

MANIFATTURE SIGARO TOSCANO

Company presentation

MANIFATTURE SIGARO TOSCANO

NUMBERS 2024

136

MIN €

TURNOVER
2024

245

MLN

**NUMBER OF
CIGARS PRODUCED**

530

**NUMBER OF
EMPLOYEES**



TOSCANO & TOSCANELLO IN THE WORLD

60

NUMBER OF
COUNTRIES



TOSCANELLO
best seller cigar in Europe*



Best seller cigar in
Italy (90% Market Share)
Turkey (54% Market Share)
Greece (34% Market Share)
Serbia (82% Market Share)
Austria (31% Market Share)
....end TOP five in many others



DUTY FREE AND TRAVEL RETAIL



54

**DISTRIBUTION
COMPANIES**

67

**International
Airports**

32+
MLN

SELL OUT 2024

A top-down view of a cigar-making workshop. In the center, a person's hands wearing blue nitrile gloves are working on a wooden tray. To the left, a large knife with a wooden handle lies on a wooden surface. Above the hands, a metal tray holds numerous cigars. To the right, a metal bowl is visible. The background is filled with various tools and materials used in cigar production. The entire image has a dark, muted color palette with a semi-transparent overlay.

TOSCANO CIGAR HISTORY

FROM 1815

1815

FLORENCE, ITALY

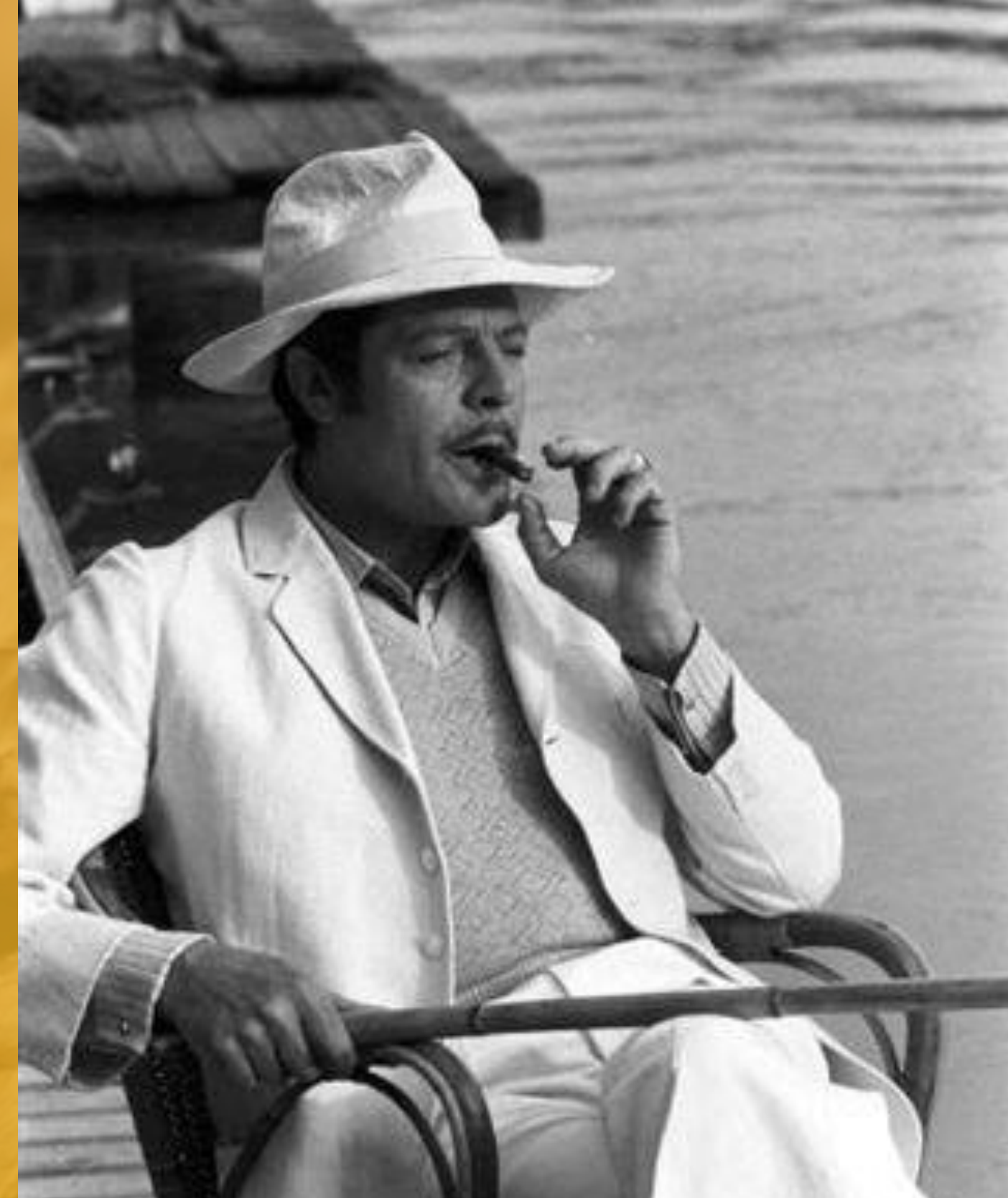


In August 1815, in the Florence tobacco factory, tobacco - left to dry in the summer sun – was soaked by a violent downpour. Since they couldn't throw the tobacco 'into the River Arno', the staff decided to produce cigars to be sold in Florence. Those cigars were a huge hit soon. Water had caused the tobacco fermentation, giving it a 'brand-new' flavor.

The legend of TOSCANO® cigar was born, and it's been in continuous production since 1818.

Ever since it was first created, the TOSCANO® cigar has been closely connected to Italian history. It's part of the culture, style and creativity of the great Italian manufacturing industry and emblematic of the Italian lifestyle.

Many legends of cinema, sports and culture are part of our family





A UNIQUE SELLING PROPOSITION

WHY CHOOSE TOSCANO CIGARS

A UNIQUE MANUFACTURING



100% KENTUCKY
TOBACCO



FIRE-CURED



FERMENTED

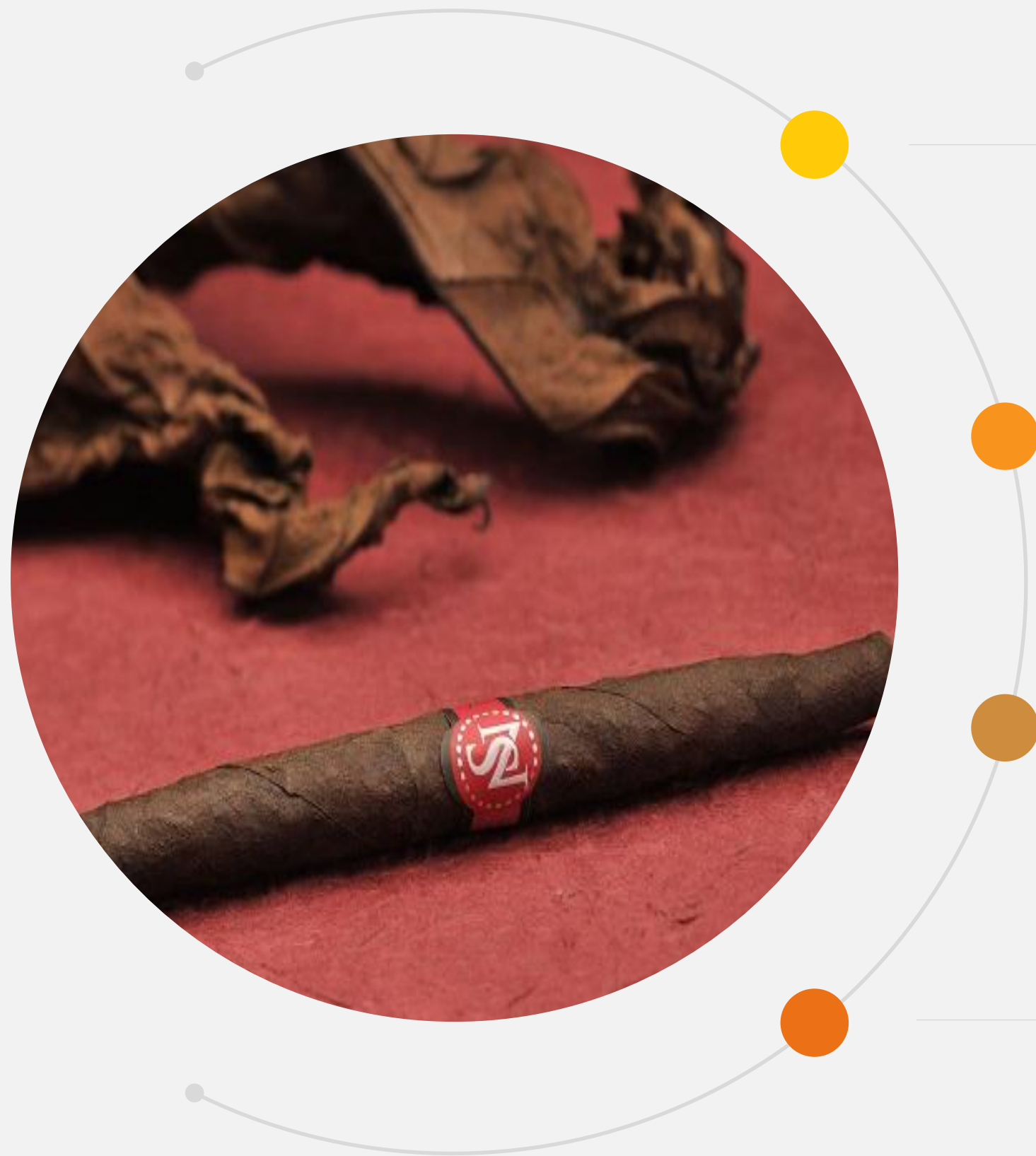


SEASONED/AGED



UNIQUE SHAPE

FOR A UNIQUE CIGAR



HIGH QUALITY

An iconic taste and shape, no need to light up to taste the aroma.

FRIENDSHIP CIGAR

It can be shared with a friend by splitting it in half.

TASTE IN ANY WAY

The humidor is not mandatory, and it can be kept outside.

EASY TO MANAGE

It can be lighted up or put out as many times as wanted.

AN ITALIAN WAY OF LIFE



A TYPICAL ITALIAN
PRODUCT

THE BEST-SELLING
CIGAR IN ITALY

(90% OF MARKET SHARE)

200 YEARS OF HERITAGE

THE TRADITION OF
MANUFACTURING BY HAND

TOSCANO vs. CARIBBEAN CIGARS

TWO EXCELLENT PRODUCTS, ALBEIT VERY DIFFERENT



TOSCANO CIGARS

- ✓ Kentucky tobacco only
- ✓ Fire cured tobacco
- ✓ Only wrapper and filler
- ✓ Can be maintained outside the humidor
- ✓ Unique shape
- ✓ Flavors: wood, roasting, peat, leather, stable
- ✓ Can be re-lighted

CARIBBEAN

CARIBBEAN CIGARS

- ✓ Different tobacco blends
- ✓ Air cured tobacco
- ✓ They have a wrapper, a binder and a filler
- ✓ Must be stored in the humidor
- ✓ Different shapes
- ✓ Flavors: malt, soft mood, dried fruit, spices



LEAF ITALIA
Tabacco DF Italia

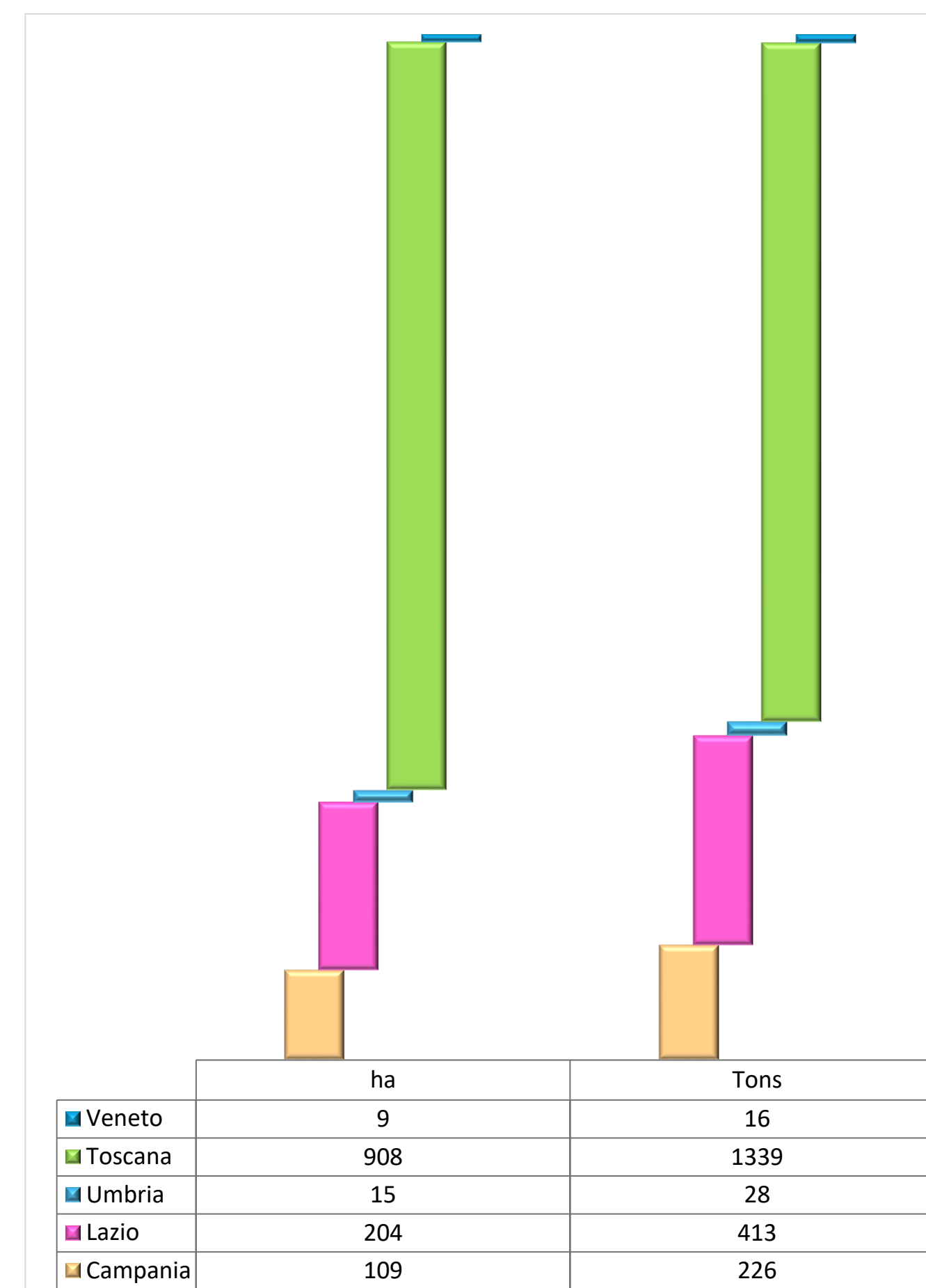


2. Varietal distribution in Italy

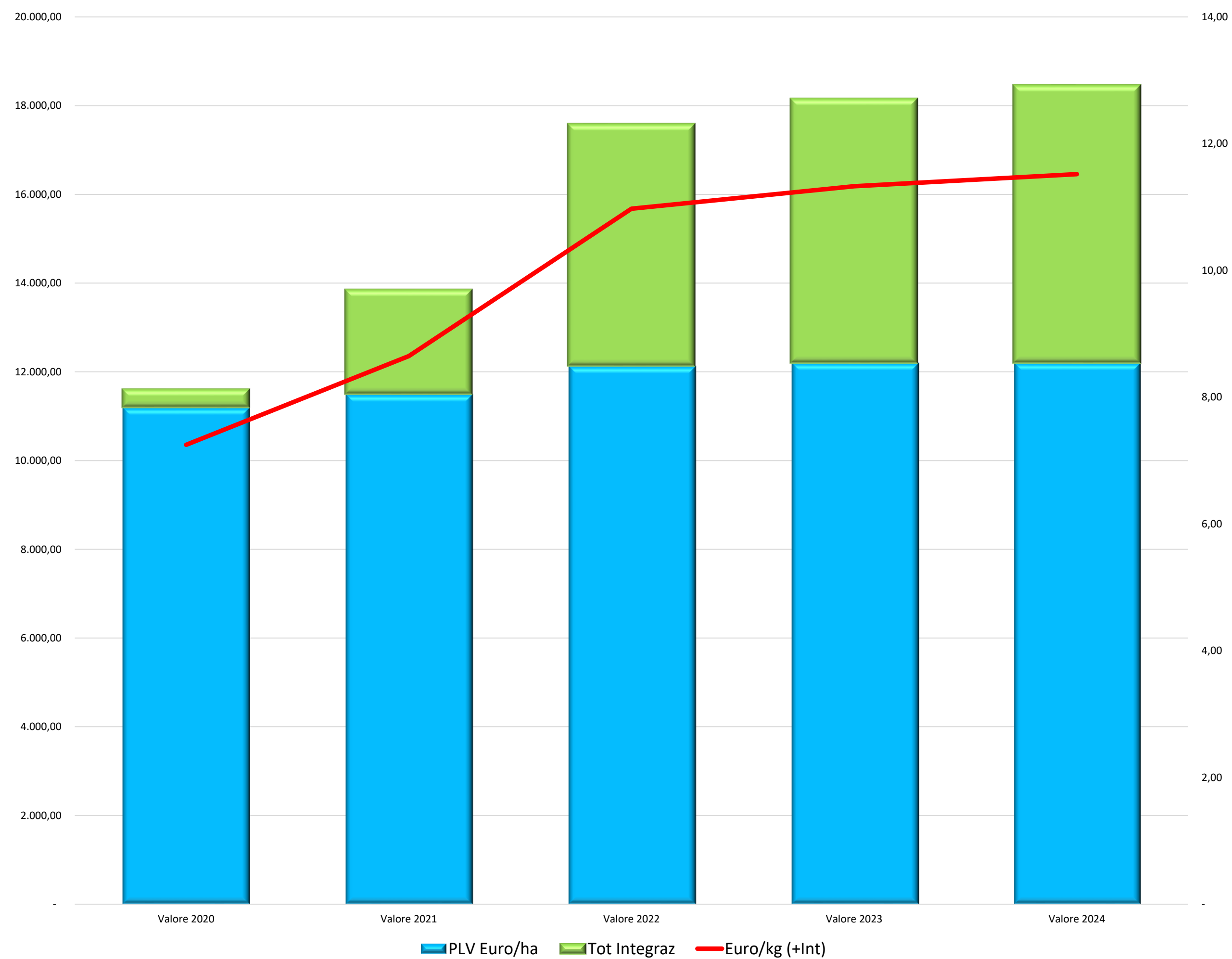


Variety	Ha (2023)
Virginia	6.731
Burley	1.564
Dark T.	278
Kentucky	1.557

3. Crop 2024 MST



Variable gross pay/ha and average purchase prices over the last 5 years



Toscana-Umbria	January	February	March	April	May	June	July	August	September	October	November	December
Seedbed												
Transplanting												
Earthing up the soil												
Topping												
Harvest												
Sorting												
Delivery												
Veneto	January	February	March	April	May	June	July	August	September	October	November	December
Seedbed												
Transplanting												
Earthing up the soil												
Topping												
Harvest												
Sorting												
Delivery												
Lazio	January	February	March	April	May	June	July	August	September	October	November	December
Seedbed												
Transplanting												
Earthing up the soil												
Topping												
Harvest												
Sorting												
Delivery												
Campania	January	February	March	April	May	June	July	August	September	October	November	December
Seedbed												
Transplanting												
Earthing up the soil												
Topping												
Harvest												
Sorting												
Delivery												



Seedbed:
February- June



Transplanting:
May - July



Earthing up the soil:
June - August



Topping:
July - September



Harvest:
August - October



Curing:
August - October

7.

Leaf by leaf harvesting



8. Stalk cut harvesting



9. Curing barns



10. Seed production





MANIFATTURE SIGARO TOSCANO

ITALIAN DF SOSTANAIBILITY



MST e l'Italia

- Job security - approximately 400 people in Italy on 2024 with salaries of over €25 million
- Four local sites (Lucca, Cava de' Tirreni, Foiano della Chiana, Rome)
- Excise revenue of over €45 million, plus €34 million in VAT
- Approximately 2.1 million kg of DF tobacco purchased in Italy for a value of over €25 million
- Approximately 200 tobacco growing companies
- Approximately 2.000 indirect employees

Sostenibilità filiera tabacchi DF

- Memorandum of Understanding with MIPAF for the purchase of all Kentucky tobacco produced in Italy from 2022 to 2025, ten-year agreement with MASAF from 2025 to 2035
- Promotion and participation in the DF tobacco supply chain roundtable
- Manual of Good Agricultural Practices;
- Incentive projects aimed at generational turnover and infrastructure investments



- The development of the Kentucky tobacco supply chain in Italy, primarily for agricultural producers, cannot ignore the resolution of the main underlying issues and a focus on strategic objectives, which can be summarized as follows:
- **the progressive aging of farmers** and the need to attract young people;
- **stabilizing producer incomes**, counteracting increasingly frequent and unpredictable fluctuations, often linked to reduced yields due to adverse weather conditions or the emergence of plant diseases not covered by traditional non-life insurance, but also to unexpected increases in production costs, particularly for raw materials, inputs, and labor;
- **research and testing of new technologies** for tobacco cultivation and processing aimed at reducing environmental impact and optimizing economic efficiency;
- **identifying innovative and effective systems** to ensure the recurring availability of adequately trained seasonal labor for farms;
- **promoting the ongoing training of farmers** and all supply chain workers, taking into account the specificities of some production phases of DF tobacco (e.g., fire-curing).



- For years, MST has been incentivizing and supporting production with a **price increase policy** aimed at ensuring the long-term sustainability of crops, given rising raw material and energy costs, as well as significant labor supply challenges and the frequent occurrence of hailstorms:
 - Price increases for strategic grades (quality range and fillings);
 - Incentives per hectare cultivated and per kg delivered;
- **Incentives to support generational turnover:** support for infrastructure investments (e.g., agricultural vehicles, warehouses, curing ovens, etc.);
- **Technical-agronomic support projects:** technical-agronomic experimentation (testing new seed varieties/cultivars, new cultivation techniques and use of plant protection products, updates to the care phase, digitalization projects) with the goal of minimizing the use of resources/materials and thus reducing costs associated with cultivation with lower environmental impact and sustainability;



- **Support for businesses and associations in participating in development/investment programs related to the supply chain:** the Tuscany Region's Integrated Supply Chain Project, Supply Chain and District Contracts (V Call), Participation/Promotion of the Technical Roundtable on Kentucky Tobacco established at MASAF;
- **Technological innovation projects by MST supplier farms** for the implementation of precision agriculture with the aim of optimizing and rationalizing the use of water and pesticides;
- **New production trials in other areas:** revitalization of suitable areas and in areas historically producing DF tobacco.





MANIFATTURE
SIGARO
TOSCANO



GRAZIE!

