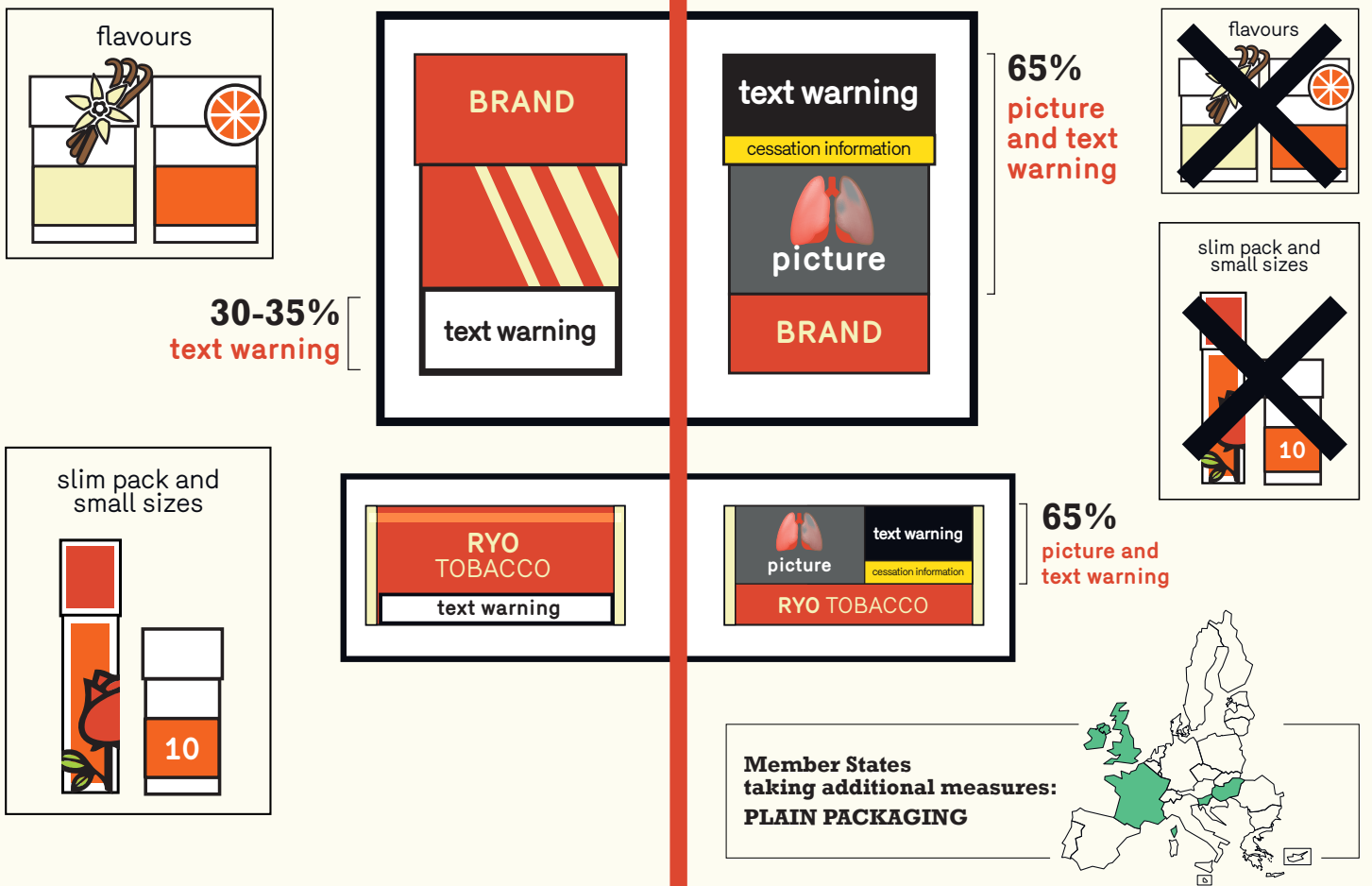


EU Rules on Tobacco Products

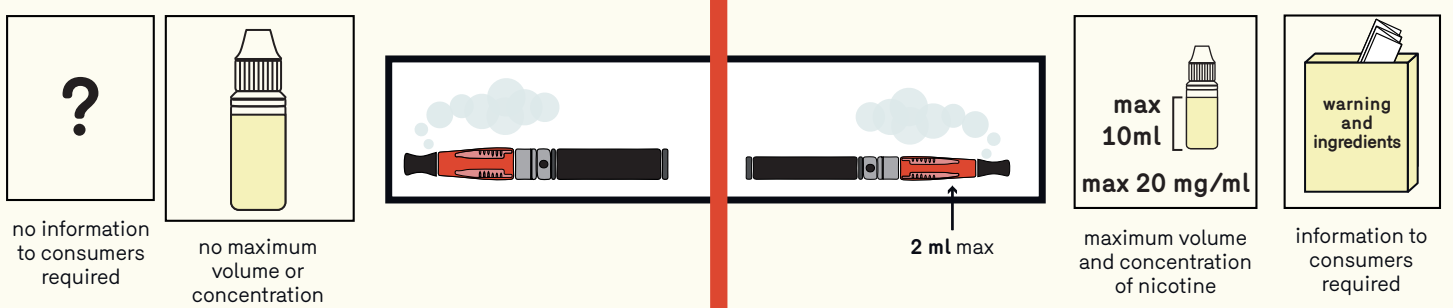
BEFORE

AFTER

CIGARETTES AND ROLL-YOUR-OWN TOBACCO (RYO)



ELECTRONIC CIGARETTES (CONTAINING NICOTINE)



COMBATting ILLICIT TRADE

Traceability

Tracking and tracing system with unique identifier

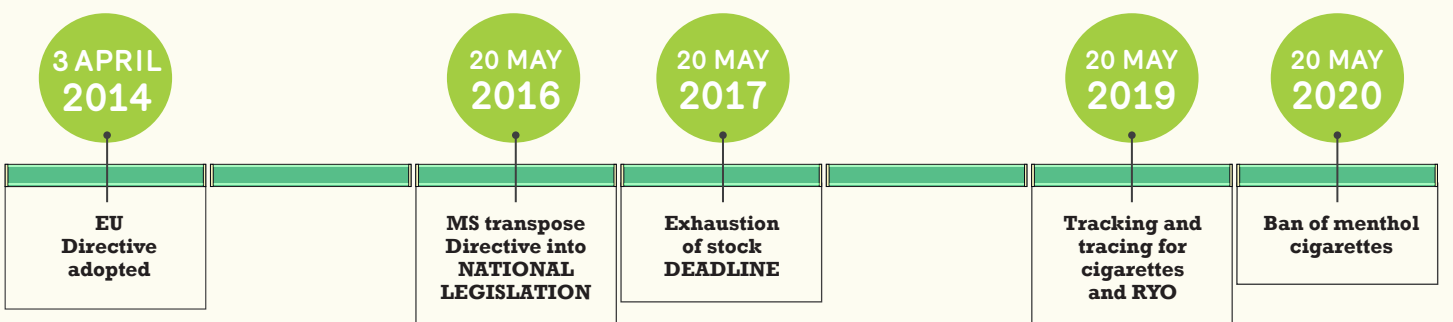


Security features

Such as:



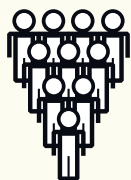
IMPLEMENTATION TIMELINE



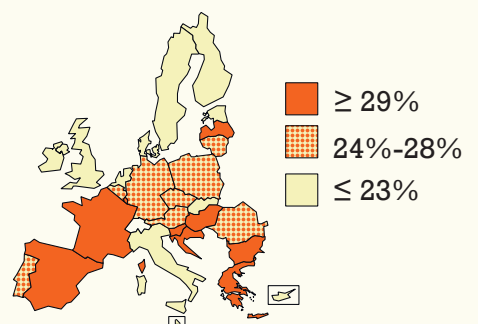
IMPROVE HEALTH, REDUCE COSTS

700 000 premature deaths in EU per year

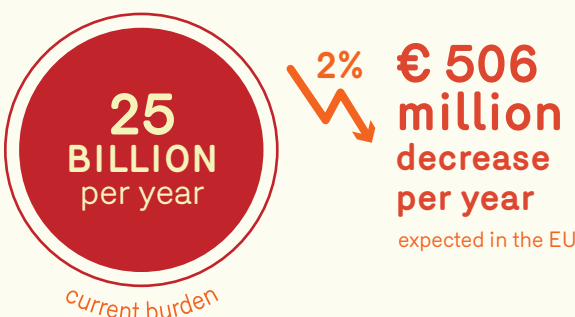
the equivalent of the whole population of Seville



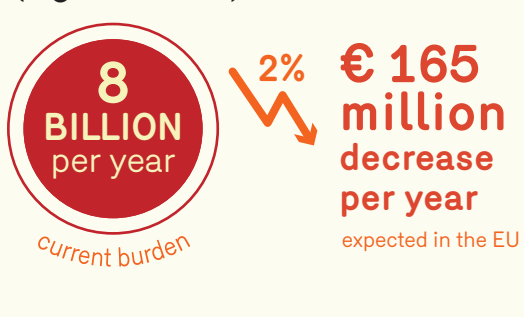
Smokers in the EU (data from 2014)



EU public healthcare costs caused by tobacco consumption



Productivity losses due to tobacco (e.g. sick leave)



2% = 2.4 million fewer smokers in the EU

