

Nielsen: Tobacco "All Channel" Data Through 12/26

Uptrading & Strong Pricing Continues to Drive Cig Category

- **Cig \$ Sales Show Continued Strength Driven by Strong Pricing** – All channel cig \$ sales increased **+3.0%** during the recent 4-wk period ending 12/26/15 (+3.1% for 12-wks; +2.5% for 52-wks), on very strong +3.5% pricing and sequential improvements in eq. unit volume of **-0.5%** (-0.7% for 12-wks). As discussed in our "Tobacco Talk" surveys, the stronger tobacco consumer continues to up-trade to premium brands – a plus for the category. We expect strong manufacturer pricing and profit growth to continue in 2016.
- **RAI Cig \$ Sales Remain Strong, Up +4.0%, Driven By Robust Newport \$ Sales Growth** – RAI cig \$ sales increased +4.0% this period outpacing the industry's +3.0% growth, driven by strong +3.4% pricing and improved +0.6% volume trends (+0.1% for 12-wks; flat for 52-wks). Newport was the big contributor, with \$ sales up an impressive +5.6%, trending above its 52-wk average (5.2%) and showcasing Reynold's strong execution 6-months post the Lorillard acquisition. Camel \$ sales were up 2.9% on strong +3.0% net pricing and unit volume of -0.10%, a sequential improvement vs -1.2% for 12-wks.
- **MO Cig \$ Sales Decelerate, Up +2.6% vs +2.9% for 12-wks – No Change to Marlboro Share** – MO cig \$ sales were driven primarily by pricing (+3.3%), offset by soft volume growth (-0.7%). Marlboro \$ sales (+2.0%) reflected strong pricing (+3.6%), offset by -1.5% unit declines. Marlboro lost 45 bps of retail share, bringing its unit share to 46.9%, roughly unchanged vs the November period.
- **IMT \$ Sales Decline -1.8% on Pressured Volumes** – IMT continued to show weak unit volume growth of -3.3% (vs -3.9% for 12-wks) as volume for three of its top cig brands (Maverick, Kool and Salem) declined 3.0% on avg. IMT \$ share declined 35bps Y/Y to 7.4% with Winston holding its \$ share relatively flat at 2.0% on higher promo activity (-2.3% pricing in Dec vs -1.7% 12k-wks).
- **Smokeless Tobacco \$ Sales Continue to Improve led by Grizzly (RAI) and Copenhagen (MO)** – Smokeless tobacco \$ sales grew +7.2% during the recent period vs +6.5% for 12-wks. RAI's Grizzly and MO's Copenhagen led the pack with Grizzly \$ sales up +11.0% (vs +10.7% for 12-wks) and Copenhagen up +9.5% (vs +8.8% for 12-wks).
- **E-Cig \$ Sales Remain Weak, But Show Sequential Improvement Despite Persistently Soft Pricing** – All channel (mass channel + c-stores) e-cig \$ sales were down **-14.7%** in the recent period (-17.8% for 12-wks). Unit volume trends improved -1.1% (-4.9% for 12-wks), but pricing remained soft (-13.7%). Though e-cig y/y pricing has been in persistent decline, we believe it is at least partially due to difficulty in capturing SKUs of the evolving vapor category and proliferation of vapors/tanks/mods (VTM) and refills which tend to have lower retail prices.
- **E-Cigs – RAI Still Market Leader in \$ Share** – RAI reinforced its position as the share leader in all channel e-cigs with 37.9% \$ share, reflecting a strengthening trend, sequentially and Y/Y. Fontem U.S. (blu eCigs), a subsidiary of Imperial at 21.1%, Logic at 14.6%, and NJoy 3.7%. MO's 7.9% \$ share was impressive given that it lapped a tough year ago comp (13.0%) and reflected strong consumer uptake of its new MarkTen XL (+3.7% share in Dec) and Green Smoke (+0.3%). While Nielsen's data is useful directionally, we believe the e-cig unit and pricing data is difficult to rely on given Nielsen is still not reporting "equivalent" units in this category.

Tobacco

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All estimates/forecasts are as of 01/05/16 unless otherwise stated.

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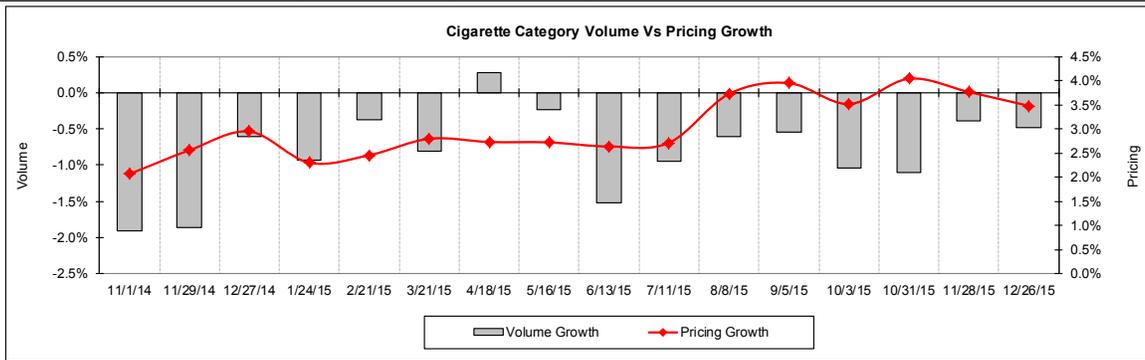


Exhibit 1. Cigarette All Channel Scanner Data Summary (52-wk Category Retail \$ Sales \$61.3B)

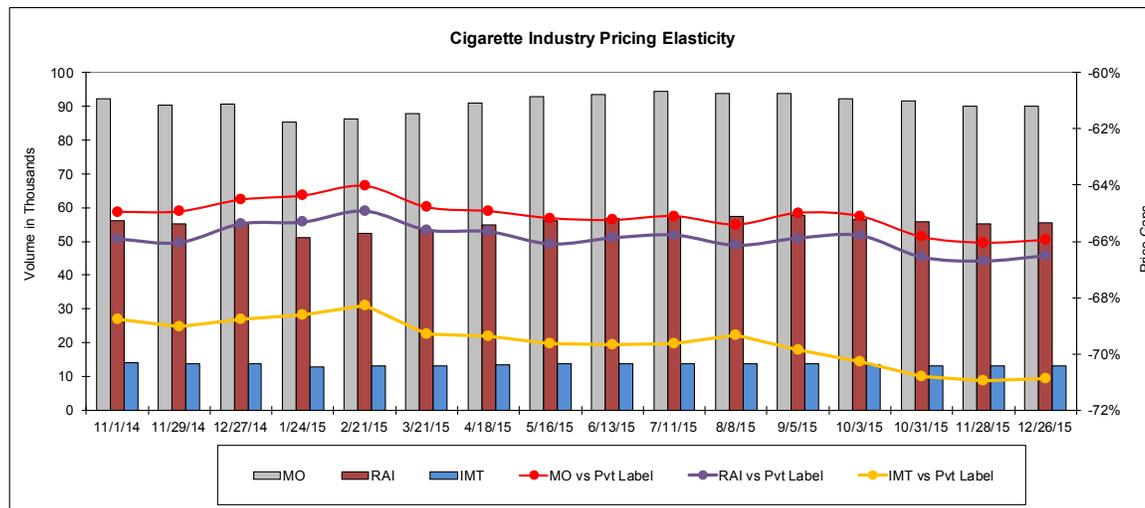
Wells Fargo Securities - All Channel Scanner Data Summary																
Number of Weeks in Period: Period Ending: Cigarette Category	EQ Unit Sales Δ y/y			Avg. EQ Price Δ y/y			Dollar Sales Δ y/y			Dollar Share			Unit Share			
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	
	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	
	-0.5%	-0.7%	-0.7%	3.5%	3.8%	3.2%	3.0%	3.1%	2.5%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Reynolds American	0.6%	0.1%	0.0%	3.4%	3.6%	3.5%	4.0%	3.9%	3.4%	33.3%	33.3%	33.2%	32.7%	32.6%	32.4%	
Newport	4.0%	4.3%	3.6%	1.5%	1.6%	1.5%	5.6%	6.0%	5.2%	12.3%	12.3%	12.1%	11.0%	11.0%	10.8%	
Camel	-0.1%	-1.2%	-0.1%	3.0%	3.6%	3.3%	2.9%	2.4%	3.2%	8.6%	8.6%	8.7%	8.4%	8.4%	8.5%	
Pall Mall	-4.5%	-4.8%	-4.5%	4.0%	4.3%	4.3%	-0.7%	-0.7%	-0.4%	7.1%	7.0%	7.1%	8.5%	8.5%	8.6%	
Natural American Spirit	25.1%	24.1%	22.7%	2.2%	2.4%	2.4%	27.8%	27.1%	25.6%	2.5%	2.5%	2.3%	1.9%	1.9%	1.8%	
Altria Group	-0.7%	-0.5%	-0.7%	3.3%	3.4%	3.1%	2.6%	2.9%	2.3%	54.9%	54.9%	55.0%	53.1%	53.2%	53.3%	
Marlboro	-1.5%	-1.5%	-1.6%	3.6%	3.7%	3.4%	2.0%	2.2%	1.8%	46.9%	46.9%	47.2%	45.0%	45.1%	45.4%	
Basic	-17.1%	-17.7%	-21.2%	3.7%	4.6%	4.0%	-14.0%	-13.9%	-18.1%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	
Parliament	-4.3%	-3.8%	-4.4%	2.8%	2.7%	2.9%	-1.6%	-1.2%	-1.6%	1.3%	1.3%	1.4%	0.9%	0.9%	0.9%	
Virginia Slims	-2.0%	-2.4%	-4.4%	3.2%	3.6%	3.4%	1.2%	1.1%	-1.2%	1.4%	1.4%	1.4%	1.2%	1.2%	1.2%	
Imperial Tobacco	-3.3%	-3.9%	-3.9%	1.6%	2.3%	1.7%	-1.8%	-1.7%	-2.3%	7.4%	7.5%	7.6%	7.8%	7.8%	7.9%	
Winston	1.9%	1.4%	-2.1%	-2.3%	-1.7%	-0.6%	-0.4%	-0.4%	-2.8%	2.1%	2.1%	2.1%	2.3%	2.3%	2.2%	
Maverick	-2.3%	-2.9%	-3.3%	4.9%	5.0%	3.9%	2.5%	1.9%	0.5%	1.6%	1.6%	1.6%	1.7%	1.7%	1.7%	
Kool	-3.0%	-3.3%	-3.8%	-0.7%	1.7%	1.5%	-3.7%	-1.7%	-2.4%	1.4%	1.4%	1.5%	1.4%	1.4%	1.5%	
Salem	-4.1%	-4.9%	-7.3%	3.5%	3.7%	3.4%	-0.7%	-1.4%	-4.1%	1.1%	1.1%	1.1%	1.0%	1.0%	1.0%	
Private Label	7.9%	5.1%	-2.3%	5.0%	6.1%	4.4%	13.4%	11.4%	2.0%	0.8%	0.8%	0.8%	1.2%	1.2%	1.1%	

Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Exhibit 2. All Channel Cigarette Category Pricing, Volume and Elasticity Trends



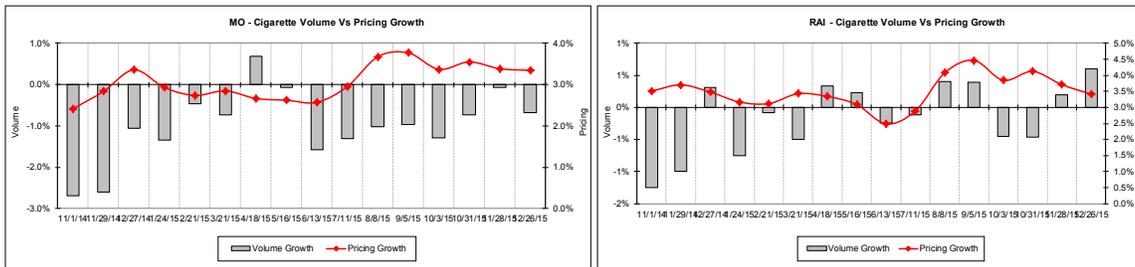
Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC



Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Nielsen: Tobacco "All Channel" Data Through 12/26

Exhibit 3. All Channel Cigarette Pricing and Volume Trends by Company



Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Exhibit 4. Smokeless Tobacco C-store Scanner Data Summary (52-wk Category Retail \$ Sales \$5.0B)

Wells Fargo Securities - C-Store Scanner Data Summary															
Number of Weeks in Period:	Total Category \$ (in millions)			Total Category Units (in millions)			Avg. EQ Price								
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
Smokeless Tobacco Category	\$404.2	\$1,194.7	\$4,982.9	7.8	23.2	99.3	\$51.7	\$51.5	\$50.2						
Number of Weeks in Period:	EQ Unit Sales Δ y/y			Avg. EQ Price Δ y/y			Dollar Sales Δ y/y			Dollar Share			Unit Share		
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
Smokeless Tobacco Category	0.8%	-0.3%	3.2%	6.9%	7.4%	3.2%	7.8%	7.0%	6.5%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
National Atlantic Trading Co	18.4%	25.6%	23.1%	0.8%	-1.7%	-3.3%	19.3%	23.5%	19.0%	0.5%	0.5%	0.5%	1.4%	1.4%	1.4%
Swisher International	34.3%	32.8%	19.3%	-6.5%	-7.6%	-7.3%	25.6%	22.8%	10.6%	0.6%	0.6%	0.6%	2.1%	2.1%	1.9%
Reynolds American	-0.2%	-0.2%	3.7%	10.2%	9.8%	4.0%	9.9%	9.5%	7.8%	35.1%	35.1%	34.9%	33.0%	33.1%	33.8%
Altria Group	0.0%	-1.9%	2.5%	6.7%	7.8%	3.3%	6.7%	5.8%	5.9%	57.7%	57.8%	57.9%	53.6%	53.4%	53.0%
Swedish Match	0.2%	-1.3%	-0.5%	3.3%	3.7%	3.9%	3.5%	2.4%	3.4%	5.9%	5.9%	6.1%	9.6%	9.7%	9.7%
All Others	47.3%	41.3%	26.0%	-16.1%	-15.7%	-7.1%	23.5%	19.2%	17.1%	0.2%	0.2%	0.1%	0.3%	0.3%	0.3%

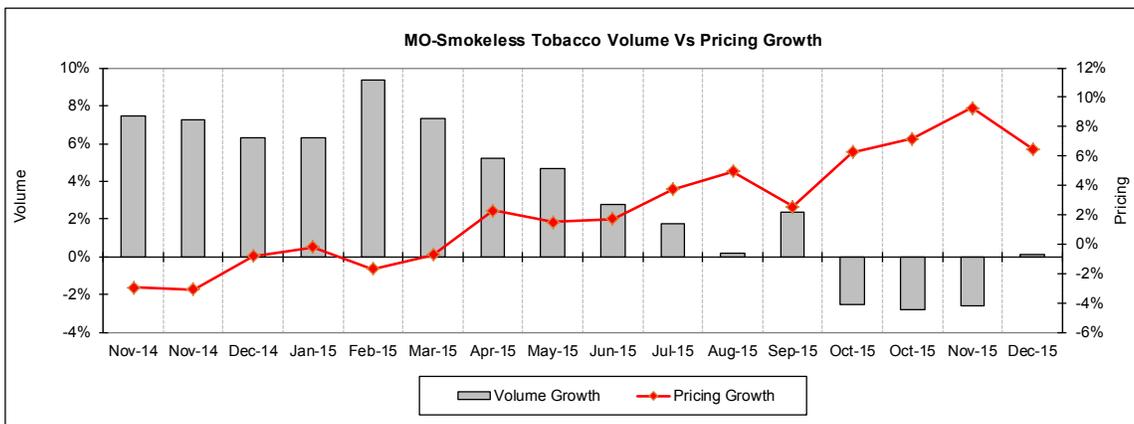
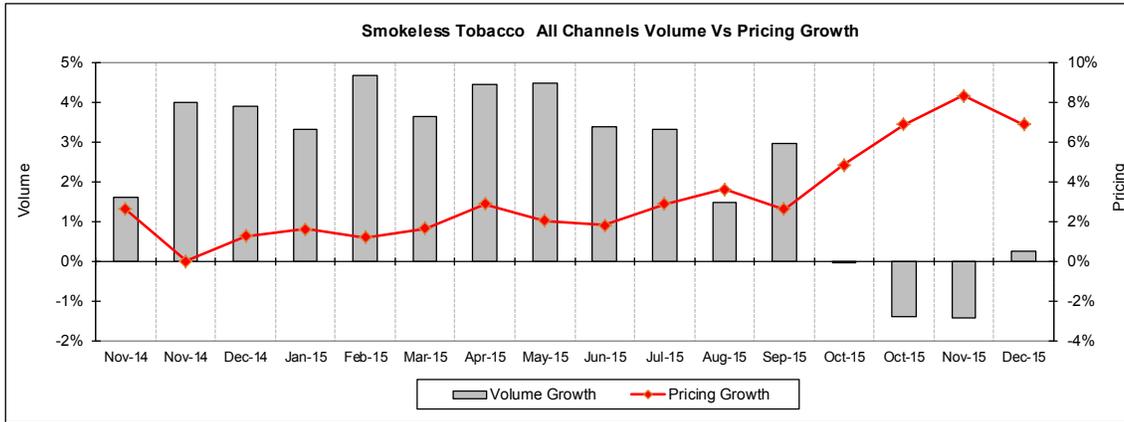
Source: Nielsen C-Track Database and Wells Fargo Securities, LLC

Exhibit 5. Smokeless Tobacco All Channel Scanner Data Summary (52-wk Category Retail \$ Sales \$5.4B)

Wells Fargo Securities - AOC+CONV Data Summary															
Number of Weeks in Period:	Total Category \$ (in millions)			Total Category Units (in millions)			Avg. EQ Price								
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
Smokeless Tobacco Category	\$438.3	\$1,295.8	\$5,417.3	8.8	26.0	111.5	\$50.0	\$49.8	\$48.6						
Number of Weeks in Period:	EQ Unit Sales Δ y/y			Avg. EQ Price Δ y/y			Dollar Sales Δ y/y			Dollar Share			Unit Share		
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
Smokeless Tobacco Category	0.3%	-0.8%	2.2%	6.9%	7.4%	3.7%	7.2%	6.5%	5.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Swisher International	15.6%	15.2%	7.8%	-6.6%	-6.3%	-3.4%	8.0%	7.9%	4.1%	1.1%	1.1%	1.1%	3.0%	3.0%	2.8%
National Atlantic Trading Co	2.8%	5.3%	5.3%	1.4%	0.5%	0.3%	4.3%	5.9%	5.6%	0.9%	0.9%	0.9%	2.4%	2.4%	2.4%
Reynolds American	-0.3%	-0.4%	2.8%	9.7%	9.4%	4.3%	9.3%	8.9%	7.2%	34.6%	34.5%	34.3%	32.2%	32.2%	32.8%
Altria Group	0.2%	-1.7%	2.3%	6.5%	7.6%	3.4%	6.6%	5.7%	5.8%	56.6%	56.7%	56.7%	51.2%	51.0%	50.5%
Swedish Match	-2.0%	-3.3%	-2.5%	3.5%	4.1%	4.1%	1.4%	0.6%	1.6%	6.6%	6.6%	6.8%	10.6%	10.7%	10.8%
All Others	9.0%	9.2%	9.0%	1.2%	-1.4%	1.0%	10.3%	7.6%	10.1%	0.2%	0.2%	0.2%	0.6%	0.6%	0.6%

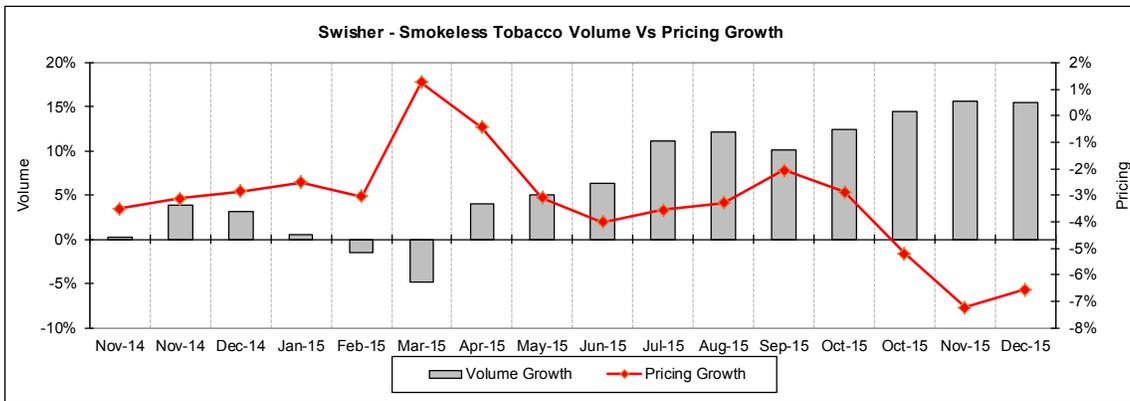
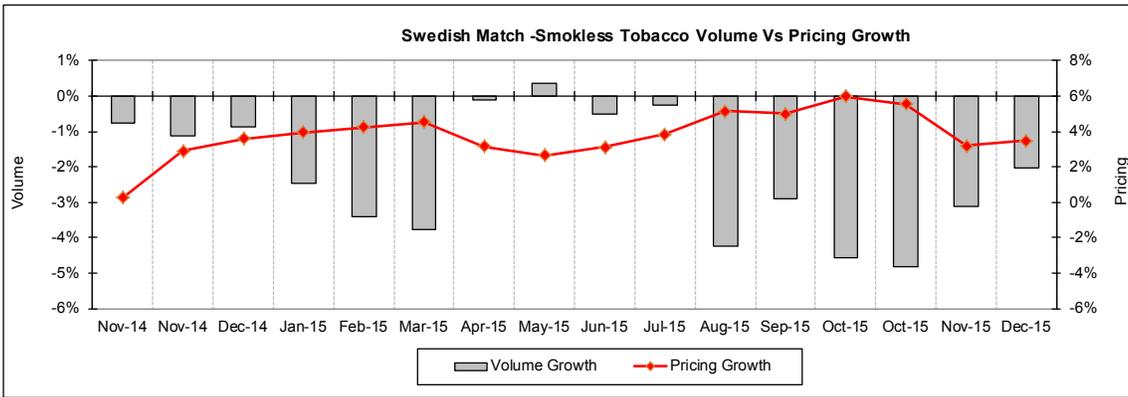
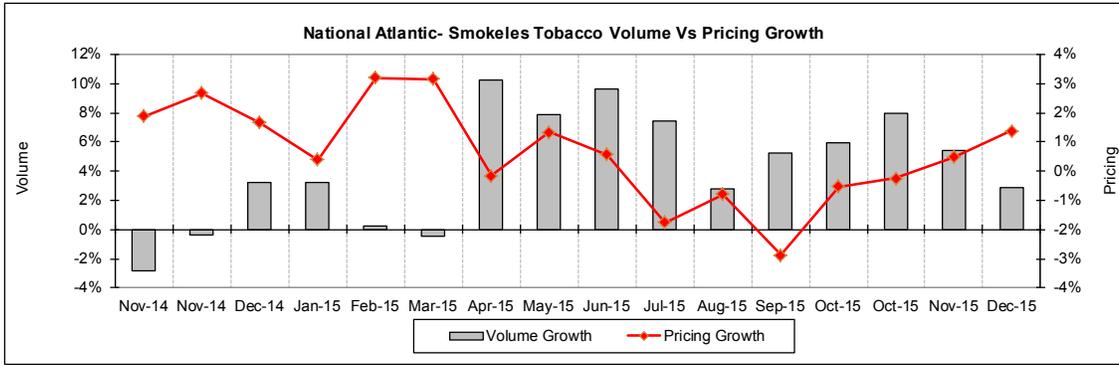
Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Exhibit 6. All Channel Smokeless Tobacco–Pricing & Volume Trends by Category & Company



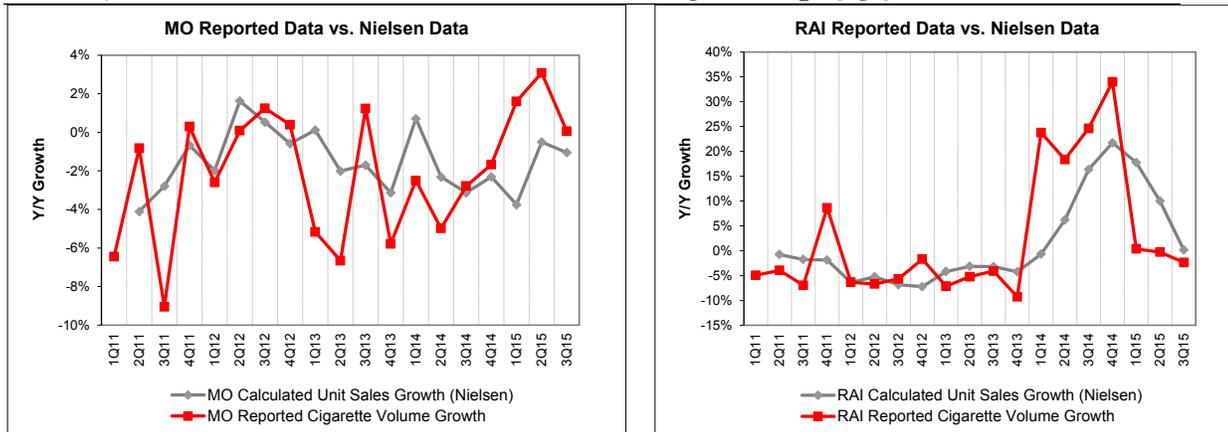
Source for all pricing/volume charts: Nielsen Total US xAOC Including Convenience Database, Wells Fargo Securities, LLC

Nielsen: Tobacco "All Channel" Data Through 12/26



Source for all pricing/volume charts: Nielsen Total US xAOC Including Convenience Database, Wells Fargo Securities, LLC

Exhibit 7. Year-over-Year Volume Growth Rates from 1Q11 through 3Q15



Source: Nielsen Total US xAOC Including Convenience Database, company reports

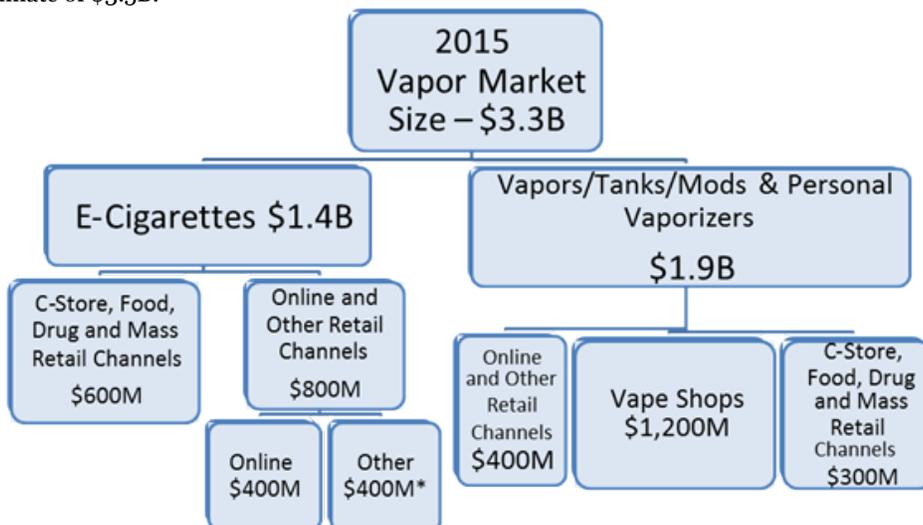
Back-Testing - Nielsen’s C-Store Database Trends A Decent Indicator of Cigarette Companies’ Volume Trends

We back-tested Nielsen’s C-Store scanner data to gain a better understanding of Nielsen’s strength as a leading indicator of cigarette companies’ volume performance. We are pleased that this data is highly correlated, when cigarette companies’ quarterly volumes were on a one quarter lag. Therefore, we feel that Nielsen’s C-store data can be used to provide a general sense (especially directionally) of how volumes for the cigarette companies should trend.

We downloaded company-level cigarette unit sales for MO and RAI from Nielsen’s C-store database (starting with 2Q10) and modified the numbers proportionally so that the 4-week period for Nielsen aligned with the companies’ reporting quarters. We used year-over-year growth rates for unit sales for these companies to see how they compare with the companies’ reported volume growth rates and to see how strong the correlation is between these data. We analyzed a total of 22 quarters’ worth of year-over-year percentage change data. **The correlation between MO’s reported volume growth and Nielsen’s all channel database was 0.29. The correlation between RAI and Nielsen was 0.70.**

Exhibit 8. Estimated 2015 \$ Sales of the U.S. Vapor Market

E-cig category dollar sales were \$58MM this period implying about **\$850MM annual sales in Nielsen-tracked channels**. This combined with vapor sales in non-Nielsen tracked channels (such as vape shops) **plus** online sales suggest the vapor category in total was ~\$3.3B in 2015 in the U.S, slightly below our previous estimate of \$3.5B.

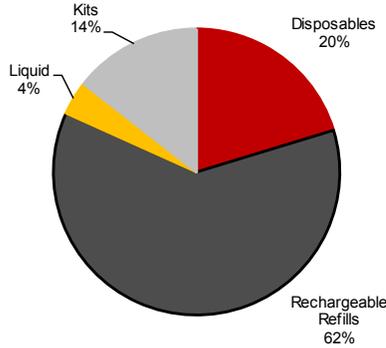


Source: Nielsen C-Store Database, Wells Fargo Securities, LLC estimates
*Other Non-Tracked channels include tobacco-only outlets and other e-cig retail locations.

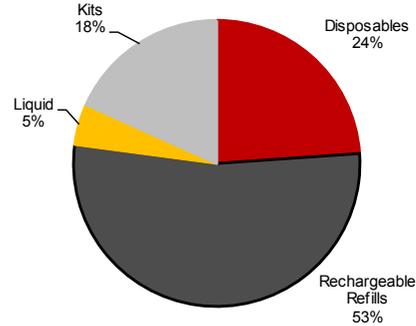
Nielsen: Tobacco "All Channel" Data Through 12/26

Exhibit 9. Vapor Market Breakdown by Sub-Segment – Per Nielsen E-Cig Category Data

Sales Mix 4-Wk Ending 12/26/15 (\$ Sales \$57.7M)



Sales Mix 52-Wk Ending 12/26/15 (\$ Sales \$778.5M)



Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Exhibit 10. E-Cig C-Store Scanner Data Summary Table (52-wk Category Retail \$ Sales \$667.4M)

Wells Fargo Securities - C-Store Scanner Data Summary															
Number of Weeks in Period:	Total Category \$ (in millions)			Total Category Units (in millions)			Avg. EQ Price			Dollar Sales Δ y/y			EQ Unit Sales Δ y/y		
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
E-Cigarette Category	\$48.5	\$144.3	\$667.4	6.1	17.7	77.9	\$8.1	\$8.2	\$8.6	-8.4%	-10.8%	-16.8%	-15.0%	-18.6%	1.9%
Number of Weeks in Period:	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
E-Cigarette Category	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-8.4%	-10.8%	-16.8%	-15.0%	-18.6%	1.9%	-6.2%	-8.8%	22.5%
Reynolds American	42.8%	43.0%	38.0%	54.0%	54.4%	49.1%	-5.5%	-8.9%	-9.2%	26.7%	5.6%	129.4%	34.1%	15.9%	152.7%
Fontem (blu)	18.3%	19.1%	19.7%	13.0%	13.7%	14.9%	3.9%	0.7%	-4.2%	-20.2%	-22.8%	-34.2%	-23.2%	-23.3%	-31.3%
Logic	16.3%	15.7%	15.9%	9.6%	9.4%	9.2%	-11.9%	-12.1%	-2.6%	-19.3%	-21.8%	-12.9%	-8.4%	-11.0%	-10.6%
Altria	8.4%	6.9%	8.3%	9.6%	7.9%	9.6%	-15.7%	-12.1%	-10.9%	-49.6%	-42.1%	26.6%	-40.4%	-34.1%	42.0%
CB Distributors	3.7%	3.9%	4.7%	3.4%	3.4%	4.2%	-12.7%	-10.4%	-6.8%	-44.7%	-42.5%	-16.1%	-36.7%	-35.9%	-10.0%
Njoy, Inc.	2.6%	3.1%	4.5%	2.5%	2.7%	3.6%	-29.0%	-22.4%	-3.6%	-58.2%	-55.1%	-51.5%	-41.1%	-42.2%	-49.6%
Ballantyne Brands, Inc.	0.7%	0.8%	1.3%	0.6%	0.6%	1.2%	0.4%	-6.7%	-16.6%	-61.0%	-61.6%	4.1%	-61.1%	-58.8%	24.8%
VMR Products	1.2%	1.2%	1.4%	1.1%	1.2%	1.5%	0.0%	2.4%	1.5%	-34.5%	-36.3%	-27.7%	-34.6%	-37.8%	-28.8%
Nicotek	0.3%	0.4%	0.5%	0.3%	0.4%	0.6%	242.2%	101.4%	1.5%	-70.6%	-67.4%	-64.2%	-81.4%	-83.8%	-64.7%
FIN Branding Group	0.1%	0.1%	0.3%	0.1%	0.3%	0.4%	-23.7%	-48.5%	-51.1%	-81.3%	-79.6%	-76.7%	-75.6%	-60.4%	-52.3%
GS Vapors	0.2%	0.3%	0.2%	0.2%	0.2%	0.1%	-13.5%	-17.6%	-11.8%	1298.1%	1938.9%	2925.1%	1517.0%	2373.1%	3328.6%

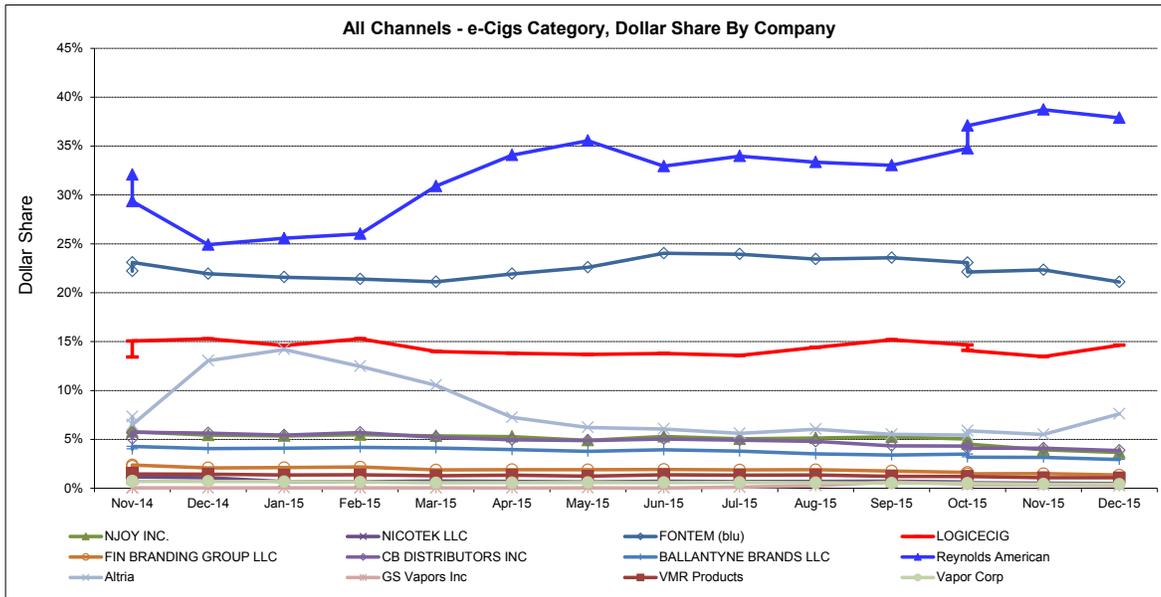
Source: Nielsen C-Track Database and Wells Fargo Securities, LLC

Exhibit 11. E-Cig All Channel Scanner Data Summary (52-wk Category Retail \$ Sales \$778.5M)

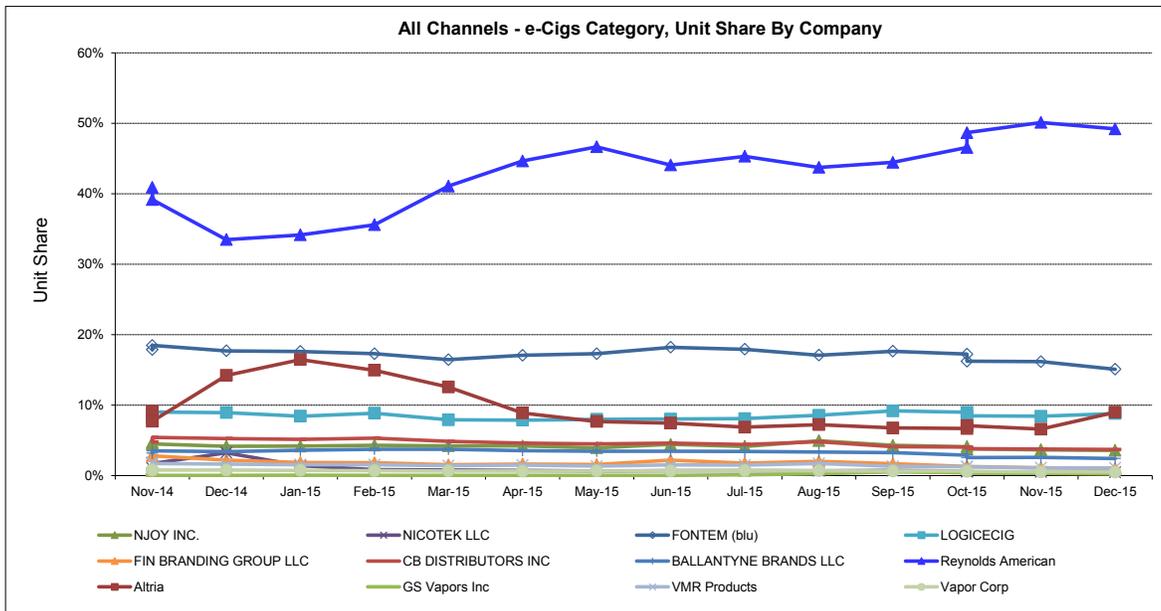
Wells Fargo Securities - All Channel Scanner Data Summary															
Number of Weeks in Period:	Total Category \$ (in millions)			Total Category Units (in millions)			Avg. EQ Price			Dollar Sales Δ y/y			EQ Unit Sales Δ y/y		
	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
E-Cigarette Category	\$57.7	\$168.8	\$778.5	6.9	20.1	88.5	\$8.3	\$8.4	\$8.8	-8.7%	-9.6%	-16.2%	-14.7%	-17.8%	-1.1%
Number of Weeks in Period:	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week	4-Week	12-Week	52-Week
Period Ending:	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15	12/26/15
E-Cigarette Category	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-8.7%	-9.6%	-16.2%	-14.7%	-17.8%	-1.1%	-6.6%	-9.0%	18.1%
Reynolds American	37.9%	37.9%	33.2%	49.2%	49.3%	44.0%	-5.4%	-8.8%	-9.1%	29.8%	8.1%	130.5%	37.2%	18.5%	153.7%
Fontem (blu)	21.1%	21.8%	22.4%	15.1%	15.8%	17.0%	3.1%	0.4%	-4.4%	-17.9%	-19.8%	-31.7%	-20.4%	-20.1%	-28.6%
Logic	14.6%	14.1%	14.3%	8.8%	8.6%	8.4%	-11.1%	-11.4%	-2.0%	-18.3%	-20.5%	-11.1%	-8.1%	-10.3%	-9.3%
Altria	7.6%	6.3%	7.8%	9.0%	7.6%	9.2%	-15.7%	-12.1%	-11.0%	-50.2%	-41.6%	28.1%	-40.9%	-33.6%	43.9%
Njoy, Inc.	3.7%	4.0%	5.0%	3.6%	3.7%	4.1%	-28.4%	-23.8%	-7.2%	-42.6%	-42.9%	-47.1%	-19.8%	-25.1%	-43.0%
CB Distributors	3.9%	4.0%	4.8%	3.7%	3.8%	4.5%	-11.2%	-9.5%	-6.5%	-41.6%	-39.7%	-15.6%	-34.3%	-33.4%	-9.7%
Ballantyne Brands, Inc.	2.9%	3.1%	3.7%	2.4%	2.5%	3.2%	-7.3%	-9.2%	-20.2%	-38.1%	-38.0%	-6.4%	-33.2%	-31.8%	17.4%
FIN Branding Group	1.4%	1.4%	1.8%	1.0%	1.1%	1.6%	30.0%	34.4%	-2.4%	-44.4%	-47.0%	-46.1%	-57.2%	-60.6%	-44.8%
VMR Products	1.1%	1.1%	1.3%	1.1%	1.1%	1.4%	2.5%	4.4%	1.8%	-36.3%	-37.9%	-28.6%	-37.8%	-40.5%	-29.9%
Nicotek	0.5%	0.5%	0.7%	0.5%	0.5%	0.7%	179.3%	75.0%	0.7%	-62.1%	-59.5%	-59.0%	-86.4%	-76.8%	-59.2%

Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Exhibit 12. All Channel E-Cigarette Dollar Share Trends

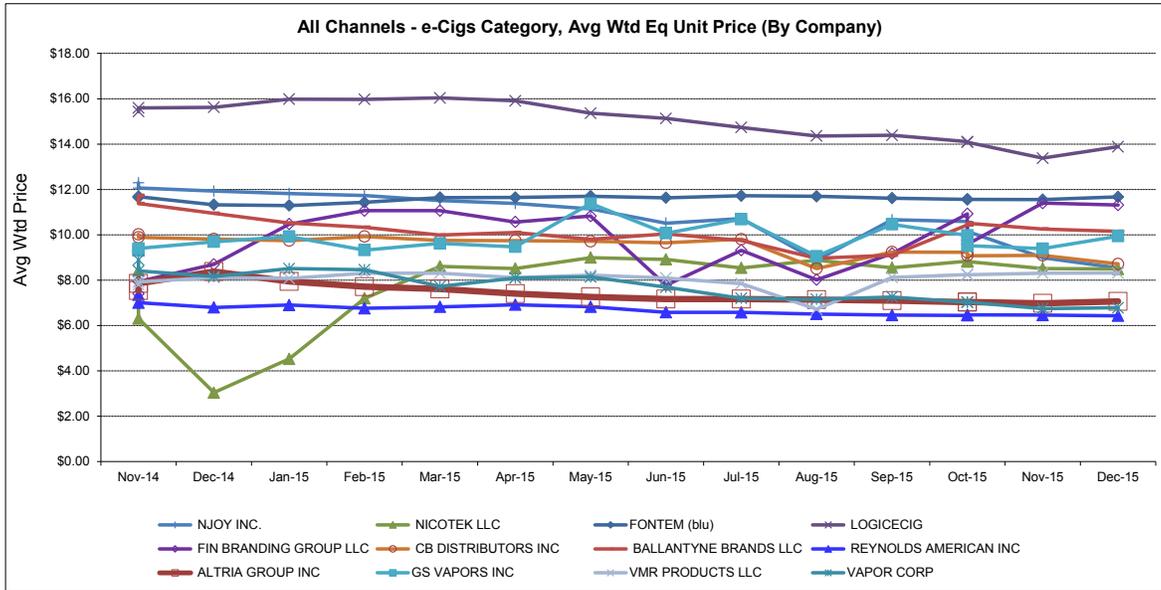


Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC



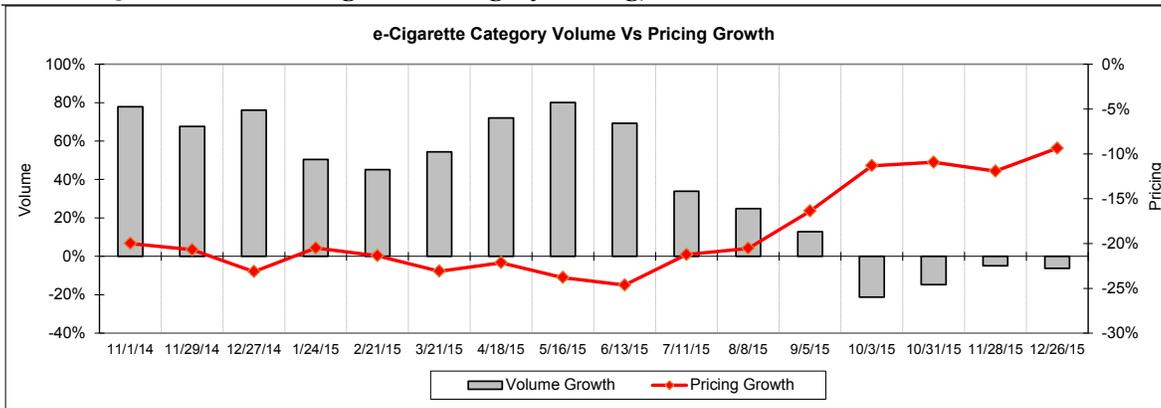
Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Nielsen: Tobacco "All Channel" Data Through 12/26

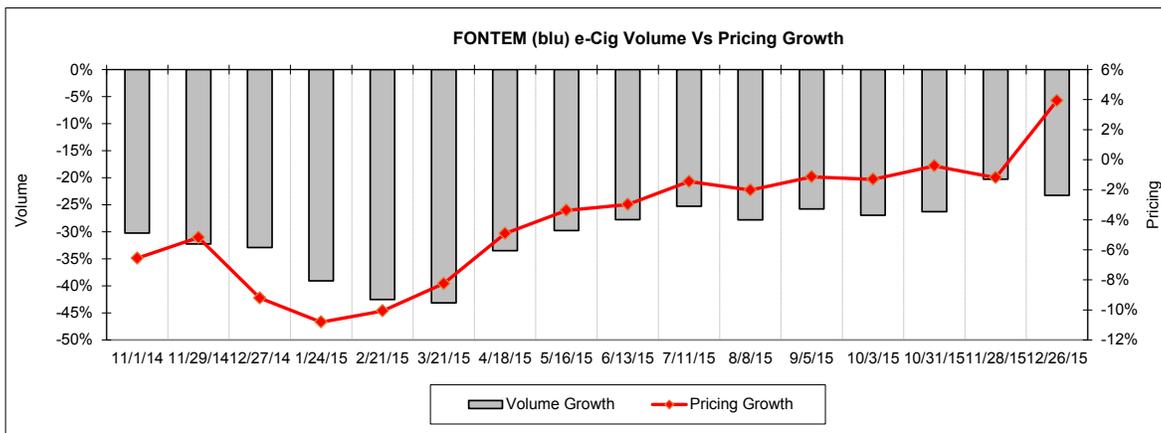


Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

Exhibit 13. All Channel E-Cigarette Category Pricing, Volume and Unit Share Trends

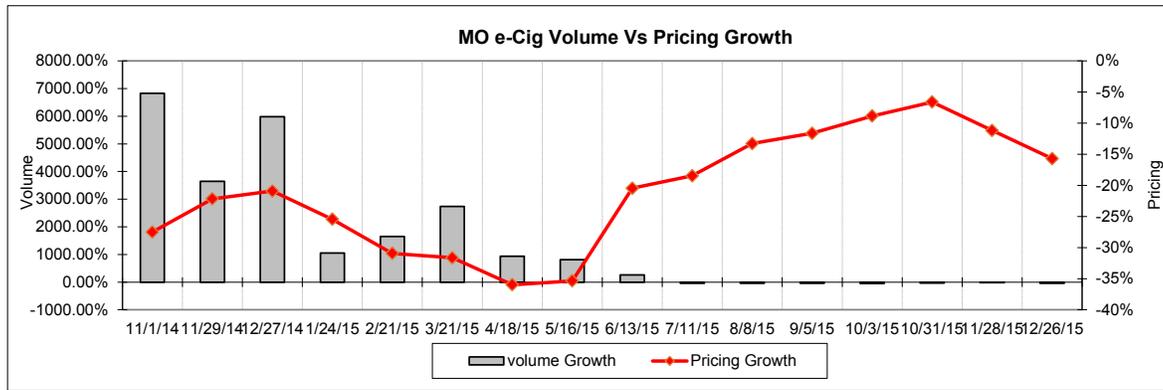


Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

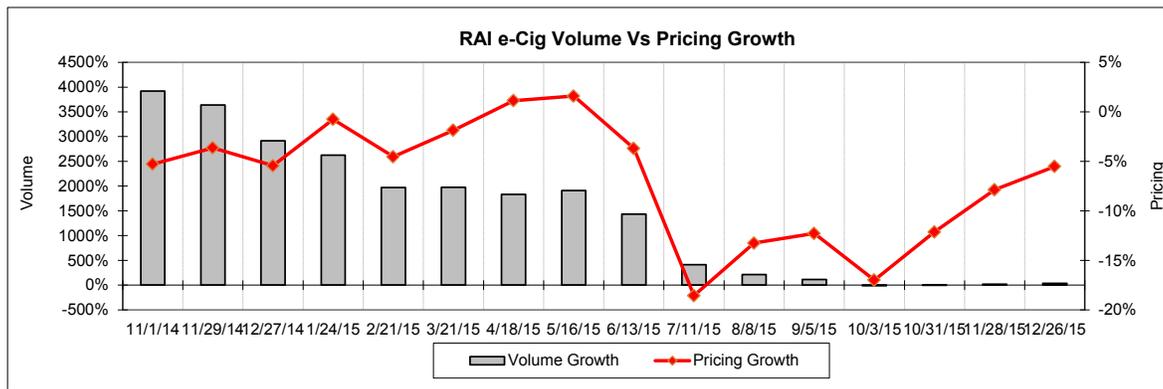


Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC

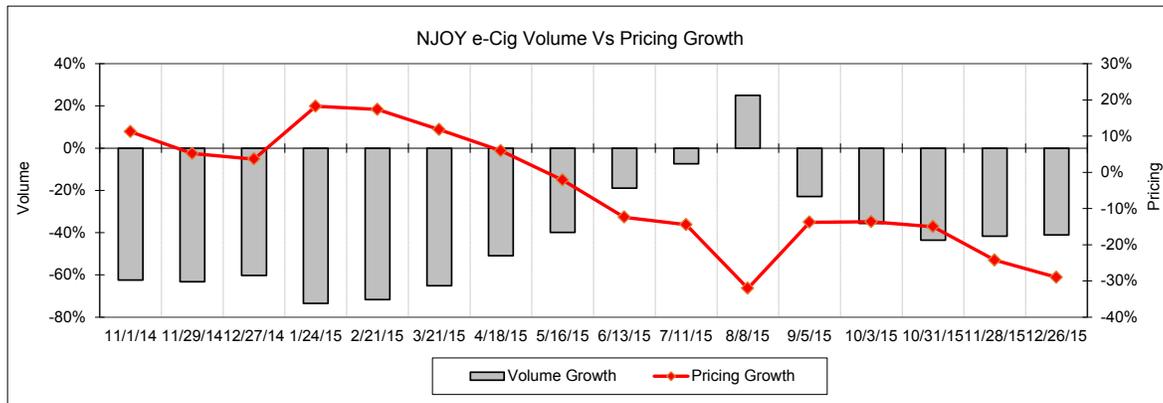
Tobacco



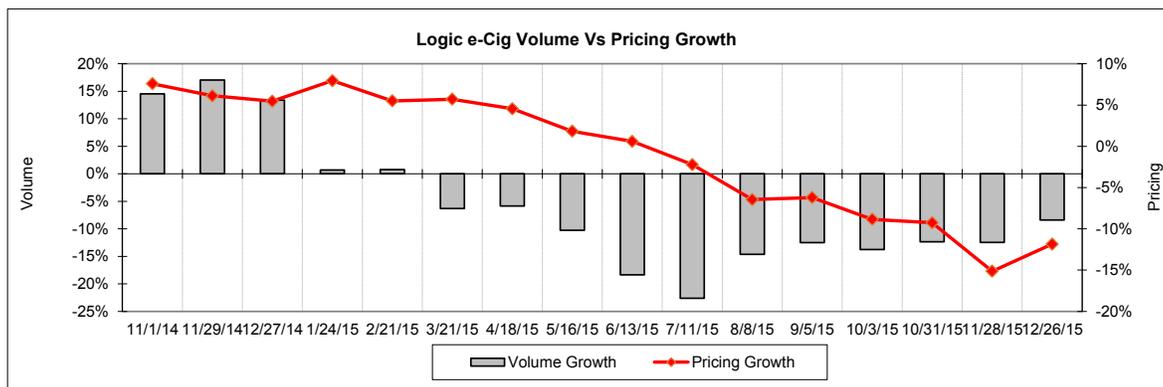
Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC



Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC



Source: Nielsen Total US xAOC Including Convenience Database and Wells Fargo Securities, LLC



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