



GLO PERFORMANCE MONITORING NW

May 2020

Agenda

Devices

Total Devices sales
Devices IMS split by SKU
Start Glo Hyper
Device channels split
Device Distribution
RKA Device scan-data
POP Ups Geo
Pop Ups sales
Social Selling sales
KA sales
Staff Advocacy sales
Return Statistics

Sticks

Total Sticks sales
Sticks split by SKU Total
Sticks demi split by SKU
Sticks split in Own Channels by SKUs
Sticks IMS split by channels
Sticks Distribution
Consumable / Device sales ratio
Sticks scan-data March SPB
POSM Statistics Indep
FB Glo Hyper
FB Sticks Neo demi

Activation

Glo Hyper Activation
Glo PRO&NaNO Activation
LigaPro Activation





Devices

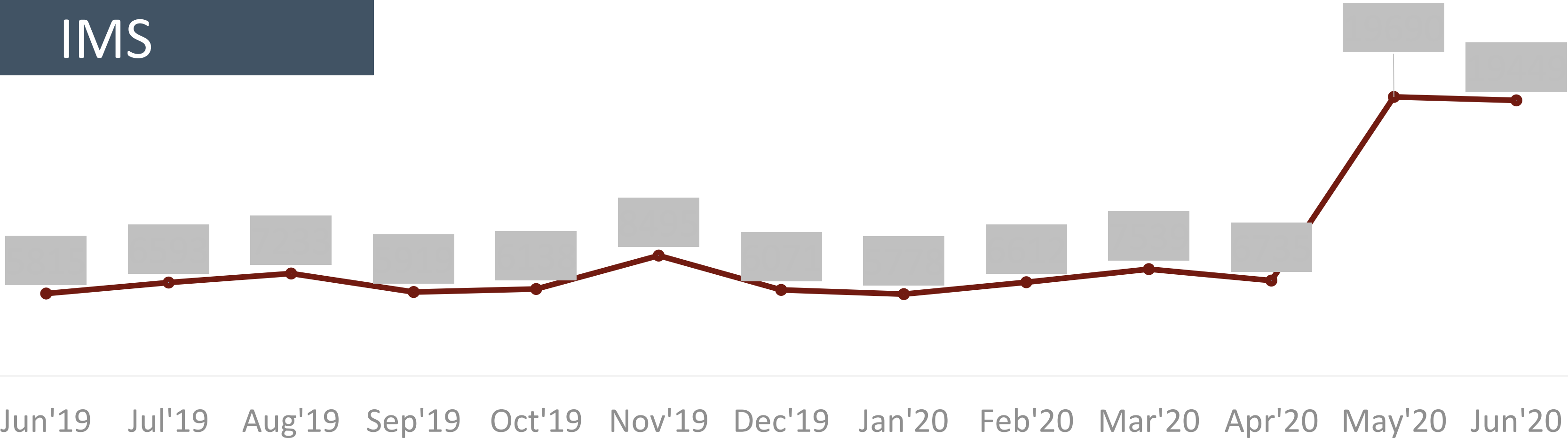
Total Devices sales:



Definition

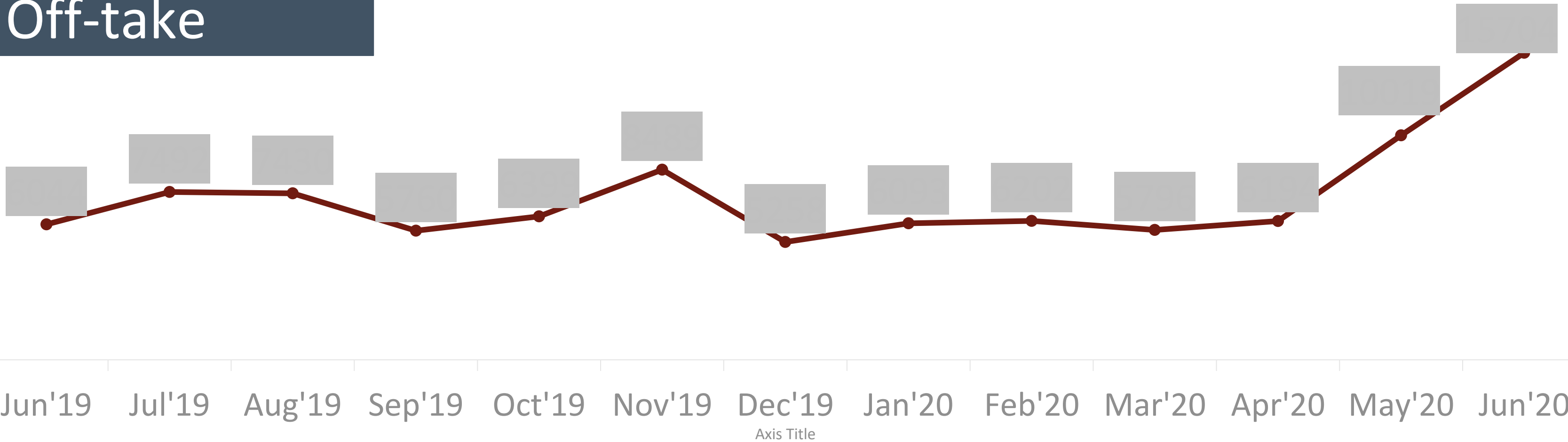
- **IMS** = Sales to consumers + FOC + SNS sales to retail + Technical sales
- **Off-take** = Sales to consumers + FOC

IMS



2020 YTD:
IMS = 10.1 million units

Off-take



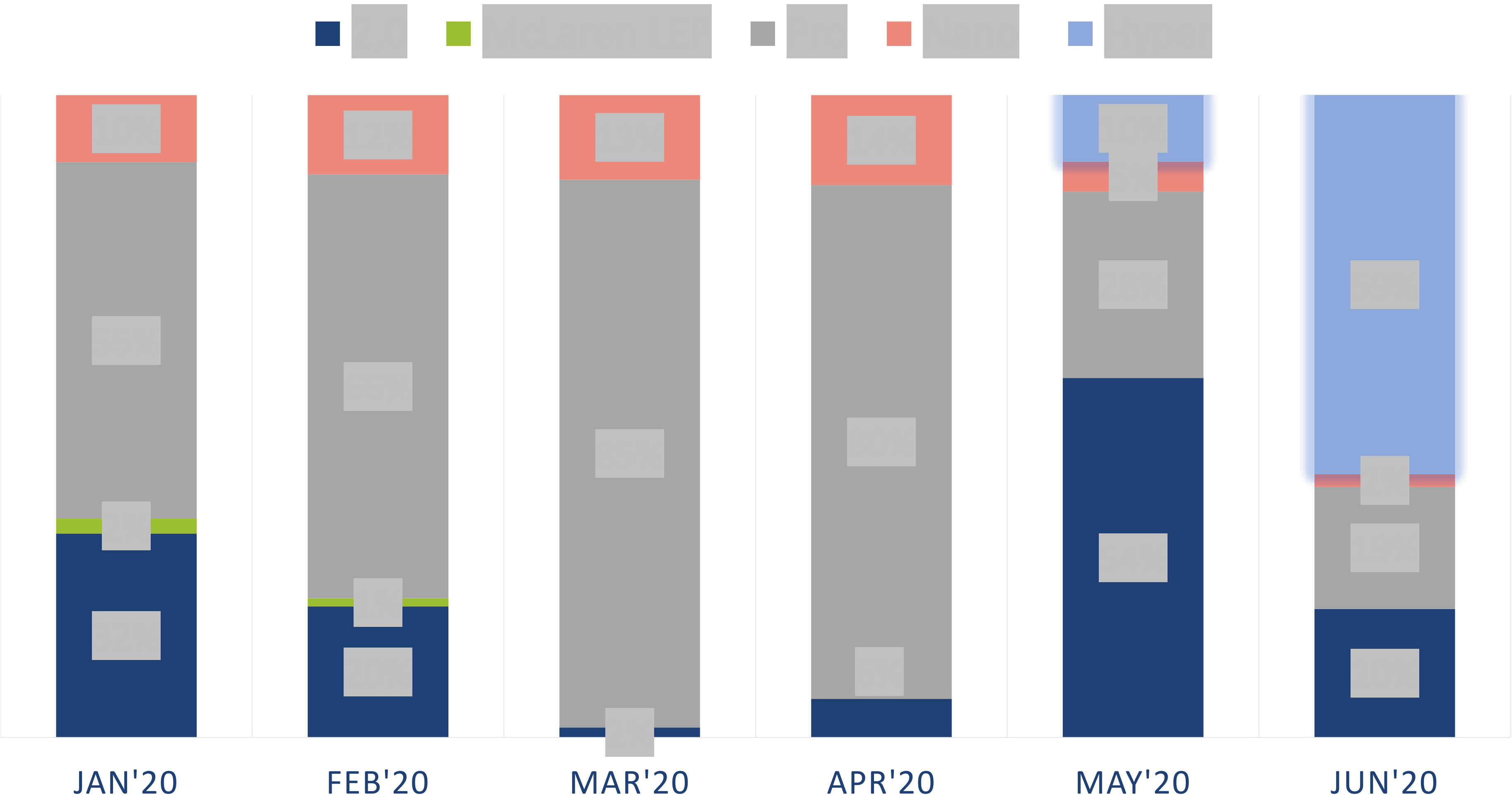
2020 YTD:
Off-take = 10.1 million units



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IMS split by SKU





Новые стики в формате Деми



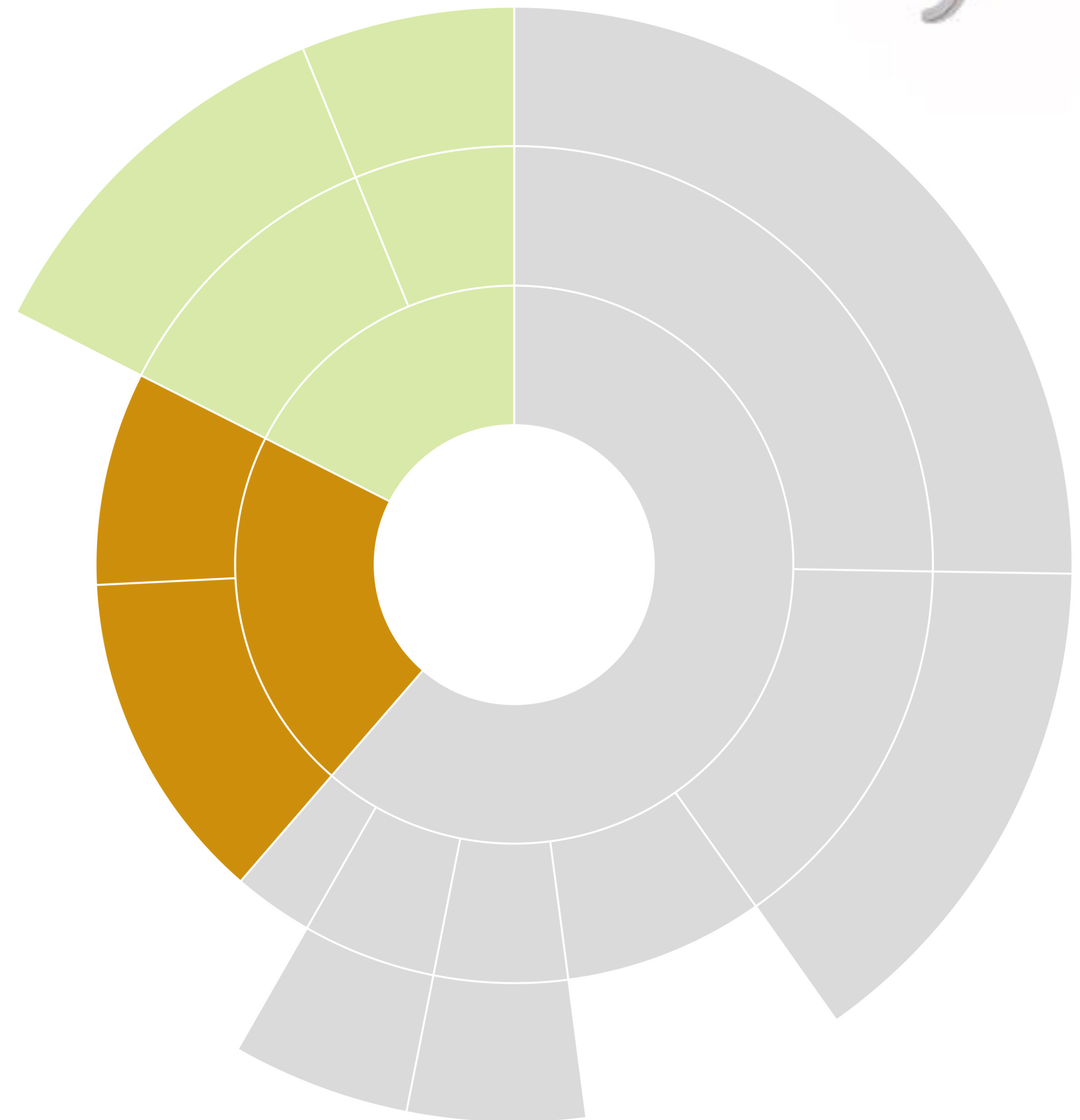
Еще больше вкуса с функцией Boost²



Быстрая зарядка³

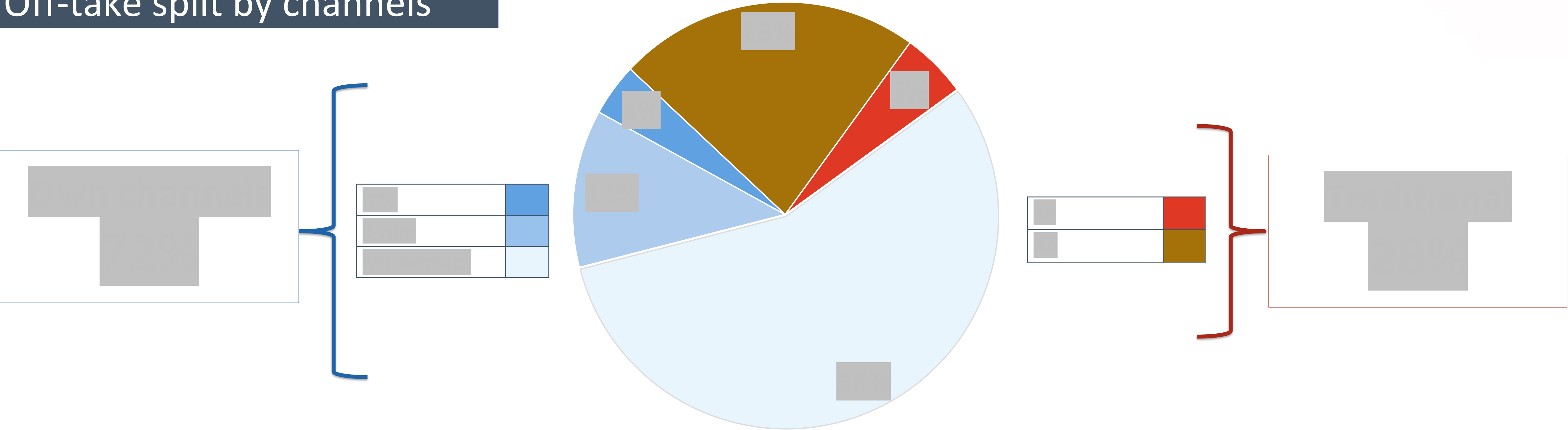


До 20 сессий на одном заряде

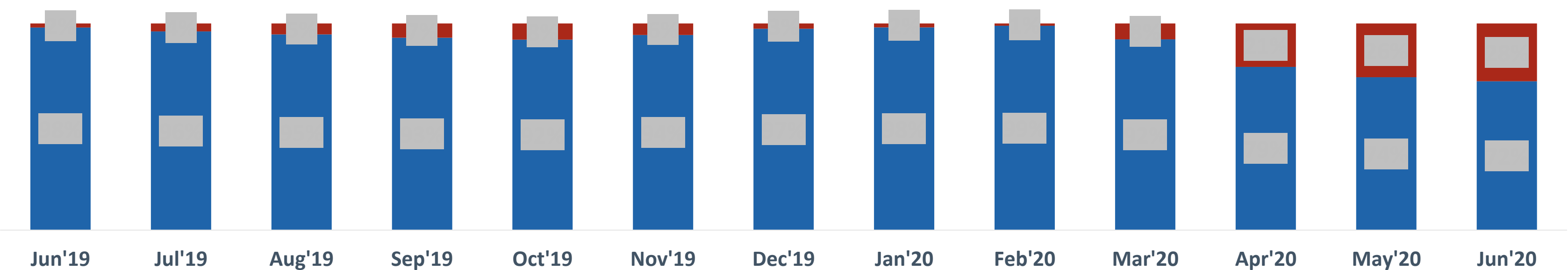




Off-take split by channels

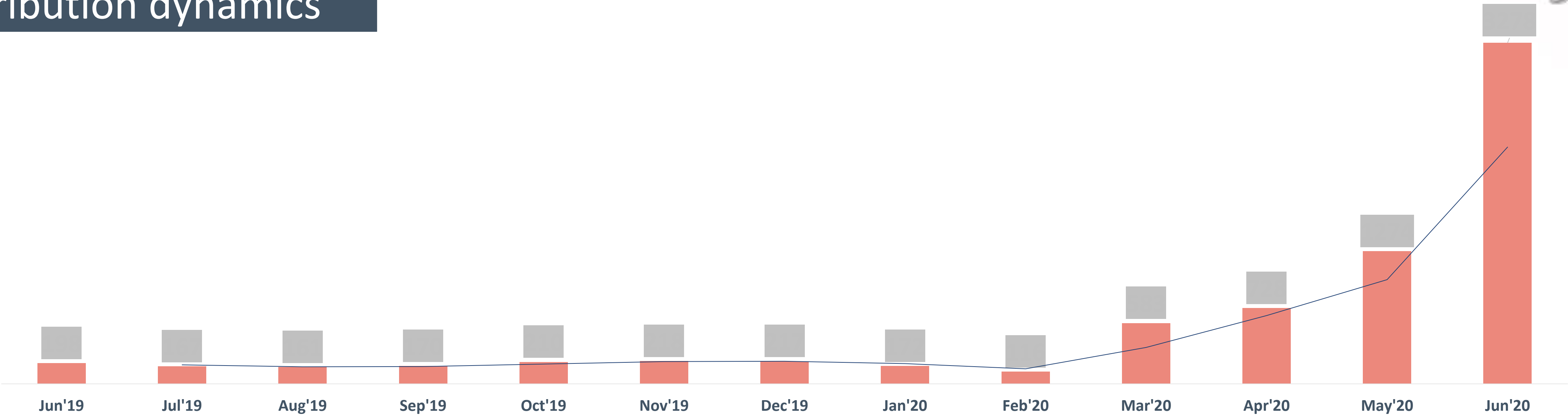


vs dynamics



Devices Distribution:

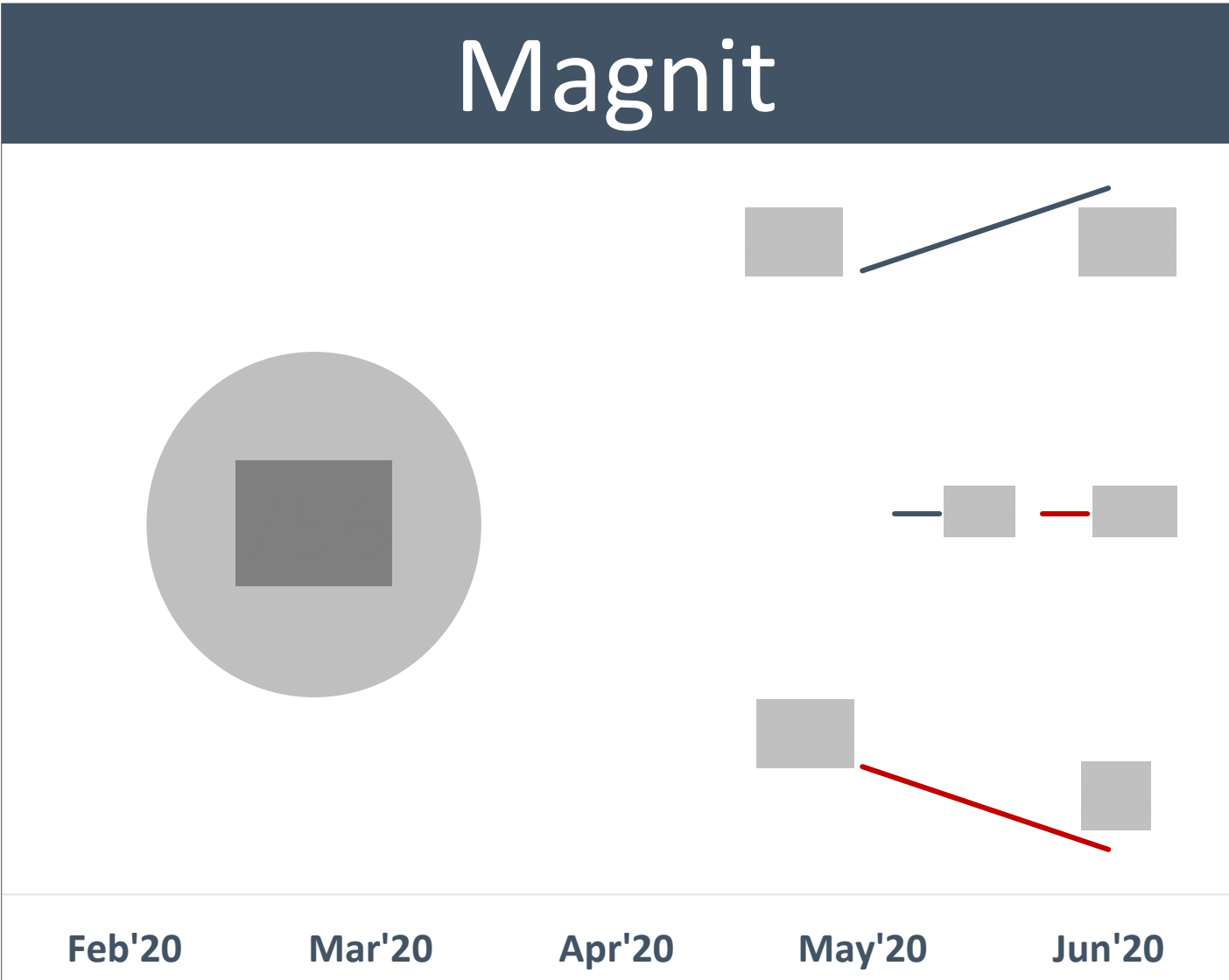
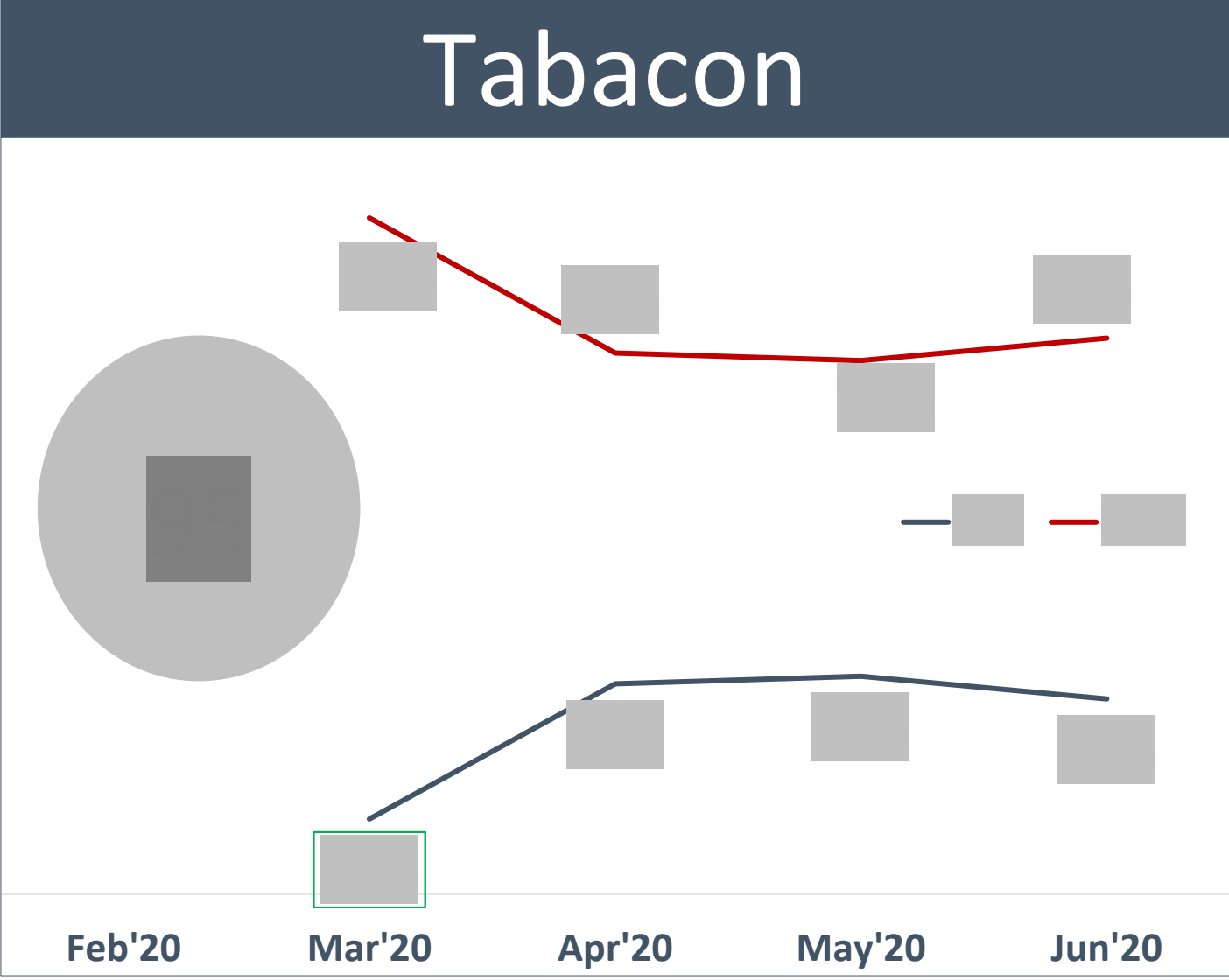
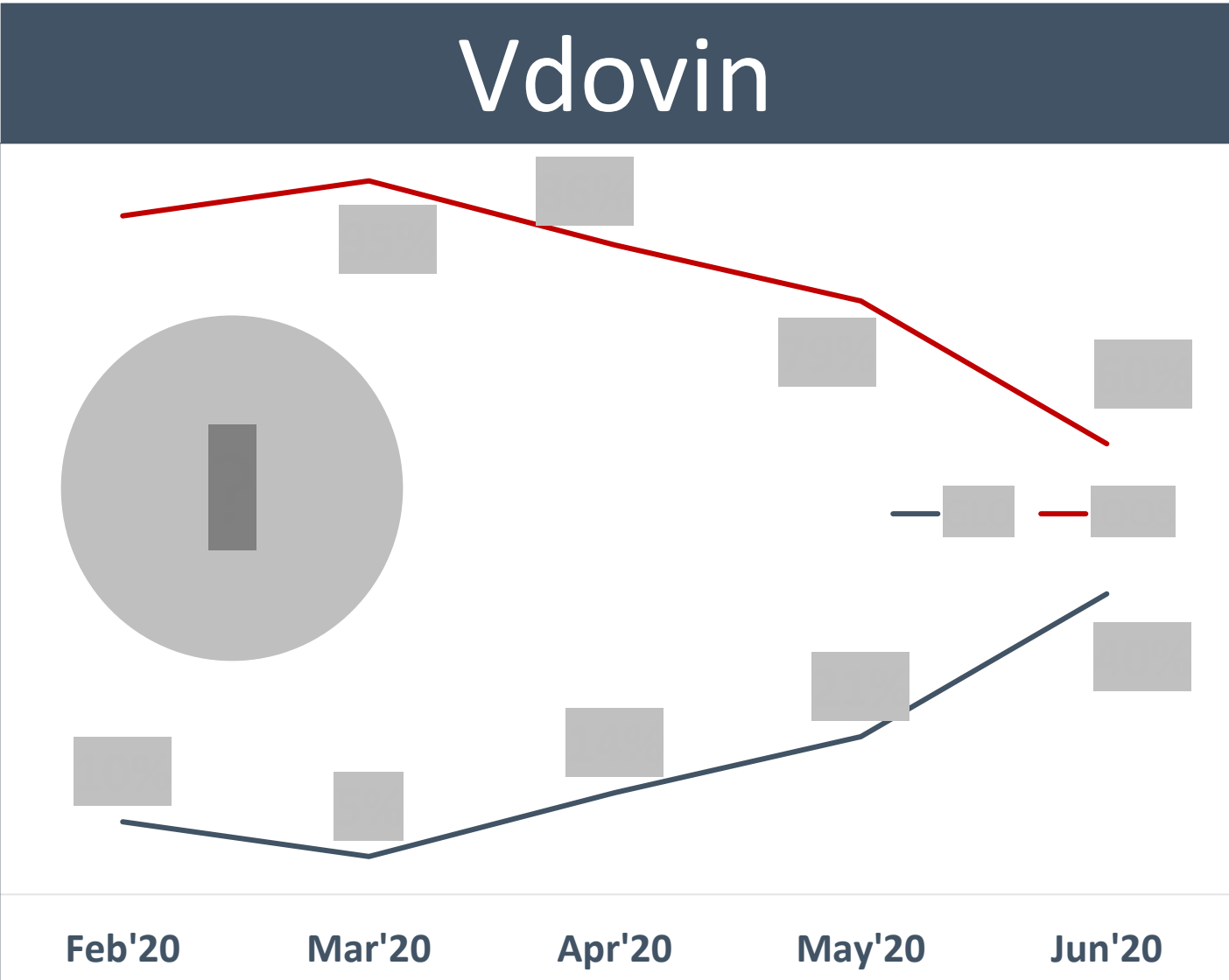
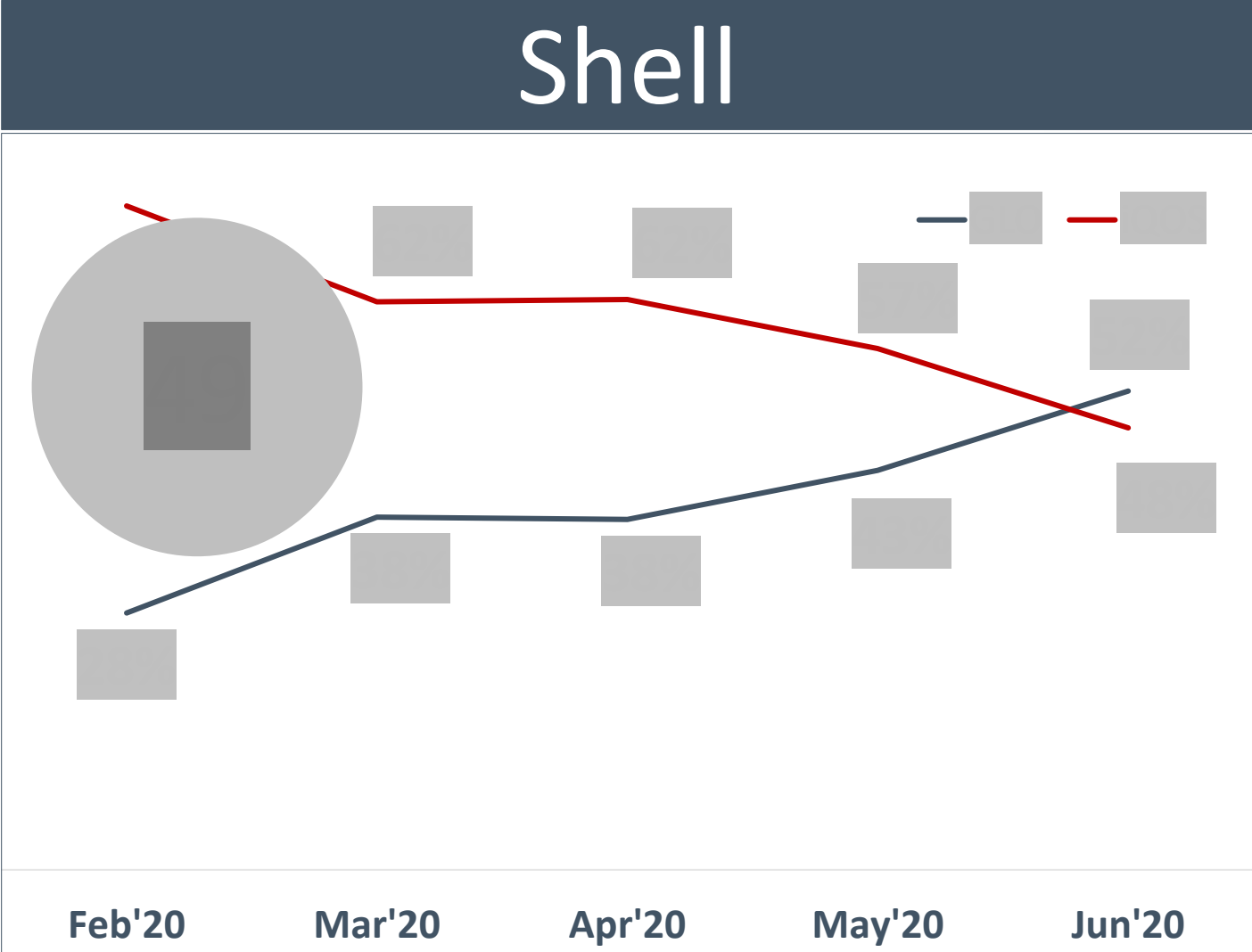
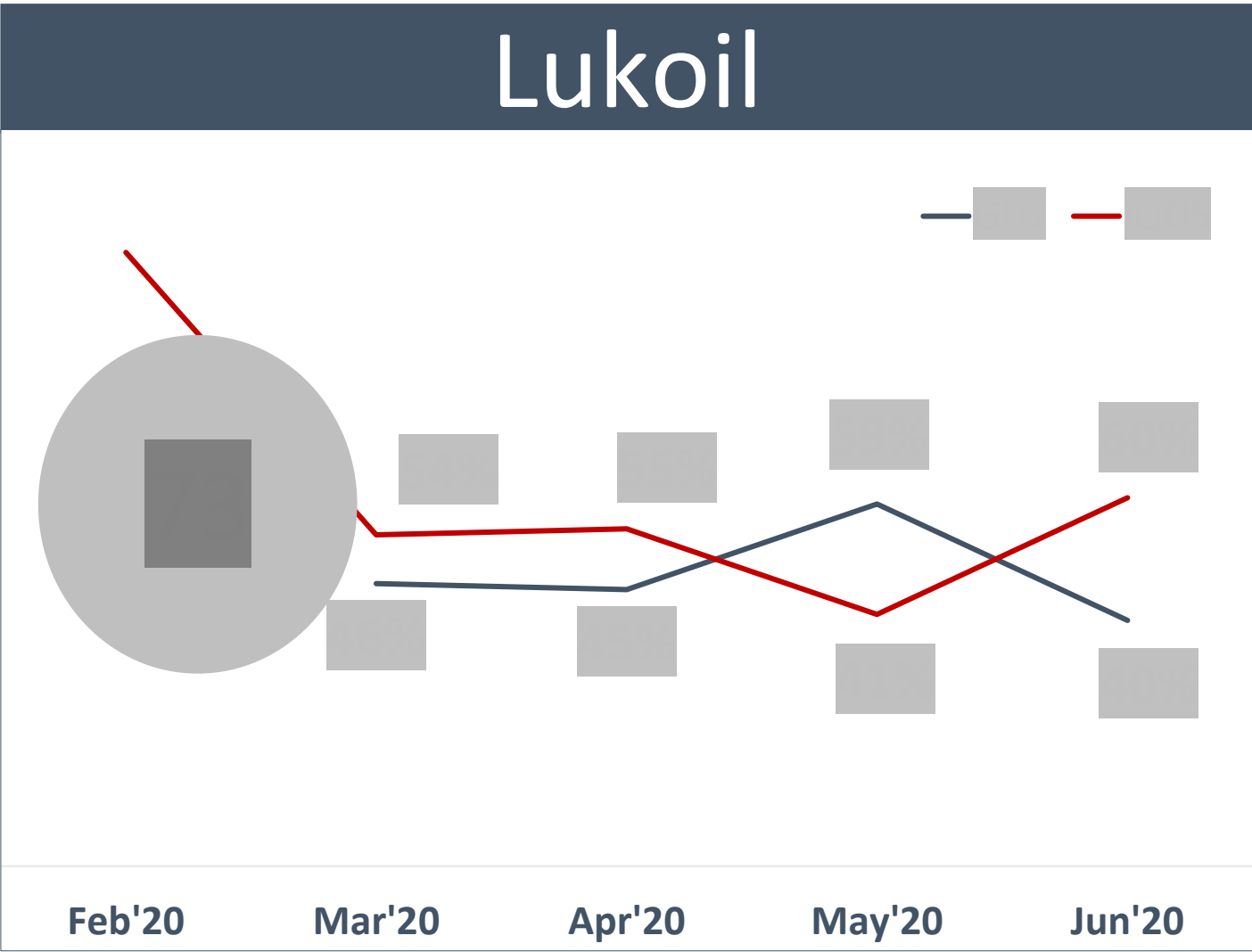
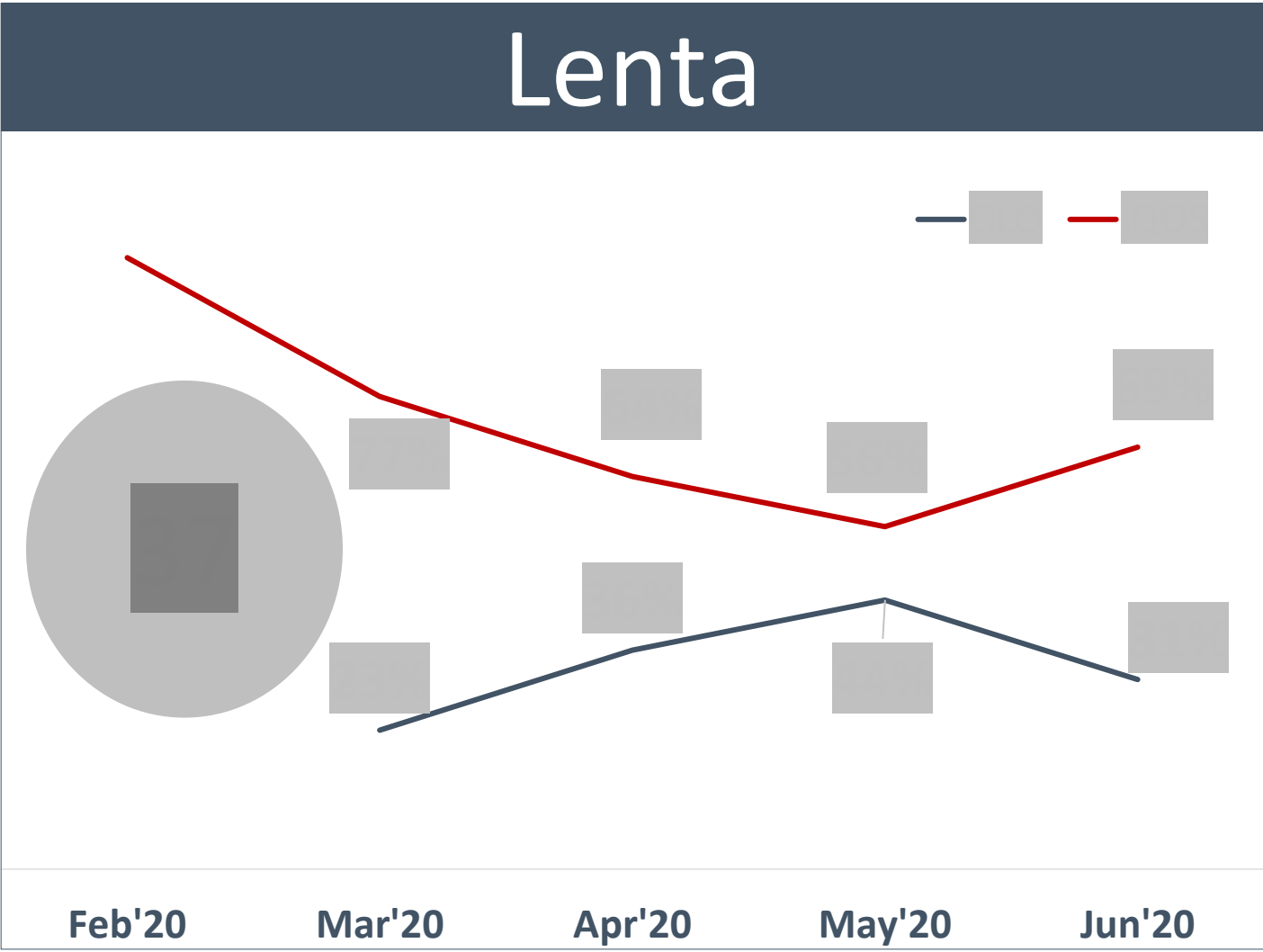
Distribution dynamics



Device distribution

	TOTAL	POP-UP	INDEP	VAPE	KA
SPB	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

RKA Device scan-data



POP Ups Geo:

active Pop Ups all around the city.

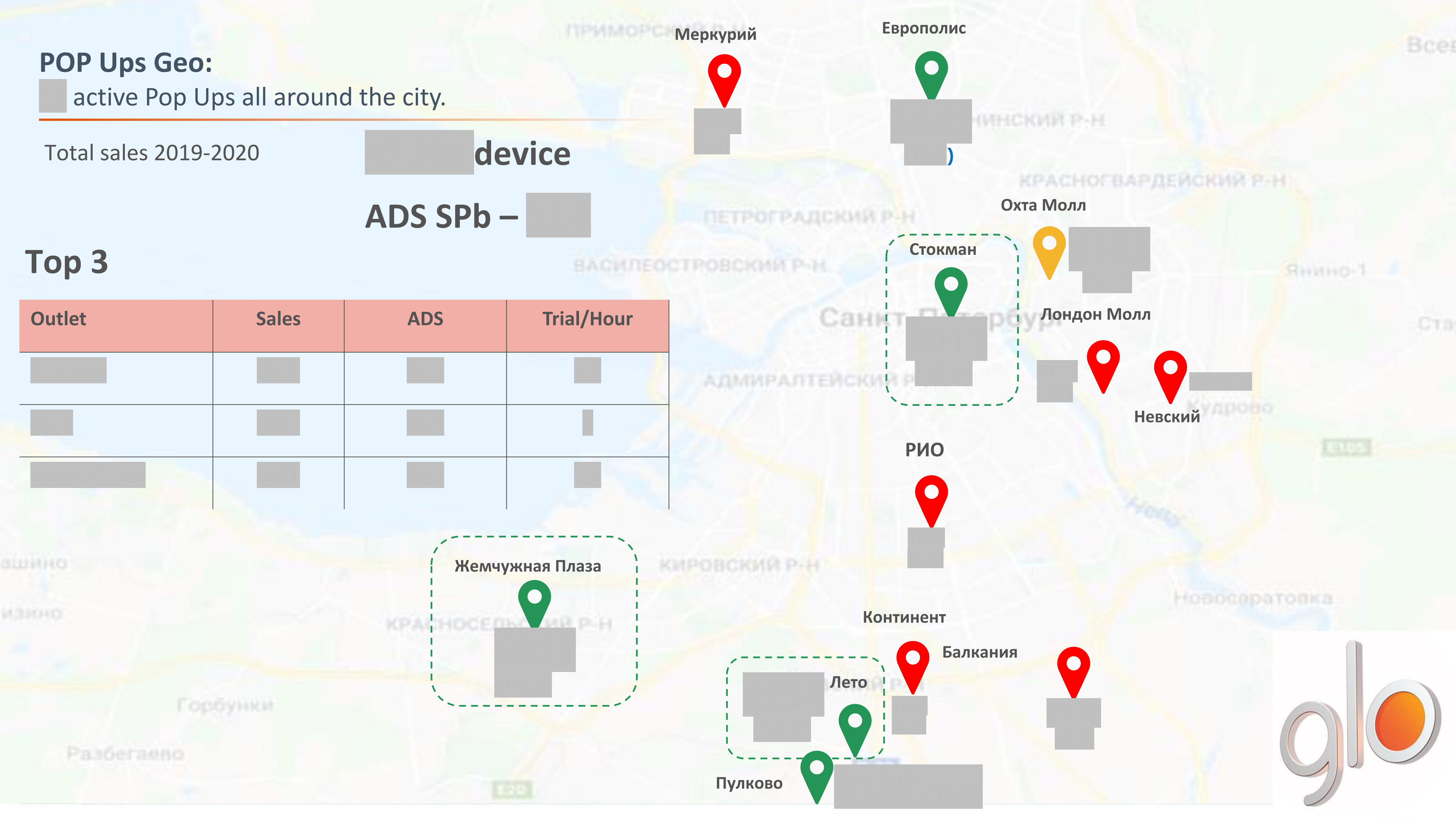
Total sales 2019-2020

device

ADS SPb –

Top 3

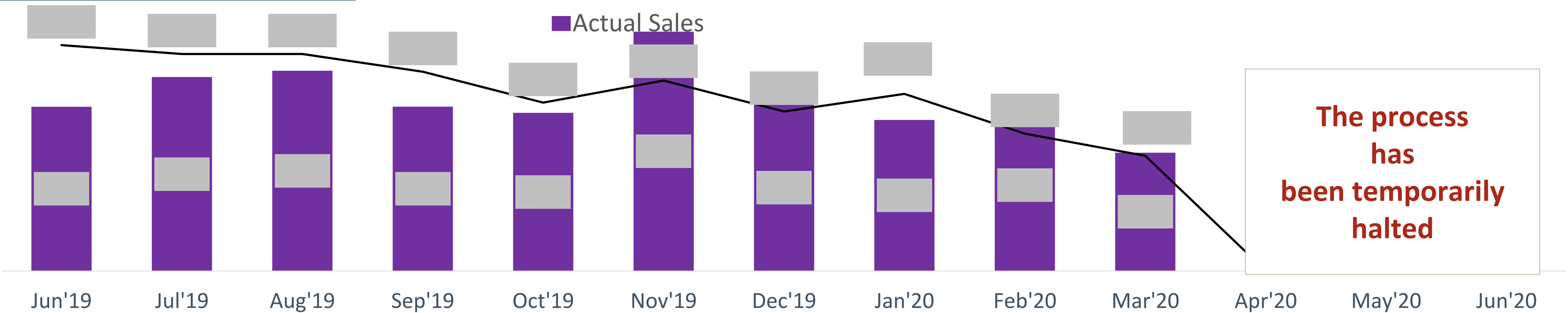
Outlet	Sales	ADS	Trial/Hour



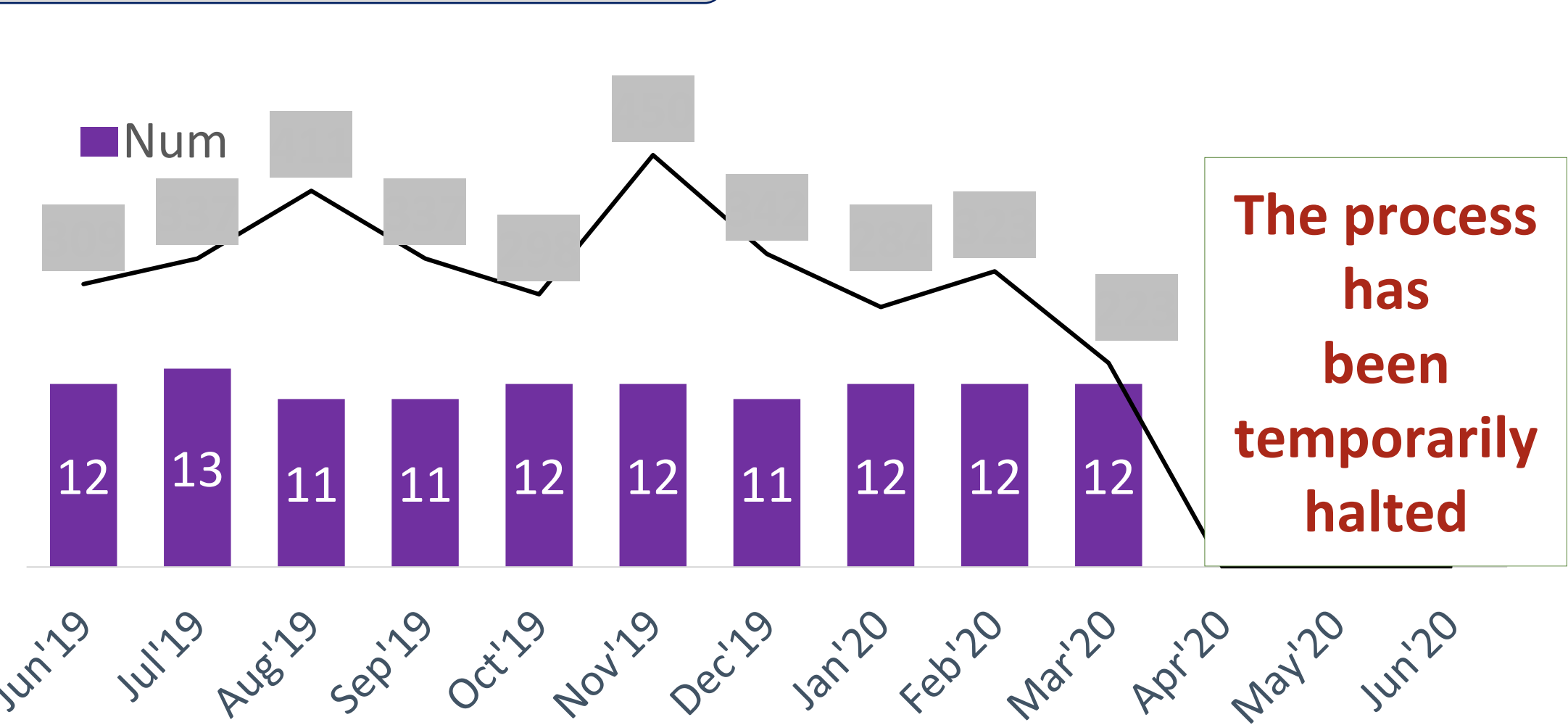
Pop-Ups sales

Traffic decrease from mid of march, trials cancelation & then overall locations closure due to COVID19

Pop Ups sales



Scale



KPIs

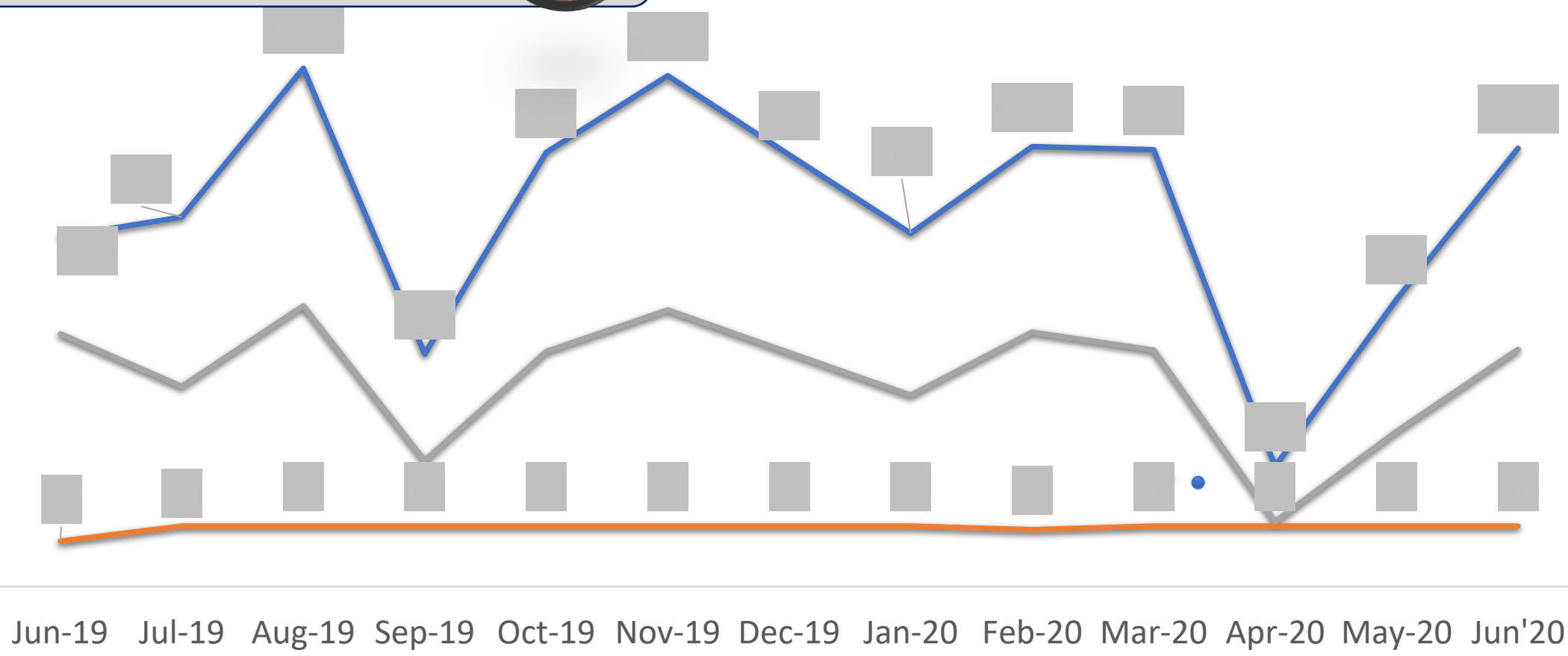
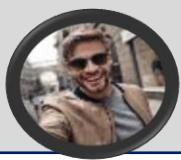
Indicator	Jan'20 fact	Feb'20 fact	Mar'20 fact	Q1 fact
Purchase				
Trial/Hour				
Purchase/Hour				
CR to purchase				



Social Selling sales



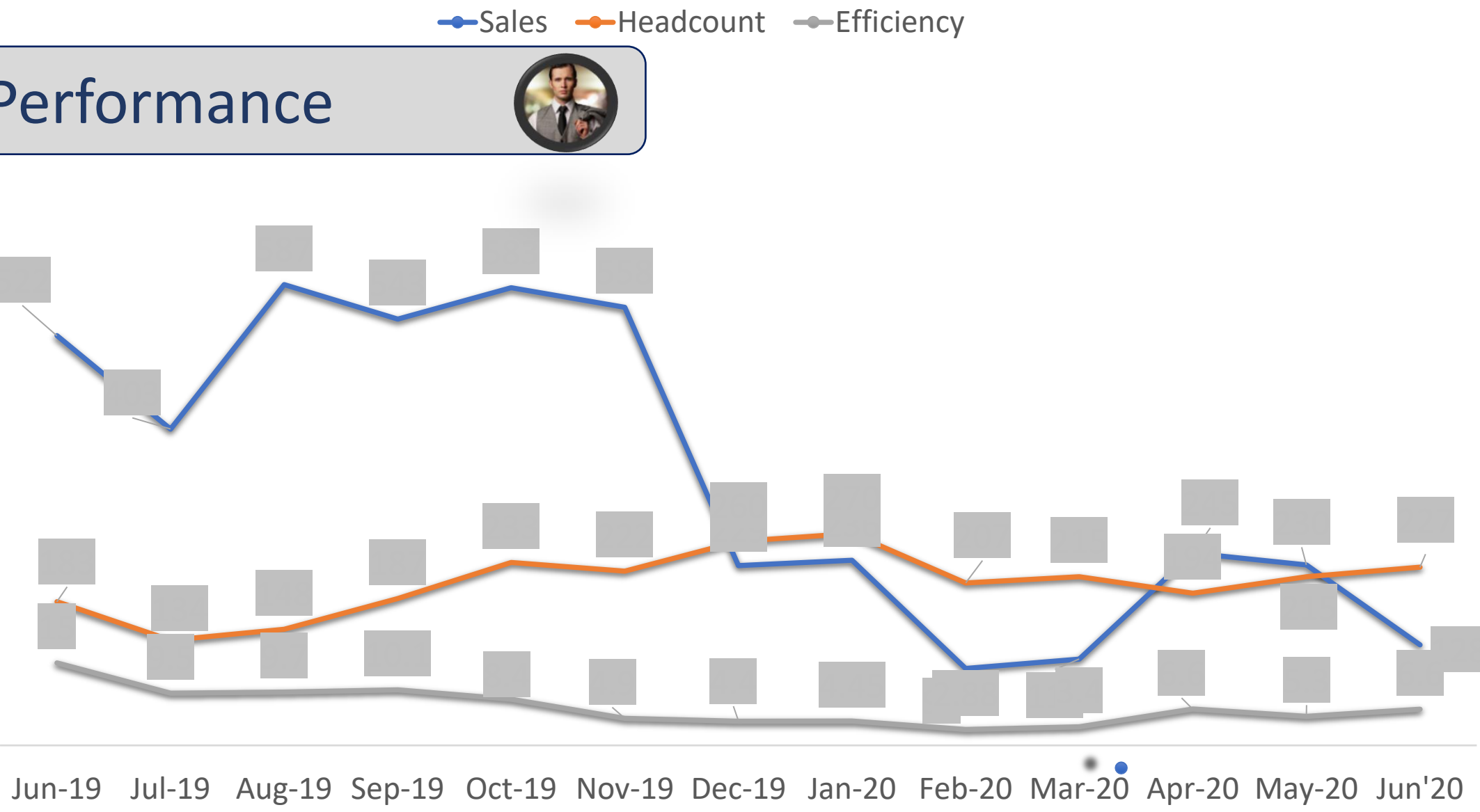
PM Performance



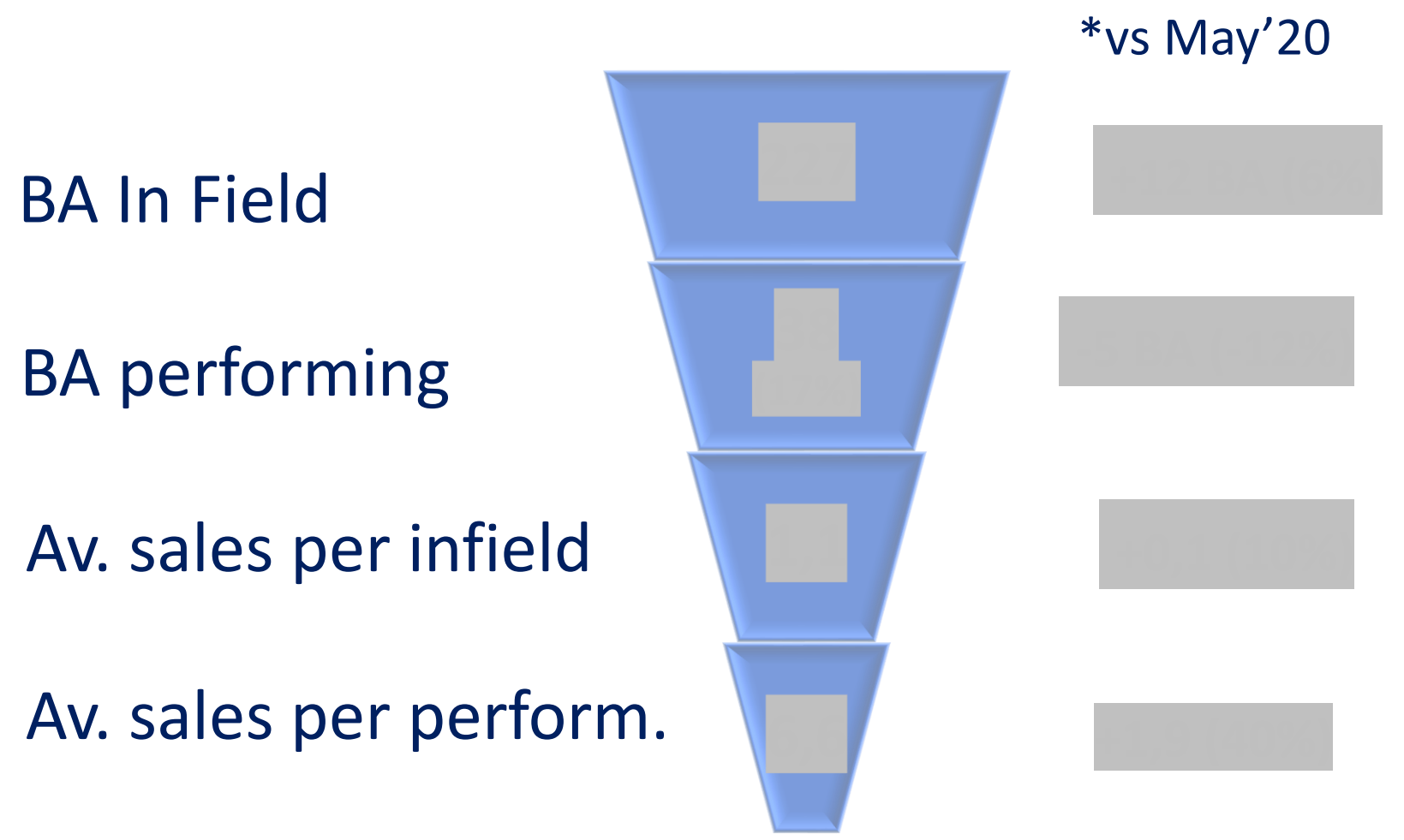
KPIs

Cold base CR	Target	Fact
Cold calls/got through	--	--
Got through/Sales	--	--
Own leads/sales	--	--

BA Performance

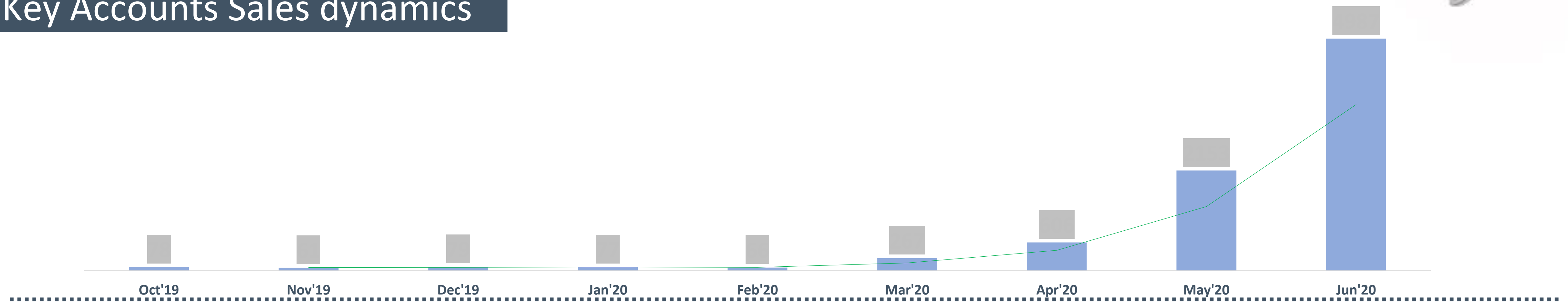


BA efficiency

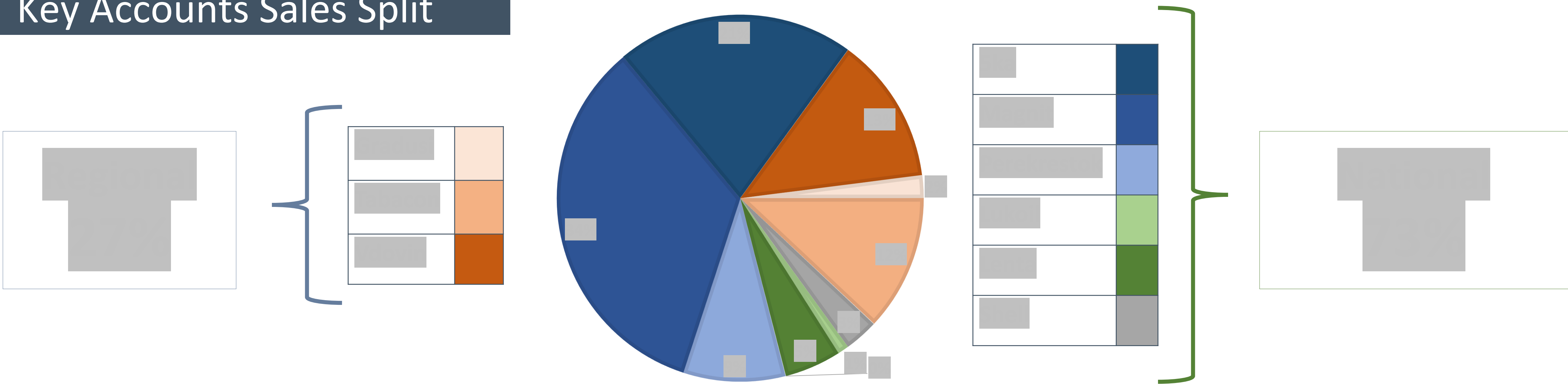




Key Accounts Sales dynamics



Key Accounts Sales Split



Independent sales



Selling devices via shop assistants

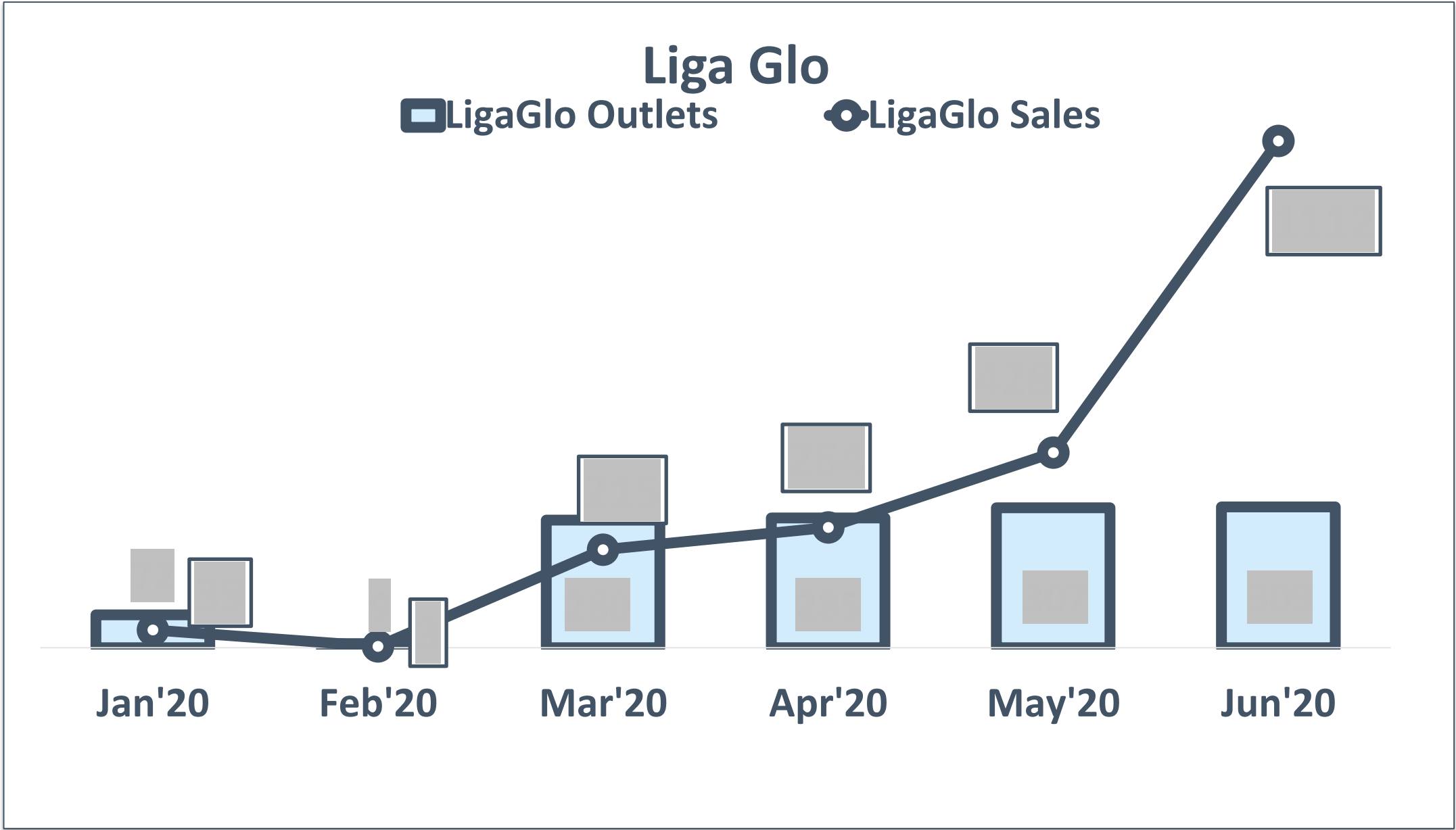


outlets (active) – % (- pp vs LM)
Russia: outlets (active) – (+ pp vs LM)

per 1 total outlet (+ vs LM)
(Russia: ((+ pp vs LM))

per 1 active outlet (+ vs LM)
(Russia: (+ pp vs LM))

devices sold
(Russia: devices)



Sales split

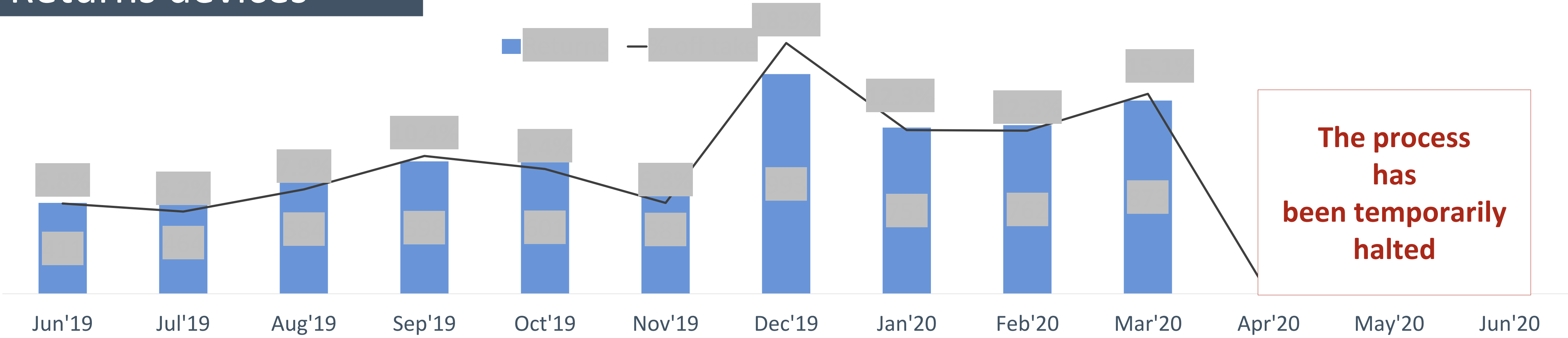
	Total Sales	Registration	Call Back	QR-code
Jan'20				
Feb'20				
Mar'20				
Apr'20				
May'20				
Jun'20				

Sales group

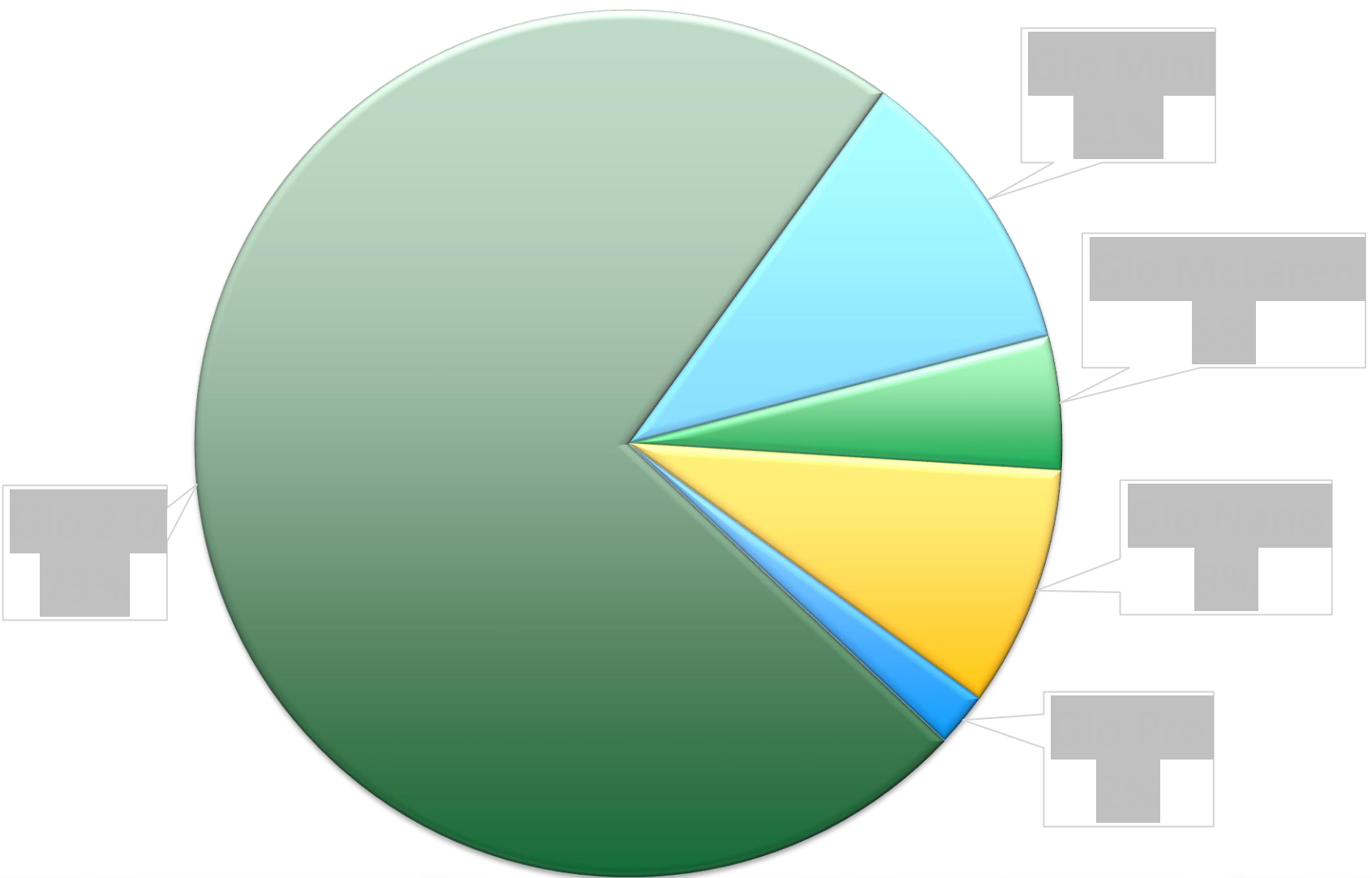
	Active Users	0-5 devices	6-10 devices	>10 devices
Jan'20				
Feb'20				
Mar'20				
Apr'20				
May'20				
Jun'20				



Returns devices



Utilization Devices Split



During the COVID19 period, BAT will replace broken devices through a delivery service. Consumers can contact customer service. tel: 8-800-500-88-33

- **Total number of requests: 1467**
- **Total number of requests by NW: 210**

*period from 01.05 to 31.05



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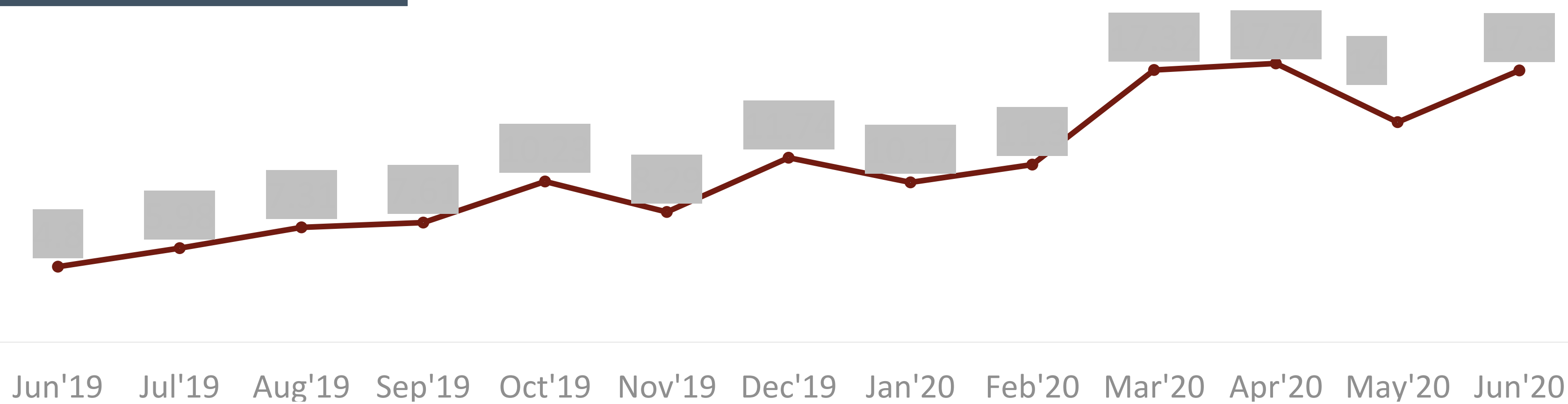


Sticks

Total Sticks sales

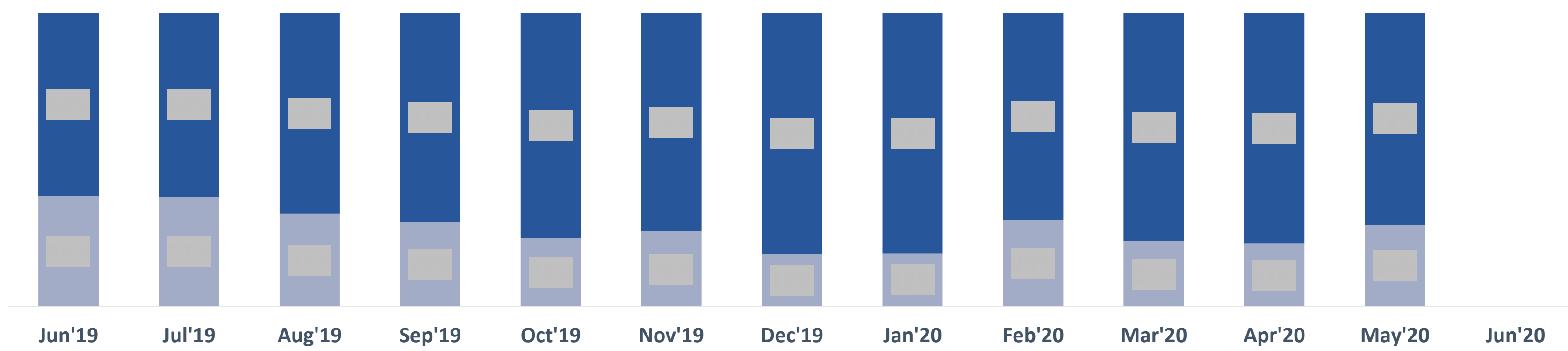


IMS



2020 YTD:
Sales = mio

Own & Traditional Split



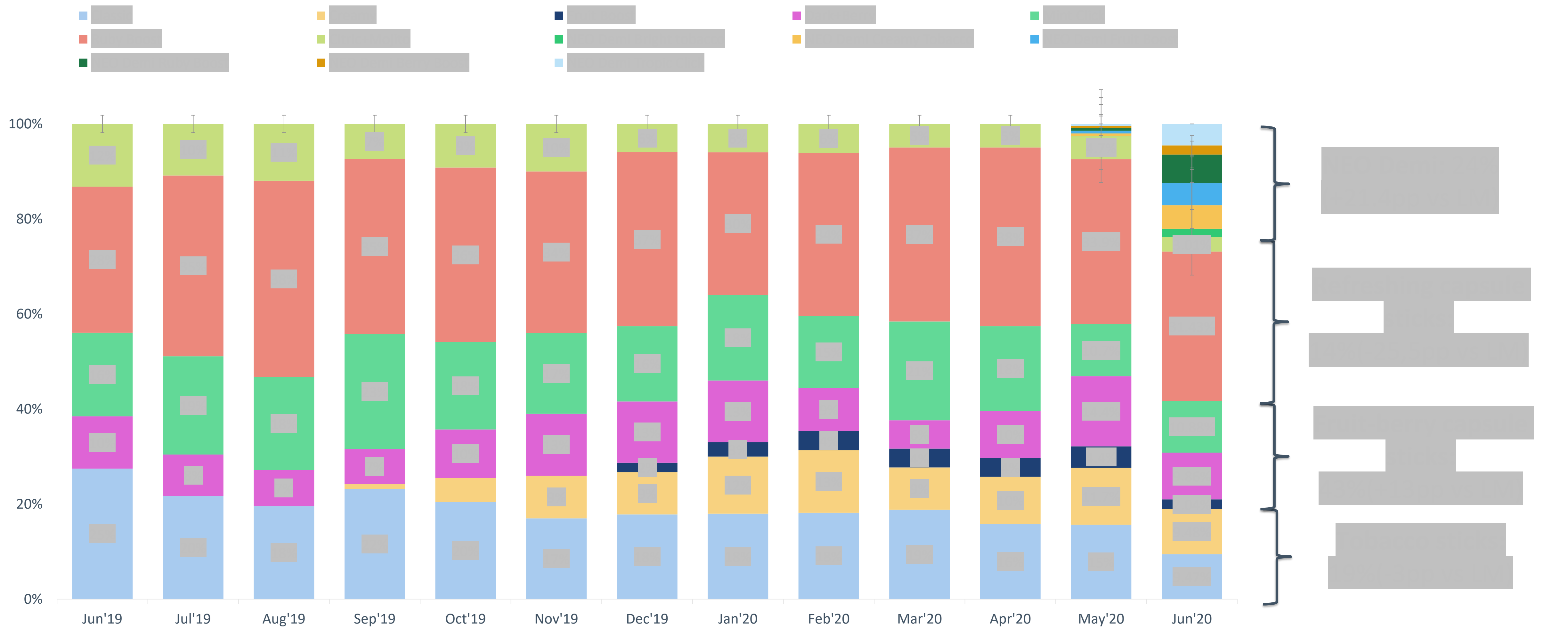
Traditional 2020 YTD:
Sales= mio

Own 2020 YTD:
Sales= mio



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Split by SKU

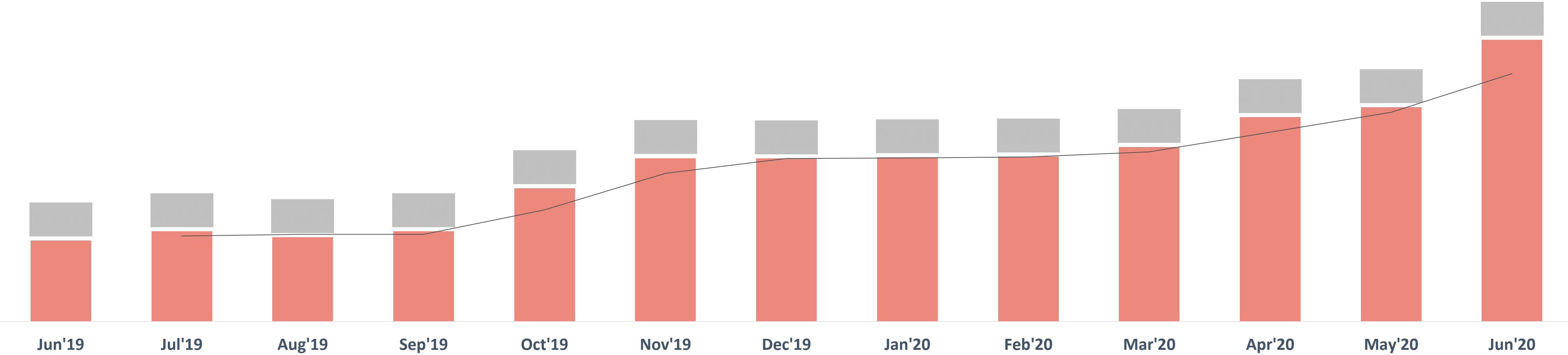


Sticks demi split by SKU



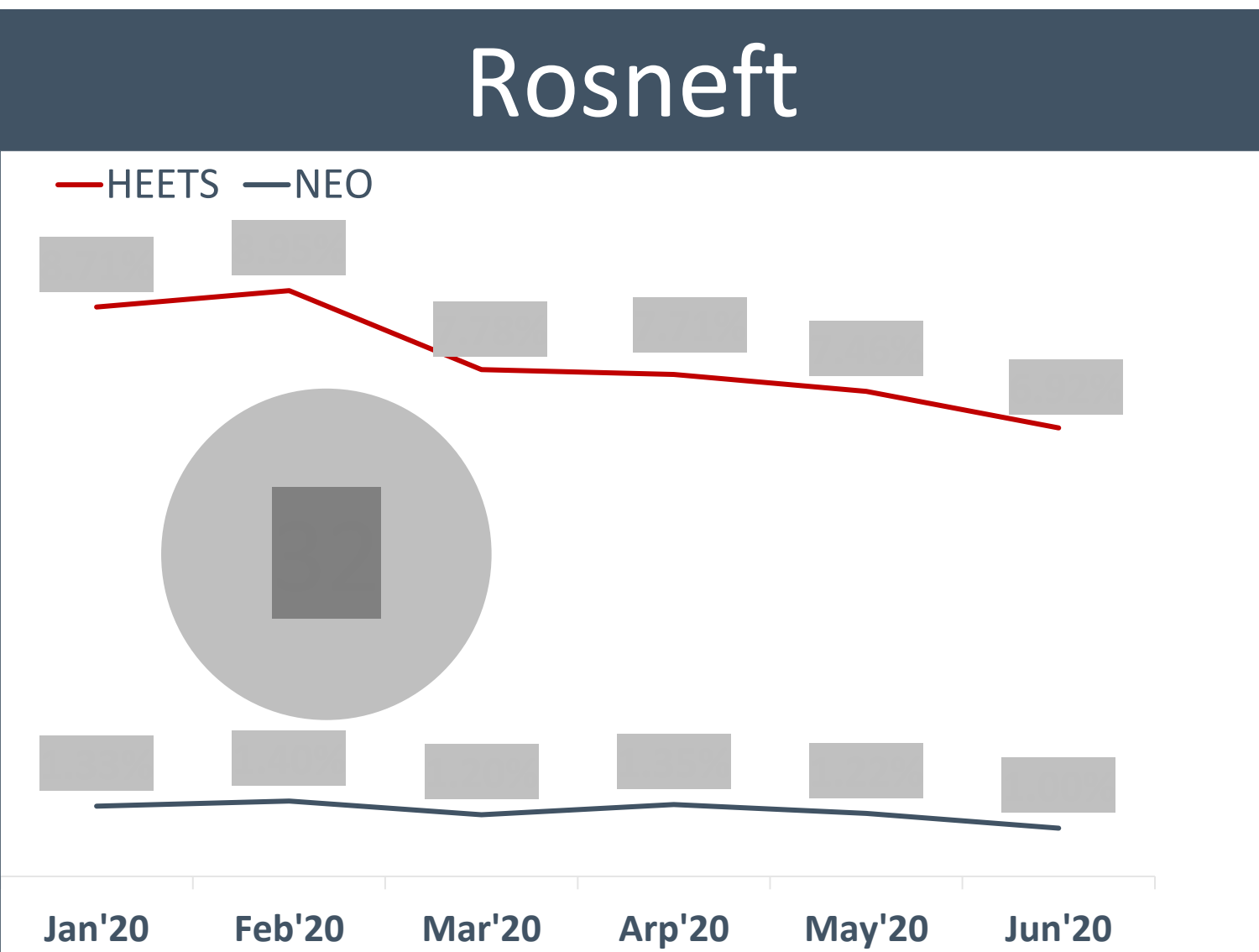
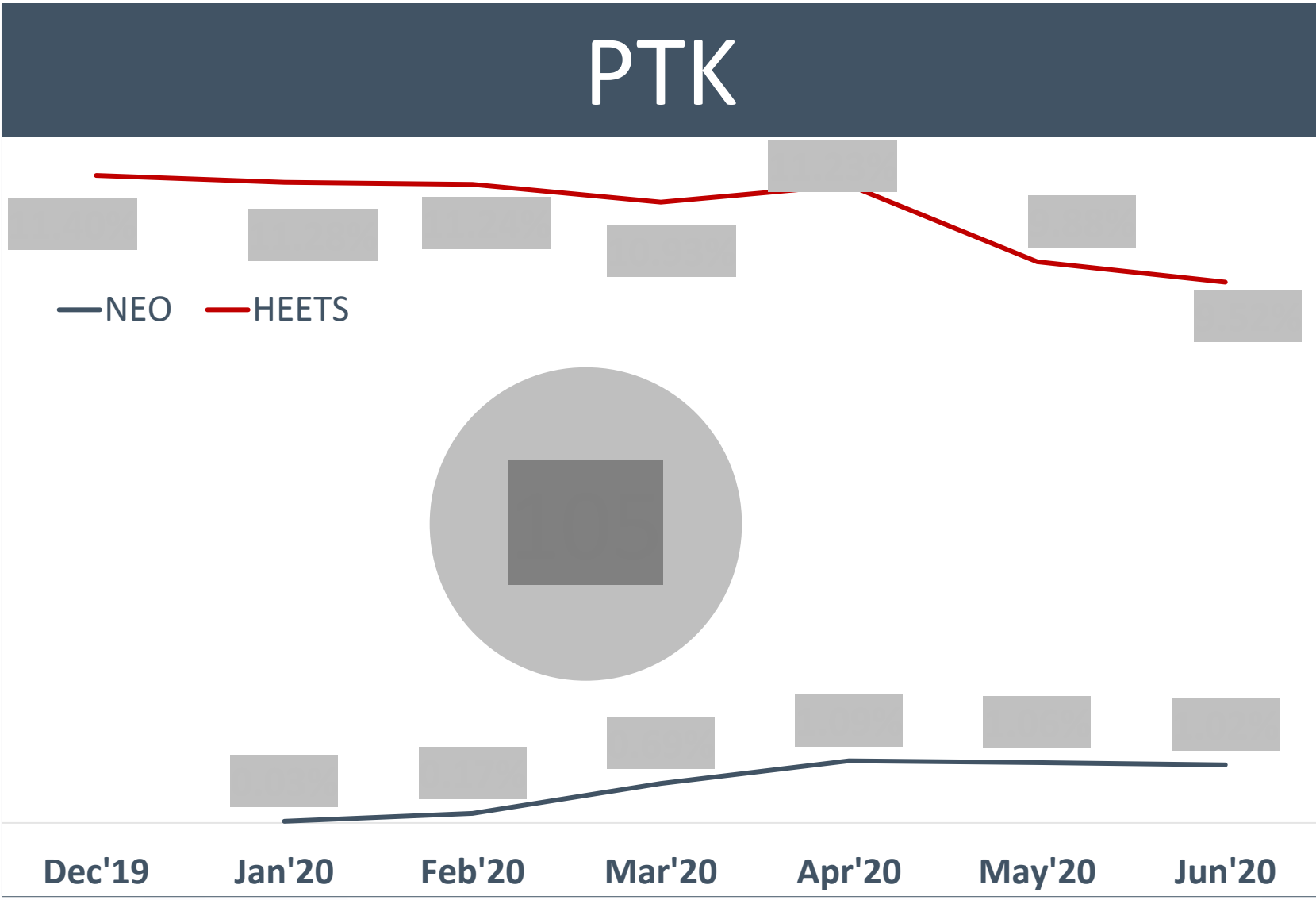
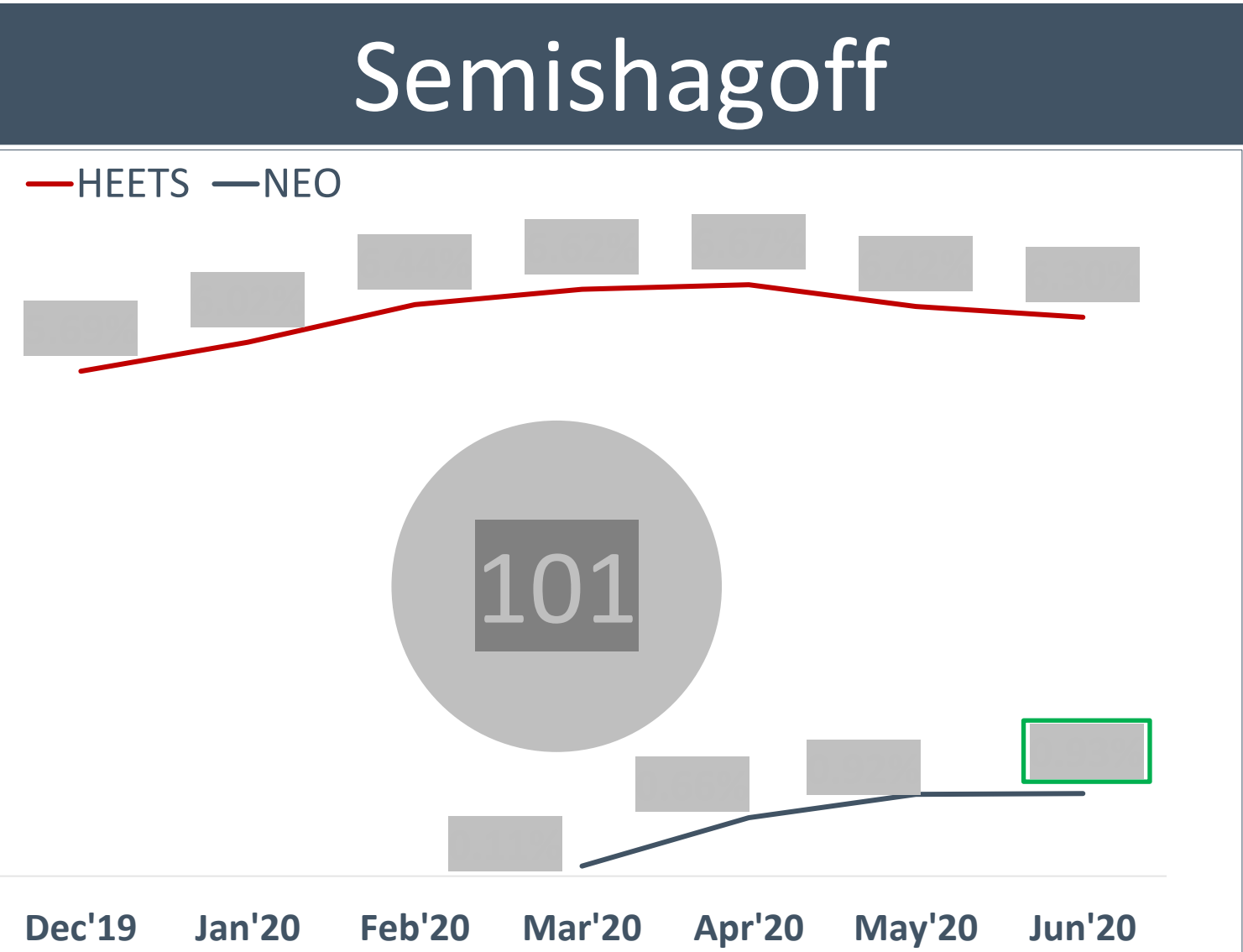
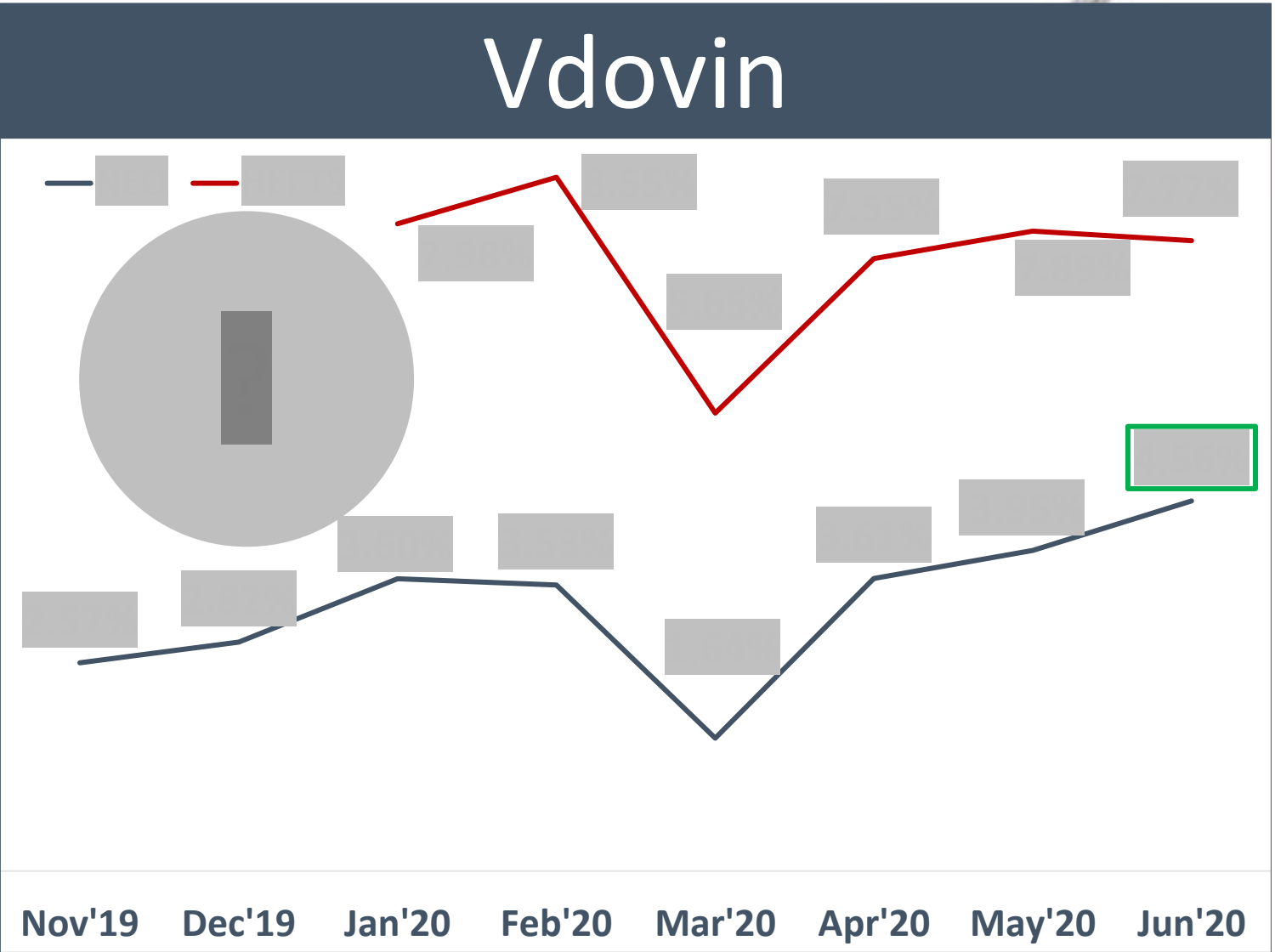
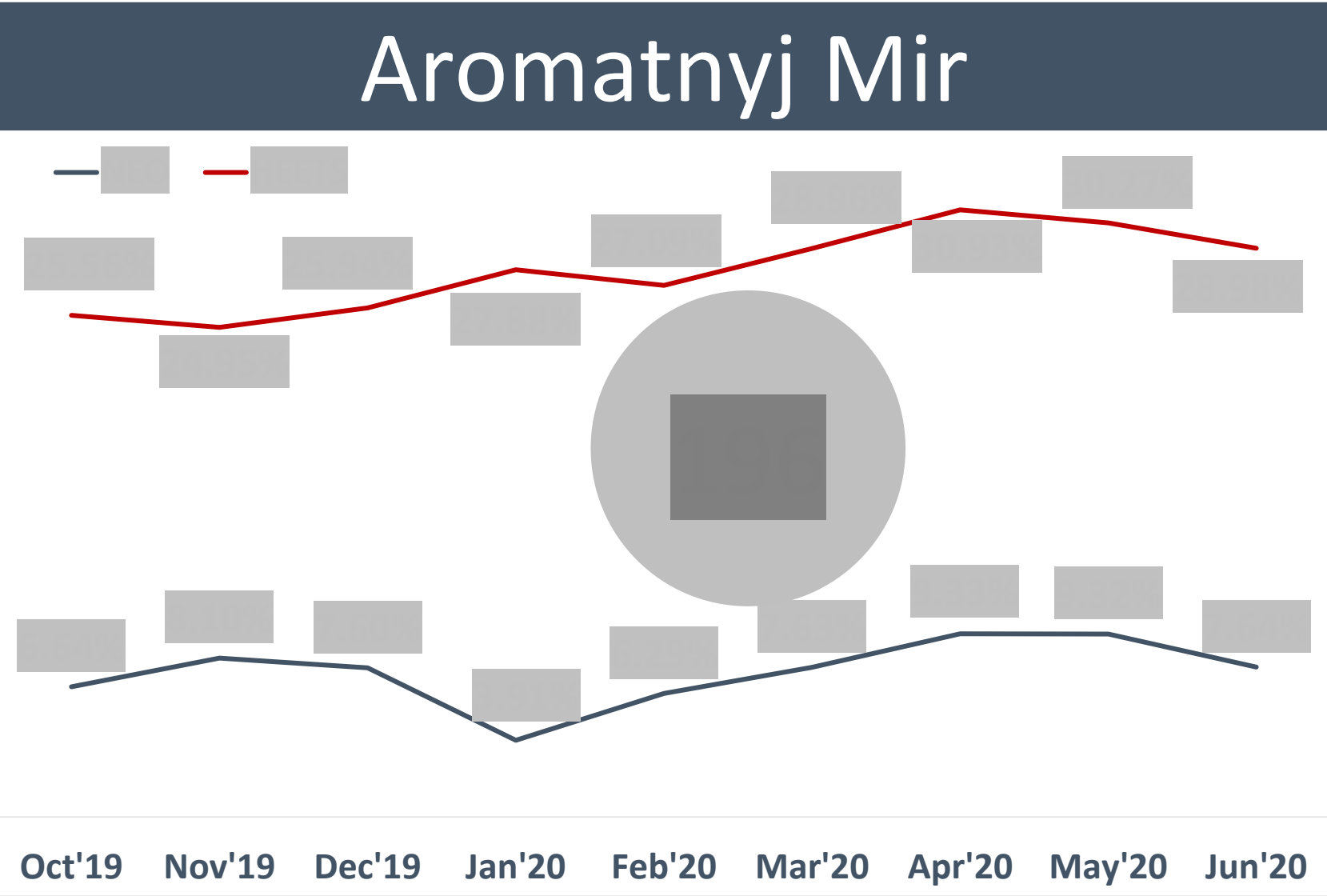
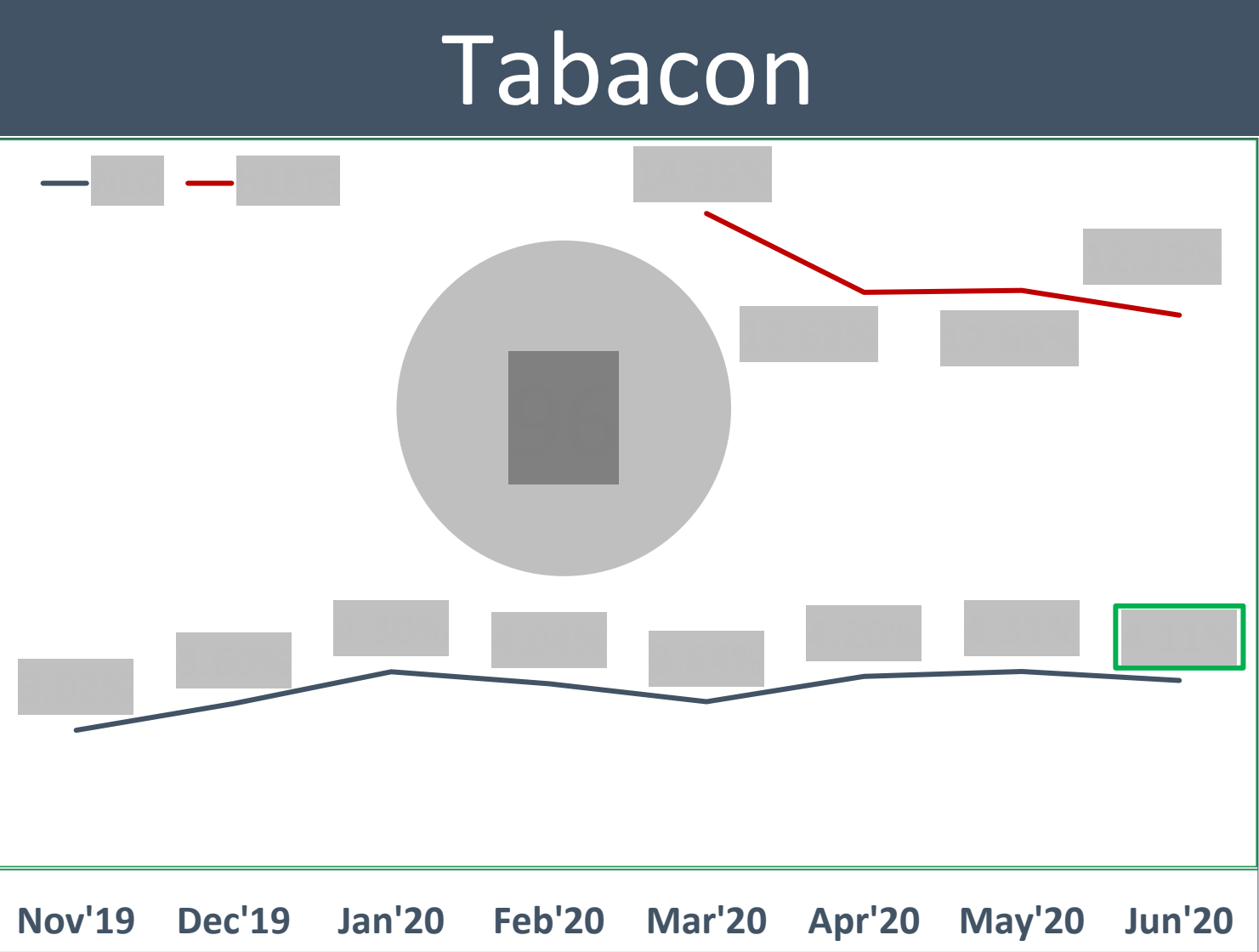


Distribution dynamics



Sticks distribution

	TOTAL	POP-UP	INDEP	VAPE	RKA	NKA
NUM						
VW						





Glo Cover for BWD %
Glo Ins For Light Box %



Glo Ins OHD Device %
Glo Ins OHD Sticks %



Glo Table Tent %



GLO Shelf Strip General %



GLO Door Stiker %



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«+» (vs [REDACTED])

- ✓ Shape factor device [REDACTED]%
- ✓ Material quality [REDACTED]%
- ✓ Price [REDACTED]%
- ✓ Easy to use [REDACTED]%
- ✓ Session Repeatability [REDACTED]%
- ✓ 2 modes of use [REDACTED]%
- ✓ Less clogged [REDACTED]%

«-» (vs [REDACTED])

- No new technical advantages [REDACTED]%
- The device is heated up significantly. High smoke inhalation temperature [REDACTED]%
- Assembling quality [REDACTED]%

**Careline
survey:
400
registered
user*

«+»(vs [REDACTED])

- ✓ Bright tutu design [REDACTED]%
- ✓ New stick format [REDACTED]%
- ✓ Price [REDACTED]%
- ✓ Satisfaction when using one stick [REDACTED]%
- ✓ Taste experience [REDACTED]%
- ✓ Stick quality [REDACTED]%

«-»(vs [REDACTED])

- Chemical smell [REDACTED]%
- High fortress [REDACTED]%
- Availability of flavoring agents (classic line) [REDACTED]%
- Absence of menthol sticks [REDACTED]%

**Careline
survey:
400
registered
user*



**THANK YOU
FOR YOUR ATTENTION**

#TODAY I WILL
