

Kosmas Veliotis

Blu Bar launch



Greece - Blubar Agile Launch & learnings

27th July 2023

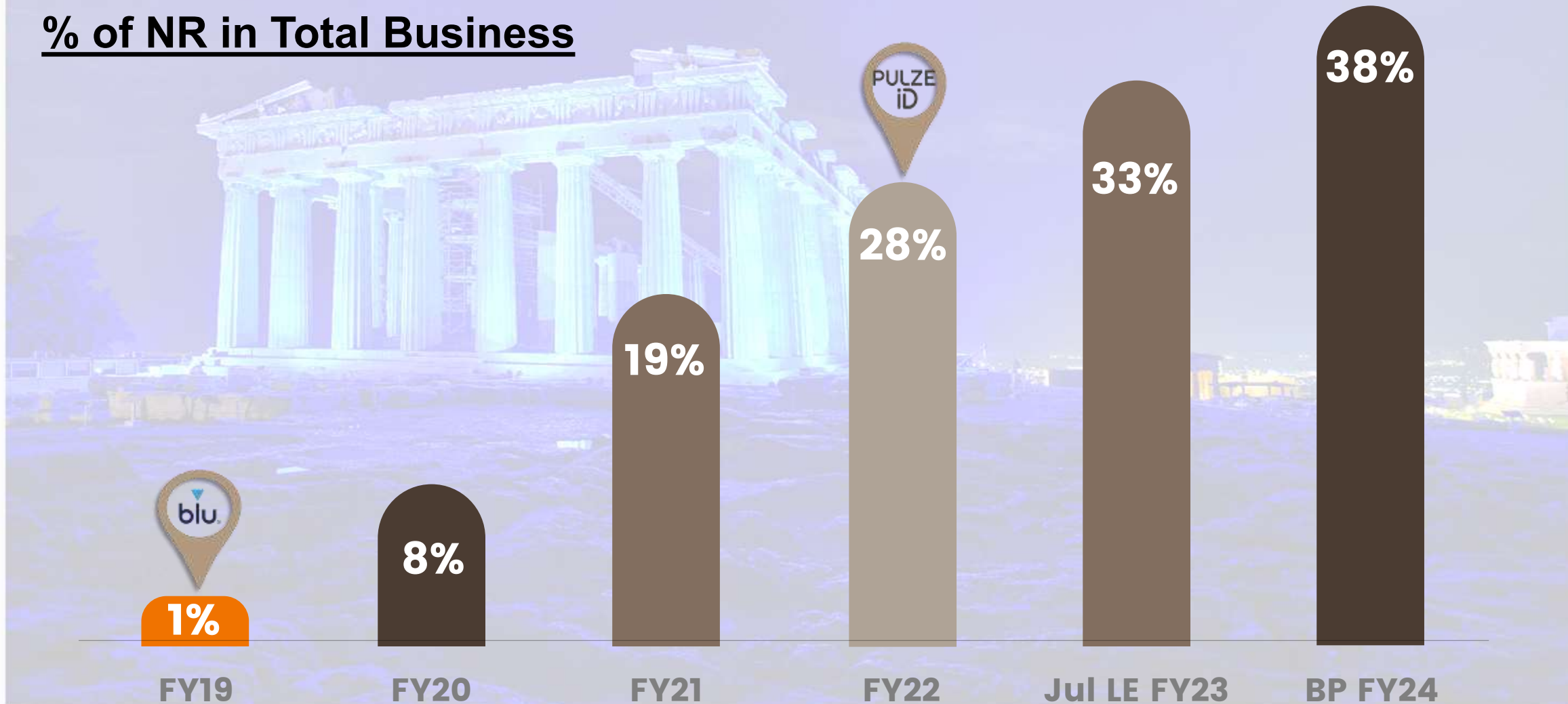


NGP GROWTH LAB

Forging our path to a healthier future



% of NR in Total Business

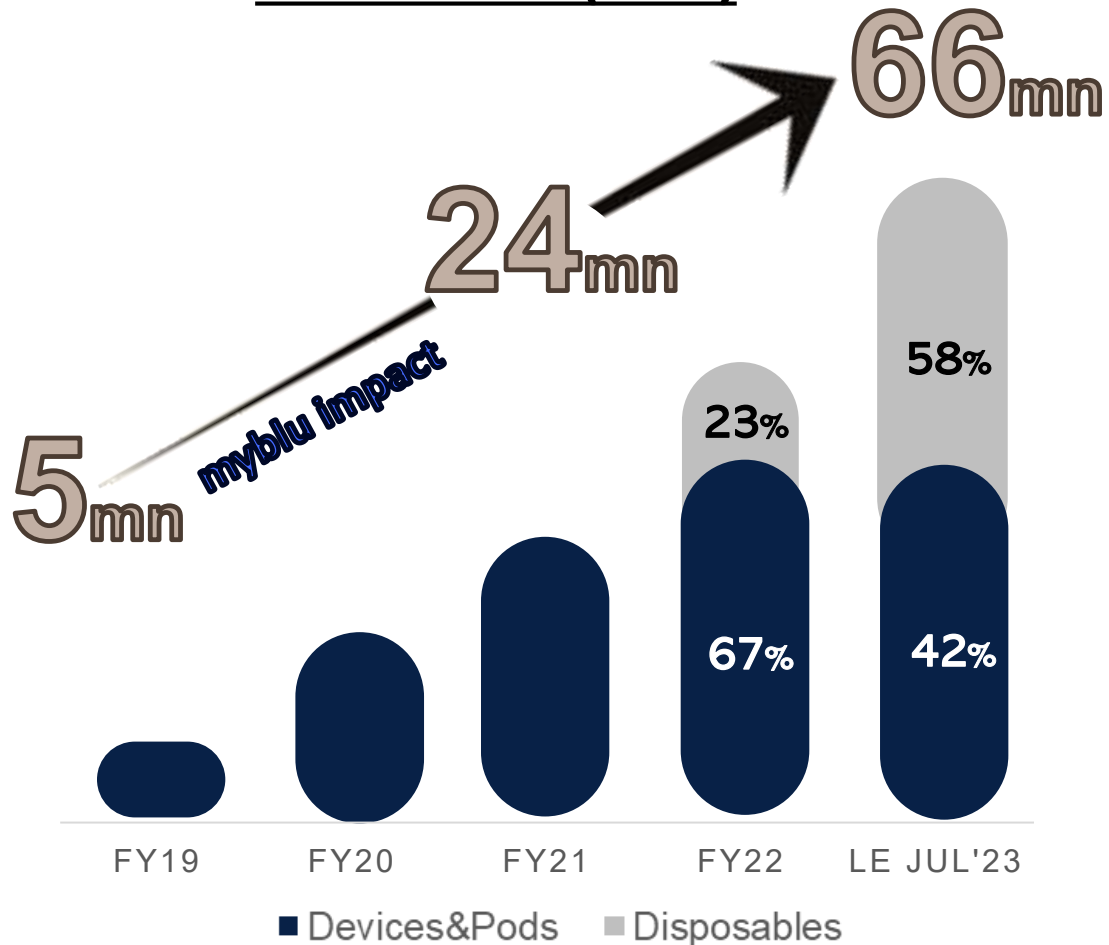


EVP in Retail – Size & Share

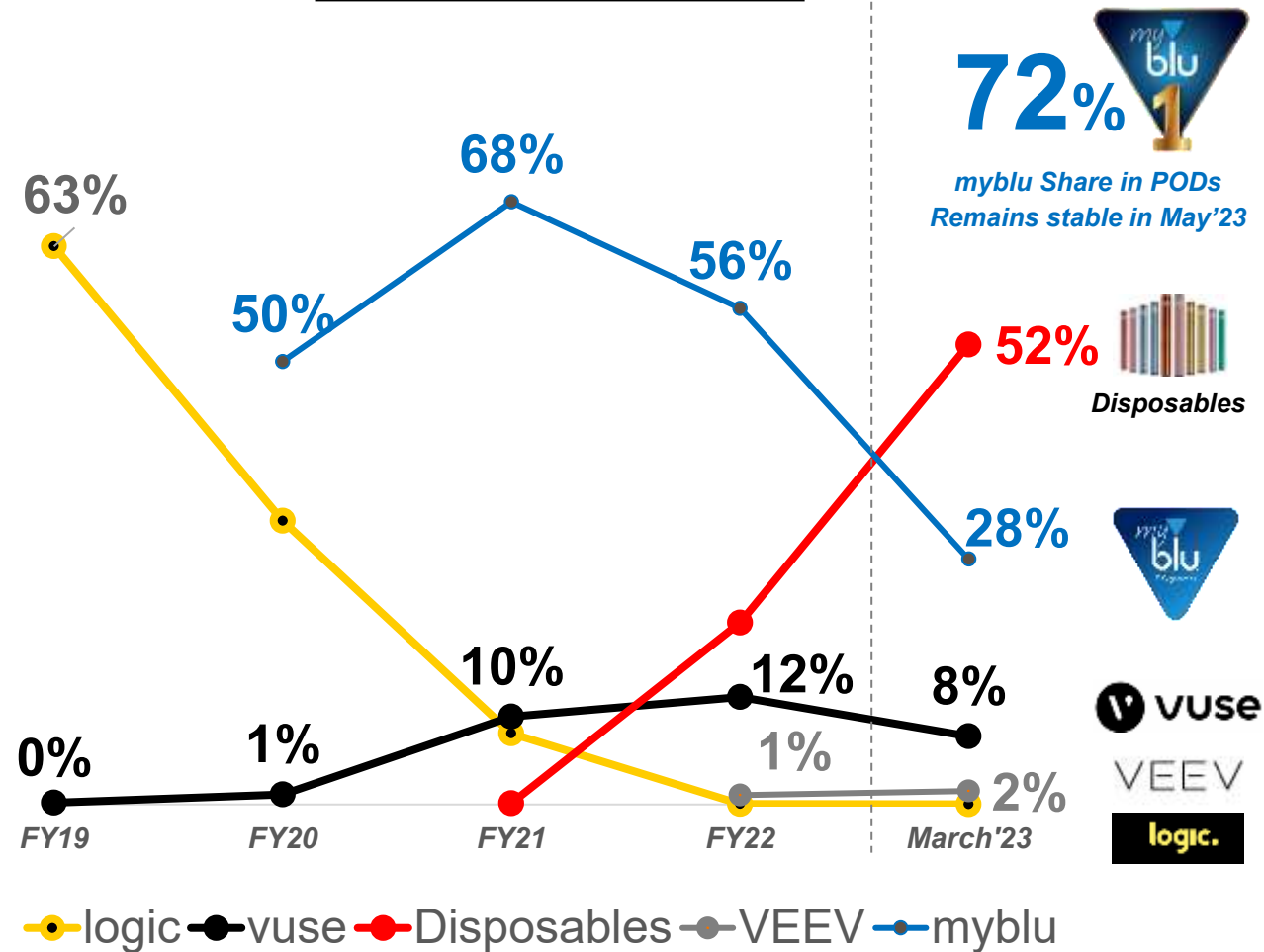
myblu grew EVP size almost X5 since its launch & remains leader in PODs



Market Size (mn£)

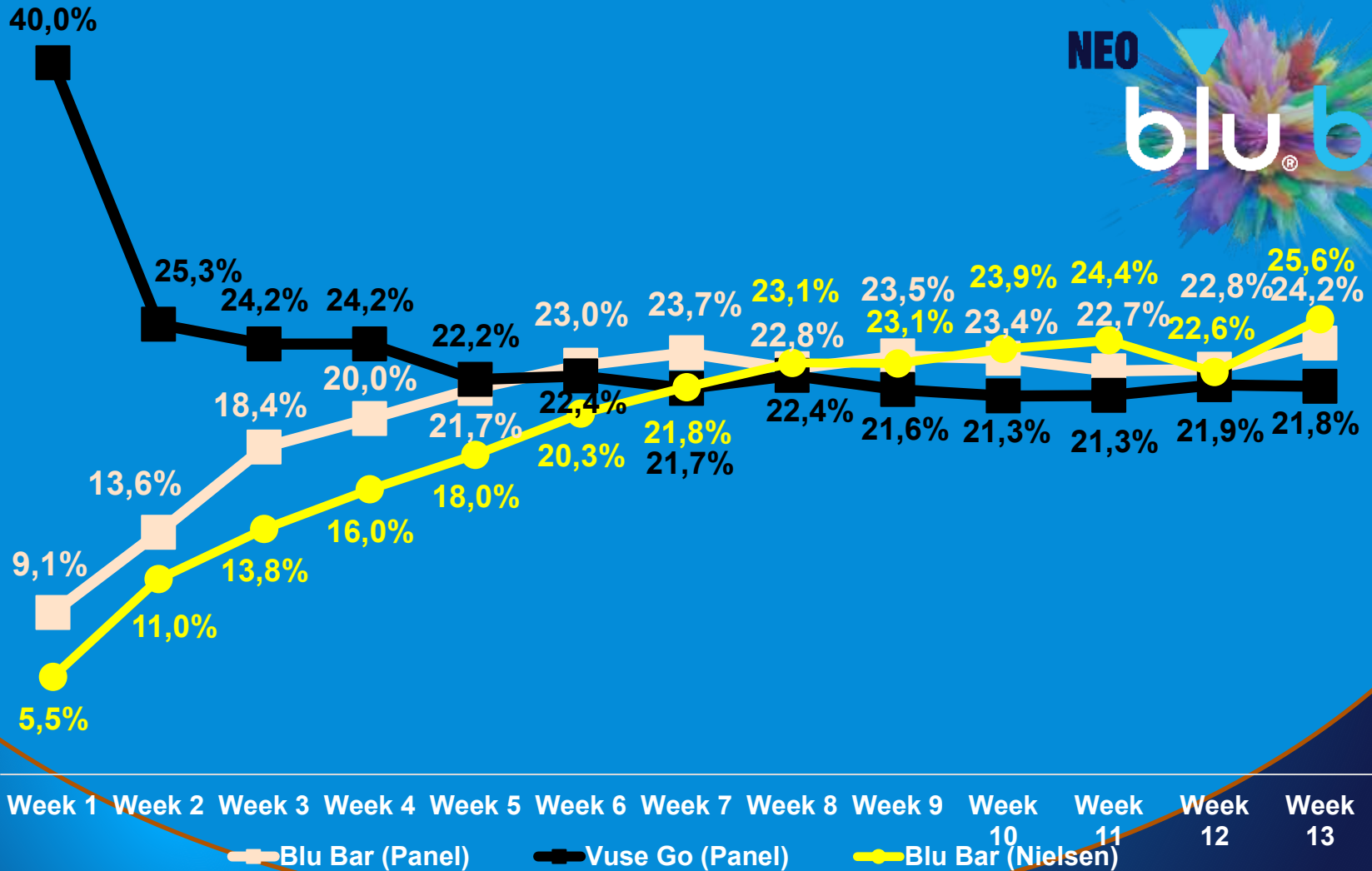


Value Share in EVP





BLU BAR: #1 IN WEEK 6! BLU IS THE UNDISPUTED LEADER IN EVP



Source: Intale Retail Panel / Nielsen



BLUBAR LAUNCH MIX

AIMED AT DRIVING IMPULSE BUYING WHILE LEVERAGING MYBLU IMAGE



PRODUCT

- High quality product delivering a satisfying taste experience
- Selection of flavors addressing 90% of consumer needs

PRICE / PROMO

- Parity to International leading brand yet competitive on price / puff
- Strong Promo mechanism rewarding every Blubar returned after use

DISTRIBUTION / ADVOCACY

- Fast distribution, matching 100% of myblu Availability
- Attractive Retailer reward linked with the consumer promo offer – Win/Win mechanism

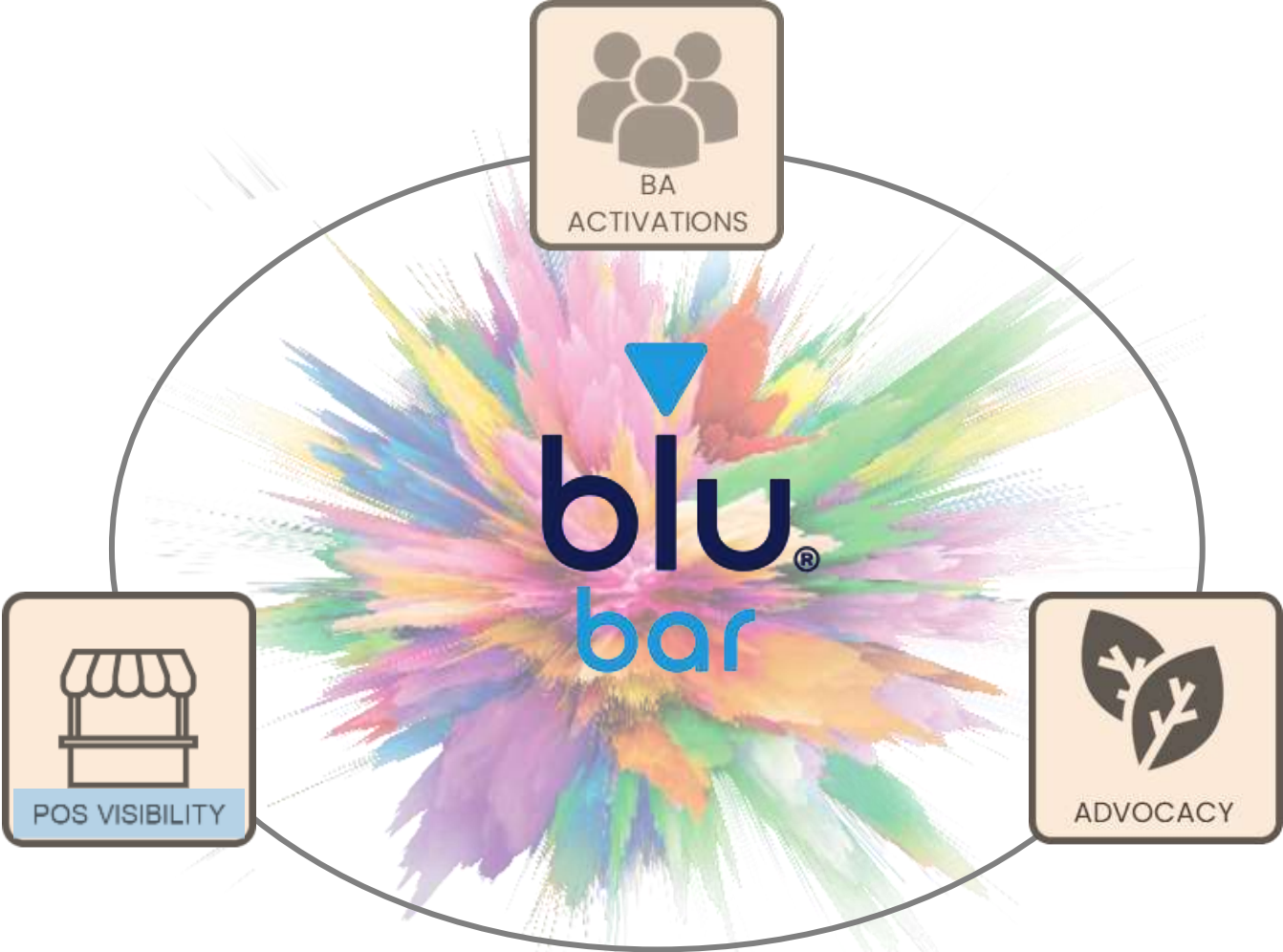
COMMUNICATION

- Focused on the serving area of the POS through Displays (Flexible & Impactful)
- Exploitation of lightboxes in 1.1k exclusively contracted retailers
- Participation in HT BA Activations



BLUBAR SUPPORT

FOCUSED ON THE SERVING AREA, WHILE LEVERAGING ON
ADVOCACY & BA ACTIVATIONS



BLUBAR VISIBILITY

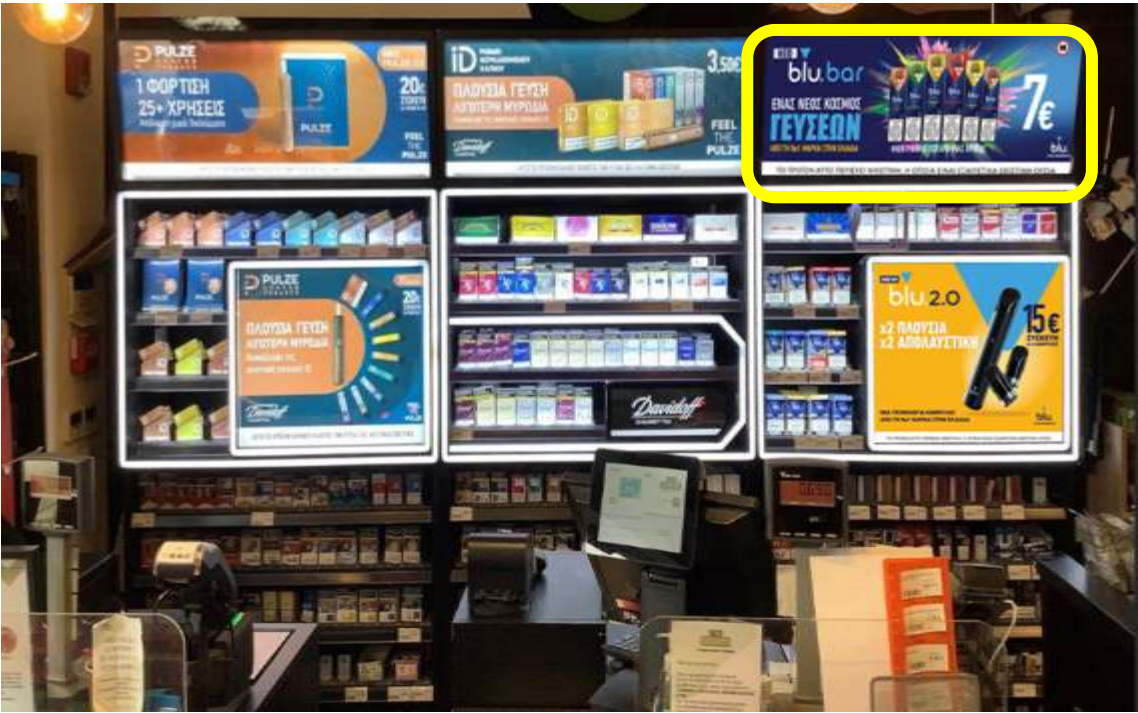
VISUALS IN 1.1K EXCLUSIVELY CONTRACTED RETAILERS



IMPERIAL
BRANDS



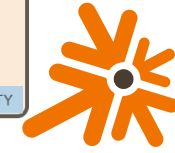
Kiosks (600)



Mini Markets (500)

BLUBAR VISIBILITY

DISPLAYS AT THE SERVING AREA



IMPERIAL
BRANDS

BLU BAR DISPLAYS



- Displays in 3k Retailers
- Placement at the serving point with maintenance secured through retailer reward
- Impactful design with clear price message
- Attractive consumer reward of 1€ per device returned, leveraging on responsible disposal concept



Consumer Reward

1€ / Returned Blubar device



6k POS

Retailer Reward

0,5€ / Returned Blubar device



Discount to consumer & Retailer reward paid with Blubars!

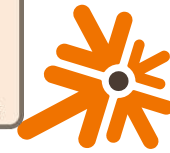
High Engagement
Retailer with Shopper
& Rep with Retailers



Win Win Mechanism
Consumer / Trade

BLUBAR PARTICIPATION IN HT BA ACTIVATIONS

DIFFERENT CONSUMER PROFILE DRIVE NEW BUYERS!



IMPERIAL
BRANDS

Average number of Devices Sold / Shift

Pulze/iD only focus
(FY23 H1)

Pulze/iD focus
Blubar participation
(FY23 H1)

7.1

4.1

4.1

3.0

Pulze Only

Pulze Only

Blubar

**+70% DEVICE BUYERS IN HA
BA ACTIVATIONS**

**ZERO IMPACT ON HT NUMBER
OF BUYERS**

**HIGH ACCEPTANCE OF BLUBAR
FROM EVP CONSUMERS**

FORGING A PATH TO A HEALTHIER FUTURE



 PULSE | iD



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