



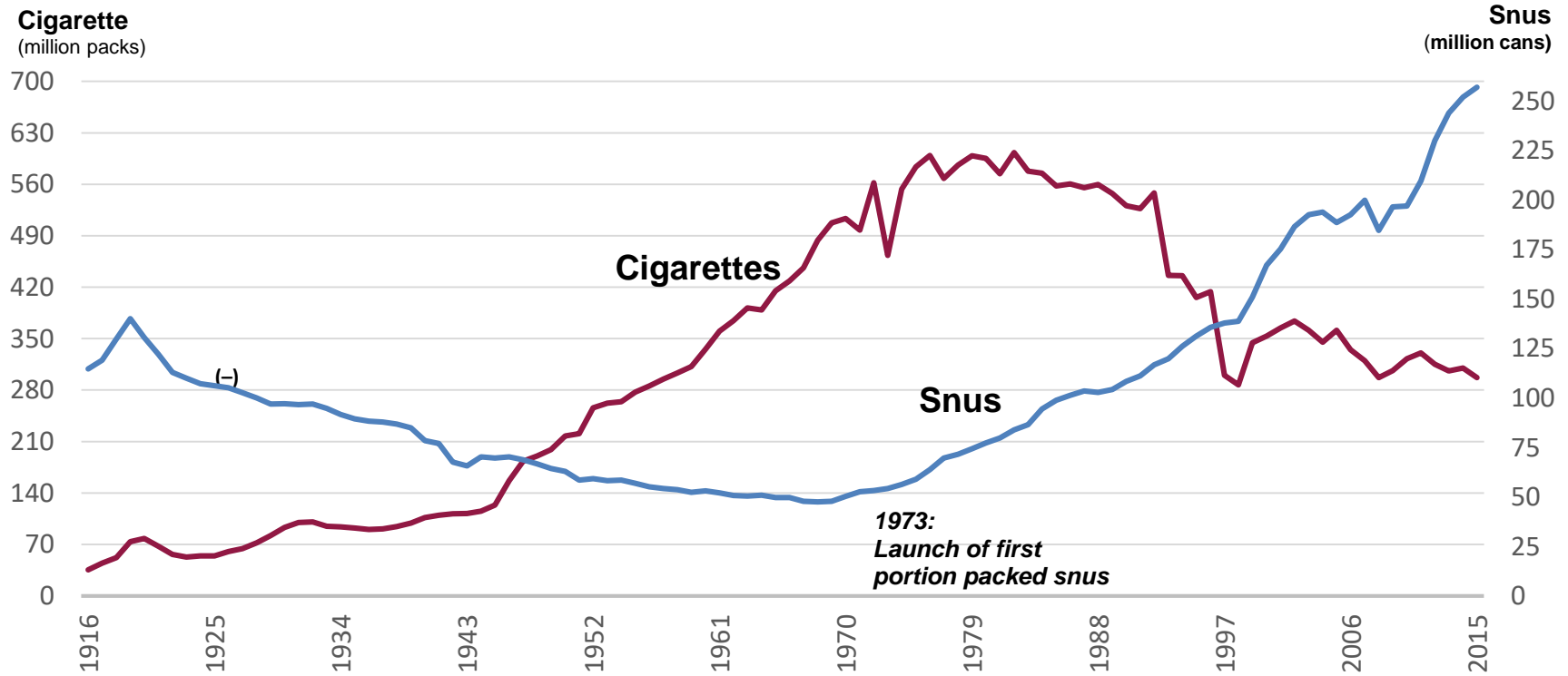
Where are the Large Domestic and International Tobacco Companies Headed?

☆☆☆
Swedish Match®



“A World Without
Cigarettes”

VOLUME TRENDS SNUS/CIGARETTES SINCE 1916



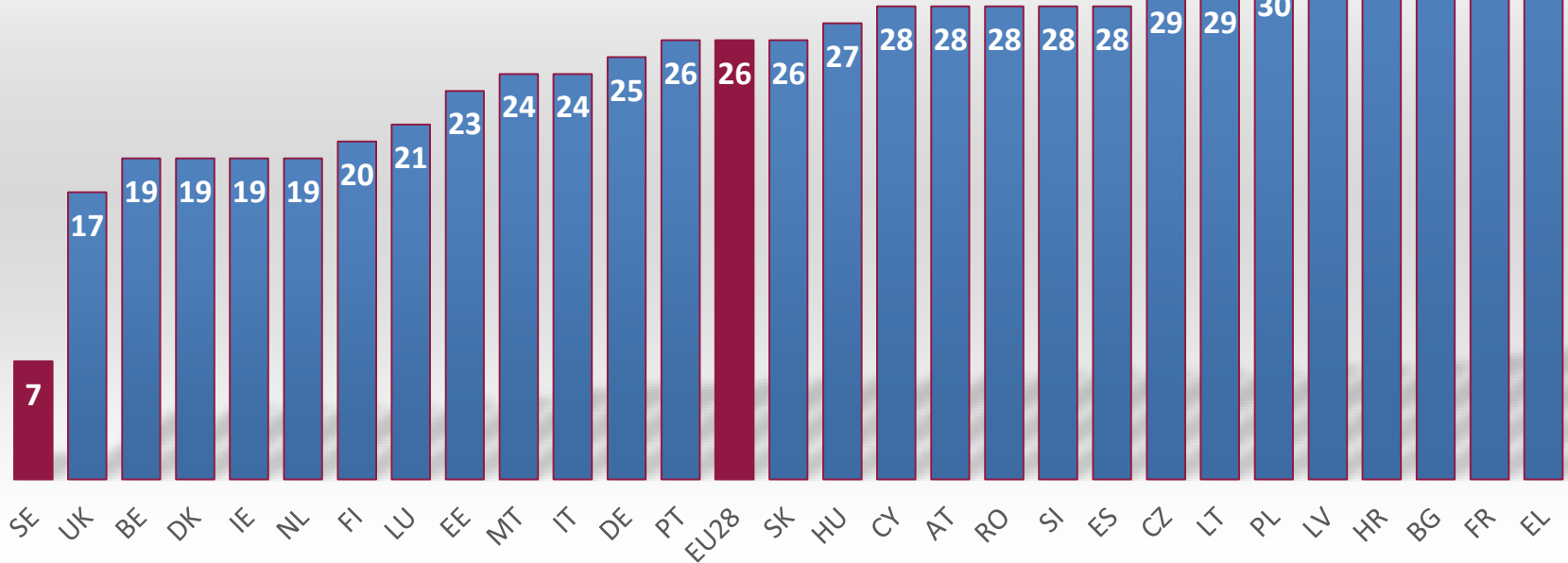
Source: Swedish Match estimate.

Prevalence of smokers in EU28 – Eurobarometer, 2017

EU28 - stable

Sweden - greatest decline in last two years

Sweden - least cigarettes per cigarette user



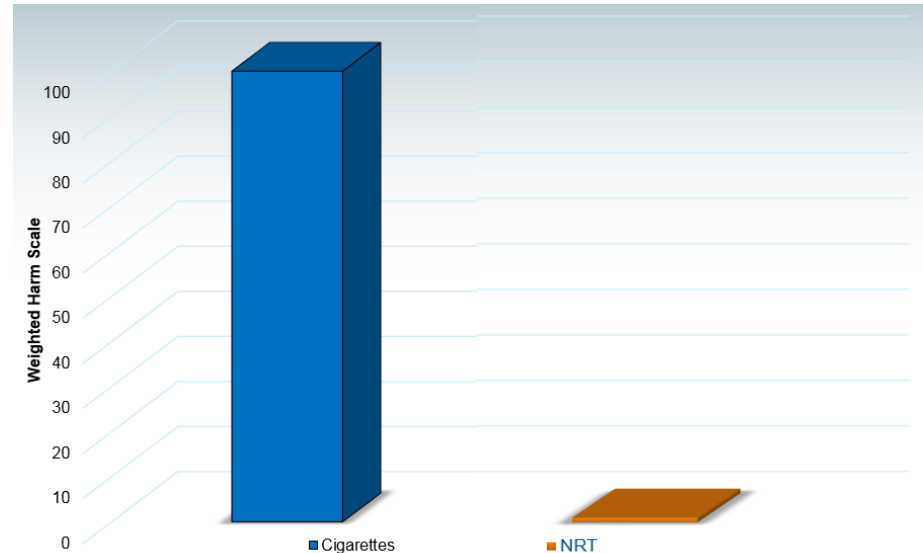
What is required to replicate Swedish experience in the US

Consumer understanding of continuum of risk

- FDA communication
- MRTP
- Standards

Attractive products

- PMTA
- Flavors
- SE process



The Swedish Match FDA experience

Snus PMTA

- Demonstrated that it can work
- Characterized General snus products as “appropriate to the protection of the public health.”

Snus MRTP

- It will be confusing for the consumers with unchanged warning labels