



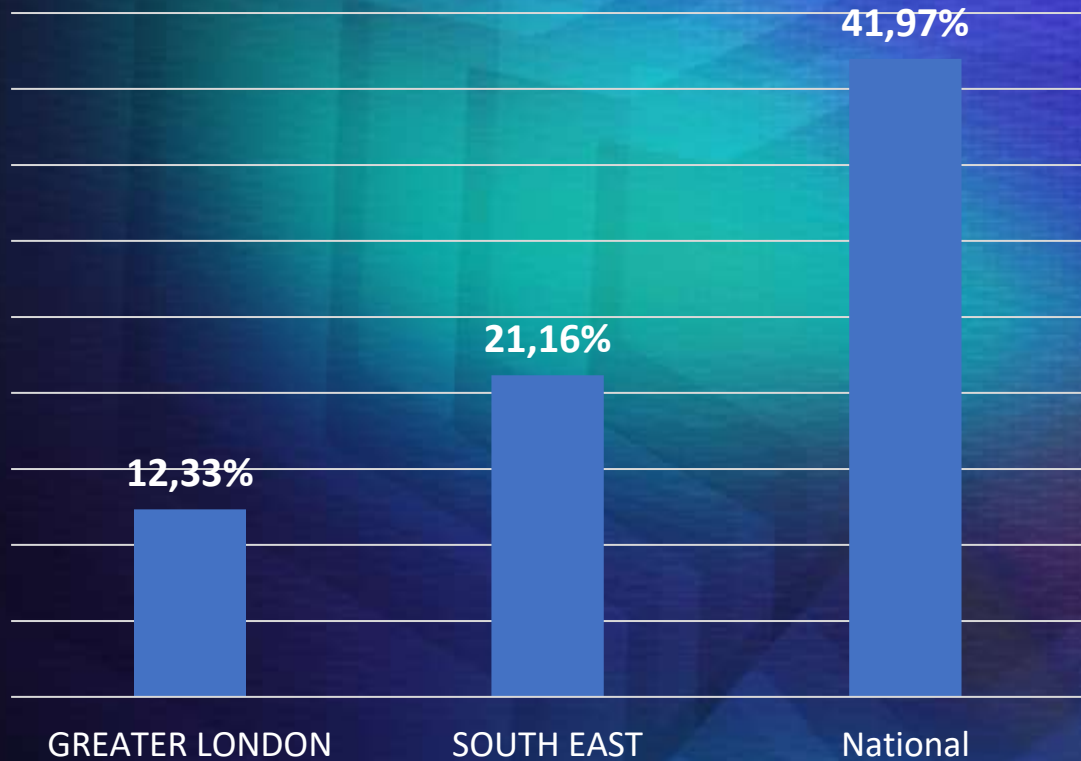
EMBASSY
Signature

BUSINESS CHALLENGE

GROWING SHARE IN THE SOUTH

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ITUK share heavily under-indexes in London and the South East*



Over indexes in brands with premium image

Imperial historically not has any SKUs in the top 30 for share

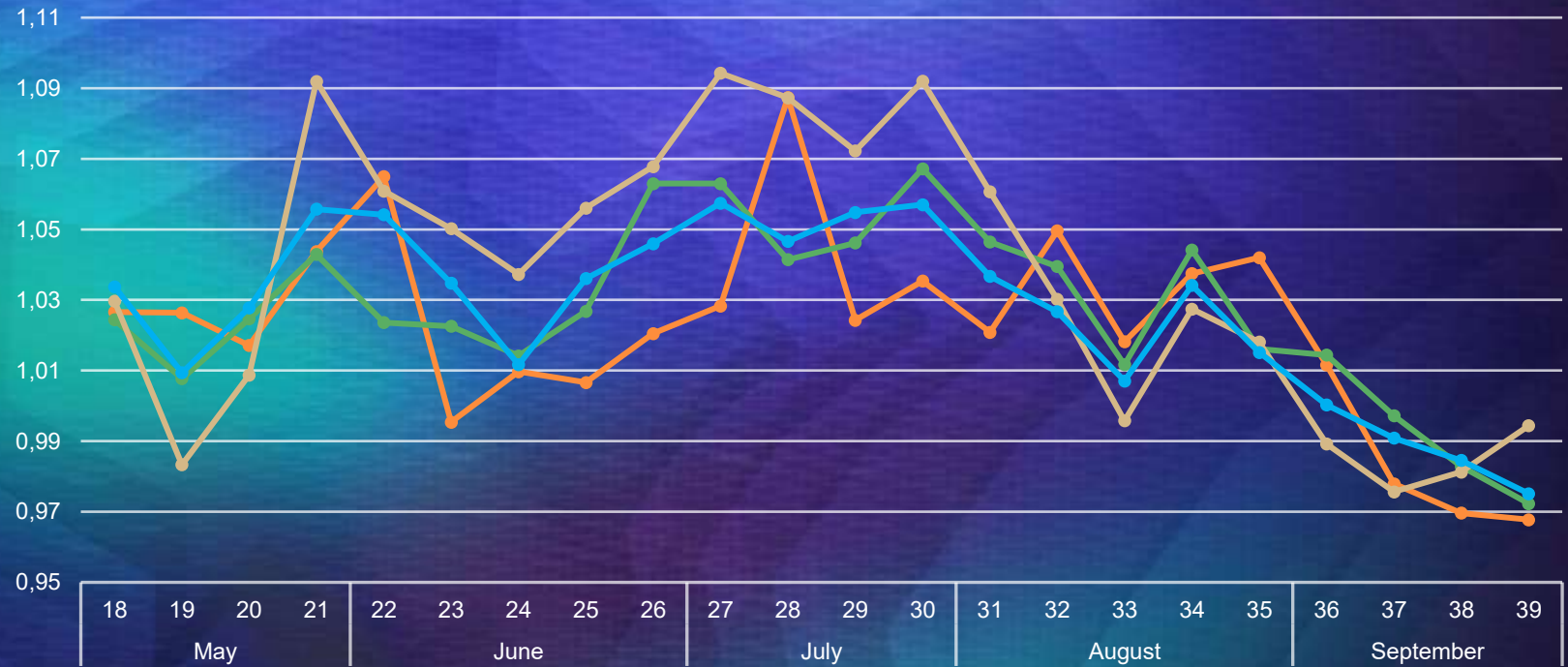
BUSINESS CHALLENGE

CAPTURING OCCASIONAL SMOKERS

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IN SOUTH
VOLUME INCREASES
UP TO

9%



BUSINESS CHALLENGE

PLAIN PACK AND DARK MARKET

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TARGET CONSUMER

YAS AND OCCASIONAL SMOKER

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- <35 image seekers, enjoy smoking
- Unisex, no kids
- Very socially active, love going out with friends and peers
- Open to new innovations which add to their experience (WOM opportunity)
- Warmer weather gives more enjoyable smoking opportunities with more people outside to mix with – work, night time & weekends
- There is a buzz with being outside with peers looking for fun experiences and sharing good times that count – smoking is a big part of this
- Likely to chose brands that there peers smoke

CURRENT GO-TO CIGARETTE BRANDS



AFTER WORK



LUNCH WITH FRIENDS
OR COLLEAGUES



OUTDOOR EVENTS



PARTIES IN THE PARK

FOCUS ON THIS CONSUMER

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35.7%

HIGH % OF IMAGE
SEAKERS IN LONDON

8.03%

Vs REST OF UK



31.2%

HIGH % OF YOUNGER
SMOKERS IN LONDON

21.5%

Vs REST OF UK

BUILD BRAND THROUGH FEATURES

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FILTER SHAPE DRUMBEAT & OTHER FEATURES CONSUMERS CAN SEE AND FEEL

LESS
SMELL



SOMETHING
NEW OR
DIFFERENT



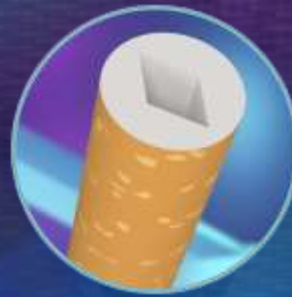
FY22



FY23



FY24



FY25



GOOD
VALUE

SOMETHING
PREMIUM

WHAT DOES THE TARGET CONSUMER THINK

LEVERAGING CONSUMER RESEARCH

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For Tobacco Traders Only.

For Imperial e-presenter use only –
not to be transferred or shared wider.

ENGAGE SALES, TRADE AND CONSUMER

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EMPOWER SALES



MOTIVATE TRADE



CONNECT WHERE CONSUMER PLAYS



RESULTS

SILVER ACTS AS A TRIGGER FOR THE GROWTH OF THE WHOLE BRAND

Additional 18 bps
for Silver in the
last quarter in
London post
codes

Silver moved
from 80th place to
33 – the first time
ITL has had a LS
brand with this
share

Gold moved from
32nd to 13th best
selling SKU – the
first time ITL has
had brand share in
the top 20
performing brands
in London

OVERVIEW

TOOLS TO BUILD AND GROWN BRANDS IN A DARK MARKET

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Validation of brand & product by the target consumer



Endorsed by an engaged sales force and retailers



Low strength segment provides more differential than Full Strength



Silver acts as a trigger for overall **BRAND GROWTH**

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SILVER

Ambition to be larger than Marlboro Gold in 5 years