

WSPM GROUP
EMPTY PACKS SURVEY
NETHERLANDS Q2 2025

September 2025

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EMPTY PACK SURVEY RESULTS Q2 2025:
NETHERLANDS



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APPENDIX

A blurred city street scene at sunset, featuring tall buildings, a crosswalk, and a LEGO store. A semi-transparent text overlay is present in the center-left.

01.

EXECUTIVE SUMMARY

QUARTER 2, 2025



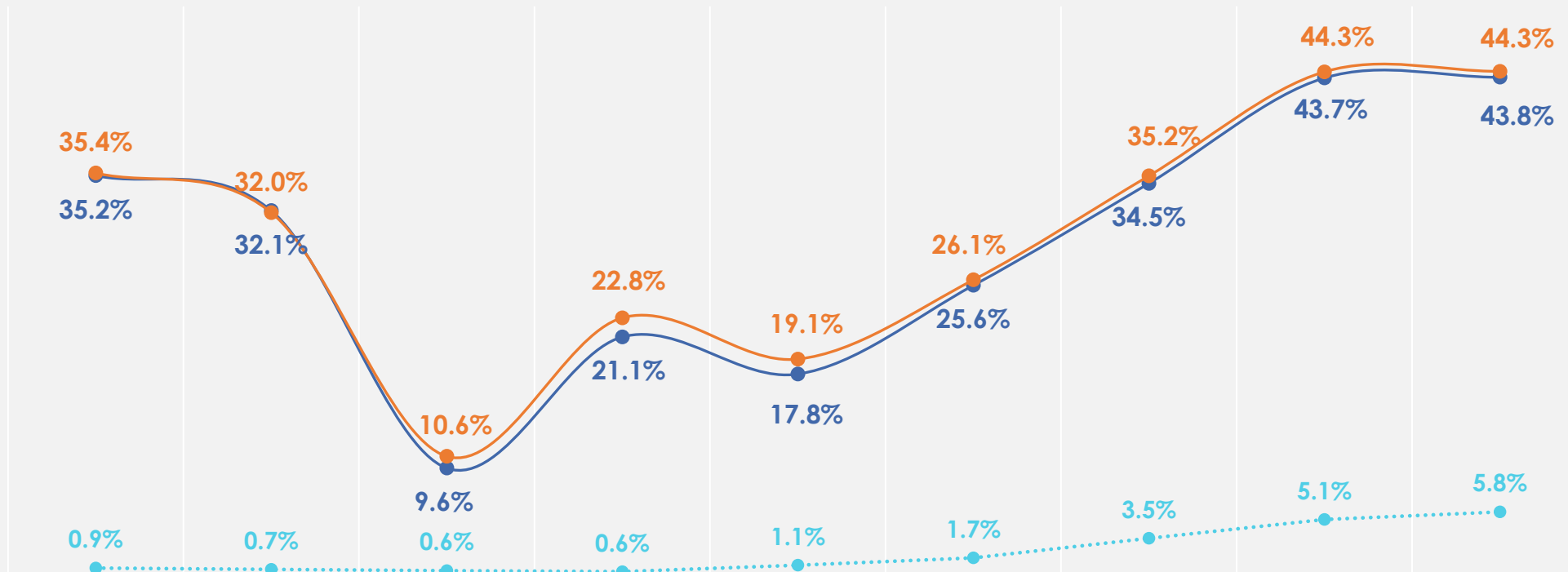
EXECUTIVE SUMMARY: NON-DOMESTIC TREND

NON-DOMESTIC INCIDENCE
% OF TOTAL SAMPLE

based on packs

based on sticks

thereof Counterfeit
(based on weighted sticks)



	2021 Q3	2021 Q4	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2
Sticks	154,997	155,628	167,260	158,041	158,512	159,718	148,696	146,602	147,408
Packs	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000

EXECUTIVE SUMMARY: KEY MESSAGES

Industry overview

- **Non-domestic incidence** increased to **43.8%** (vs 43.7% in Q4 2024, 34.5% in Q2 2024).
- **Counterfeit incidence** increased to **5.8%** (5.1%, 3.5%).
- **Main non-domestic brands** found were (excl. counterfeit):
 - **MARLBORO** (PMI) with **18.9%** of all packs collected (18.5%, 14.9%).
 - **CAMEL** (JTI) with **5.0%** (5.2%, 3.5%).
 - **WINSTON** (JTI) with **2.9%** (2.7%, 2.1%).
- **Main non-domestic market variants** found were (excl. counterfeit):
 - **DUTY FREE** with **6.1%** of all packs collected (6.3%, 5.4%).
 - **GERMANY** with **5.1%** (4.5%, 4.6%).
 - **SPAIN** with **3.5%** (4.9%, 2.8%).
- **At city level**, the highest non-domestic incidence was found in **SPIJKENISSE** at **60.7%** (43.8%, 29.3%), in **MAASTRICHT** at **58.7%** (53.0%, 34.0%), and **TILBURG** at **54.7%** (52.6%, 36.5%).



EXECUTIVE SUMMARY: KEY VARIANCES

% OF TOTAL SAMPLE Based on number of sticks

Total: 147,408 sticks (7,000 packs).

	Q2 2025	Q4 2024	Q2 2024
NON-DOMESTIC INCIDENCE	43.8%	43.7%	34.5%
MAIN MARKET VARIANTS (excl. counterfeit)			
DUTY FREE	6.1%	6.3%	5.4%
GERMANY	5.1%	4.5%	4.6%
SPAIN	3.5%	4.9%	2.8%
MAIN BRAND FAMILIES (excl. counterfeit)			
MARLBORO (PMI)	18.9%	18.5%	14.9%
CAMEL (JTI)	5.0%	5.2%	3.5%
WINSTON (JTI)	2.9%	2.7%	2.1%
MAIN CITIES (excl. counterfeit)			
SPIJKENISSE	60.7%	43.8%	29.3%
MAASTRICHT	58.7%	53.0%	34.0%
TILBURG	54.7%	52.6%	36.5%
COUNTERFEIT INCIDENCE			
TOTAL COUNTERFEIT INCIDENCE	5.8%	5.1%	3.5%
PMI	4.7%	4.7%	3.0%
JTI	0.9%	0.1%	0.2%
IMPERIAL TOBACCO	0.1%	0.2%	0.1%
BAT	0.1%	0.2%	0.1%



EXECUTIVE SUMMARY: INFLOW MATRIX

% OF TOTAL SAMPLE Based on number of sticks

— Total: 147,408 sticks (7,000 packs).

MAIN INFLOWS

	COUNTERFEIT	DUTY FREE	GERMANY	SPAIN	LUXEMBOURG	POLAND	OTHERS	Total	2024 Q4	2024 Q2
MARLBORO (PMI)	4.5%	3.4%	2.9%	2.7%	1.6%	0.5%	7.9%	23.5%	23.2%	17.9%
CAMEL (JTI)	—	1.0%	0.5%	0.2%	0.6%	0.5%	2.2%	5.0%	5.2%	3.5%
WINSTON (JTI)	0.9%	0.3%	0.1%	0.1%	0.2%	1.2%	1.0%	3.8%	2.7%	2.2%
PARLIAMENT (PMI)	—	0.1%	0.1%	—	—	0.2%	1.2%	1.6%	1.3%	1.2%
L&M (PMI)	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.3%	1.4%	1.5%	1.4%
LUCKY STRIKE (BAT)	—	0.0%	0.1%	0.2%	0.2%	0.0%	0.3%	0.9%	1.1%	1.0%
OTHERS	0.2%	1.2%	1.2%	0.3%	0.4%	0.2%	4.1%	7.5%	8.7%	7.3%
Total	5.8%	6.1%	5.1%	3.5%	3.3%	2.9%	17.1%	43.8%	43.7%	34.5%
2024 Q4	5.1%	6.3%	4.5%	4.9%	2.1%	2.7%	18.1%	43.7%		
2024 Q2	3.5%	5.4%	4.6%	2.8%	2.0%	2.2%	14.0%	34.5%		

02.

METHODOLOGY

QUARTER 2, 2025



OBJECTIVES, PROVISIONS, LIMITATIONS

OBJECTIVES

Provide an indication on the incidence of non-domestic or illicit cigarettes consumed in NETHERLANDS:

- Tax-paid and non-tax paid cigarettes from other countries
- Counterfeit cigarettes
- Gain information related to non-domestic or counterfeit cigarettes by: Manufacturer, City, Brand family, Market variant

PROVISIONS

- Participating companies: British American Tobacco (BAT), Imperial Tobacco (ITL), Japan Tobacco International (JTI) and Philip Morris International (PMI)
- Participating companies provided financial support for this study. WSPM Group conducted the empty pack collection independently. The market variant of all collected packs and the authenticity of the collected packs bearing their packs trademarks were examined by the participating companies
- WSPM Group assumed limited responsibility for the report findings and conclusion. The objectives and limitations of the report are set out on this page. Should any party choose to rely on the report, they do so at their own risk.
- Non-domestic includes legal allowances

LIMITATIONS

- Homes and workplaces are not covered
- No information on counterfeit incidence of non-participating companies
- The survey is designed to focus on trends rather than incidence at a single point in time



RESEARCH APPROACH

METHOD

Random collection from streets & public bins. Any brand, any market variant.

TIMINGS

Fieldwork:
19 May – 11 Jun 2025

REPORTING

The results are calculated based on number of sticks equivalent to the number of packs collected.

GEOGRAPHY

- The largest 50 cities
- 44.9% coverage of population

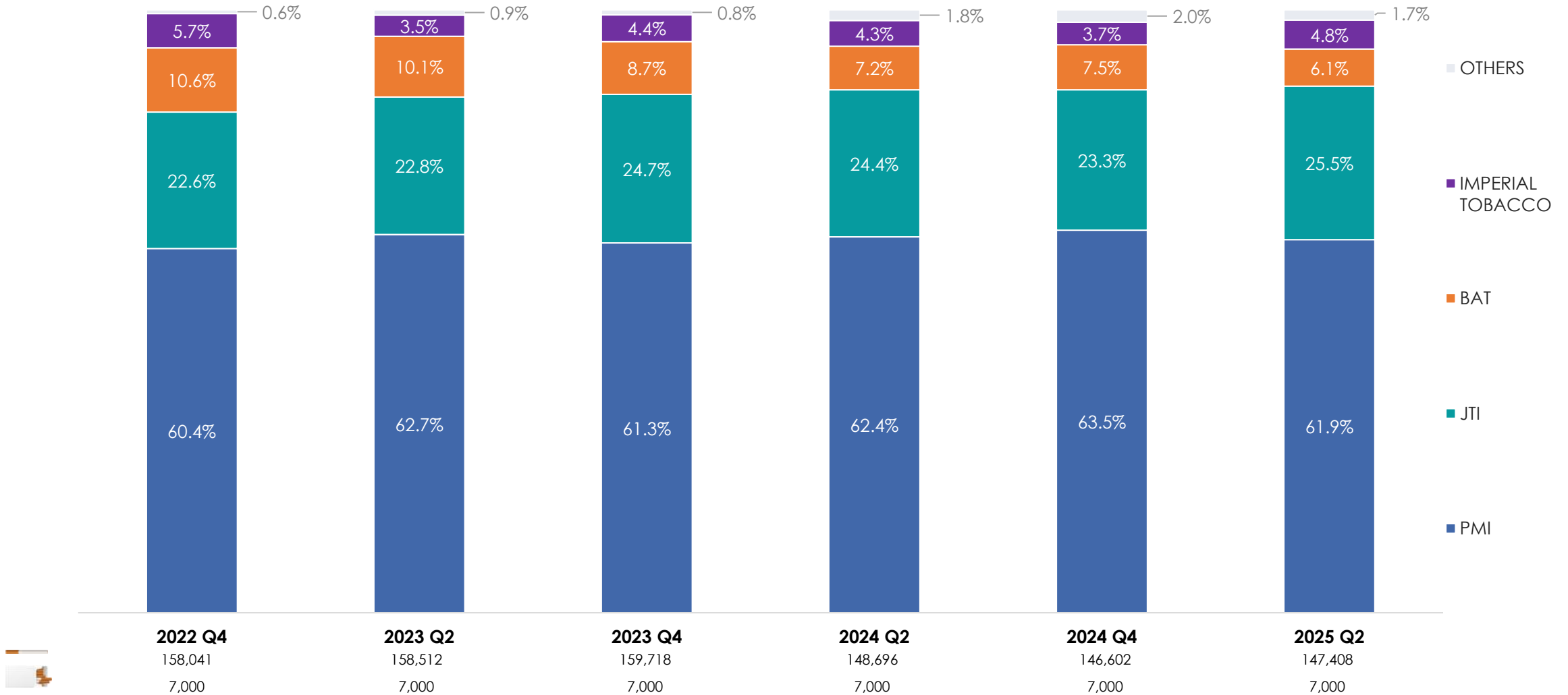


Region	Population Covered	Sample	Weighted Sample				
Amsterdam	799,278	743	774	Neeldwijk	102,698	95	96
Rotterdam	616,294	573	562	Venlo	100,159	93	88
The Hague	505,856	470	474	Deventer	98,581	92	87
Utrecht	321,916	299	310	Delft	99,097	92	90
Eindhoven	218,433	203	204	Leeuwarden	95,949	89	108
Tilburg	208,527	194	192	Alkmaar	94,505	88	95
Almere	195,213	182	187	Sittard-Geleen	94,024	87	79
Groningen	195,418	182	201	Helmond	89,023	83	80
Breda	178,140	166	158	Heerlen	88,747	83	74
Nijmegen	166,382	155	153	Hilversum	86,017	80	79
Enschede	158,627	147	138	Oss	84,861	79	80
Apeldoorn	157,315	146	142	Amstelveen	84,379	78	79
Haarlem	153,093	142	140	Seat (Sneek)	82,639	77	77
Arnhem	149,827	139	140	Hengelo	80,952	75	70
Amersfoort	149,662	139	136	Purmerend	79,482	74	79
Zaanstad	149,622	139	135	Roosendaal	77,155	72	66
Haarlemmermee	144,153	134	137	Schiedam	76,216	71	68
S-Hertogenbosch	142,817	133	134	Lelystad	75,778	70	70
Zwolle	122,562	114	112	Alphen Aan.	72,913	68	97
Zoetermeer	123,092	114	108	Almelo	72,729	68	63
Maastricht	121,819	113	104	Vlaardingen	70,905	67	64
Leiden	119,800	111	107	Hoon	71,360	67	64
Dordrecht	118,466	110	102	Spijkensisse	72,375	67	74
Ede	109,823	102	103	Gouda	70,904	67	63
Emmen	108,392	101	92	Leidschendam	72,588	67	66
Total Sample					7,528,563	7,000	7,000



SAMPLE COMPOSITION: SHARE BY COMPANY

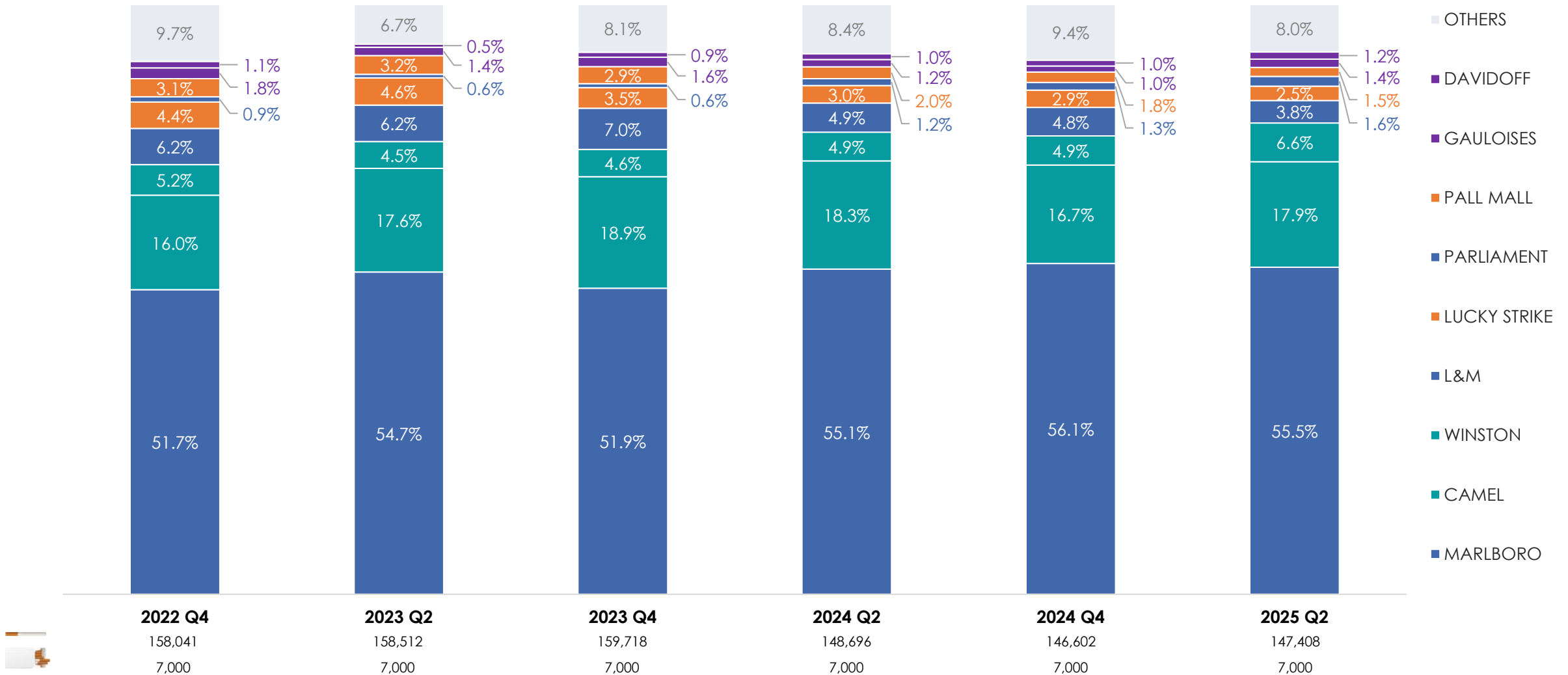
% OF TOTAL SAMPLE Based on number of sticks





SAMPLE COMPOSITION: SHARE BY BRAND

% OF TOTAL SAMPLE Based on number of sticks





03.

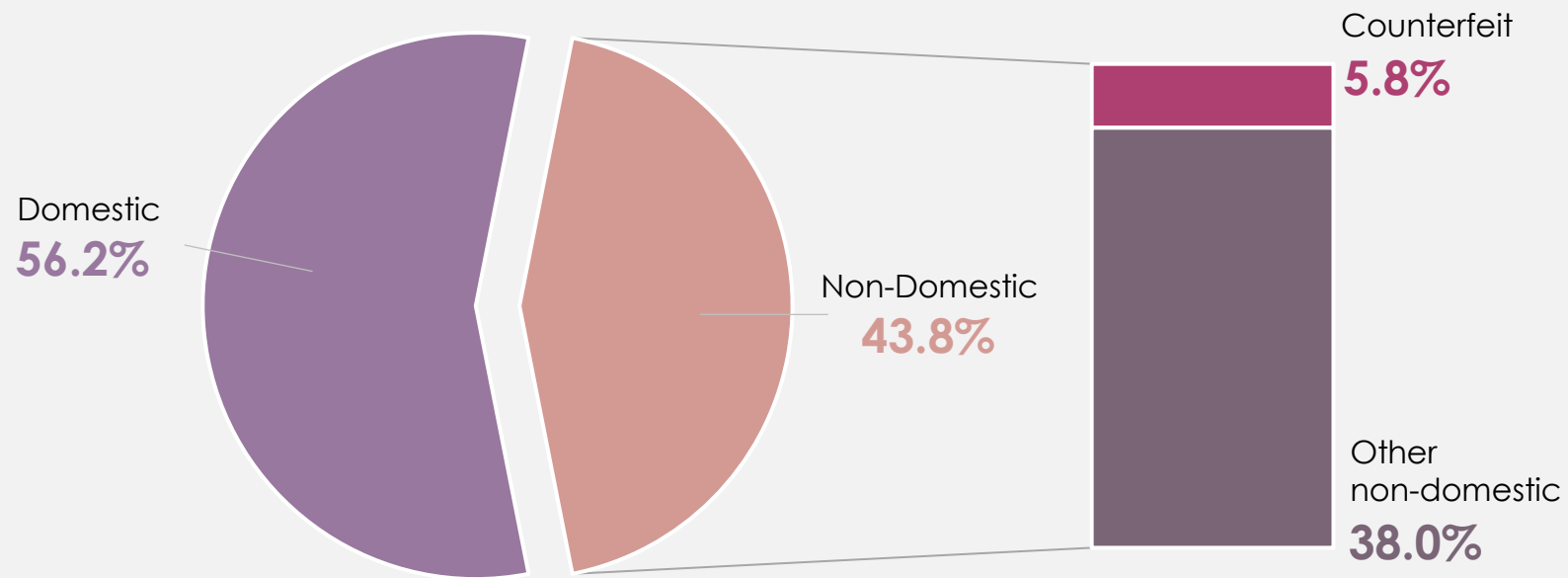
KEY RESULTS

QUARTER 2, 2025



NON-DOMESTIC: CATEGORIES

NON-DOMESTIC INCIDENCE CATEGORIES
% OF TOTAL SAMPLE

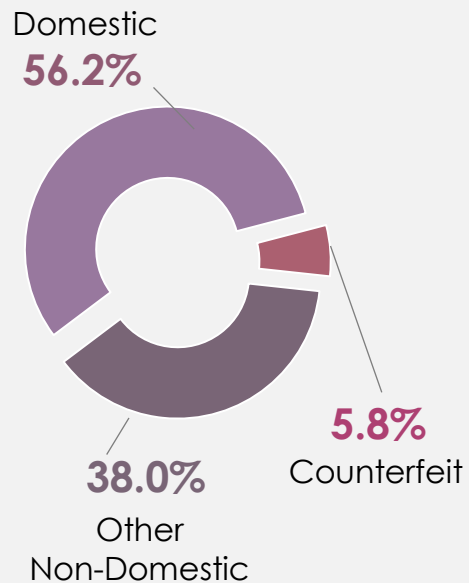


Total: 147,408 sticks (7,000 packs).



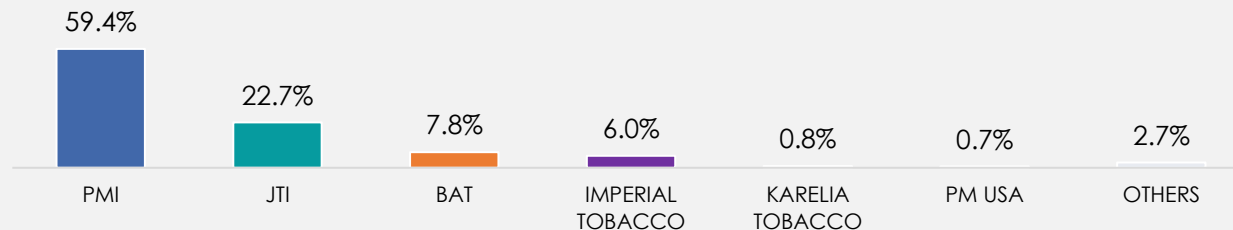
OTHER NON-DOMESTIC: BREAKDOWN

NON-DOMESTIC INCIDENCE % OF TOTAL SAMPLE



Total: 56,034 sticks (2,676 packs)

SPLIT BY COMPANY % OF OTHER NON-DOMESTIC SAMPLE



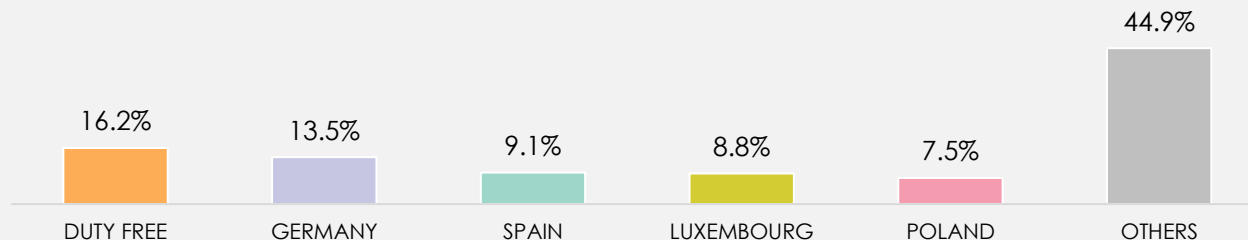
Main Others ▼ e.g.

UNKNOWN	0.6%
H. VAN LANDEWYCK	0.4%
ITC LTD	0.2%
VERITAS	0.2%
KT&G	0.1%
VON EICKEN	0.1%
J.S.S. LIMITED	0.1%

SPLIT BY MAIN BRAND (TOP 5) % OF OTHER NON-DOMESTIC SAMPLE

MARLBORO	49.8%	CAMEL	13.2%	LUCKY STRIKE	2.3%	DAVIDOFF	2.1%	KARELIA	0.6%	MARLBORO	0.6%
PARLIAMENT	4.3%	WINSTON	7.7%	PALL MALL	1.3%	GAULOISES	1.2%	OME	0.3%	PARLIAMENT	0.0%
L&M	3.3%	SOBRANIE	0.6%	KENT	1.2%	JOHN PLAYER SPECIAL	0.8%				
CHESTERFIELD	1.3%	BENSON & HEDGES	0.3%	DUNHILL	0.9%	LAMBERT & BUTLER	0.5%				
PHILIP MORRIS	0.3%	STERLING	0.3%	VOGUE	0.7%	WEST	0.4%				

SPLIT BY MARKET VARIANT % OF OTHER NON-DOMESTIC SAMPLE

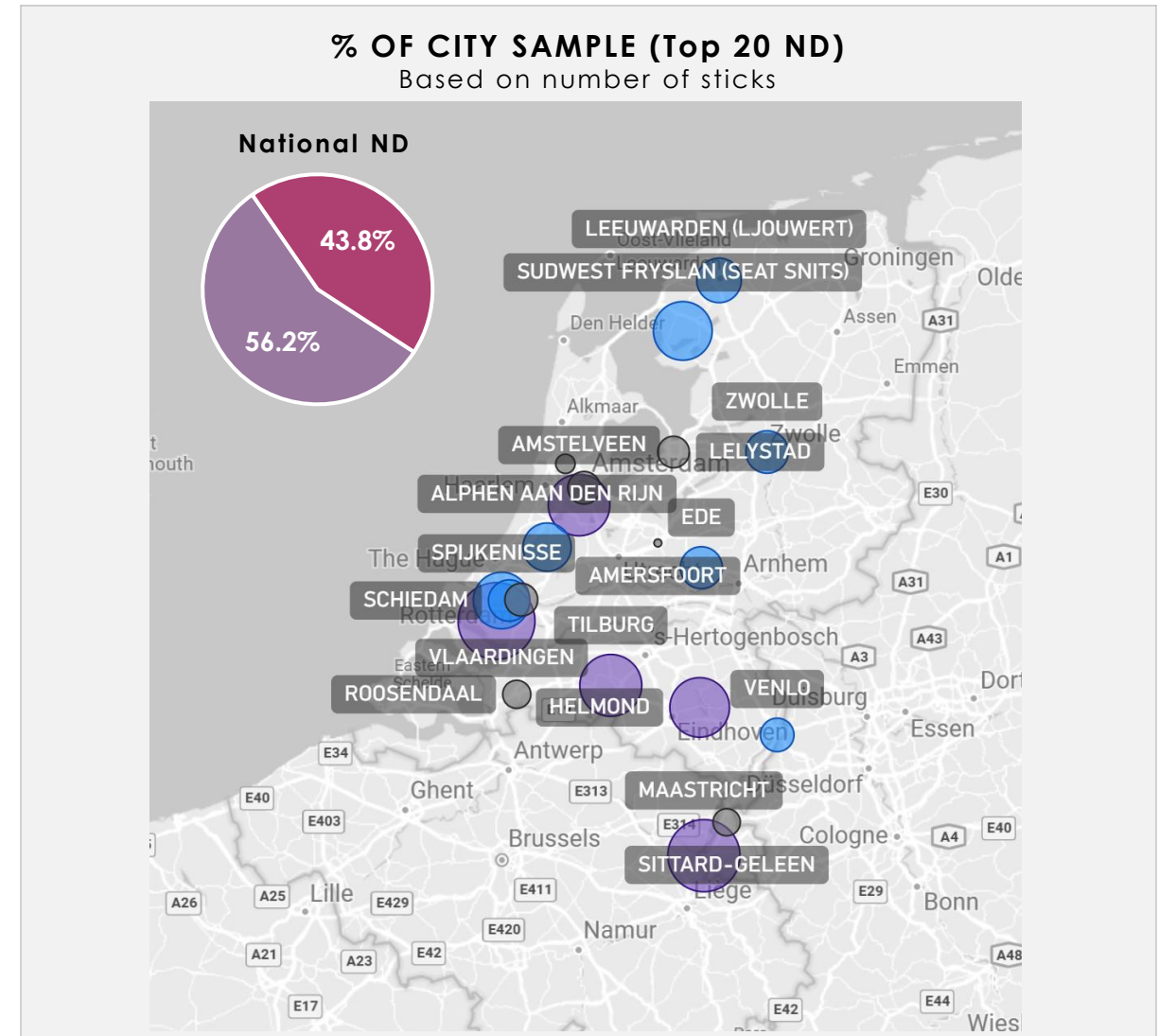
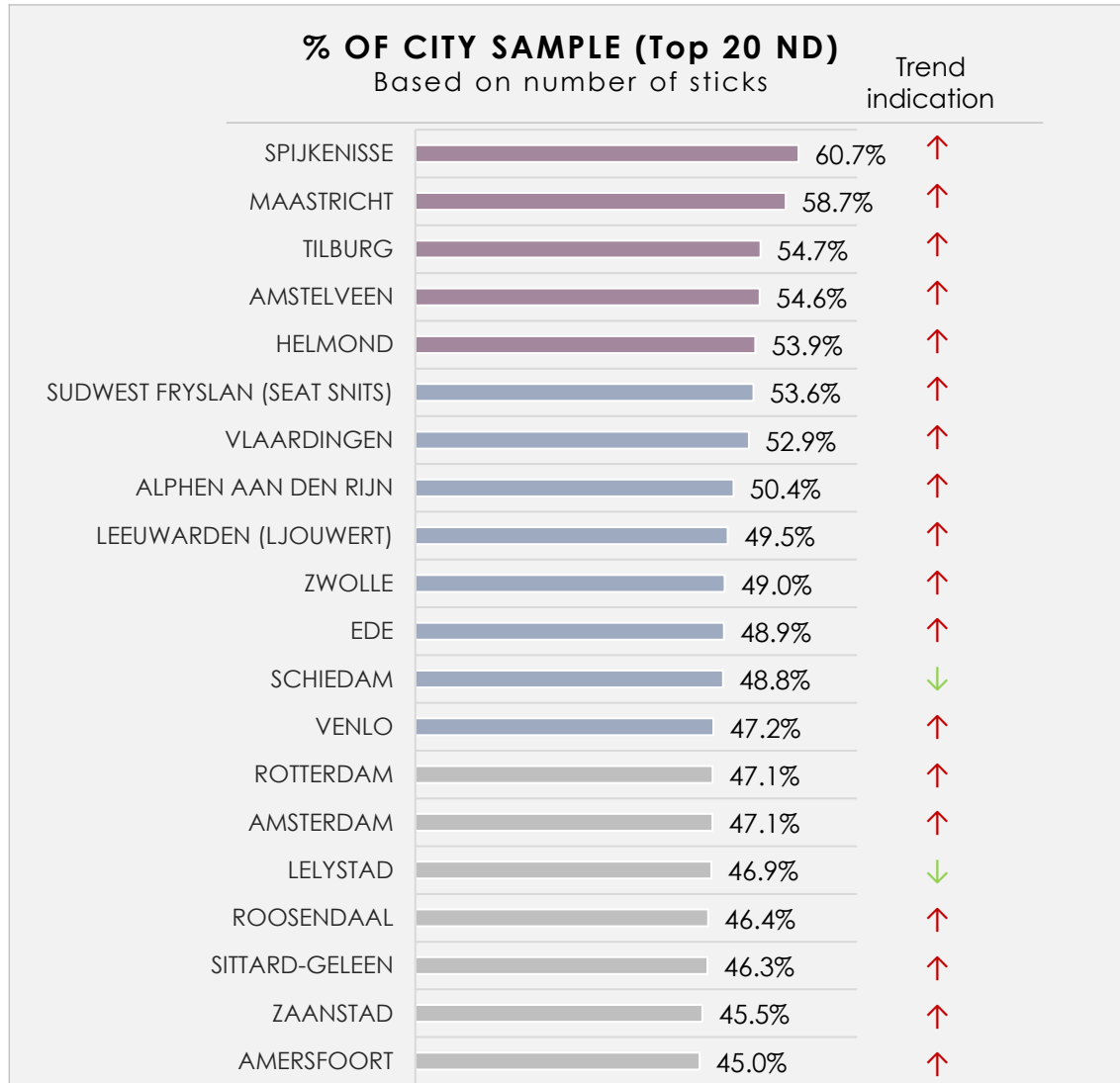


Main Others ▼ e.g.

TURKEY	7.5%
ITALY	4.3%
BULGARIA	3.2%
GREECE	2.7%
ROMANIA	2.2%
BELGIUM	2.2%
CANARY ISLANDS	2.1%

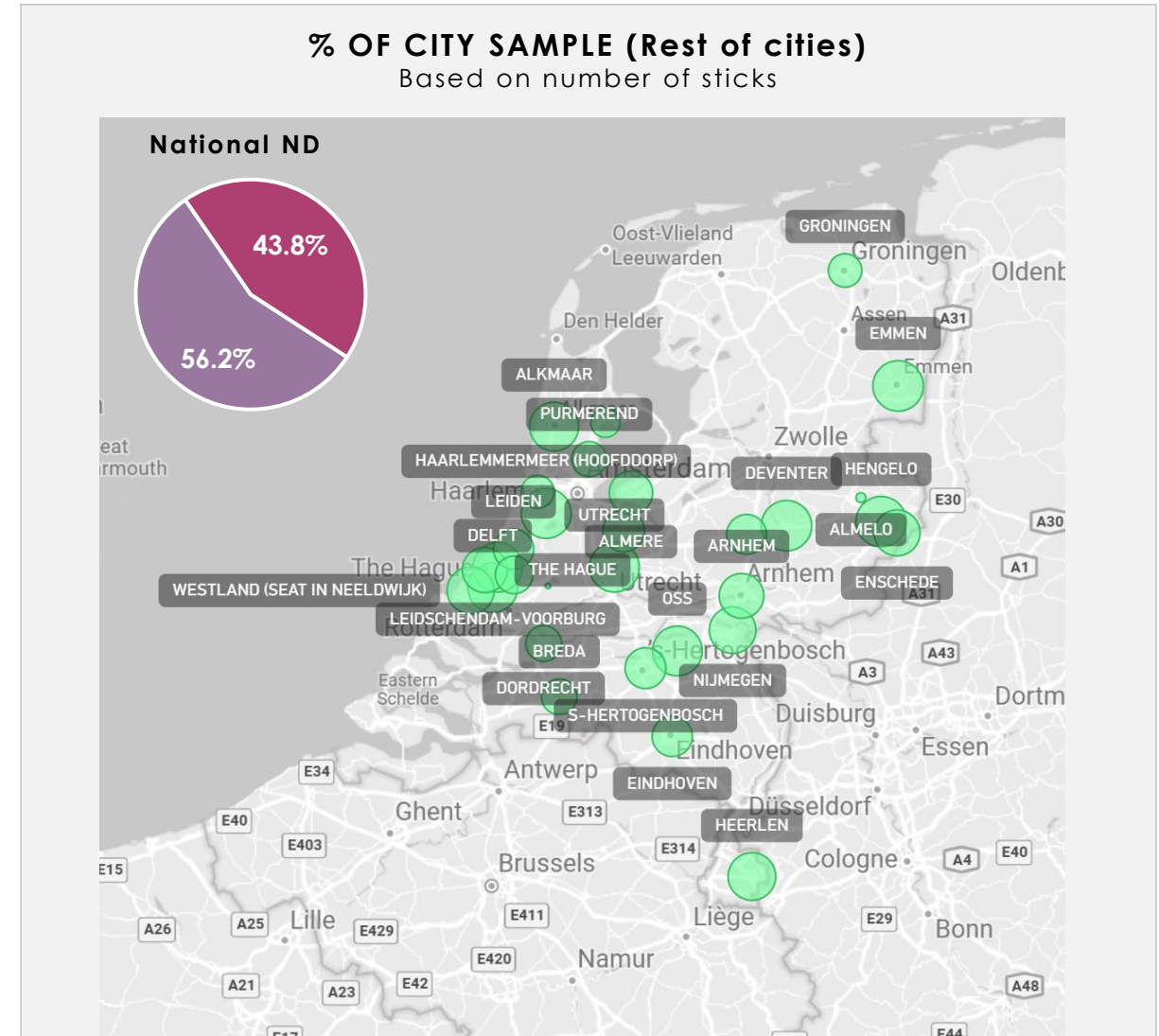
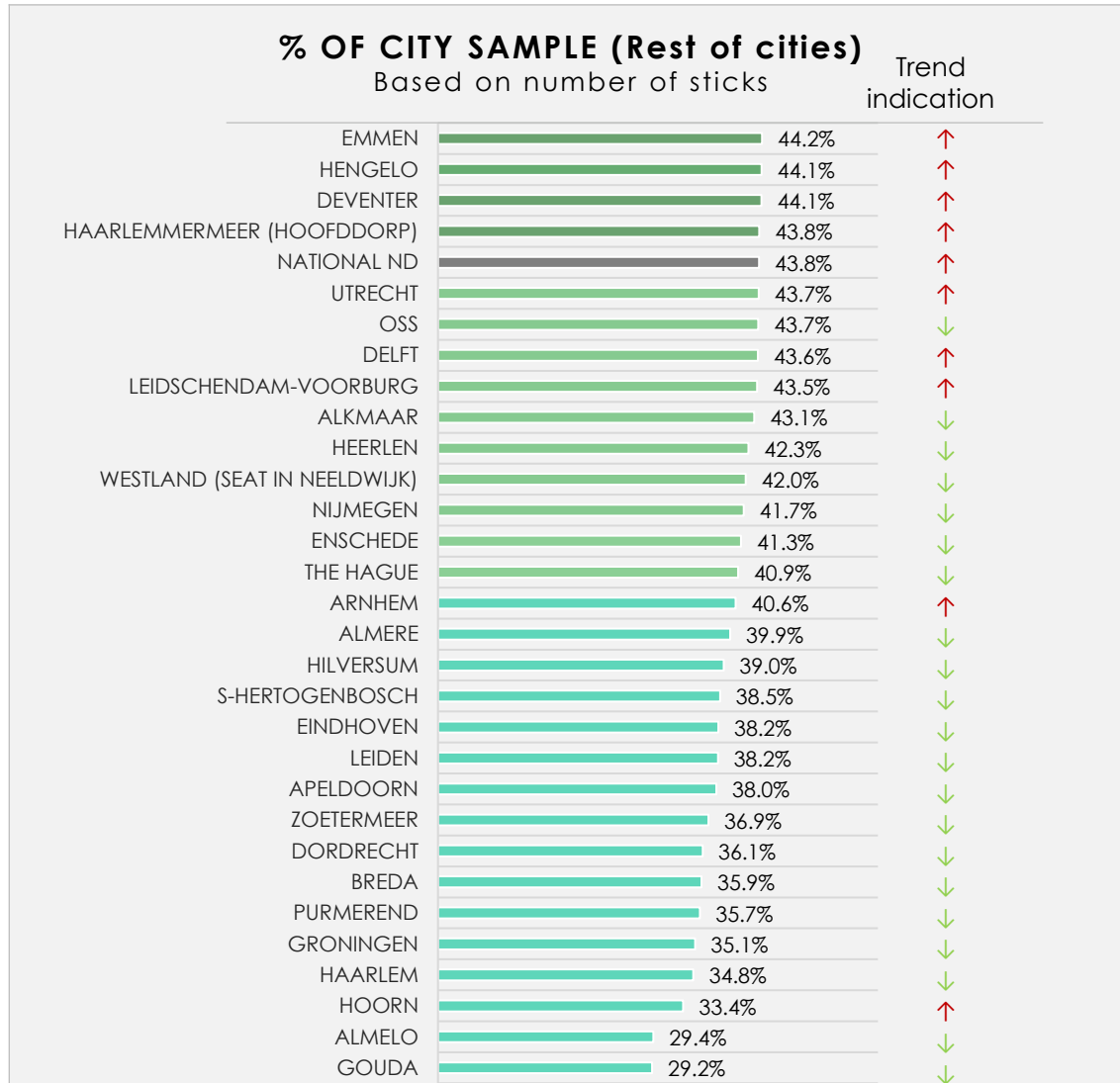


NON-DOMESTIC: BY CITY (1/2)





NON-DOMESTIC: BY CITY (2/2)





NON-DOMESTIC: BY MAIN BRAND FAMILY & CITY (TOP 10)

% OF TOTAL SAMPLE Based on number of sticks

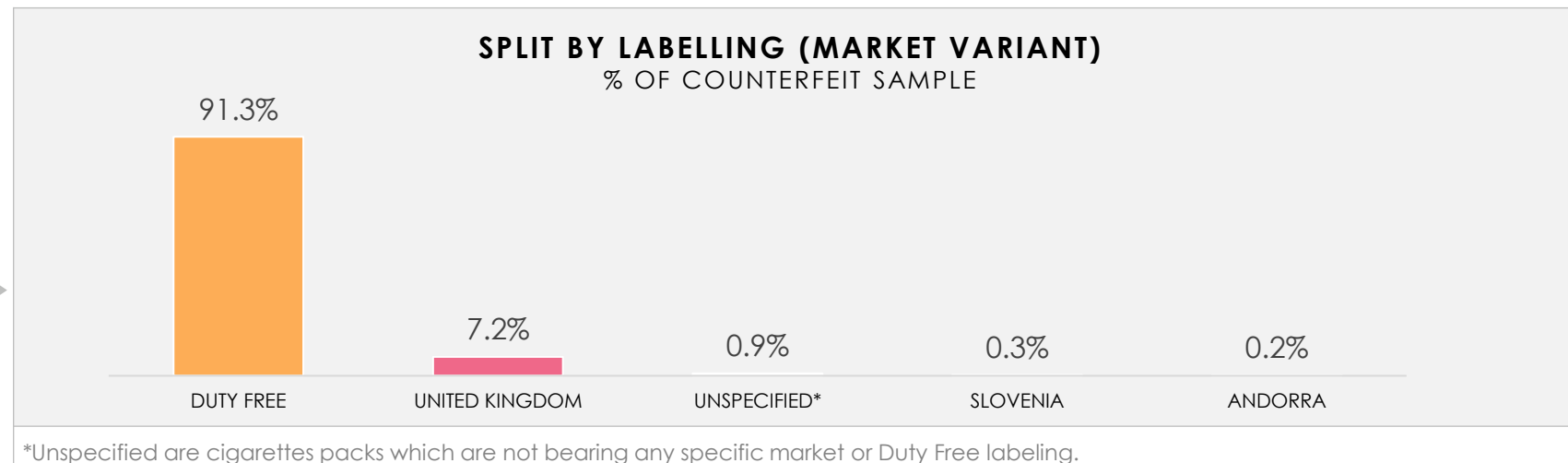
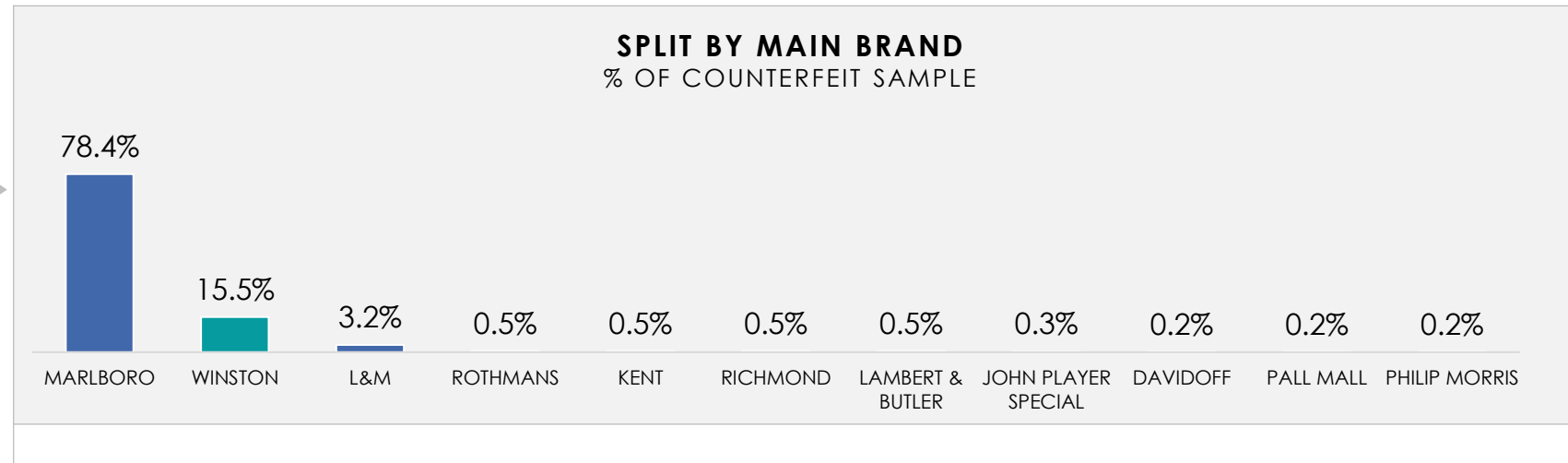
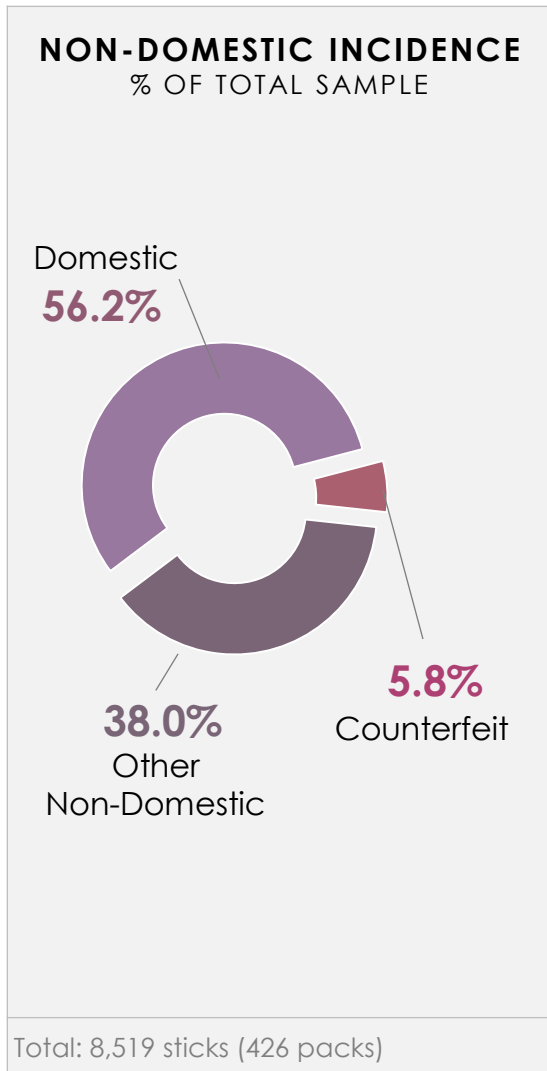
— Total: 147,408 sticks (7,000 packs).

NON-DOMESTIC (TOP 10 CITIES)

	COUNTERFEIT	MARLBORO (PMI)	CAMEL (JTI)	WINSTON (JTI)	PARLIAMENT (PMI)	OTHERS	TOTAL	2024 Q4	2024 Q2
AMSTERDAM	0.6%	2.1%	0.7%	0.4%	0.2%	1.2%	5.2%	4.6%	4.0%
ROTTERDAM	0.5%	1.6%	0.3%	0.3%	0.2%	1.0%	3.8%	3.3%	2.5%
THE HAGUE	0.4%	1.2%	0.2%	0.2%	0.1%	0.6%	2.7%	3.0%	2.1%
UTRECHT	0.1%	0.9%	0.3%	0.1%	0.2%	0.4%	1.9%	1.8%	1.7%
TILBURG	0.2%	0.6%	0.1%	0.1%	0.1%	0.4%	1.5%	1.5%	1.0%
EINDHOVEN	0.1%	0.4%	0.1%	0.1%	0.1%	0.3%	1.1%	1.4%	1.0%
ALMERE	0.1%	0.5%	0.1%	0.0%	0.0%	0.2%	1.1%	1.2%	1.2%
GRONINGEN	0.1%	0.4%	0.1%	0.1%	0.0%	0.2%	1.0%	1.3%	0.8%
NIJMEGEN	0.1%	0.4%	0.2%	0.1%	0.0%	0.1%	0.9%	1.0%	1.0%
AMERSFOORT	0.1%	0.4%	0.1%	0.1%	0.0%	0.2%	0.9%	0.6%	0.8%
OTHERS	3.5%	10.4%	2.8%	1.4%	0.8%	4.8%	23.7%	24.0%	18.5%
TOTAL	5.8%	18.9%	5.0%	2.9%	1.6%	9.5%	43.8%	43.7%	34.5%
2024 Q4	5.1%	18.5%	5.2%	2.7%	1.3%	11.0%	43.7%		
2024 Q2	3.5%	14.9%	3.5%	2.1%	1.2%	9.4%	34.5%		



COUNTERFEIT: BREAKDOWN





COUNTERFEIT: BY MAIN BRAND FAMILY & CITY (TOP 10)

% OF TOTAL SAMPLE Based on number of sticks

— Total: 147,408 sticks (7,000 packs).

COUNTERFEIT (TOP 10 CITIES)

	MARLBORO (PMI)	WINSTON (JTI)	L&M (PMI)	ROTHMANS (BAT)	OTHERS	TOTAL	2024 Q4	2024 Q2
AMSTERDAM	0.5%	0.1%	0.0%	—	0.0%	0.6%	0.6%	0.4%
ROTTERDAM	0.3%	0.1%	—	—	0.0%	0.5%	0.4%	0.2%
THE HAGUE	0.3%	0.1%	—	—	0.0%	0.4%	0.2%	0.2%
TILBURG	0.1%	0.1%	—	0.0%	0.0%	0.2%	0.2%	0.1%
ZAA NSTAD	0.2%	—	0.0%	—	—	0.2%	0.1%	0.1%
ALPHEN AAN DEN RIJN	0.1%	0.0%	—	—	0.0%	0.2%	0.1%	0.0%
HAARLEM	0.1%	0.0%	0.0%	—	—	0.2%	0.2%	0.1%
DORDRECHT	0.1%	0.0%	0.0%	—	—	0.2%	0.1%	0.1%
DELFT	0.1%	—	—	—	—	0.1%	0.0%	0.0%
LEIDEN	0.1%	—	—	—	0.0%	0.1%	0.1%	0.1%
OTHERS	2.5%	0.5%	0.1%	0.0%	0.1%	3.1%	3.3%	2.2%
TOTAL	4.5%	0.9%	0.2%	0.0%	0.1%	5.8%	5.1%	3.5%
2024 Q4	4.7%	0.1%	—	0.1%	0.2%	5.1%		
2024 Q2	3.0%	0.2%	0.1%	0.1%	0.1%	3.5%		



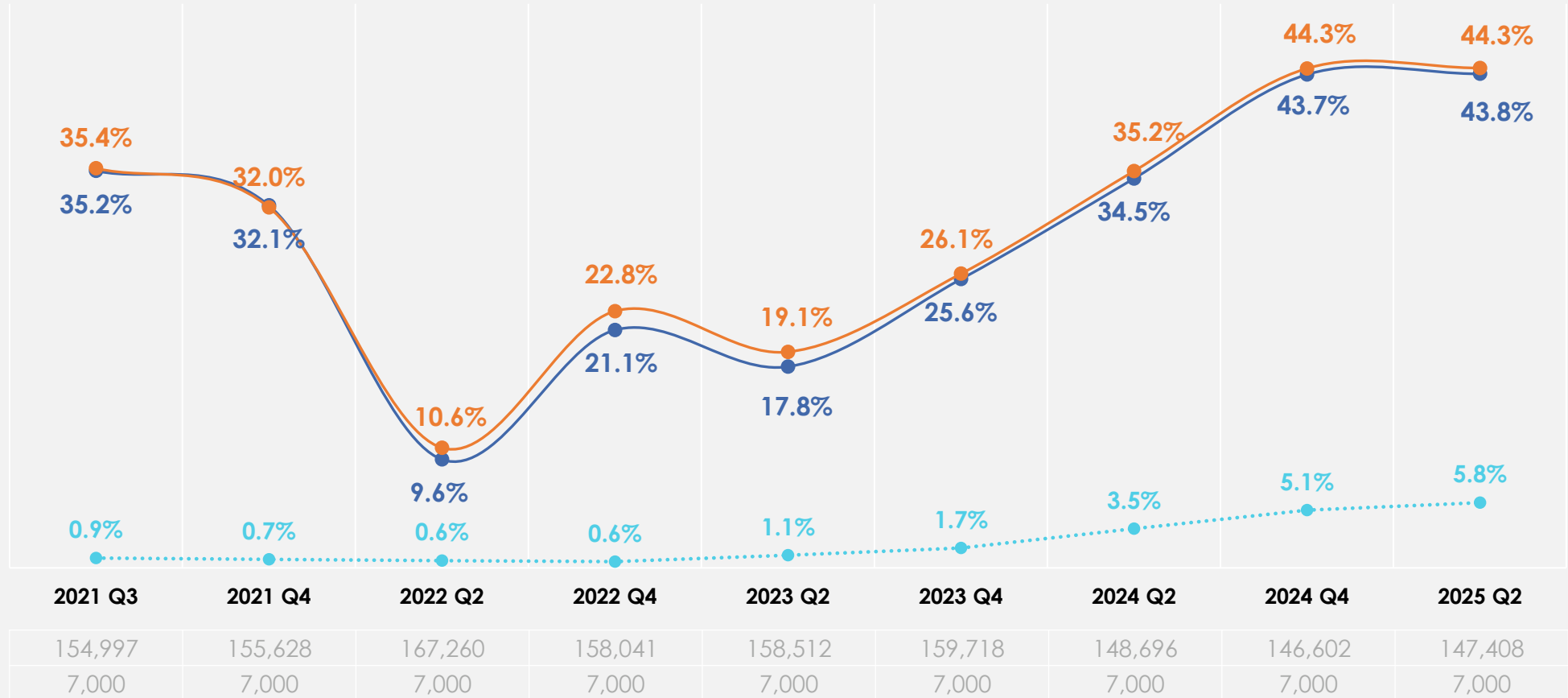
NON-DOMESTIC: INCIDENCE TREND

NON-DOMESTIC INCIDENCE
% OF TOTAL SAMPLE

based on packs

based on sticks

thereof Counterfeit
(based on weighted sticks)



Sticks

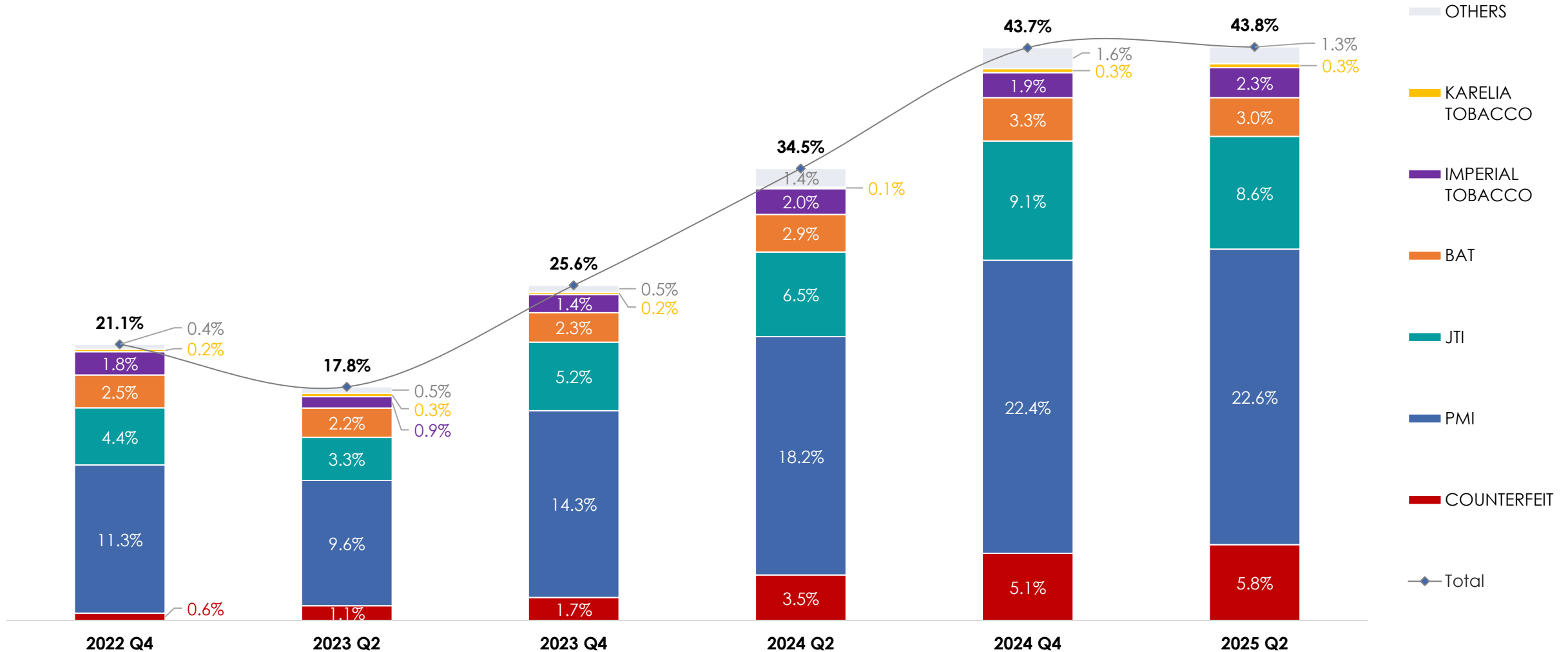
Packs

154,997	155,628	167,260	158,041	158,512	159,718	148,696	146,602	147,408
7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000



NON-DOMESTIC: COMPANY TREND

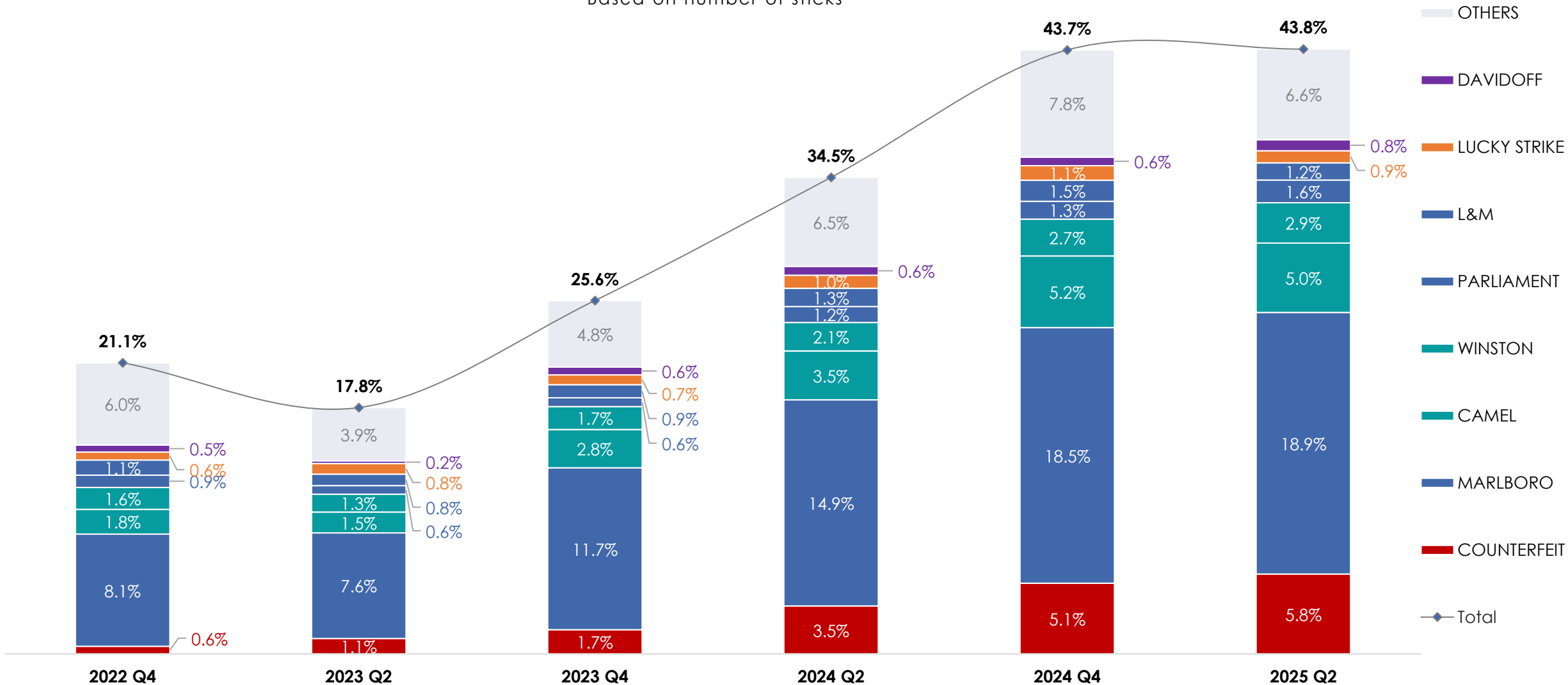
% OF TOTAL SAMPLE
Based on number of sticks





NON-DOMESTIC: BRAND FAMILY TREND

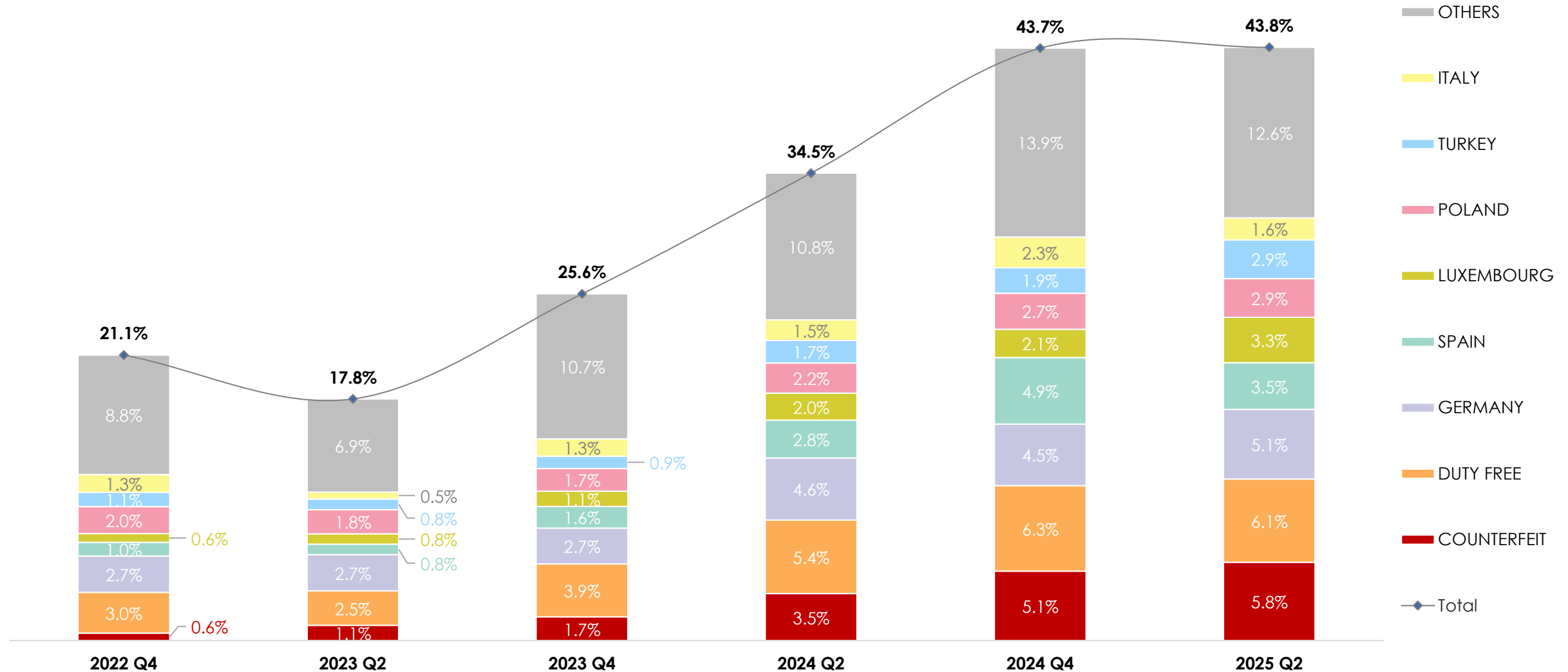
% OF TOTAL SAMPLE
Based on number of sticks





NON-DOMESTIC: MARKET VARIANT TREND

% OF TOTAL SAMPLE
Based on number of sticks





NON-DOMESTIC: CITY TREND (1/2)

SAMPLE			NON-DOMESTIC INCIDENCE PER CITY						
CITY	PACKS	STICKS	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2
SPIJKENISSE	74	1,549	10.3%	14.6%	18.5%	35.8%	29.3%	43.8%	60.7%
MAASTRICHT	104	2,113	9.2%	11.2%	22.9%	16.0%	34.0%	53.0%	58.7%
TILBURG	192	4,025	13.8%	22.8%	10.6%	22.8%	36.5%	52.6%	54.7%
AMSTELVEEN	79	1,710	14.6%	33.0%	31.1%	25.1%	25.3%	54.0%	54.6%
HELMOND	80	1,632	1.9%	30.9%	10.8%	19.7%	37.4%	28.7%	53.9%
SUDWEST FRYSLAN (SNEEK SNITS)	77	1,654	13.6%	26.5%	15.2%	9.3%	26.2%	50.4%	53.6%
VLAARDINGEN	64	1,390	5.5%	5.4%	9.2%	37.6%	33.6%	49.4%	52.9%
ALPHEN AAN DEN RIJN	97	1,975	2.5%	43.7%	7.9%	40.2%	19.6%	43.4%	50.4%
LEEUWARDEN (LJOUWERT)	108	2,293	2.6%	31.5%	18.1%	14.8%	30.0%	43.9%	49.5%
ZWOLLE	112	2,310	3.9%	9.9%	24.1%	34.0%	30.3%	39.3%	49.0%
EDE	103	2,068	6.9%	12.0%	12.7%	13.9%	31.0%	48.8%	48.9%
SCHIEDAM	68	1,471	9.6%	31.2%	10.5%	38.7%	28.4%	53.1%	48.8%
VENLO	88	1,869	10.6%	18.8%	21.9%	20.8%	41.0%	46.1%	47.2%
ROTTERDAM	562	11,888	13.3%	33.3%	17.1%	22.9%	30.8%	41.0%	47.1%
AMSTERDAM	774	16,230	15.2%	33.3%	24.5%	31.5%	36.2%	42.4%	47.1%
LELYSTAD	70	1,446	7.8%	11.0%	22.4%	35.8%	51.3%	48.8%	46.9%
ROOSENDAAL	66	1,355	17.7%	14.7%	13.8%	18.1%	32.2%	38.8%	46.4%
SITTARD-GELEEN	79	1,618	3.1%	41.5%	22.8%	14.8%	42.5%	38.8%	46.3%
ZAANSTAD	135	2,863	2.7%	16.4%	21.5%	34.2%	32.7%	39.2%	45.5%
AMERSFOORT	136	2,902	6.4%	21.7%	20.3%	22.0%	39.6%	32.4%	45.0%
EMMEN	92	1,971	3.8%	35.2%	9.6%	11.7%	35.0%	37.2%	44.2%
HENGELO	70	1,500	10.5%	28.5%	23.6%	12.4%	26.3%	32.0%	44.1%
DEVENTER	87	1,782	15.9%	14.9%	14.5%	16.3%	37.4%	41.7%	44.1%
HAARLEMMERMEER	137	2,898	7.2%	18.5%	26.1%	23.6%	35.1%	37.9%	43.8%
UTRECHT	310	6,356	7.6%	12.3%	14.9%	25.2%	37.4%	41.7%	43.7%



NON-DOMESTIC: CITY TREND (2/2)

CITY	PACKS	STICKS	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2
OSS	80	1,680	8.1%	45.8%	21.3%	17.2%	47.6%	47.0%	43.7%
DELFT	90	1,864	7.8%	7.1%	11.1%	28.6%	28.8%	38.5%	43.6%
LEIDSCHENDAM-VOORBURG	66	1,437	7.6%	7.0%	20.1%	30.7%	25.0%	42.7%	43.5%
ALKMAAR	95	2,034	5.5%	7.7%	23.2%	15.4%	48.6%	54.5%	43.1%
HEERLEN	74	1,533	5.7%	26.8%	26.2%	6.8%	24.4%	51.5%	42.3%
WESTLAND (NEELDWIJK)	96	2,001	12.1%	11.1%	21.4%	32.7%	33.6%	42.5%	42.0%
NIJMEGEN	153	3,282	7.3%	12.2%	25.1%	43.5%	45.3%	46.2%	41.7%
ENSCHDEDE	138	2,964	10.3%	9.9%	10.6%	30.8%	45.4%	49.8%	41.3%
THE HAGUE	474	9,743	8.7%	24.7%	17.7%	31.9%	31.2%	44.9%	40.9%
ARNHEM	140	2,905	12.9%	7.7%	7.9%	17.3%	31.3%	40.4%	40.6%
ALMERE	187	4,002	7.8%	27.4%	24.1%	18.0%	43.0%	43.7%	39.9%
HILVERSUM	79	1,621	9.5%	21.3%	17.0%	30.2%	32.8%	48.8%	39.0%
S-HERTOGENBOSCH	134	2,951	19.5%	8.0%	12.5%	20.3%	28.2%	39.5%	38.5%
EINDHOVEN	204	4,402	8.5%	6.3%	21.4%	23.6%	35.0%	47.3%	38.2%
LEIDEN	107	2,298	7.9%	7.6%	21.6%	27.6%	32.6%	41.7%	38.2%
APELDOORN	142	2,981	4.5%	15.0%	8.0%	19.0%	41.4%	46.1%	38.0%
ZOETERMEER	108	2,246	4.9%	15.2%	15.8%	8.1%	35.4%	42.2%	36.9%
DORDRECHT	102	2,203	12.8%	1.6%	9.1%	29.2%	31.0%	44.8%	36.1%
BREDA	158	3,342	11.0%	11.2%	17.1%	28.6%	30.6%	50.5%	35.9%
PURMEREND	79	1,740	14.1%	38.8%	22.2%	25.6%	41.2%	42.7%	35.7%
GRONINGEN	201	4,263	7.8%	42.4%	13.8%	30.5%	28.5%	44.0%	35.1%
HAARLEM	140	2,972	8.4%	9.1%	18.1%	25.1%	33.4%	52.7%	34.8%
HOORN	64	1,406	8.0%	24.5%	11.8%	33.3%	41.9%	25.2%	33.4%
ALMELO	63	1,328	9.1%	13.7%	24.1%	32.1%	39.3%	40.9%	29.4%
GOUDA	63	1,336	1.2%	19.0%	8.9%	12.9%	31.2%	43.6%	29.2%
TOTAL SAMPLE	7,000	147,408	9.6%	21.1%	17.8%	25.6%	34.5%	43.7%	43.8%



04.

APPENDIX






QUARTER 2, 2025



TOTAL SAMPLE: DETAILS PER COMPANY

NUMBER OF STICKS PER CATEGORY AND COMPANY

IN % OF COMPANY TOTAL

					Domestic	Genuine Non-Domestic	Non-Domestic	Counterfeit
	50,970	33,269	6,971	91,210	55.9%	36.5%	—	7.6%
	23,555	12,698	1,320	37,574	62.7%	33.8%	—	3.5%
	4,595	4,369	101	9,065	50.7%	48.2%	—	1.1%
	3,587	3,358	128	7,072	50.7%	47.5%	—	1.8%
	476			476	—	—	100.0%	—
OTHERS	148	1,864		2,012	7.4%	—	92.6%	—



TOTAL SAMPLE: DETAILS PER BRAND FAMILY

NUMBER OF STICKS PER CATEGORY AND BRAND FAMILY

IN % OF BRAND FAMILY TOTAL

					Domestic	Genuine Non-Domestic	Non-Domestic	Counterfeit
MARLBORO (PMI)	47,166	27,920	6,679	81,765	57.7%	34.1%	-	8.2%
CAMEL (JTI)	18,945	7,422		26,367	71.9%	28.1%	-	-
WINSTON (JTI)	4,064	4,297	1,320	9,681	42.0%	44.4%	-	13.6%
L&M (PMI)	3,470	1,840	273	5,583	62.2%	33.0%	-	4.9%
LUCKY STRIKE (BAT)	2,336	1,287		3,623	64.5%	35.5%	-	-
PARLIAMENT (PMI)	2,420			2,420	-	100.0%	-	-
PALL MALL (BAT)	1,489	747	19	2,255	66.0%	33.1%	-	0.8%
GAULOISES (ITL)	1,367	678		2,045	66.8%	33.2%	-	-
DAVIDOFF (ITL)	615	1,177	20	1,811	33.9%	65.0%	-	1.1%
OTHERS	3,403	2,340	5,906	11,857	28.7%	49.8%	19.7%	1.8%



NON-DOMESTIC: TREND TOTAL COMPANY SAMPLE

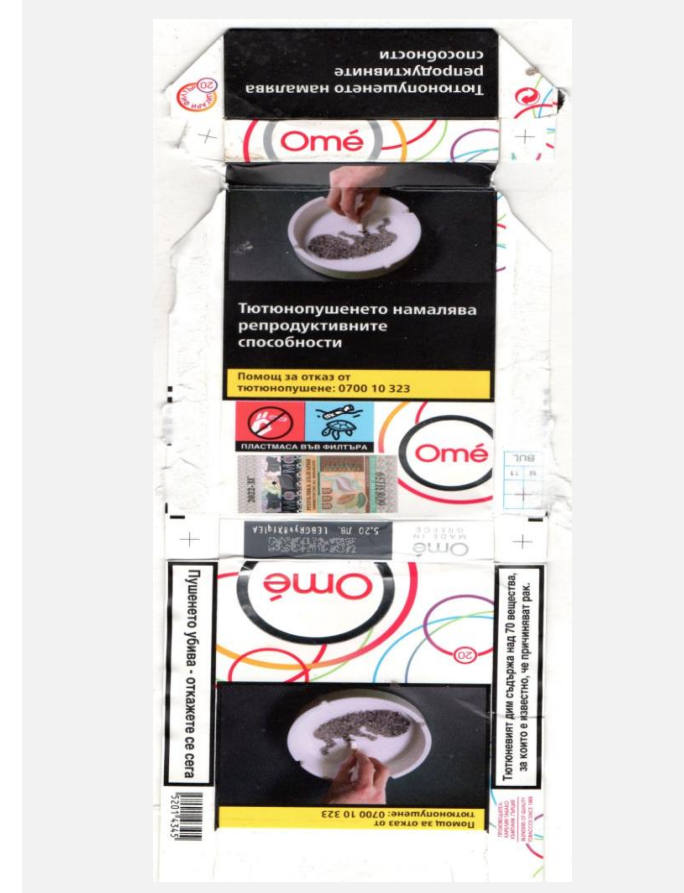
NON-DOMESTIC INCIDENCE BY COMPANY – TREND

% OF TOTAL COMPANY SAMPLE

	PMI	JTI	BAT	IMPERIAL TOBACCO	OTHERS
N (Sticks)	91,210	37,574	9,065	7,072	2,488
Packs	4,367	1,776	414	323	119
2025 Q2					
Non-Domestic	—	—	—	—	94.1%
Counterfeit	7.6%	3.5%	1.1%	1.8%	—
Genuine non-domestic	36.5%	33.8%	48.2%	47.5%	—
2024 Q4					
Non-Domestic	—	—	—	—	93.6%
Counterfeit	7.4%	0.2%	2.3%	4.7%	—
Genuine non-domestic	35.3%	39.1%	44.4%	50.7%	—
2024 Q2					
Non-Domestic	—	—	—	—	88.0%
Counterfeit	4.9%	0.7%	2.1%	2.6%	—
Genuine non-domestic	29.2%	26.5%	39.7%	45.8%	—

OTHER NON-DOMESTIC: PACK EXAMPLES

Brand	KARELIA	MARSEILLE	OME
Company	KARELIA TOBACCO	UNKNOWN	KARELIA TOBACCO
Market variant	BULGARIA	DUTY FREE	BULGARIA



*Unspecified are cigarettes packs which are not bearing any specific market or Duty Free labeling.

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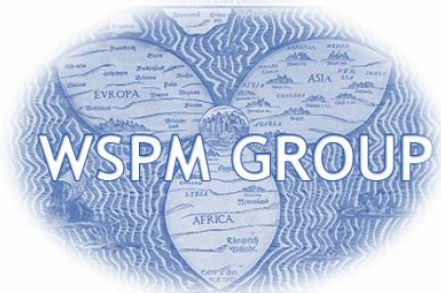
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WSPM GROUP

THANK YOU