

HABANOS SA

2023 Oct , 12

## Corporación Habanos, S.A. is pleased to announce that Mrs. Beatriz Garrido García has been appointed as the new Operational Marketing Director

Corporación Habanos, S.A. is pleased to announce that Mrs. Beatriz Garrido García has been appointed as the new Operational Marketing Director, approved by the Habanos, S.A. Shareholders' Meeting.



Beatriz Garrido has a degree in Scientific and Technical Information and Master in Business Management and Marketing. She has been linked to the world of Habanos since 1997, starting as a Commercial Information Specialist for the Operational Marketing Division and in 2001 she served as Market Intelligence Specialist belonging to the Strategic Marketing management. Later on, her career was

consolidated and in 2009 she was appointed to the position of Market Supervisor at Tabacalera S.L.U., until 2013. As of that date, she began to work in the Commercial Management as an international saleswoman. In 2017 she served as Corporate Director in the company Phoenicia Trading, Exclusive Distributor for Africa and Middle East. Later, she held the position of Commercial Director of Cigarte Ibérica based in Spain. Before being appointed as Operational Marketing Director she served as International Market Supervisor.

We wish Mrs. Garrido success in her new roles.

Corporación Habanos, S.A.

Corporación Habanos, S.A. is a world leader in the commercialization of Premium cigars both in Cuba and in the rest of the world. For this purpose, it has an exclusive distribution network present in the five continents and in more than 140 countries.

Habanos, S.A. commercializes 27 Premium brands Totally handmade and identified as Protected Appellations of Origin (P.A.O.), including Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey and H. Upmann, among others. Habanos have been made Totally handmade for more than 500 years and since then they have become a benchmark worldwide.

For more information, please contact:

Habanos, S.A.

Habanos Comunicación [habanoscomunicacion@habanos.cu](mailto:habanoscomunicacion@habanos.cu)