



Oettinger Davidoff

INNOVATION. PASSION. INTEGRITY

VISION

Oettinger Davidoff is a passionate family company of brands anchored around Davidoff. Our vision is to be the innovation and consumer experience leader in the branded, premium cigar and accessories categories. Our purpose is to provide pleasurable, memorable moments in people's lives.

Proud of our Swiss heritage, we are committed to outstanding quality and craftsmanship. Our mission is to delight and surprise our global consumers by delivering unique brands and unrivalled retail experiences.

We will build pride in our teams through an ethical supply chain from crop-to-shop and by engaging in our communities as a key component of our corporate social responsibility.

We will be the indispensable business partner in all sectors and categories we choose to operate in - indispensable for our customers and distributors as well as for other companies, who entrust us with the development of their brands.

Through building long lasting relationships with our customers and consumers, we will build shareholder value and provide our people with a challenging and rewarding work environment and we will always conduct ourselves with unquestionable integrity.

VALUES

Our customers and our people are our most important assets.

Passion for quality and innovation define our work.

Our culture is about a desire to win, executional excellence, transparency, ambition and collaboration.

We value honesty, integrity, accountability and diversity.

We reward performance, leadership and results.

We are fair and listen to each other and we expect all of us to always look for a better way.

We protect our physical assets and workplaces.