

BAT KANTAR

Pack Swap 2015 Toplines

Illicit Trade Monitor

CHILE



Subject to Licit and CORA approval

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ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30 (likewise references to other age such as 25 or 35). The term 'adult' is defined by local law, but shall in no circumstances refer to any person under the age of 18. Likewise, consistent with BAT's International Marketing Principles, terms such as 'consumer', 'target consumer', 'smoker', or 'target audience' refer only to smokers whom are adults.

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This document does not represent the views or intentions of British American Tobacco PLC (or any of its group companies). It contains references to conversations and comments made by a small number of consumers who took part in research interviews in Argentina in June 2014 to July 2014. Information or attributions may have been incorrectly noted or inadvertently attributed.

In addition, these comments are not necessarily a representative sample of all the comments made, nor may any assumptions be made as to whether the same or similar views would be held by a broader group of people or by the population generally. They are used only in the context of research and to inform discussions about the subject area.

Sample composition weighted by cities

	Unweighted		Weighted	
	N	%	n	%
Santiago	842	38,1%	1276	57,5%
North	463	20,7%	142	6,5%
Antofagasta	150	6,9%	75	3,5%
Arica	153	6,8%	31	1,4%
Iquique	160	6,8%	35	1,6%
Center	456	21%	482	21,9%
San Antonio	105	4,6%	35	1,6%
Talca	150	6,8%	90	4,1%
Coquimbo / La Serena	102	4,8%	159	7,2%
Viña del Mar/ Valparaíso	102	4,6%	198	9%

	Unweighted		Weighted	
	N	%	n	%
South	456	20,6%	313	14%
Chillan	102	4,6%	42	1,9%
Concepción / Talcahuano	102	4,6%	97	4,4%
Temuco	102	4,6%	75	3,2%
Pto. Montt / Osorno	150	6,8%	99	4,5%

MEASURE:
October /
December 2014

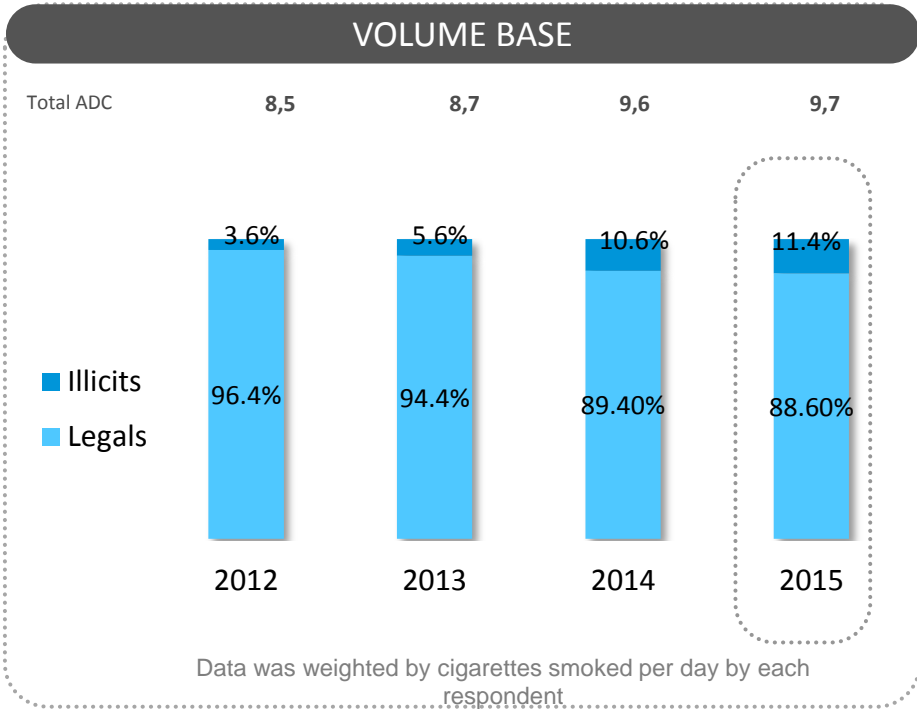
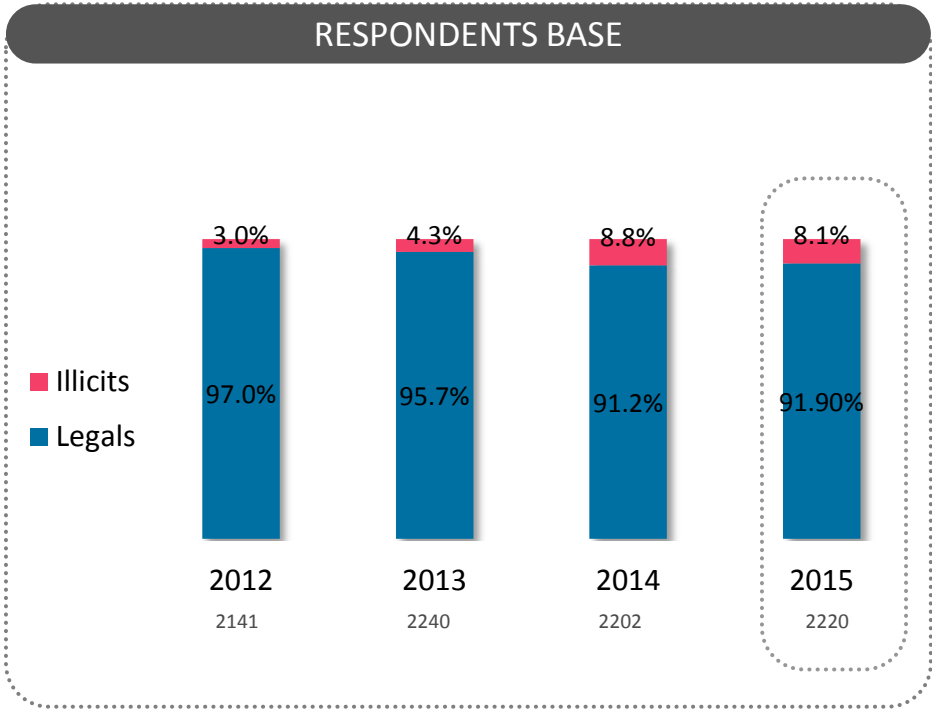


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3 • To preserve the comparability of data, the structure of the unweight sample is equivalent to that of previous measurements

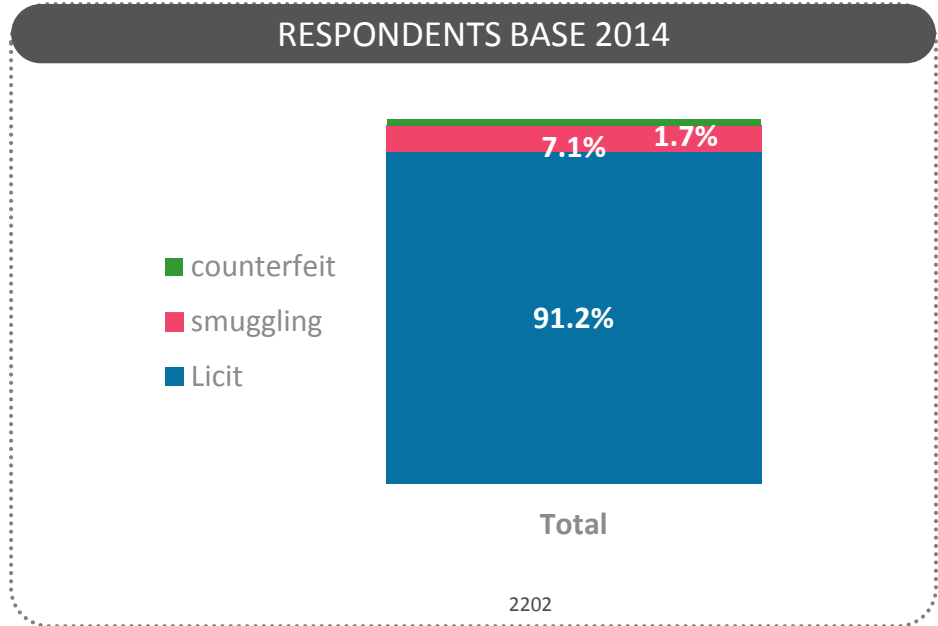
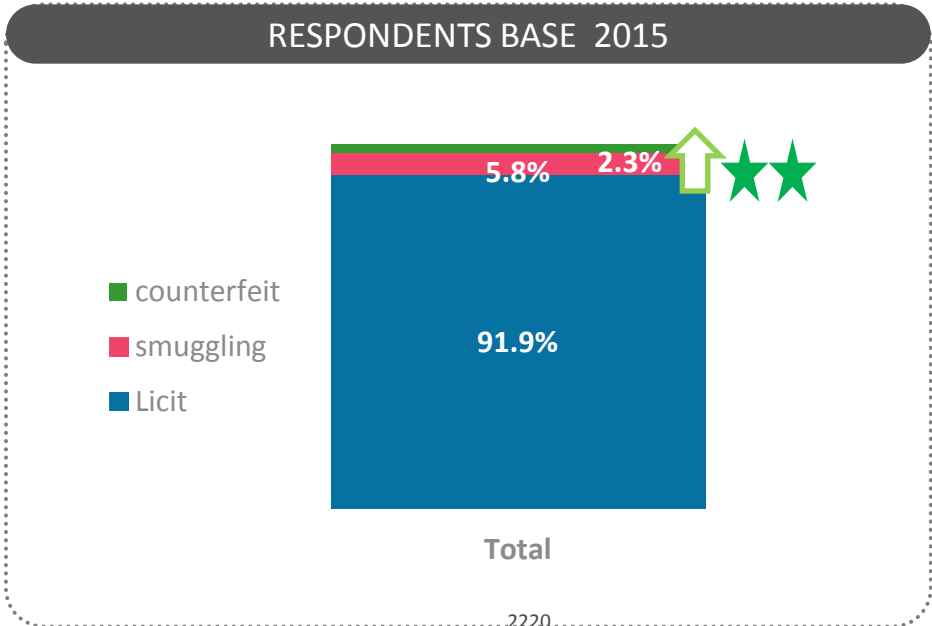


Illicit trade incidence | evolution: IT stays stable.



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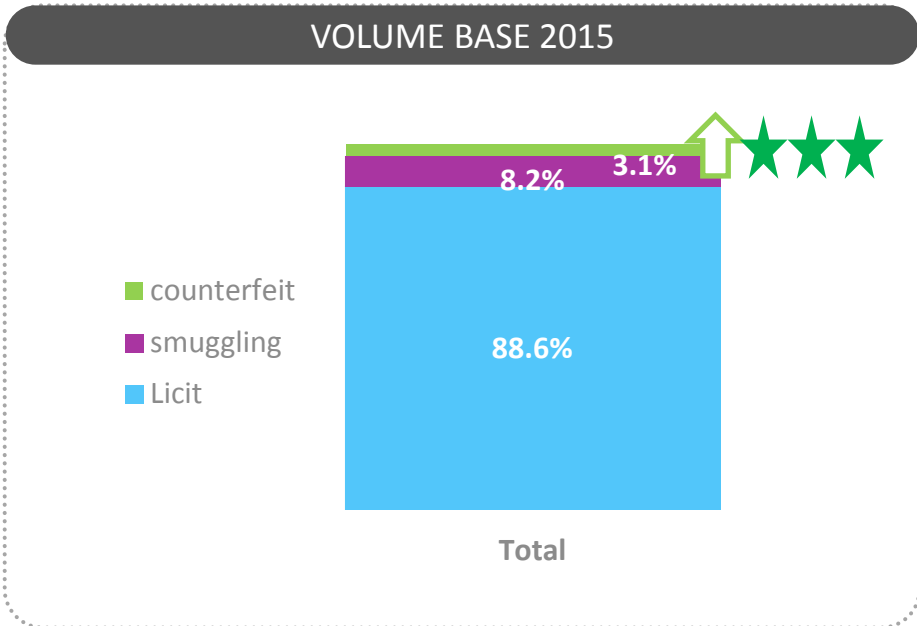
Counterfeit packs continue increasing



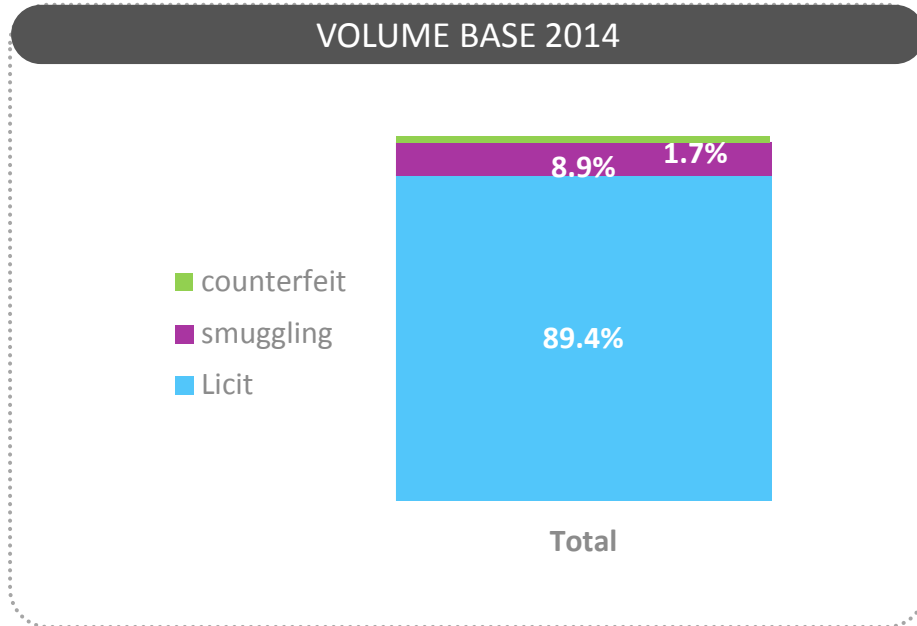
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Counterfeit packs volume increased. Illicit ADC is higher than legal ADC



Legal ADC	9,4
Illicit ADC	13
Counterfeit ADC	12,6
Smuggling ADC	13,2



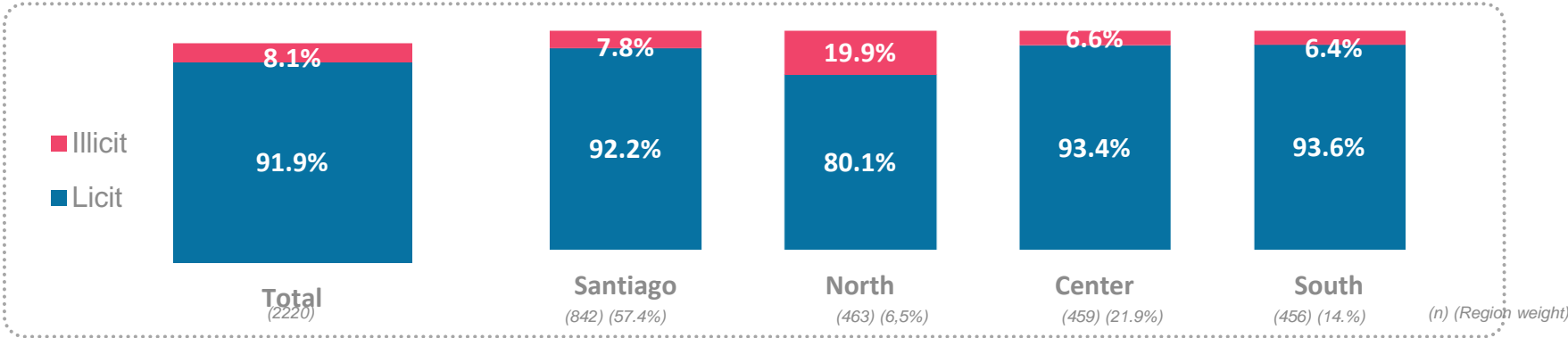
Legal ADC	9,4
Illicit ADC	11,7
Counterfeit ADC	9,9
Smuggling ADC	12,1

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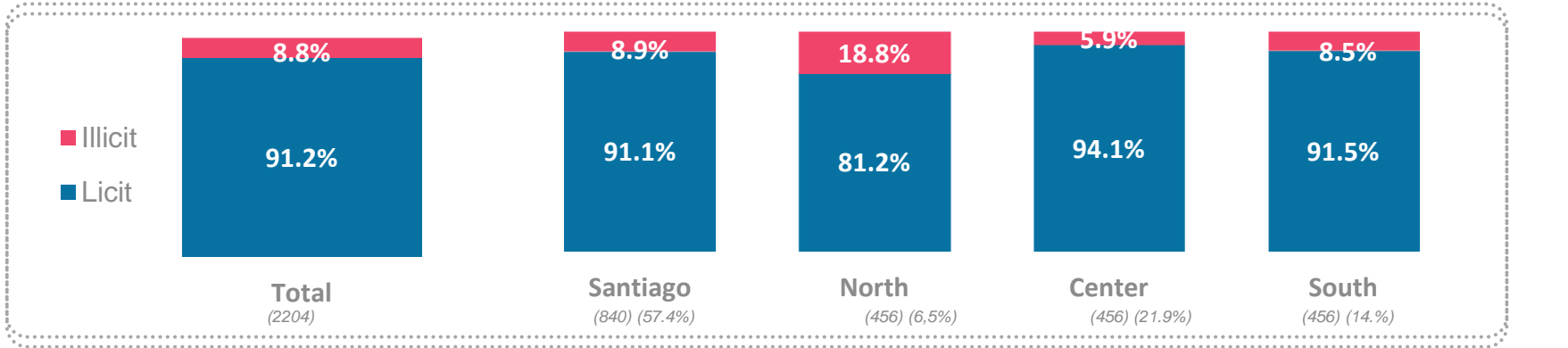


IT increase affects all regions.

RESPONDENTS
BASE 2015



RESPONDENTS
BASE 2014

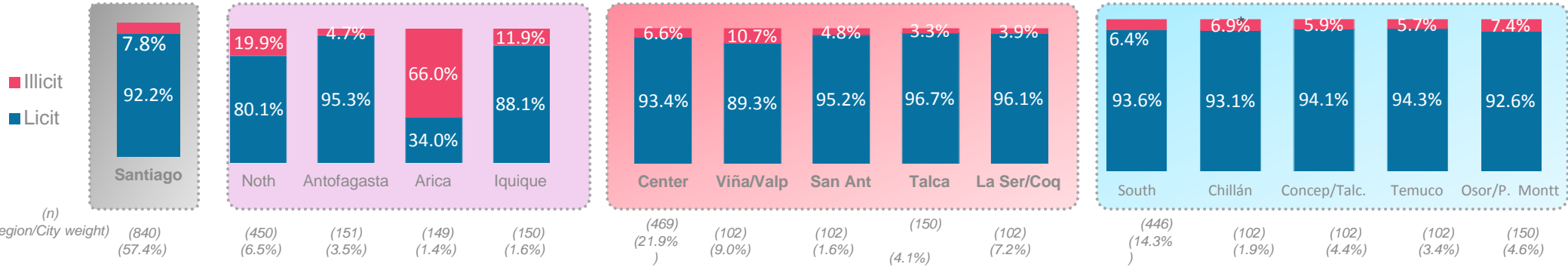


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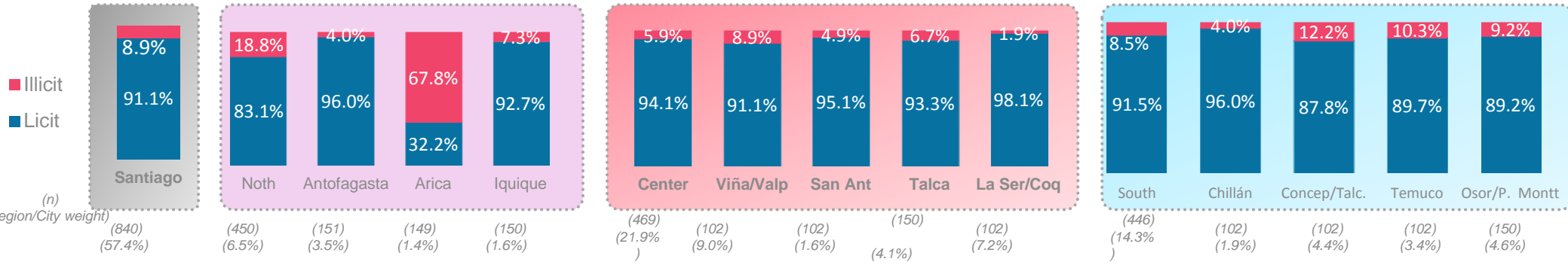


IT increase is significant in the center and south of the country. .

RESPONDENTS BASE 2015



RESPONDENTS BASE 2014



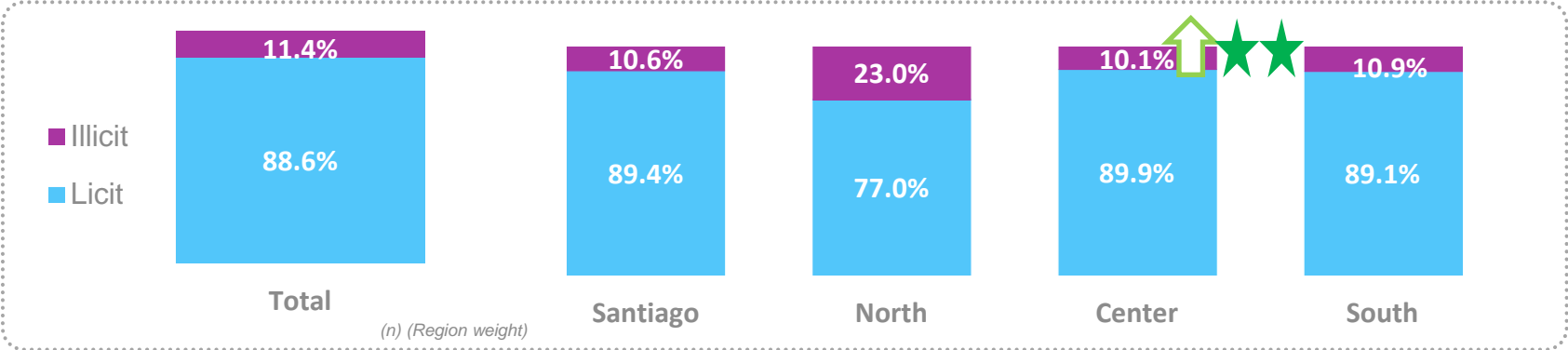
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2014 IT volume doubles 2013 figures

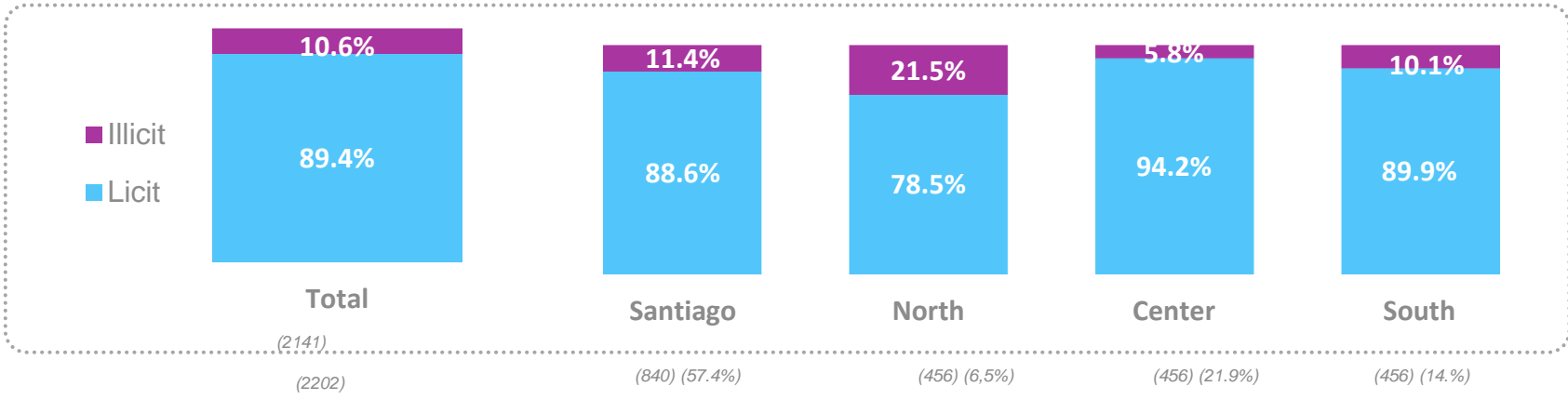
VOLUME
BASE 2015

Data were weighted by cigarettes smoked per day by each respondent



VOLUME
BASE 2014

Data were weighted by cigarettes smoked per day by each respondent



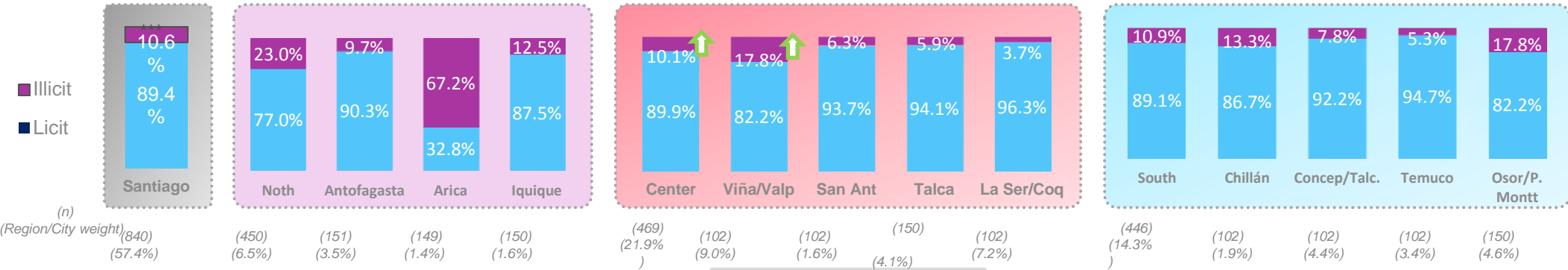
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IT volume

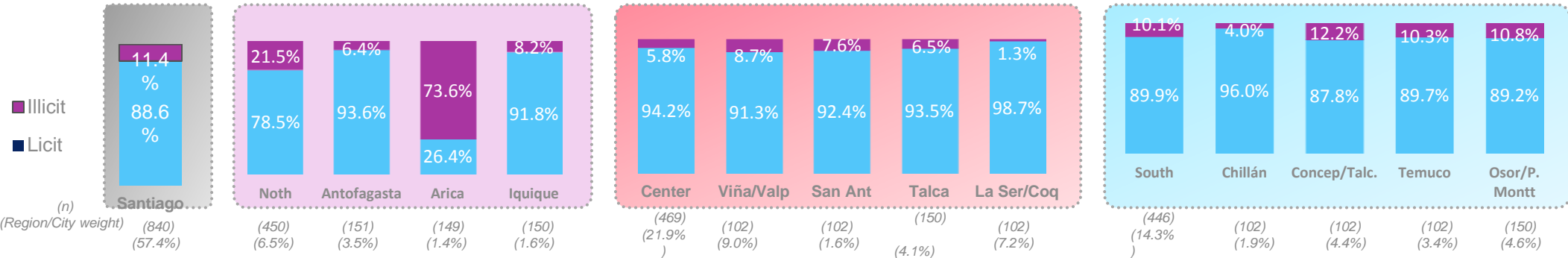
VOLUME BASE 2015

Data were weighted by cigarettes smoked per day by each respondent



VOLUME BASE 2014

Data were weighted by cigarettes smoked per day by each respondent



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