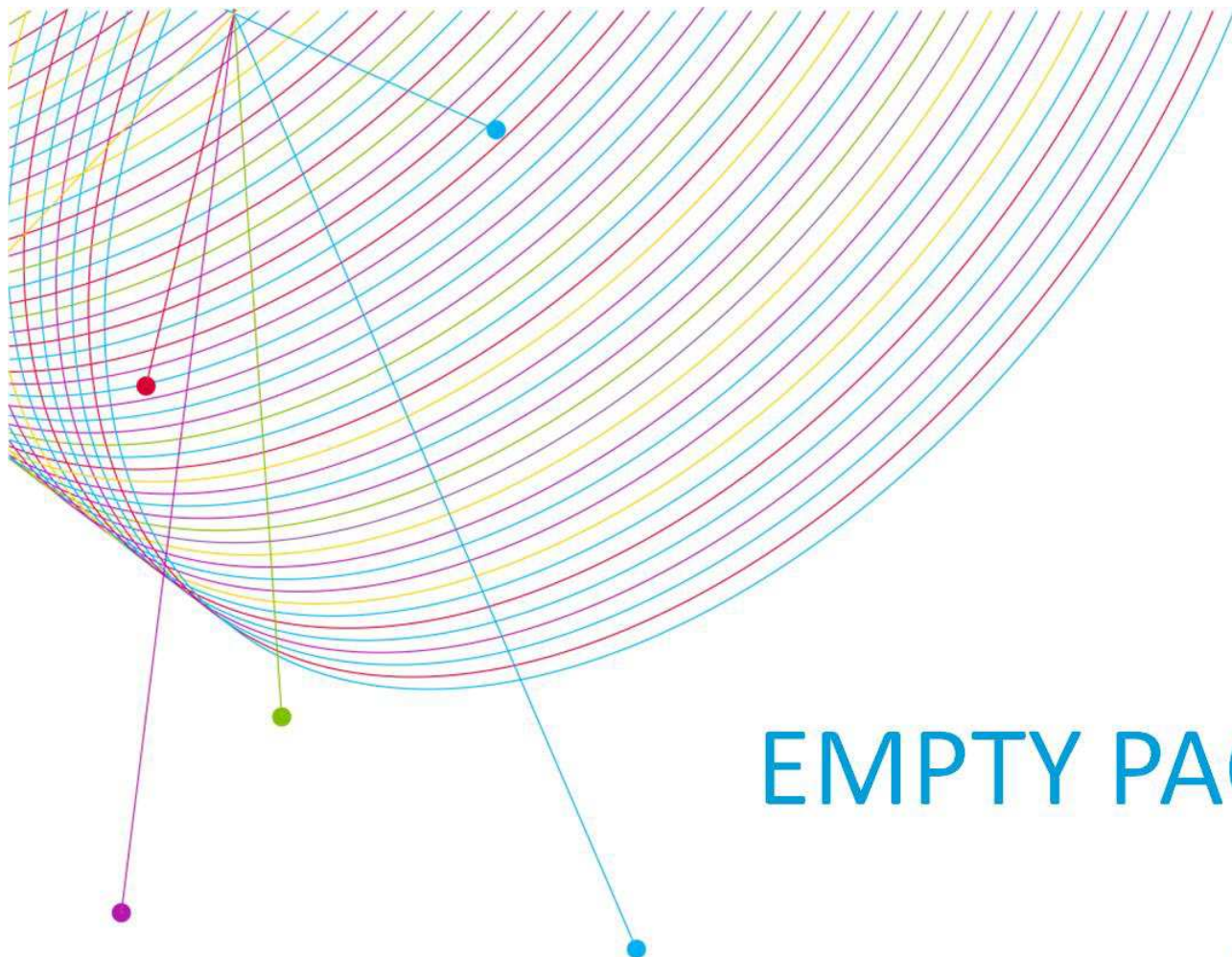
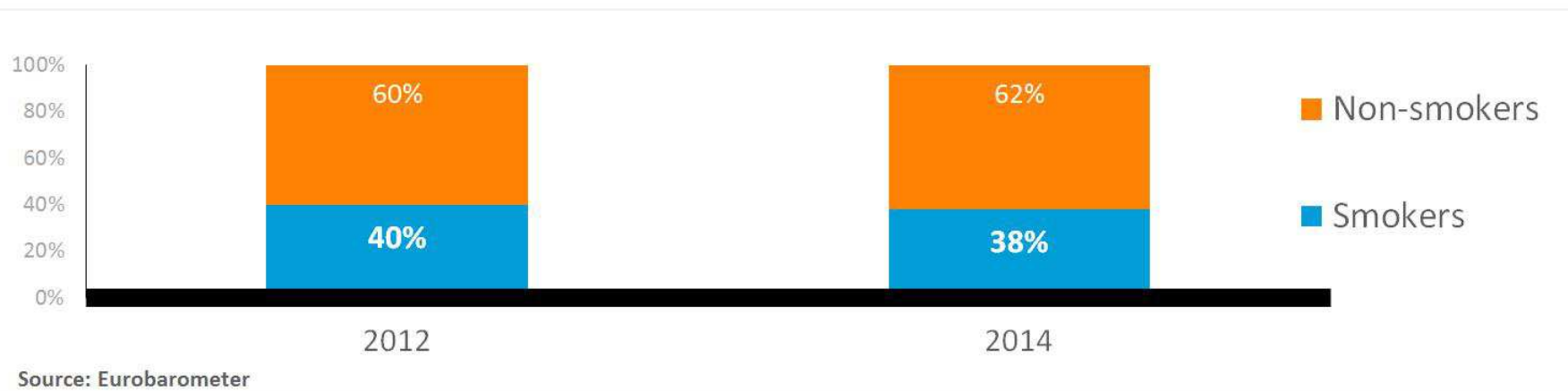




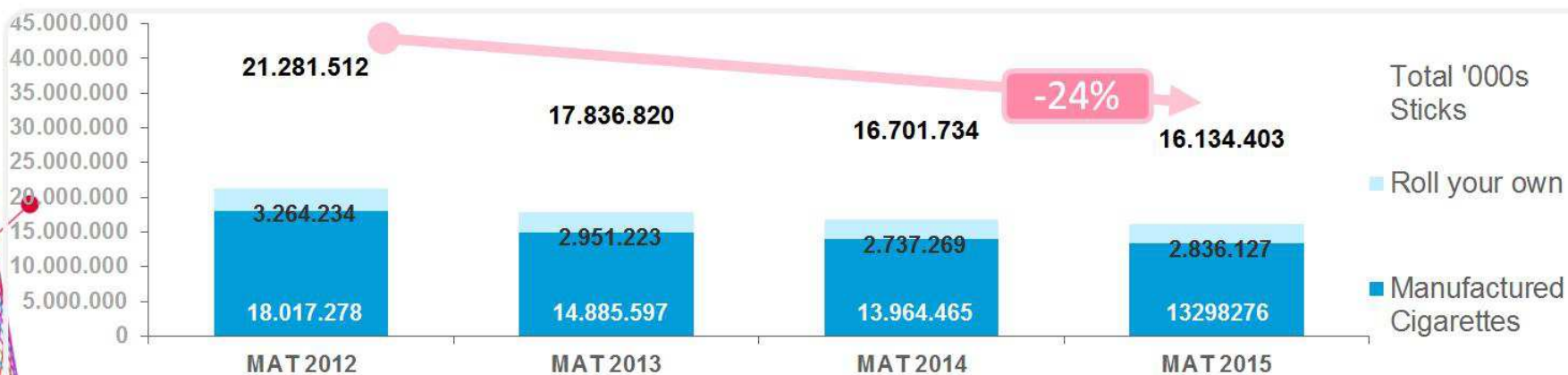
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EMPTY PACKS SURVEY REPORT GREECE 2015 Q2

SMOKING INCIDENCE IN ADULT POPULATION



EVOLUTION OF SALES



Empty Packs Greece (2015 Q2)

EMPTY PACKS SURVEY



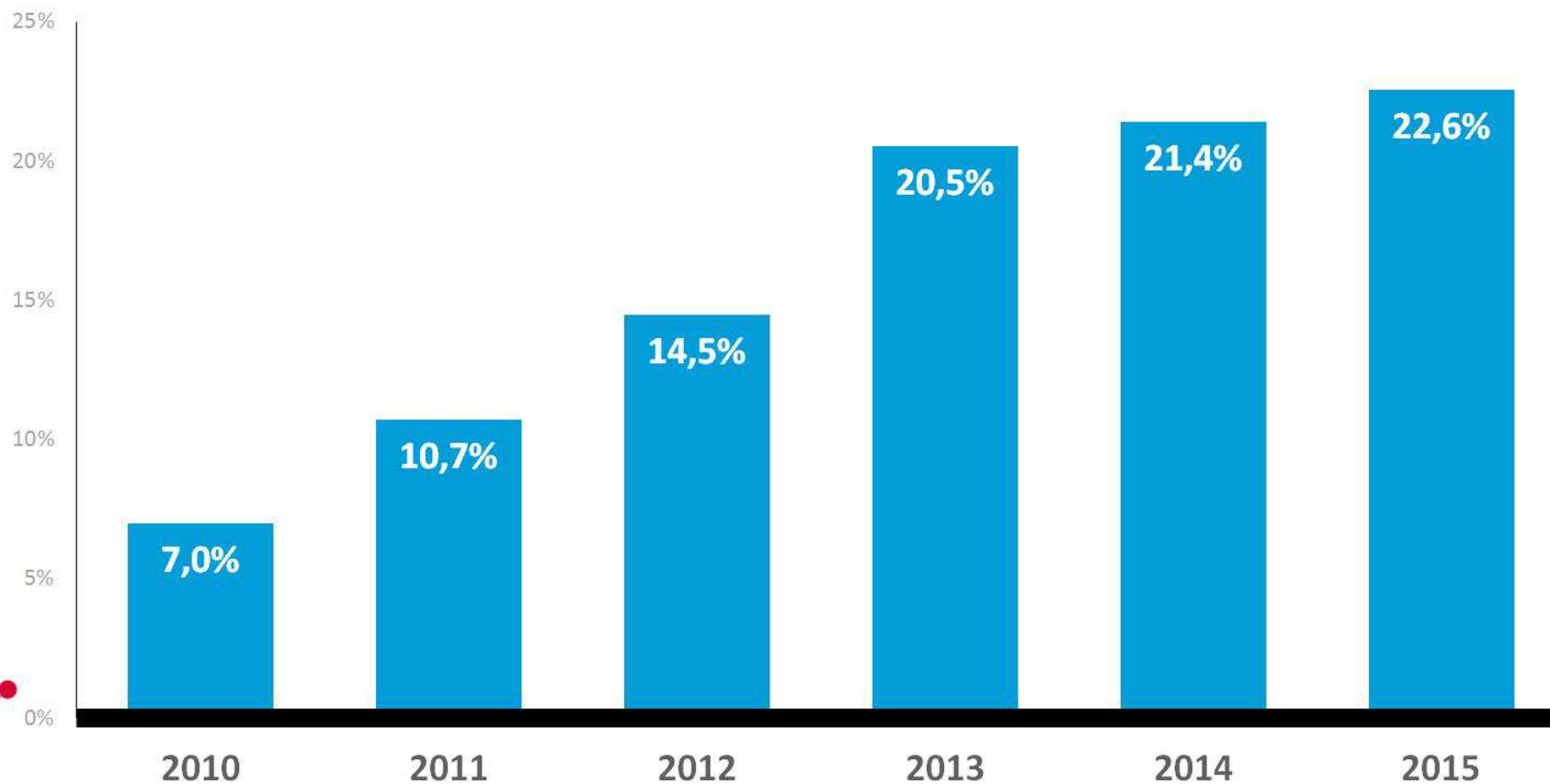
Empty Packs Greece (2015 Q2)

City	Population	Sample (packs)	Weighted
Athens	664.046	1.100	1.234
Thessaloniki	325.182	600	604
Patra	213.984	400	398
Iraklion	173.993	300	323
Piraeus	163.688	300	304
Larisa	162.591	300	302
Volos	144.449	300	268
Peristeri	139.981	300	260
Rodos	115.490	200	215
Ioannina	112.486	200	209
Chania	108.642	200	202
Acharnes	106.943	200	199
Nikaia	105.430	200	196
Chalkida	102.223	200	190
Kerkyra	102.071	200	190
Kordelio-Evosmos	101.753	200	189
Kallithea	100.641	200	187
Pavlos Melas	99.245	200	184
Agrinio	94.181	200	175
Kalamaria	91.279	200	170
Total sample	3.228.298	6.000	6.000
Total population	10.787.690		
Coverage	30%		

Source: Census 2011 (<http://www.statistics.gr>)

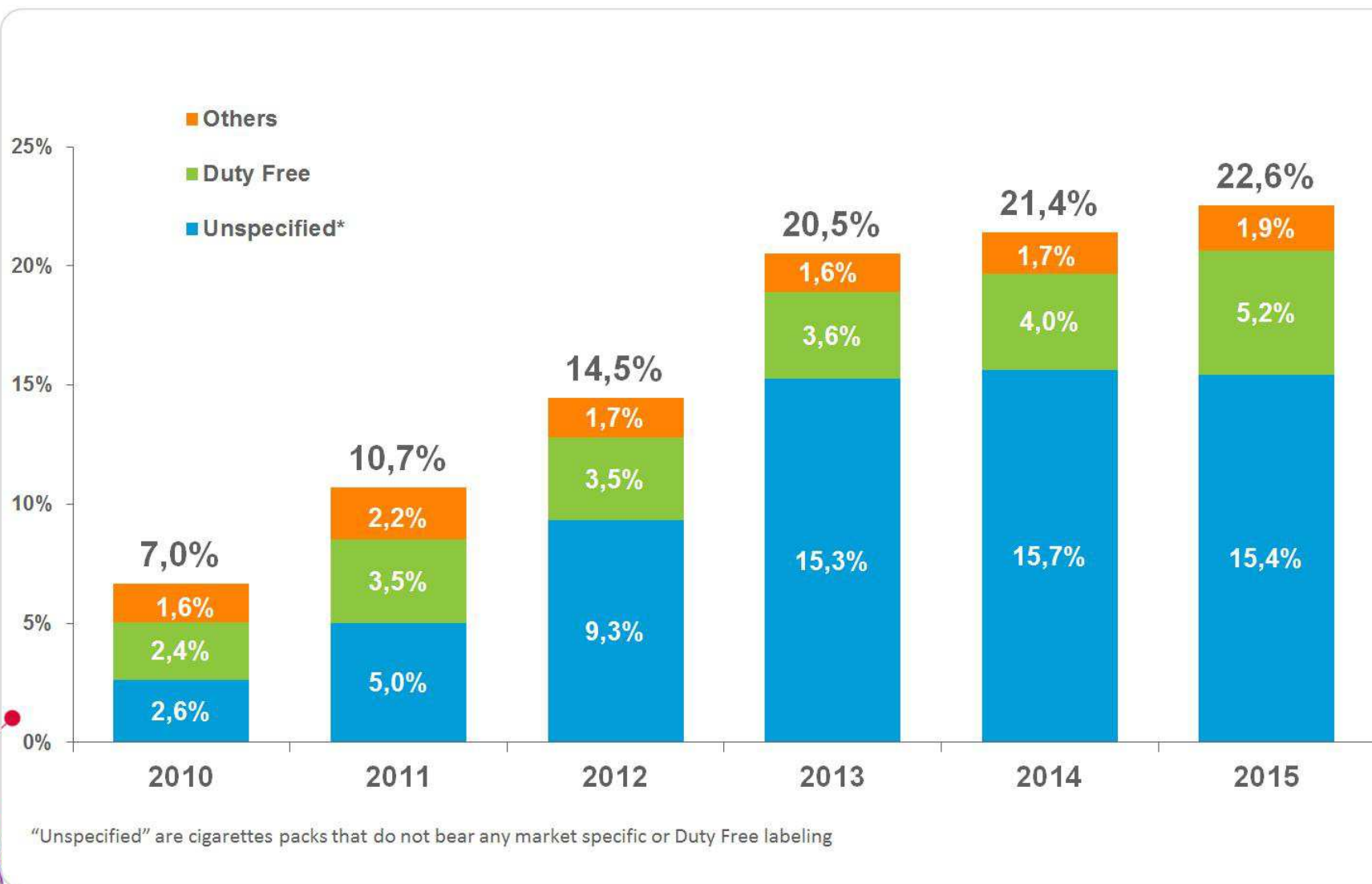
NON-DOMESTIC INCIDENCE

Non-domestic incidence (based on number of sticks)



Empty Packs Greece (2015 Q2)

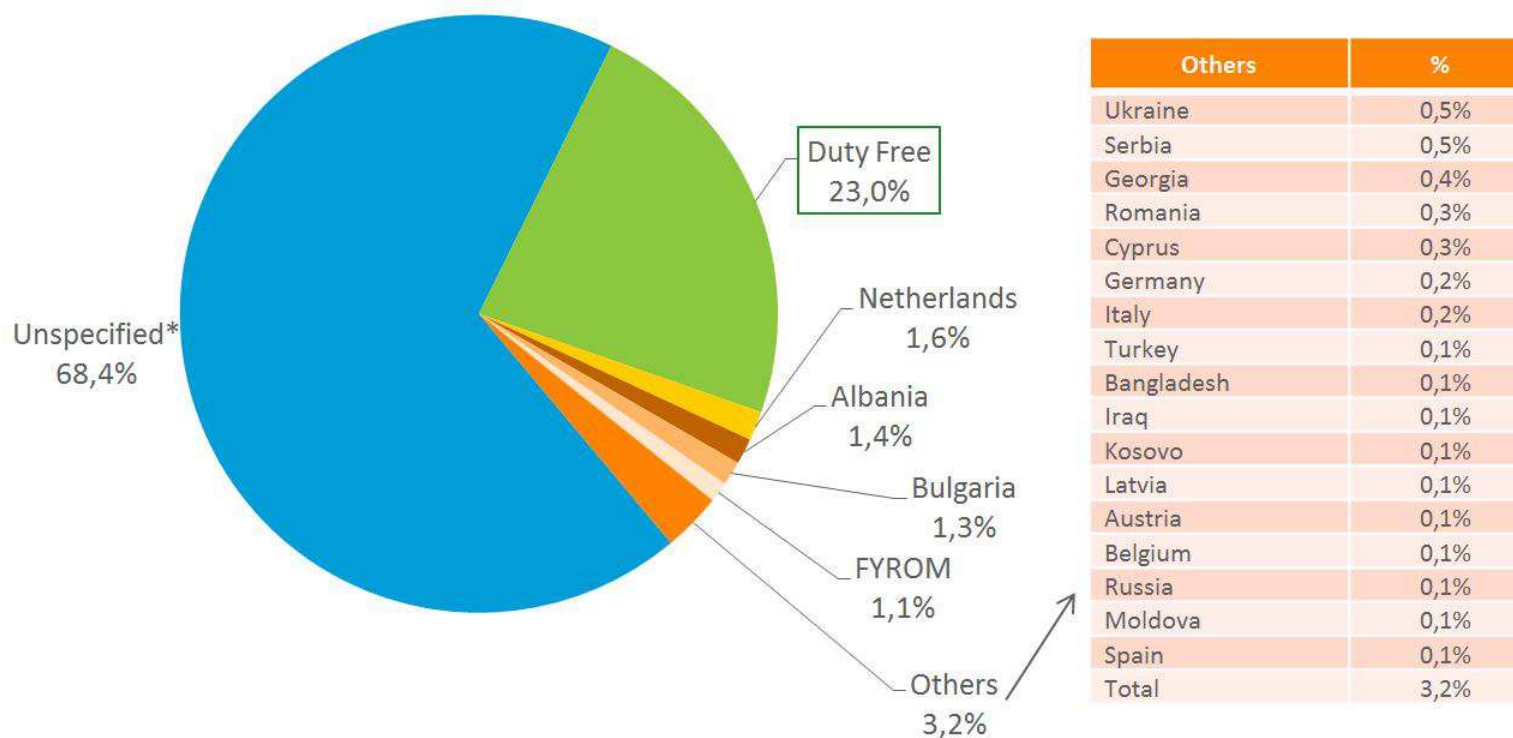
NON-DOMESTIC BREAKDOWN BY MARKET VARIANT



Empty Packs Greece (2015 Q2)

NON-DOMESTIC BREAKDOWN BY MARKET VARIANT

Q2 '15



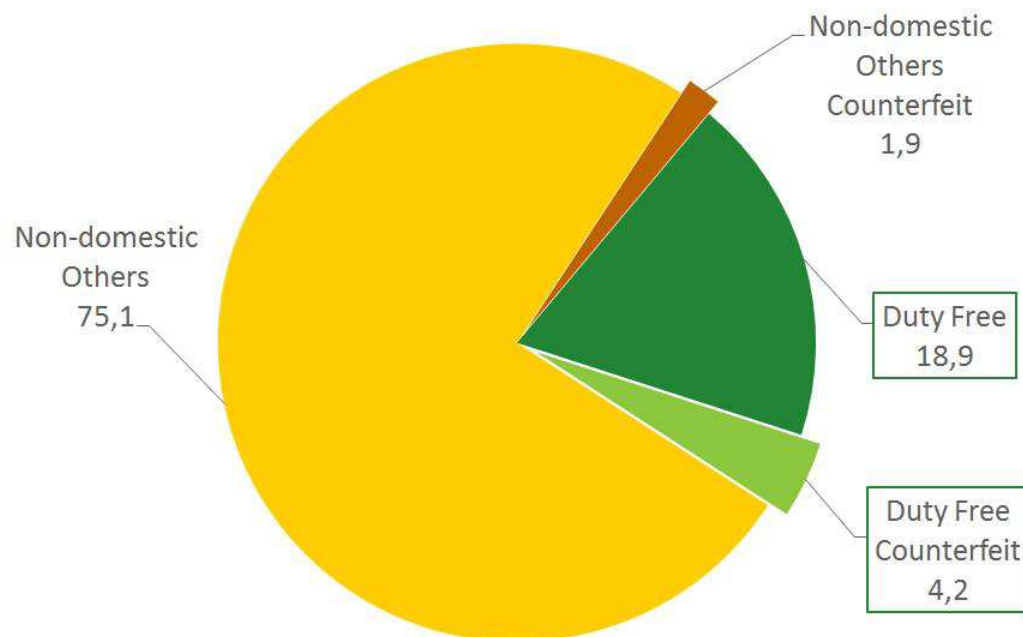
"Unspecified" are cigarettes packs that do not bear any market specific or Duty Free labeling.

"Domestic" and "Non-domestic" incidences are used for comparison among companies. They may include genuine and counterfeit items.

Empty Packs Greece (2015 Q2)

NON-DOMESTIC BREAKDOWN

Q2 '15



Empty Packs Greece (2015 Q2)

EXAMPLES OF NON-DOMESTIC PACKS

Brand:

Company:

Market Variant:

Royal

FDS (Sarajevo)

Unspecified*



Gold Mount

Kaanee American Intl Tobacco

Unspecified*



RGD

China Tobacco Hubei

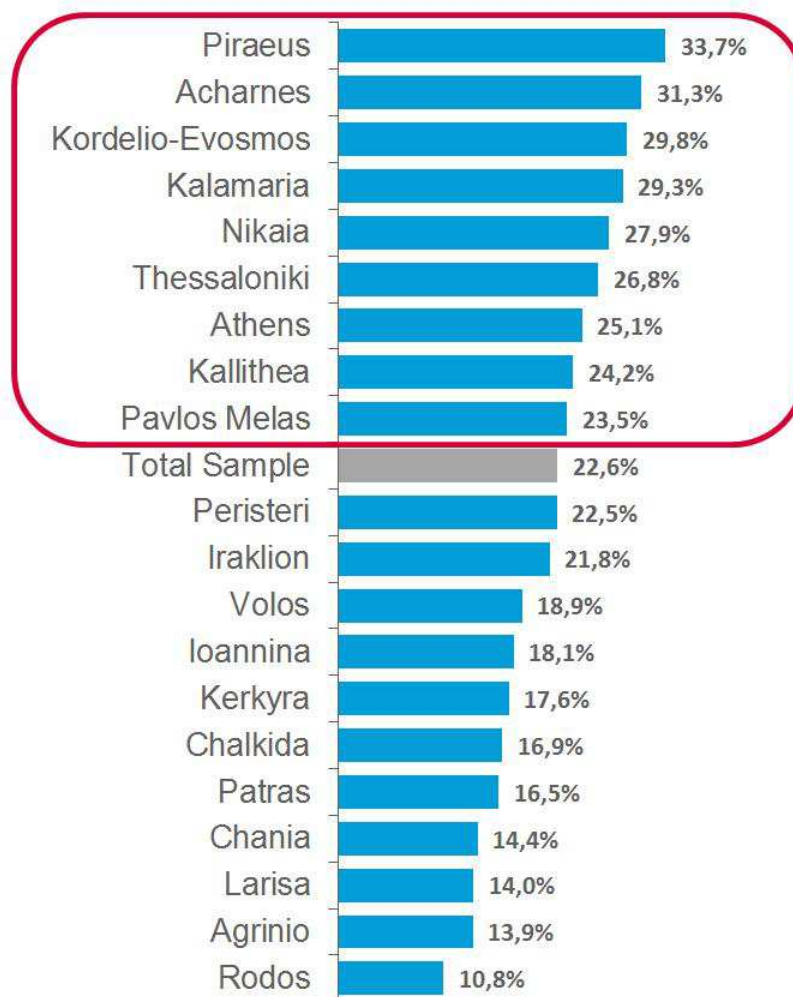
Unspecified*



* "Unspecified" are cigarettes packs that do not bear any market specific or Duty Free labeling.

Empty Packs Greece (2015 Q2)

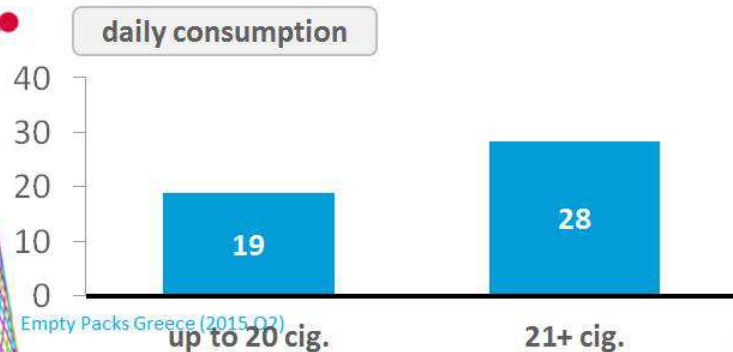
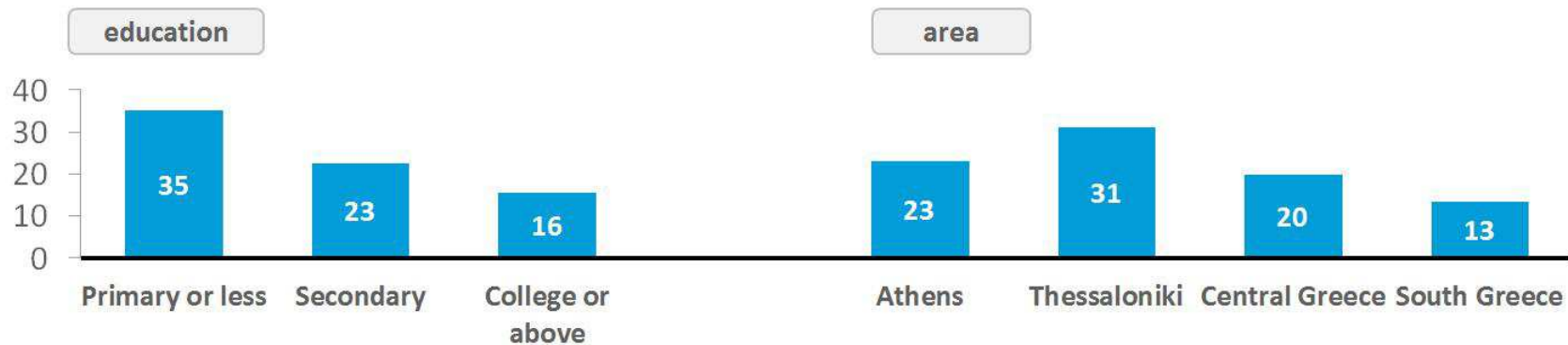
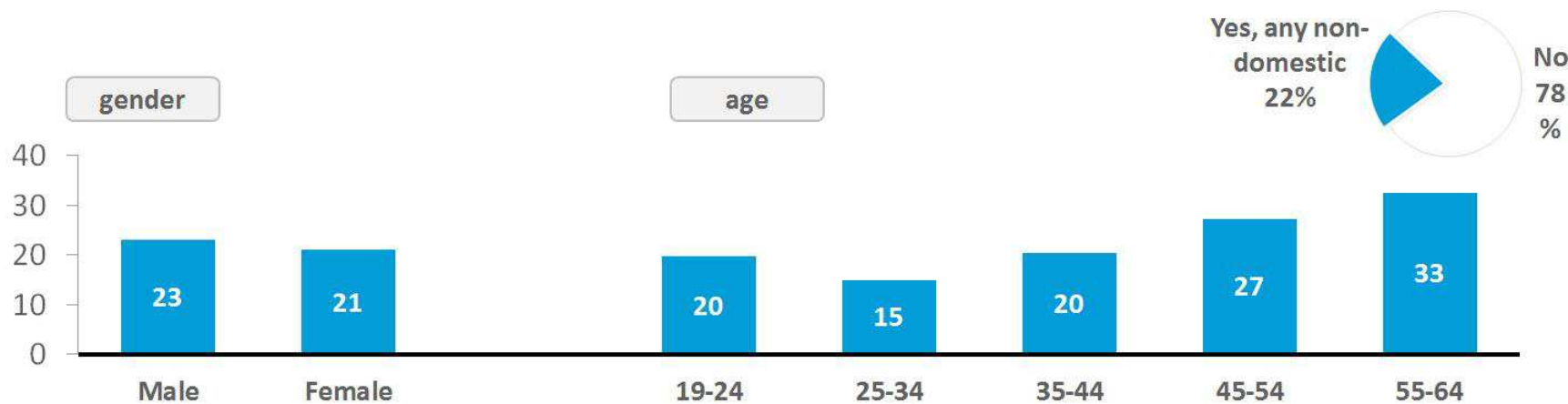
NON-DOMESTIC PACKS – INCIDENCE BY CITY



Empty Packs Greece (2015 Q2)

NON DOMESTIC CIGARETTES SMOKERS PROFILE

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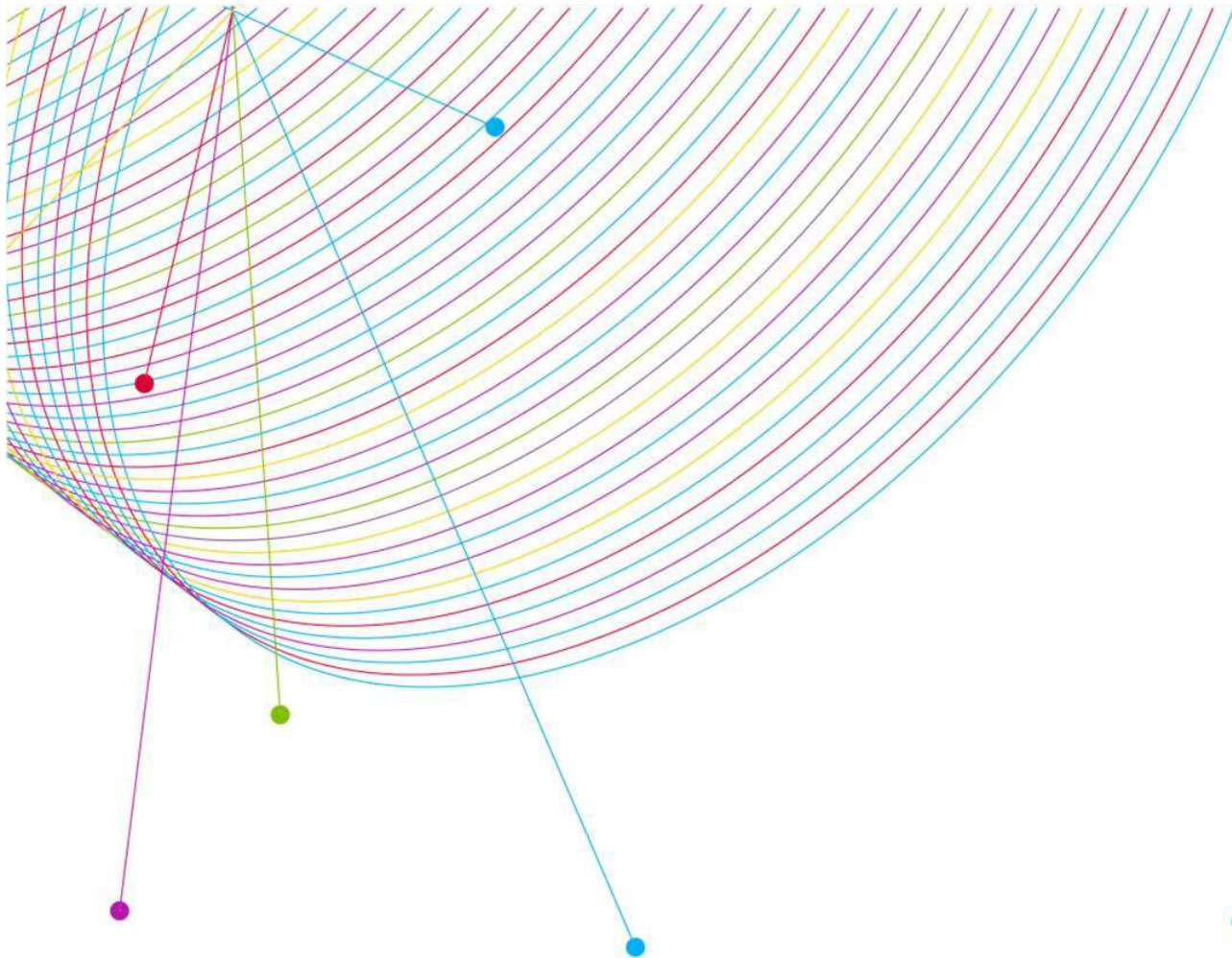


■ Non-domestic cigarettes penetration

Empty Packs Greece (2015-Q2)

Source: Nielsen Consumer Survey

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THANK YOU