

PRESS RELEASE  
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# Absolut's new Global Marketing VP has one agenda – mixing!

Absolut Vodka's new Vice President Global Marketing, Deb Dasgupta, believes that strategic collaborations and partnerships will be key enablers to propel Absolut's purpose of mixing – diversity, inclusivity and cultural fluidity.

Bringing with her over 18 years of experience, Deb embodies a unique blend of marketing expertise and commercial acumen. Having worked at various organisations such as Unilever, Reckitt and PepsiCo, across different global markets, Deb's career has spanned a diverse array of product categories, from beauty and personal care to home care and food and beverages. The work led by her has transcended geographies and cultural boundaries.

With an education and an early career in India, Deb quickly catapulted onto the global corporate stage. Her varied experience and marketing journey have epitomised adaptability and fluidity in a constantly changing global environment, establishing her as a cross-cultural champion. Deb believes, that in our fast-evolving world, the key to success is the ability to engage and mix a multitude of cultures and identities, using empathy as a driving force.

Deb firmly embodies the brand's philosophy of 'Born To Mix' – emphasising the fusion of partnerships and identities leading to ground-breaking work. While ushering in a new era for Absolut, Deb will continue to build on Absolut's determination to continually redefine the premium vodka market while believing that mixing people, ideas and drinks is a proponent for an inclusive, authentic, vibrant and fun-loving world.

**Deb says:** *"Our 'Born To Mix' philosophy provides us with the ideal canvas to craft a more inclusive and dynamic world. It demonstrates the power of mixing different people, perspectives and cocktails across geographies. It's deeply embedded in Absolut's DNA, serving as our secret sauce to convey compelling stories in a meaningful and authentic way. It's been designed to inspire all ages, genders and backgrounds to embrace each other and find true connections."*

**Deb adds:** *"Absolut has been a true cultural icon, that redefined the world of spirits with its unparalleled craftsmanship and artistic collaborations. We were celebrated for our engagement with legends across the pop cultural landscape. We are committed to continuing our collaboration with artists, designers and musicians to champion cross-cultural fluidity."*

Stéphanie Durroux, Chief Executive Officer, The Absolut Group, welcomed Deb's appointment, which comes with Absolut Vodka continuing to play a leading role in shaping the premium vodka category across the globe. Sales in FY22/23 grew 10 per cent, with a record 12.7 million 9-litre cases sold worldwide.

**Stéphanie Durroux, says:** *"We are delighted that Deb has joined our leadership team as Absolut Vodka looks to continue its growth momentum. Her passion for culture and progression shines through. Deb has worked across diverse cultures, geographies, categories and brands. Her extensive*

*experience will be invaluable as we dial up inclusivity mixing cultures, keeping the Absolut brand relevant and salient."*

### **About Absolut Vodka**

Absolut Vodka is a world-leading premium spirit, made in one of the most energy-efficient distilleries in the world. Every drop of Absolut Vodka is produced in and around Åhus in southern Sweden – and while Sweden is its home, Absolut Vodka spans more than 140 markets around the world. Part of the Pernod Ricard group since 2008, Absolut Vodka is a champion and platform for social progression through creative collaborations and innovative products – its iconic bottle has been interpreted hundreds of times by renowned international artists and fashion designers. It was the inspiration behind the flavoured spirits market with the launch of the world's first flavoured premium vodka, Absolut Peppar, in 1986.

### **About The Absolut Group**

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

### **About Pernod Ricard**

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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