

**Table 1. 2013 Cigarette STR Data for 2014 Market Survey (RDM JAB 2016, 306)**

| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2013 Net Serving Qty | 2013 Share of Cigarette Category |
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|
| (b) (4)          |              |              |             |  |                      |                                  |

| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2013 Net Serving Qty | 2013 Share of Cigarette Category |
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|

(b) (4)



**Table 2. 2014 Cigarette STR Data for 2015 Market Survey (RDM JAB 2016, 306)**

| <b>Product Category</b> | <b>Manufacturer</b> | <b>Brand Family</b> | <b>Brand Style</b> | <b>Brand Style (Name as included in Market Survey Report)</b> | <b>2014 Net Serving Qty</b> | <b>2014 Share of Cigarette Category</b> |
|-------------------------|---------------------|---------------------|--------------------|---|-----------------------------|---|
|-------------------------|---------------------|---------------------|--------------------|---|-----------------------------|---|

(b) (4)

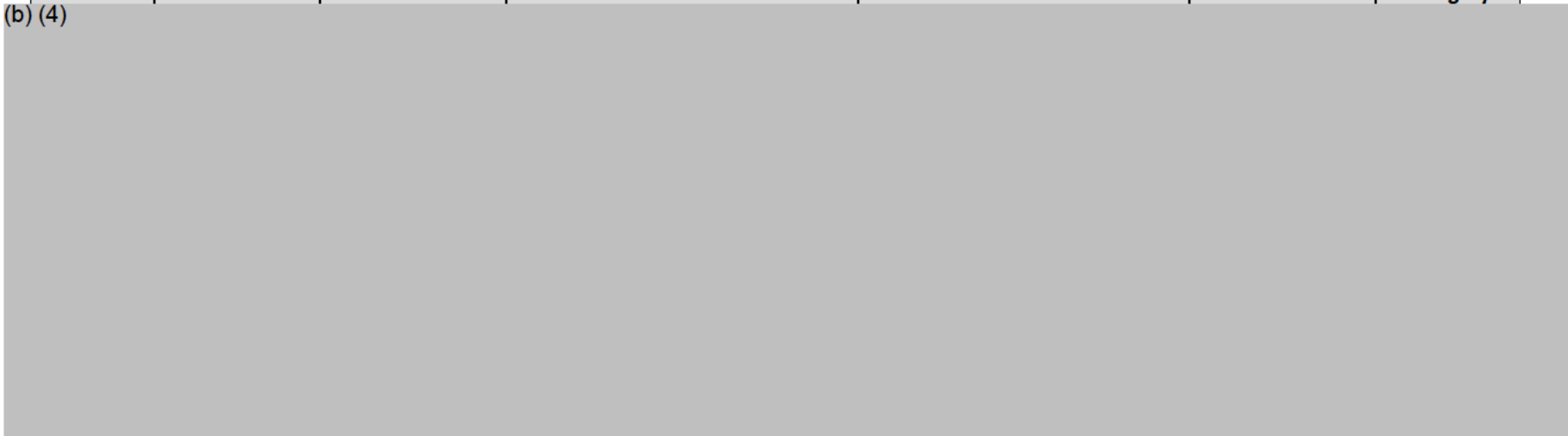


| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2014 Net Serving Qty | 2014 Share of Cigarette Category |
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|

(b) (4)

| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2014 Net Serving Qty | 2014 Share of Cigarette Category |
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|
|------------------|--------------|--------------|-------------|--|----------------------|----------------------------------|

(b) (4)



**Table 3. 2013 Moist Snuff STR Data for 2014 Market Survey (RDM JAB 2016, 281)**

| <b>Product Category</b> | <b>Manufacturer</b> | <b>Brand Family</b> | <b>Brand Style</b> | <b>Brand Style (Name as included in Market Survey Report)</b> | <b>2013 Net Serving Qty</b> | <b>2013 Share of Moist Category</b> |
|-------------------------|---------------------|---------------------|--------------------|---|-----------------------------|-------------------------------------|
|-------------------------|---------------------|---------------------|--------------------|---|-----------------------------|-------------------------------------|

(b) (4)



| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2013 Net Serving Qty | 2013 Share of Moist Category |
|------------------|--------------|--------------|-------------|--|----------------------|------------------------------|
| (b) (4)          |              |              |             |  |                      |                              |

**Table 4. 2014 Moist Snuff STR Data for 2015 Market Survey (RDM JAB 2016, 281)**

| <b>Product Category</b> | <b>Manufacturer</b> | <b>Brand Family</b> | <b>Brand Style</b> | <b>Brand Style (Name as included in Market Survey Report)</b> | <b>2014 Net Serving Qty</b> | <b>2014 Share of Moist Category</b> |
|-------------------------|---------------------|---------------------|--------------------|---|-----------------------------|-------------------------------------|
| (b) (4)                 |                     |                     |                    |   |                             |                                     |



| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2014 Net Serving Qty | 2014 Share of Moist Category |
|------------------|--------------|--------------|-------------|--|----------------------|------------------------------|
| (b) (4)          |              |              |             |  |                      |                              |
|                  |              |              |             | Sum of Market Share (%) in Survey                      | (b) (4)              |                              |
|                  |              |              |             | Sum of Serving Quantity in Survey                      |                      |                              |
|                  |              |              |             | 2014 Total Market Serving Quantity                     |                      |                              |

**Table 5. 2013 Snus STR Data for 2014 Market Survey (RDM JAB 2016, 281)**

| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2013 Net Serving Qty | 2013 Share of Snus Category |
|------------------|--------------|--------------|-------------|--|----------------------|-----------------------------|
| (b) (4)          |              |              |             |  |                      |                             |
|                  |              |              |             | Sum of Market Share (%) in Survey                      | (b) (4)              |                             |
|                  |              |              |             | Sum of Serving Quantity in Survey                      |                      |                             |
|                  |              |              |             | 2013 Total Market Serving Quantity                     |                      |                             |

\*Name corrected from Market Survey Report (b) (4)

**Table 6. 2014 Snus STR Data for 2015 Market Survey (RDM JAB 2016, 281)**

| Product Category | Manufacturer | Brand Family | Brand Style | Brand Style (Name as included in Market Survey Report) | 2014 Net Serving Qty | 2014 Share of Snus Category |
|------------------|--------------|--------------|-------------|--|----------------------|-----------------------------|
| (b) (4)          |              |              |             |  |                      |                             |
|                  |              |              |             | Sum of Market Share (%) in Survey                      | (b) (4)              |                             |
|                  |              |              |             | Sum of Serving Quantity in Survey                      |                      |                             |
|                  |              |              |             | 2014 Total Market Serving Quantity                     |                      |                             |

\*Name corrected from Market Survey Report (b) (4)

\*\*Name corrected from Market Survey Report (b) (4)