

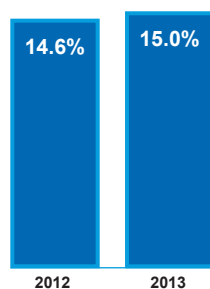
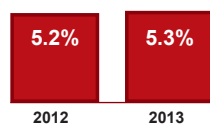
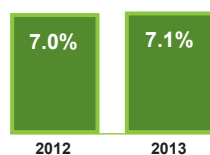
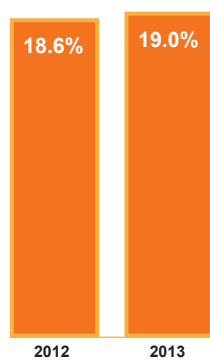
## Marlboro: The World's Favorite Cigarette Brand

With a shipment volume in 2013 of 291.1 billion units, *Marlboro* remains the preeminent premium cigarette and the only truly global brand in our industry. The *Marlboro* brand architecture is a portfolio framework that allows us to unlock the potential of the brand's equity and address the preferences of adult smokers. The *Marlboro* Flavor family, representing quality and tobacco expertise, leads the way in bringing adult smokers the most enjoyable tobacco flavor satisfaction.

The *Marlboro* Gold family delivers pleasurable smooth tastes and refined smoking experiences that are progressive and contemporary. The *Marlboro* Fresh family offers new experiences, innovations and differentiated refreshing tastes that go beyond the ordinary. Our new introductions generated a combined volume of 35.9 billion units in 2013, accounting for more than 12% of *Marlboro*'s total volume. Below are a few examples.

### Marlboro: Regional Share Growth\*

- European Union
- Eastern Europe, Middle East & Africa
- Asia\*\*
- Latin America & Canada



\*Source: PMI estimates

\*\*Excluding the People's Republic of China and the Philippines

**Marlboro Touch:** An innovative line of slimmer *Marlboro* cigarettes with different product characteristics to address a range of adult consumer preferences.

**Marlboro Touch**  
Launched in Spain: All the rich flavor of *Marlboro*, packaged in a box specially lacquered for a softer feel.



**Marlboro Touch**  
Launched in Croatia: A smoother-tasting *Marlboro* cigarette in an elegant round-corner box using a brighter tobacco blend for a smoother taste and less odor.



**Marlboro Advance**  
Launched in Malaysia: The first *Marlboro* cigarette with a Recessed Filter for a smooth and satisfying taste, packaged in a vibrant blue foil box.



**Marlboro W-Burst**  
Launched in Japan: The first cigarette in the world with two capsules in the filter to offer more choice in high cooling taste sensations.



**Marlboro Kretek Mint**  
Launched in Mexico: The first *Marlboro* tobacco blend combining the typical character of Indonesian clove with menthol to deliver a uniquely refreshing taste sensation.



**Marlboro Premium Black**  
Launched in the Gulf Cooperation Council countries: An above premium price *Marlboro* cigarette with a convenient automatic seal to preserve product freshness.

