
From: [deleted as privacy information]@swedishmatch.com]
Sent: Thursday, September 13, 2012 11:45 AM
To: [deleted as privacy information] (ENTR)
Cc: [deleted as privacy information]
Subject: VB: infos

Dear [deleted as privacy information],

[deleted as privacy information].

I have been talking to our marketing department in Stockholm in order to get some information about consumption patterns for different brands in different age categories. The information is based on our market report from 2011 conducted by Ipsos.

We often hear that the more flavored snus, as compared to traditional tobacco tasting snus is put on the market by the manufacturers to "attract you people, especially girls". However, if you look at our marketing data this is simply not true.

In order for this information to be understandable, I will give you a short overview of a couple of different brands:

- Ettan – the oldest snus brand on the market, the taste and packaging is as close that you get to original snus that was on the market 150 years ago. It has a very traditional tobacco taste
- Catch – The Catch segment is flavored, the most popular flavors are liquorices and mint, but we also produce limited editions with different flavors, I have seen that some people refer to Catch Rhubarb, which was on the market for a limited time and is no longer on the market.
- General – the most popular of our brands, with a very traditional tobacco taste
- We have another 4 brands with more or less flavor, but catch is the one which is most flavored.

[[one sentence, one table and 12 words deleted as commercial information]]

Catch (the brand which is flavored with what is called characterizing flavors) has its main market around the age group of 46 and is used mostly by women. We know that our consumers in most instances come from the smoking category and that they use the Catch snus to quit cigarettes. **We know from our consumer data that it is more than three time as likely that you stop smoking with a flavored snus, like Catch, than with a traditional tobacco tasting snus.**

If you compare Catch with General (the typically tobacco tasting snus) you will see that the average age is much lower – around 30 years as oppose to Catch's 46 years

I understand that SANCO is out to prevent young people of getting into the tobacco habit, but believing that they will do so by banning characterizing flavors, will not work, because that is not the products young people favors. Instead, they ban the product that people (middle aged woman) prefer when they want to quit smoking and which has its majority of consumers in the age group 44-75 years. This brand of flavored snus is actually the brand with highest average age amongst all our brands.

I have attached the table in a document for the case that you cannot read it properly on your computer. I have also added pictures so that you get a feeling for the packaging, which I know has also been up for discussion.

Please let me know if anything of this is unclear or if you need any further information.

All the best,

[deleted as privacy information]