

## Unique. Iconic.

With the successful launch of the new *Marlboro Red*, 2014 marked a bold chapter for the world's best-selling international cigarette brand. A redesigned red roof pack reinforces the brand's iconic visual identity with a modern, minimalistic look complemented by a soft-touch tactile effect. Made to the same exacting standard that is the brand's hallmark, the cigarette delivers a superior round taste and uses innovative "Firm Filter" technology for a consistent smoking experience. Building on 60 years of success, this modern design reinforces *Marlboro Red*'s reputation as the contemporary cigarette brand for adult smokers around the globe.

*Marlboro Red*'s transition was the springboard for several initiatives last year touching *Marlboro Gold* and *Marlboro Fresh*. The new *Marlboro Gold* range of products incorporates the same technology as *Marlboro Red* while continuing to feature a stylish and elegant presentation, a progressive, smooth taste and the important product attribute of less smoke smell. The revamped *Marlboro Fresh* family uses highly innovative technologies to provide a variety of refreshing taste propositions.

# Marlboro



## Innovative.

In addition to the roll-out of this next evolution of its architecture, *Marlboro* continues to bring to market relevant product innovations with attributes that address a variety of adult smoker preferences. Here are a few examples:

- With *Marlboro Fuse Beyond*, launched in select European markets, adult smokers can create their own taste sensation thanks to Iceball™ and Mintball™ capsules in the cigarette filter that provide a variety of menthol-based flavors.
- "Smart Seal" technology, which maintains product freshness with a novel, state-of-the-art re-seal mechanism, has been a key driver of *Marlboro*'s reinvigorated performance in the Arab Gulf.
- *Marlboro Micro Beyond Super Slims 100s*, launched in France, Hungary and Switzerland, is the first-ever super-slims offer from *Marlboro* and the first brand ever to enter the super-slims capsule segment with both regular-to-fresh taste and fresh-to-fresh taste propositions.