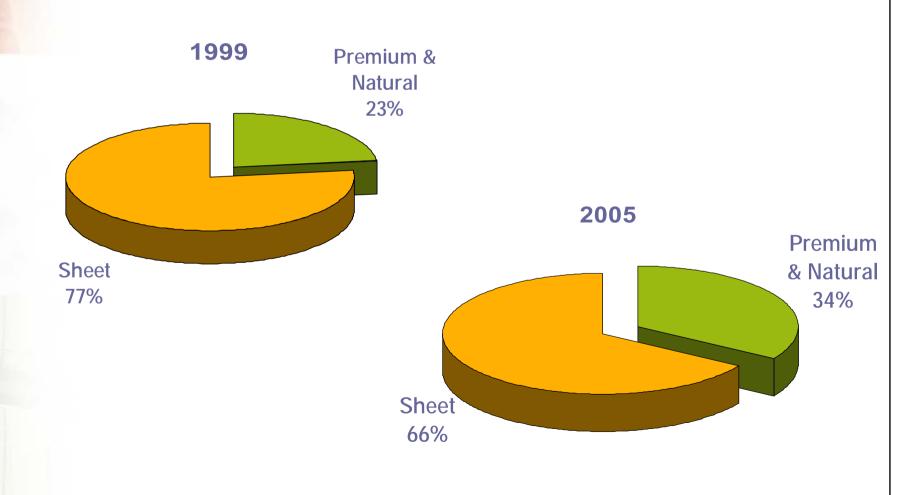
Source: Altadis U.S.A. Management Estimates

Portfolio Trends towards Natural and Premium Cigars (I)

13



Altadis USA Domestic Sales (Units)



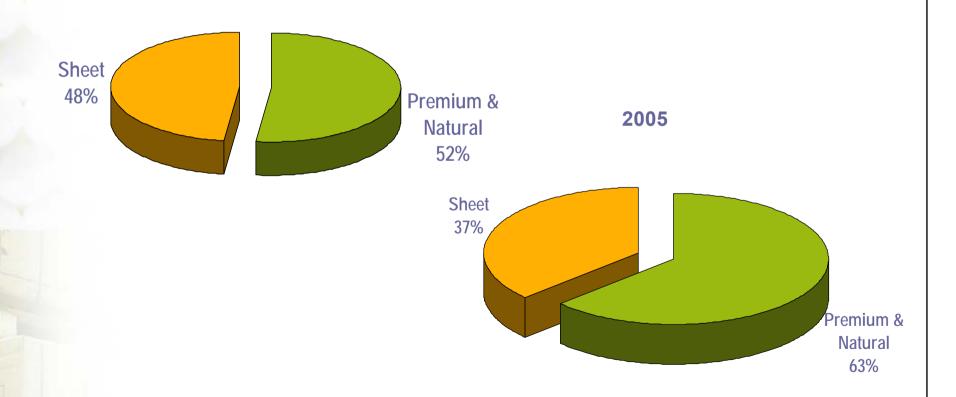
Portfolio Trends towards Natural and Premium Cigars (II)



Altadis USA Domestic Sales (Dollars)

1999

14



Access to the Market



□ Premium Cigars:

Sold primarily in tobacconists, mail order, and internet

Over 3,000 tobacconists buy directly from the company

■ Mass Market Cigars:

Sold primarily in convenience stores, cigarette/tobacco stores, mail order, chain drugstores, mass market discounters, independents and wholesalers

Over 1,500 wholesalers and chains buy directly from the company

Key Drivers



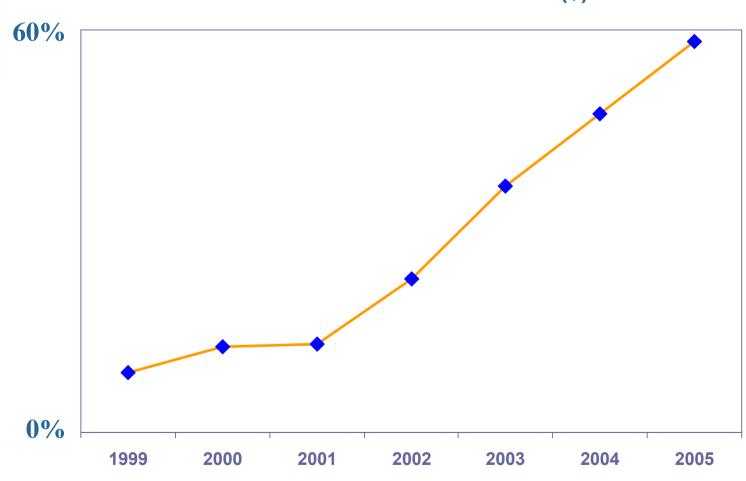
- Our people and their dedication
- Our dedicated Sales Force
- Portfolio of well-known brands
- Major presence in every sub-category of cigars
- Creativity of new products and concepts
- Focus on EBITDA earnings
- Speed to market fastest in industry
- Speed to meet competition when required

Altadis U.S.A. Performance (I)

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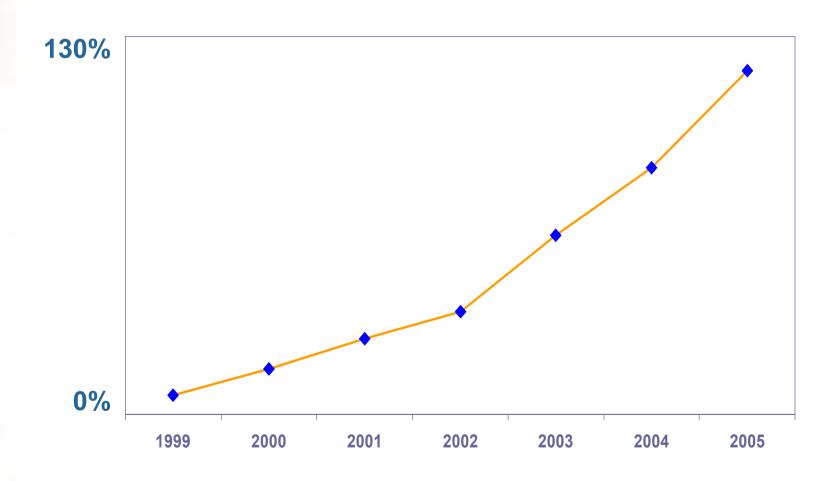
Total Sales Cumulated Growth (\$)



Altadis U.S.A. Performance (II)



Total EBITDA Cumulated Growth (\$)

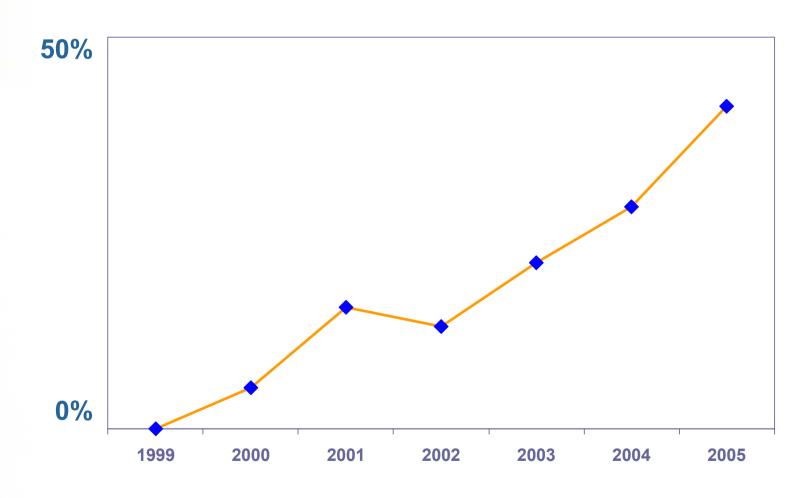


Altadis U.S.A. Performance (III)

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Total EBITDA Margin Cumulated Growth (\$)



Long Term Experience in the Industry and Altadis U.S.A.



Altadis U.S.A. Senior Management

		Years in Industry	Years at Altadis U.S.A.
Theo Folz	President/ CEO	42	23
Jim Colucci	Sr. Vice President Sales/Marketing	29	29
Gary Ellis	Sr. Vice President Finance/CFO	18	18
George Gershel Sr. Vice President Tobacco		54	45
Denis McQuillen	Sr. Vice President Manufacturing	26	26
		169	141

Succession Management is in place and continues to be developed



The Spanish Market, After the Crisis Altadis Spain now Well Positioned to Face the Future

José Manuel Núñez-Lagos

Marketing & Sales Cigarettes Spain Director

Bilbao October 6th, 2006

Timeline of the 2006 Crisis

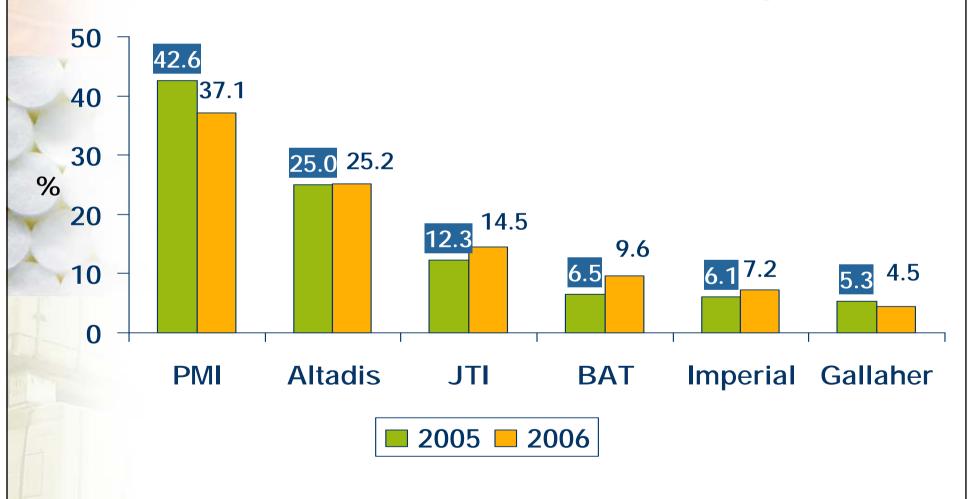


	Sep '05	1 st Tax Increase	Ad valorem: 54.95% (from 54.00%) Specific: 4.20€/000 sticks (from 3.99€)
	Jan '06	New Law	Consumption, Distribution & Advertising restrictions
Y	Jan '06	2 nd Tax Increase	Ad valorem: 55.95% Specific: 6.20€
Y .	End Jan '06	Price War	Marlboro: 2.35€ (from 2.75€) Fortuna: 1.85€ (from 2.25€)
	Feb '06	3 rd Tax Increase	Ad valorem: 57.00% Specific: 8.20€ Min.Collect. Tax: 55€/000 sticks
	Since Mid Feb '06	Brand Repositioning	Marlboro: 2.75€ Fortuna: 2.20€

Altadis has Consolidated its Strong Position in the Market

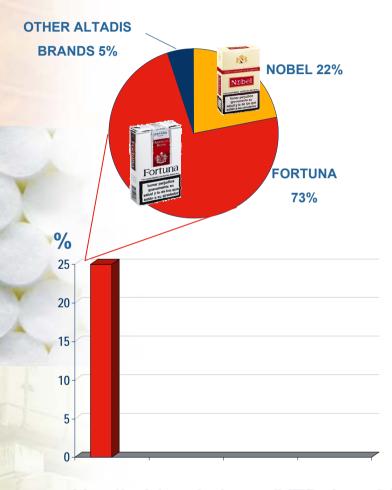




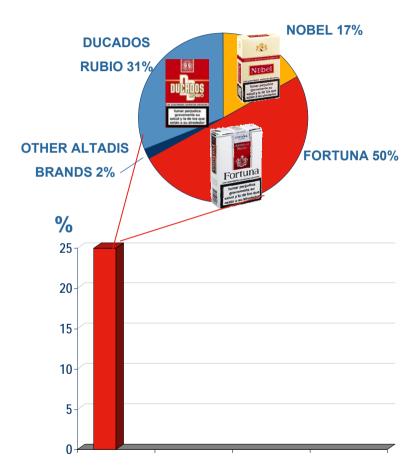


Stronger in the Strategic Blond Segment: 3 Drive Brands vs. Only 2 Traditionally





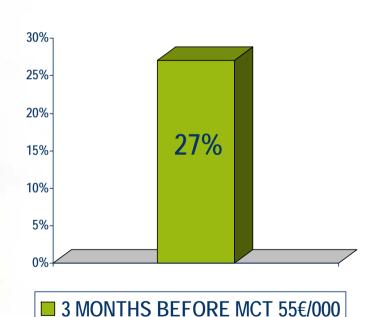
Altadis blond share (YTD Aug 2005) Altadis blond share (YTD Aug 2006)



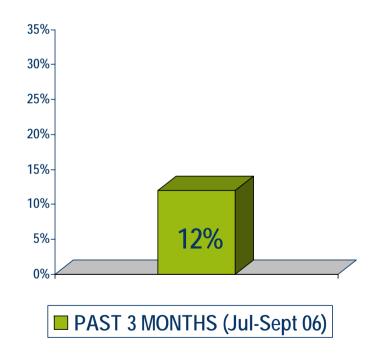
Minimum Taxation Limits the Size of the Low Price-Segment



Size of the low price segment (<2€)



Units (Dec 05-Feb 06)



Altadis Flagship Brand, Fortuna, Showed Strong Recovery Driven by Solid Brand Equity



FORTUNA

	1st Q'06	2nd Q'06	Dif.
Brand penetration in total smokers base*	21.7%	22.3%	0.6 pts
Brand penetration in total starters	7.4%	17.8%	10.3 pts

Source: ASM Tracking 06

* Including occasional smokers

Conclusion



	Crisis factor	Current situation
	New legal restrictions	■ Market volume decreases softly
y	New tax & prices	Lower margins, but Minimum CollectibleTax already in placeRenewed pricing power
	New price competition	 Altadis has now a better balanced and more powerful brand portfolio (Ducados Blond) Altadis: solid market share (Fortuna shows a strong recovery)



Régie des Tabacs: A very successful acquisition

Larbi Bellaha

Franck Coste

Chairman of the Régie des Tabacs

Managing Director of the Régie des Tabacs

Bilbao October 6th, 2006

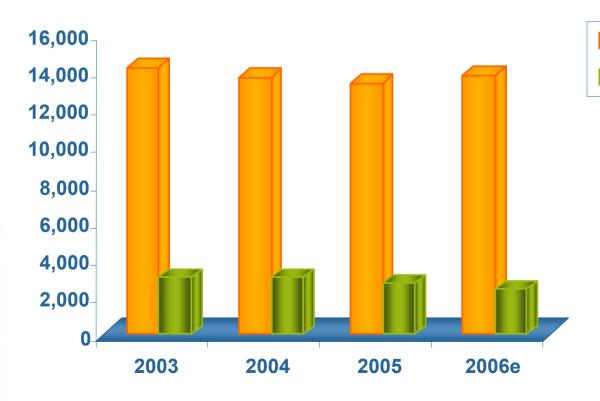
Altadis Ability in RT Acquisition & Development of Core Assets (I)



Cigarette market

A +3% in volume for 2006e vs. 2005

Market Sales Evolution (Volume in Mu)



Official market

Est. Smuggling

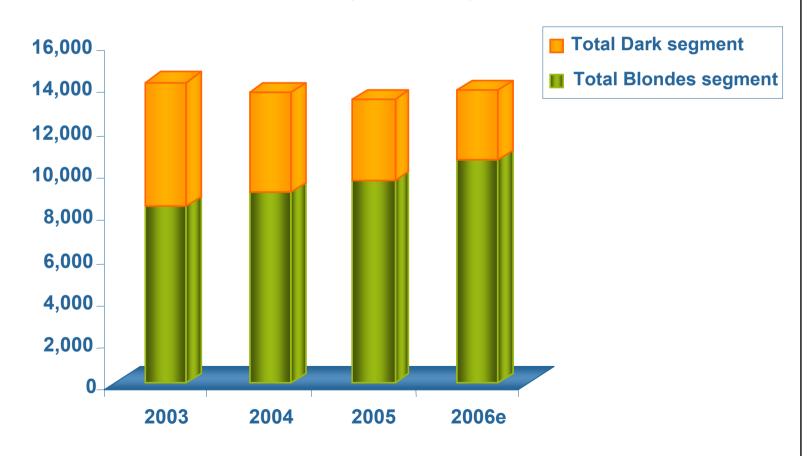
Altadis Ability in RT Acquisition & Development of Core Assets (II)



Cigarette: Dark-Blondes segments

Blondes segment increases by 10% CAGR

Dark/Blondes evolution (Volume in Mu)



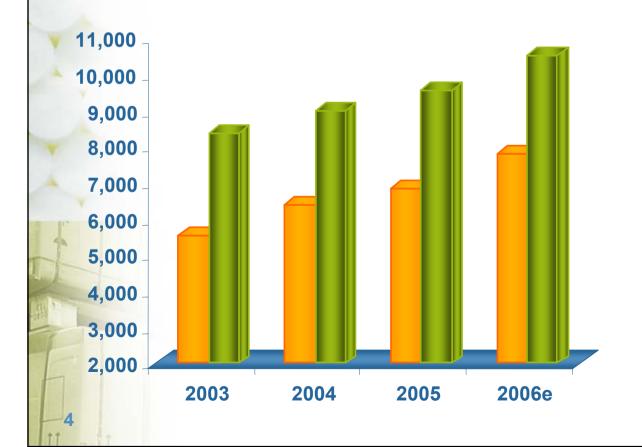
Altadis Ability in RT Acquisition & Development of Core Assets (III)

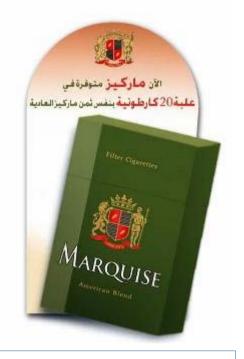


Cigarette: Brand

A unique position for our local brand Marquise

Development blondes segment & Marquise (Volume in Mu)





- Total Marquise
- **■** Total Blondes segment

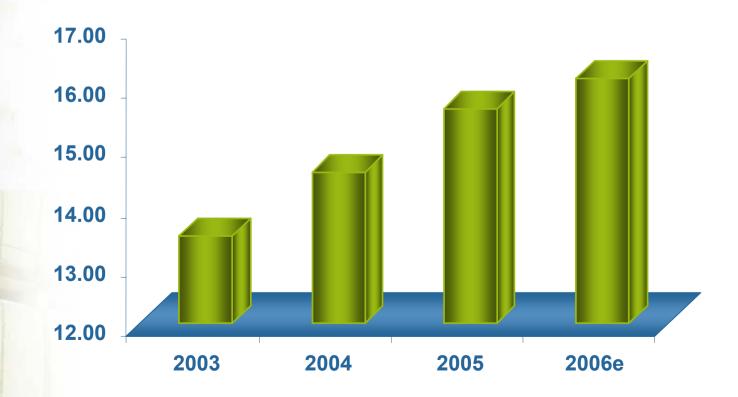
Altadis Ability in RT Acquisition & Development of Core Assets (IV)



Cigarette : Prices

Price evolution above inflation

Market average price evolution (weighted) in dh per 20 cig.

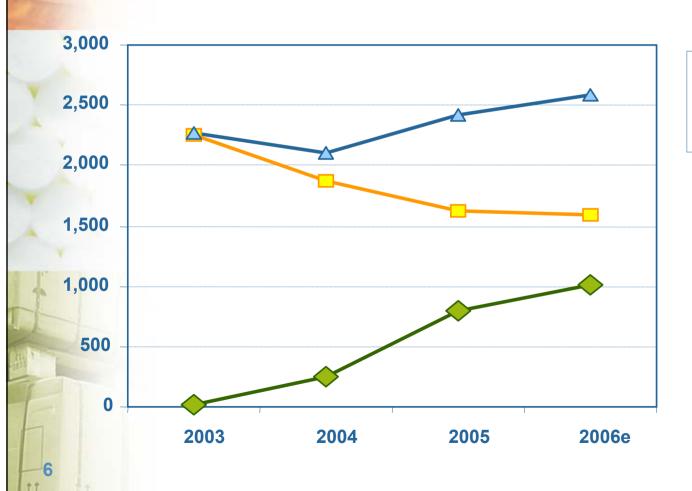


Altadis New Developments: Cigarettes (I)



Quick introduction of Altadis strategic brands

International brand's volume evolution in Mu





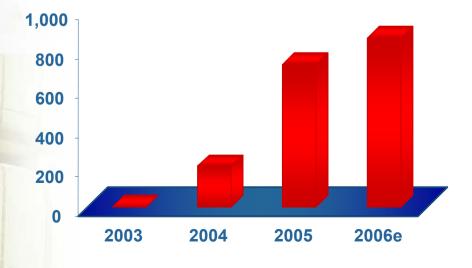
Altadis New Developments: Cigarettes (II)



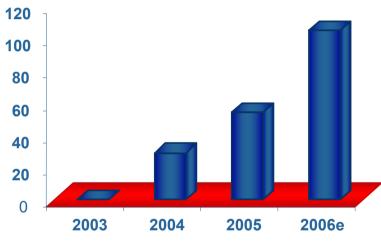
Success stories



Volume FORTUNA Mu



Volume GAULOISES Mu

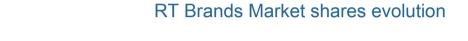




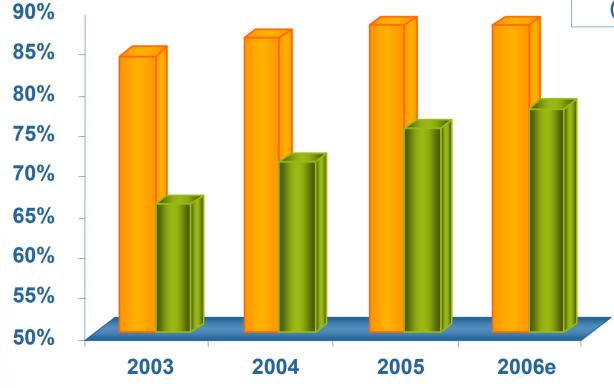
Altadis New Developments: Cigarettes (III)







- RT Market shares (Volume)
- RT Market shares (Value)

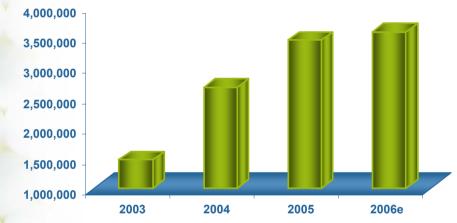


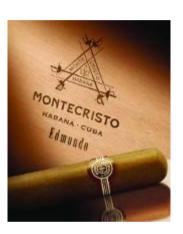
Altadis New Developments: Cigars



Promising Development

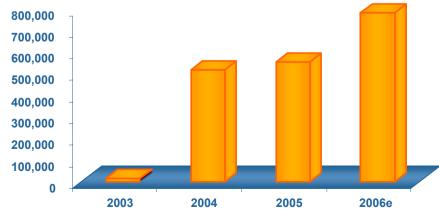
Total Cigarillos Market Volume in units





Total Cigars Market Volume in units





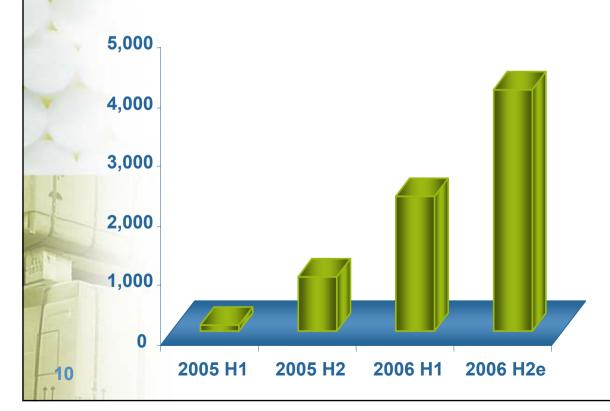
Altadis New Developments: Logistics (I)



Network's Modernization

Wafaa concept means « Loyalty »...

Wafaa contracts signed (Cumulated)



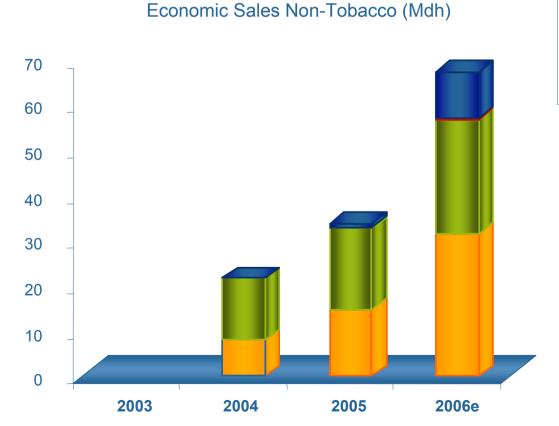


Altadis New Developments: Logistics (II)



New Business in Non-Tobacco

Ecosales X 2 every year



- Services
- Smokers products
- **■** Wholesale (NT)
- Telecom

Cost Management & Evolution

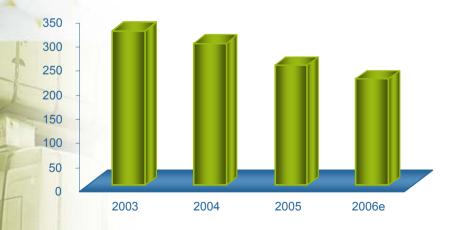


Staff: a social challenge

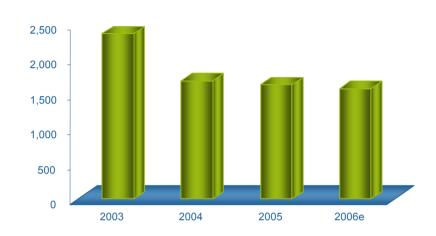
COGS : Altadis know how

☐ G&A : a permanent challenge

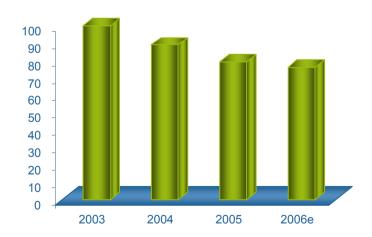
G&A in Mdh



Staff



COGS Evolution (basis 100 in 2003)



Key Figures & Ratios (I)



Profitable Growth



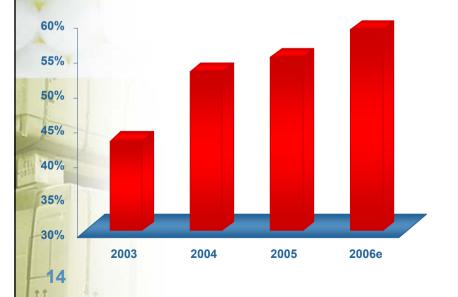
Key Figures & Ratios (II)

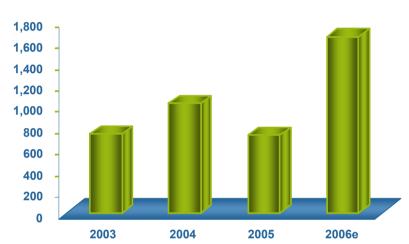


Operating free cash flow (mdh)

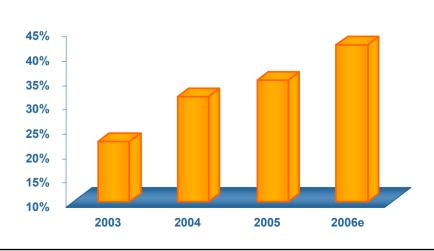
- Positive cash position & evolution
- Improved ratios

EBITDA/ECONOMIC SALES





EBITDA/Capital employed



Future Strategic Guidelines



□ Key Elements:

- On 7/09/2006, Altadis acquired the remaining 20% stake hold by the Government for 4,020 Mdh
- Altadis is granted a + 3 years extension of Monopoly situation, till end 2010

Strategic Vision :

 Reinforce our leadership, while answering and anticipating our customer's demand with the best products, brands and services in order to develop the market

■ Strategic Challenge :

 Delivering significant growth in Economic sales for the period 06-09 vs. 2005 while keeping improving economic and financial results and ratios

Future Strategic Guidelines by Business: Cigarettes (I)



■ Market :

- Developing the official market in volume and in value, through :
 - anti- smuggling policy
 - adequate price positioning
 - accurate OTP offers

while facing a current stable consumption

Future Strategic Guidelines by Business: Cigarettes (II)





- Developing Fortuna and Gauloises Blondes
- Introducing Premium brands
- Keeping Marquise leadership
- Implementing other Altadis brands according to niche/segment opportunities



□ Prices : Playing in all segments

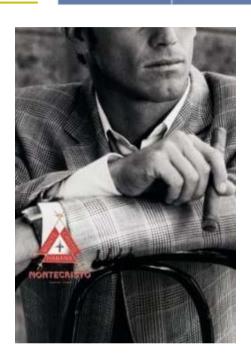
- Managing the different prices positioning with our up-grading strategy:
 - Dark product milking strategy
 - Blondes price scale development

Future Strategic Guidelines by Business: Cigars



☐ Cigar market:

 Development focused on key Cuban brands with adapted price positioning from JL Piedra to Cohiba



☐ Cigarillos market :

Develop cigarillos market by positioning key products at Premium
 Cigarette prices and taking advantage from the dark tobacco taste's
 history and strong commercial organization

Future Strategic Guidelines by Business: Logistics



■ Tobacco Logistics

- Structuring the tobacconist's universe
- Enlarging Wafaa project
- Preparing services for extra group sales after 2010

■ Non-Tobacco Logistics

- Developing our offer to our 23,000 customers :
 - Phone cards (plastic and e-cards)
 - Smoker's products (lighters, papers...)
 - Snacks and bazar
- Offering our network monitoring ability–organization facilities to other companies :
 - Transport (Logesta)
 - Bill payment (Maroc-Telecom, Lydec..)

Conclusion



■ A successful acquisition

- Rapid integration into the group
- Improving performance
- High level of profitability

□ A promising future thanks to key assets

- Efficient management
- Strong brand portfolio
- Smart strategy
- Favorable environment



Logista Italia: another successful acquisition

Maurizio Zaccheo

Managing Director Logista Italia



Bilbao October 6th, 2006

Presentation Agenda

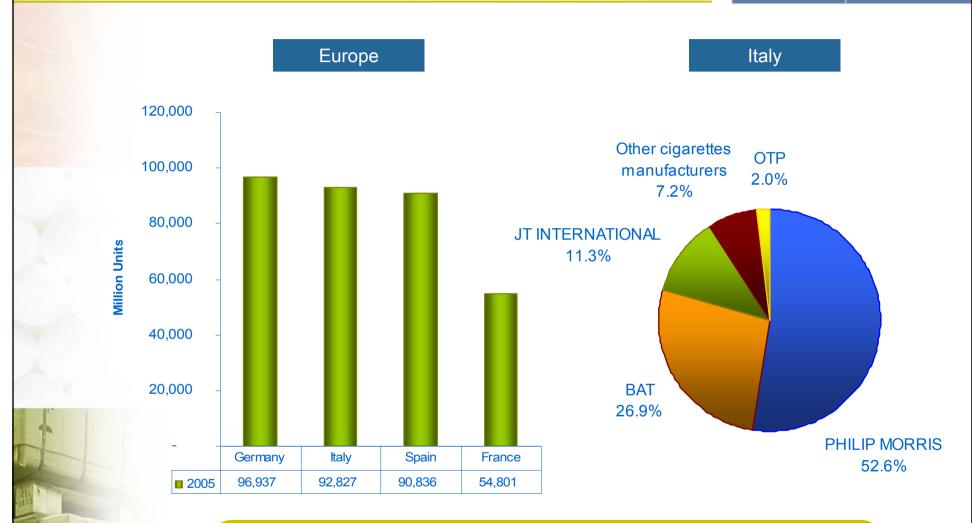


- Market Description
- Integration into Altadis Group
- Future Actions



Cigarette Markets in Europe

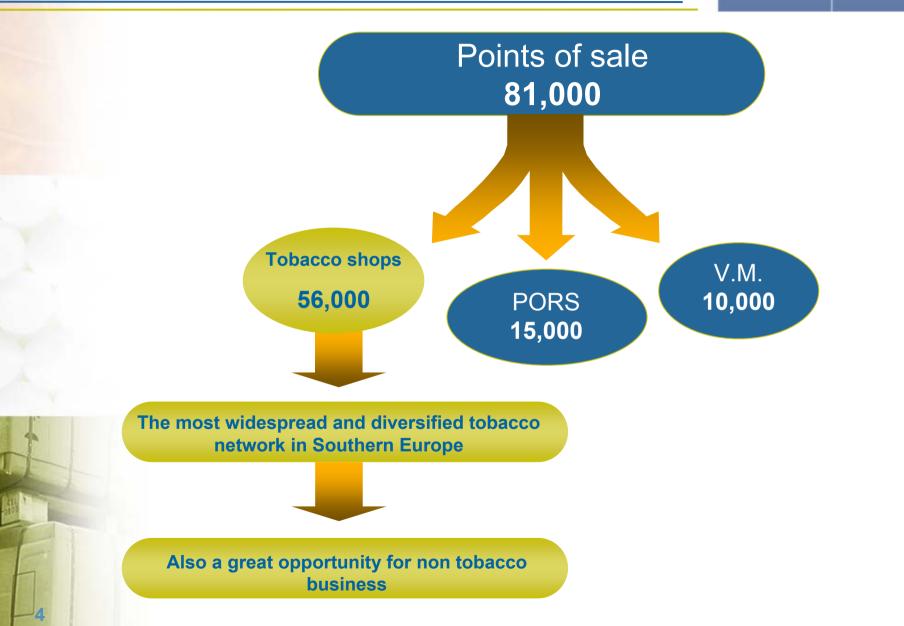




Leading position in the second Western European Market

Italian Tobacco Market: Retail Network





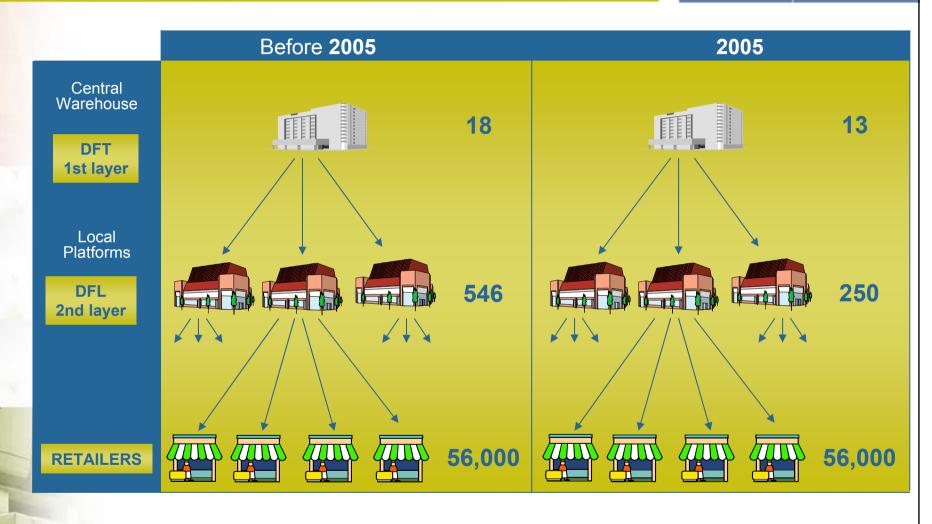
Integration in Altadis: Main Objectives



- □ LOGISTA acquired ETINERA on December 29th, 2004
- In order to bring Italian Tobacco distribution to the same level of efficiency, services and profitability than the rest of Southern Europe countries, LOGISTA implemented a plan involving **Producers, Tobacconists, Network** and **Internal organisation** to achieve:
 - Modernization: Distribution network streamlining and economic improvements
 - Level of service increase: Tobacconists and producers
 - NTP business development: Compensate long-term tobacco consumption decline through developing non tobacco business

Achievements: Distribution Network





First phase was aimed at streamlining logistic flows and cutting redundant stocks

Achievements in Tobacco



- Following the modernization improvements:
 - Direct tobacco delivery (22,000 tobacconists)
 - Stocked products reduction (20%)
 - Order placement and payment collection system start-up
 - Telesurveillance activated in 90% of distribution sites

- The manufacturers contract renewal contemplates:
 - Joint management of the whole supply chain with manufacturers

Achievements in Non Tobacco: Integration of Terzia



- ☐ Terzia, small company distributing non-tobacco products to tobacconists and acquired from ETI, was transferred to Logista Italia
- Logista Italia is the reference stake-holder (68%) of Terzia Spa., the remaining 32% is controlled by FIT, Federazione Italiana Tabaccai, the most important Tobacconist Category Union in the Country (48,000 POS affiliated)
- ☐ Terzia is currently integrated into the wholesaling activity of the Group.



Financials



	FY	FY
_(€ mn)	Sep-04	Dec-05
IFRS Revenues	2502.2	2481.5
ECONOMIC SALES	190.8	175.5
EBITDA	56.3	53.5
Margin EBITDA / ECO SALES	29.5%	30.5%

□ Ebitda margin improved to 30.5%, despite a 6,1% fall in tobacco volumes during 2005

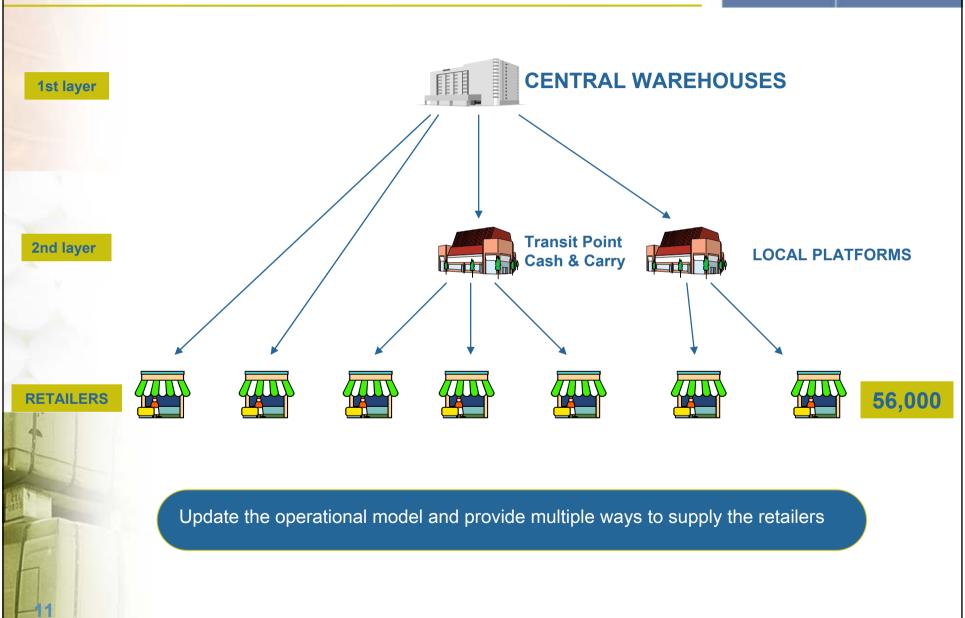
Future Actions



- Network modernization completion
 - Keep the lead of tobacco distribution, implementing services to Tobacconist and more efficiency to Producers
 - More flexibility in operational processes
- ☐ Creation of a multiple use distribution platform
 - Synergies within Companies
 - Territorial expansion of NTP activities
 - Access to €100 mn sales in other products to tobacconist
 - New channel activation
- New business start-up
 - Expand new channels & new products

Network Modernization





Conclusion



- □ Italian's tobacco market good performance during 2006 1H, with volumes up 0.9%, compared to a tough environment in 2005 when the anti-tobacco law was approved
- ☐ The restructuring plan goes ahead on our estimated schedule. Tobacco ebitda margins should gradually improve towards 2008
- □ Italy stands now as a unique platform to develop further, leveraging on management's know how and expertise. Partnerships, agreements and acquisitions could accelerate this development





Cash Flow generation & Financing policy

Pierre-André Térisse

Group CFO

Bilbao October 6th, 2006

A Strong Operating Performance



m€	2001	2002	2003	2004	2005	CAGR
Economic sales	3 077	3 182	3 385	3 557	4 112	7.5%
					–	1.070
EBITDA	887	971	1 078	1 104	1 232	8.6%
EBITDA Margin	28.8%	30.5%	31.8%	31.0%	30.0%	+ 23 bps

Reminder

- Strong performance
- Boosted by :
 - cost optimisation : 3 restructuring plans in 5 years
 - acquisitions : Morocco, Russia, Italy
- ☐ Impacted by materialisation of risks in France (2004) and Spain (2006)

Translating into Stronger Free Cash Flow



m€	2001	2002	2003	2004	2005	CAGR
EBITDA	887	971	1 078	1 104	1 232	8.6%
Interest cash out	-39	-36	-80	-80	-68	
Tax payments	-101	-260	-60 -160	-237	-06 -226	
Working cap.changes	-174	-285	-86	430	-332	
Extraordinary items	-277	-103	-40	-60	-144	
Capital Expenditures	-130	-137	-132	-150	-171	
Proceeds from disposals	82	93	293	91	187	
OPERATING FREE CASH FLOW	248	243	873	1 098	478	17.8%
3 years average			455	738	816	

^{* 2002} Capital expenditures : after 138 reclassification to M&A and working capital, in accordance with current IFRS

Operating Free Cash-Flow grew faster than EBITDA (although less regularly)

- □ Some cash tax benefits impacts not reflected in P&L
- □ Tighter management of working capital result in better control from 2002
- □ Tangible assets remained flat over the period despite perimeter changes
- □ Operating Free Cash-Flow now a key indicator for internal management
- 2006 H1 Operating Free Cash-Flow exceeding € 1.1 bn

Financial Policy Improving EPS



m€	2001	2002	2003	2004	2005	CAGR
EBITDA	887	971	1 078	1 104	1 232	8.6%
			,			
Depreciation & amortization	-248	-255	-281	-168	-195	
Extraordinary	6	-32	-251	0	17	
Financial charges	-45	-37	-83	-92	-88	
Income taxes	-206	-197	-143	-282	-337	
Associates	17	27	16	34	1	
Minority interest	-30	-42	-44	-57	-53	
Net Income Group share	380	435	293	539	577	11.0%
Average Number of shares	303	298	291	284	272	
EARNINGS PER SHARE	1.25	1.46	1.01	1.90	2.12	14.0%

^{*} Adj. EPS was €1.54 in 2003 (excluding one-off restructuring charge, net of taxes)

Share buyback enhanced earnings per share

- □ Net Income faster increase mostly attributable to 2004 IFRS transition and goodwill being no longer amortised
- □ Share buyback resulted into 3pts. additional EPS growth

A Strong and Sustainable Distribution Policy



	2001	2002	2003	2004	2005
Policy					
Dividend per share	0.62	0.70	0.80	0.90	1.00
% growth		13%	14%	13%	11%
Sharebuyback %	1.4%	2.7%	2.3%	3.3%	4.7%
Cash out in m €					
Cash out in m €					
<u>Cash out in m €</u> Dividend	186	204	228	247	261
	186 73	204 181	228 152	247 255	261 432
Dividend			_		
Dividend Sharebuyback	73	181	152	255	432

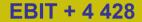
Altadis long distribution policy: continuous and growing returns to shareholders

- □ Double digit growth dividend per share policy consistent with EPS growth
- ☐ Share buyback progressively increased to 5%, after acquisition of Morocco
- □ Total yield of 7.3% in 2005 top of the industry

Altadis: 5 Years Financing at a Glance



€ mn



Deprec. + 844

Capex - 720

Restruct. - 624

Disposals + 746

WK. change

Interest - 303

Taxes - 984

65

+124

+ 122

- 447

- 1 287

M&A - 2,724

Régie des tabacs, Balkan Star, Etinera, JR Cigars, Aldeasa, Logistic Spain, Seita



+ Debt 2,026

Σ 4,971



Shareholders – 2,247

- Dividends 1,126
- Share buyback 1,093

What Drivers Tomorrow?



M&A - boost organic

Look for value creating

opportunities in 3 businesses
• catch opportunities from

performances:

consolidation

EBIT

Deprec.

Capex

Maintain capex below depreciation: 0
Focus on productivity

Restruct.

Disposals

Expected disposals exceed cash out for existing restructuring:

WK. changes

Medium term trend: 0

Interest

Taxes

Room for optimising tax and interest costs: +
Expected changes in tax laws: +



Debt

- Investment grade
- Use leverage to execute strategy



Outperform EBIT growth





Distribution – maintain existing policy

- Dividend policy consistent with EPS expectations
- Be in a position to resume 5% from 2008

66

Assets Management: Disposals



m€	2001	2002	2003	2004	2005	2006
Disposals	82	93	293	91	187	300

[Guidance]

□ Consistent track record in asset optimization

- Non core subsidiaries : Canary islands, Serventa in 2005-2006
- LT Financial investments in 2003.
- Permanent review and active disposal program
- Time management ensuring adequate proceeds

☐ Trend expected to continue over horizon of the plan

- € 300 mn guidance for 2006
- € 200-300 mn opportunities over 2007-2008

Investments



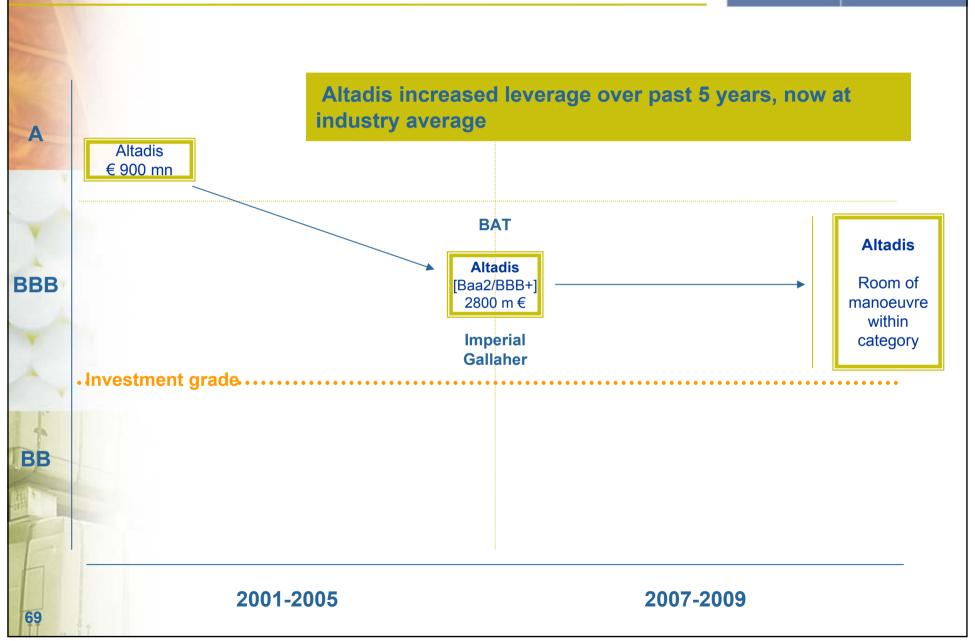
CAPITAL EXPENDITURES

m€	2001	2002	2003	2004	2005
0 11 15	100	10=	100	150	
Capital Expenditures	130	137	132	150	171
Depreciation & amortization	157	161	163	168	195
Capex / D&A	82.9%	85.3%	81.1%	89.1%	87.6%
Economic sales	3 077	3 182	3 385	3 557	4 112
% of Economic sales	4.2%	4.3%	3.9%	4.2%	4.2%

- □ Keep maintenance capex within depreciation levels
- Increase productivity-focused investments

Debt and Leverage: Room of Manoeuvre





Shareholders Return: Going Forward



Dividend policy confirmed

- EBITDA guidance drive double-digit Net income growth
- Allowing double-digit growth dividend policy

□ Share buyback on track

- Returning excess Operating Free Cash-Flow to shareholders for up to 5% p.a.
- Stand alone Operating Free Cash-Flow consistent with such policy
- 5% share buyback delivered despite Spanish crisis Expected all time high yield for 2006 FY
- 3% minimum guidance due to accounting constraints
- Strong confidence to unwind accounting constraints by end of 2007



Our Strategy – Towards Strong, Sustainable Growth

Antonio Vázquez Romero

Chairman of the Executive Committee and CEO

Bilbao October 6th, 2006

Our Vision & Strategy



Altadis is an integrated tobacco company, with a relentless focus on sustainable, profitable growth and continued shareholder value creation

In order to achieve our vision, we will:

- ☐ Develop our current business portfolio
- ☐ Further exploit operational synergies relating to our current business platform
- Optimise our corporate structure
- ☐ Seek opportunities for acquisitions and strategic alliances in each business area
- ☐ Continue to return excess cash to shareholders, provided there are no compelling investment opportunities

Key Ambitions and Goals



CIGARETTES

Targeted Geographies

- ☐ Grow through core business and alliances, catalysed by unique brands
- Optimise cost base to deliver growth on top of industry average
- □ Capture opportunities to step-change critical mass

CIGARS

Globalisation

- □ Domestic markets (USA, Spain and France) maintain share, value-add strategy
- □ Rest of Europe continue development of Cuban portfolio, optimise profitability
- □ Expand distribution in Rest of the World (premium and mechanised cigars)

LOGISTICS

Leverage Existing Platform

- □ Widen product scope in existing countries, while keeping leadership in tobacco
- □ Explore business expansion to Europe, taking advantage of existing infrastructure and relationship with tobacco manufacturers

CORPORATE

Enhance synergies and flexibility

- □ Adapt corporate structure to operations and strategy
- □ Increasingly capture group synergies
- Optimise financial structure to suit strategy

Altadis Going Forward



A continued success story

A sound strategy for the future

A committed management team and Board



Sustainable growth across all businesses

Continued financial discipline

Attractive rewards for shareholders

We are looking forward to the future!