



GLO PERFORMANCE MONITORING

NORTH-WEST BUSINESS UNIT, August 2020



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
Summary devices

Sticks

Total Sticks sales
Sticks split by SKU Total
Sticks demi split by SKU
Sticks Distribution
Consumable / Device sales ratio
RKA sticks scan-data SPB
POSM Statistics INDEPT
Summary sticks
FB Sticks Neo demi

Competitors

THP competitors' activities

Activation

Glo Device price offer
Glo PRO&NaNO Activation

Devices





Total Devices sales:

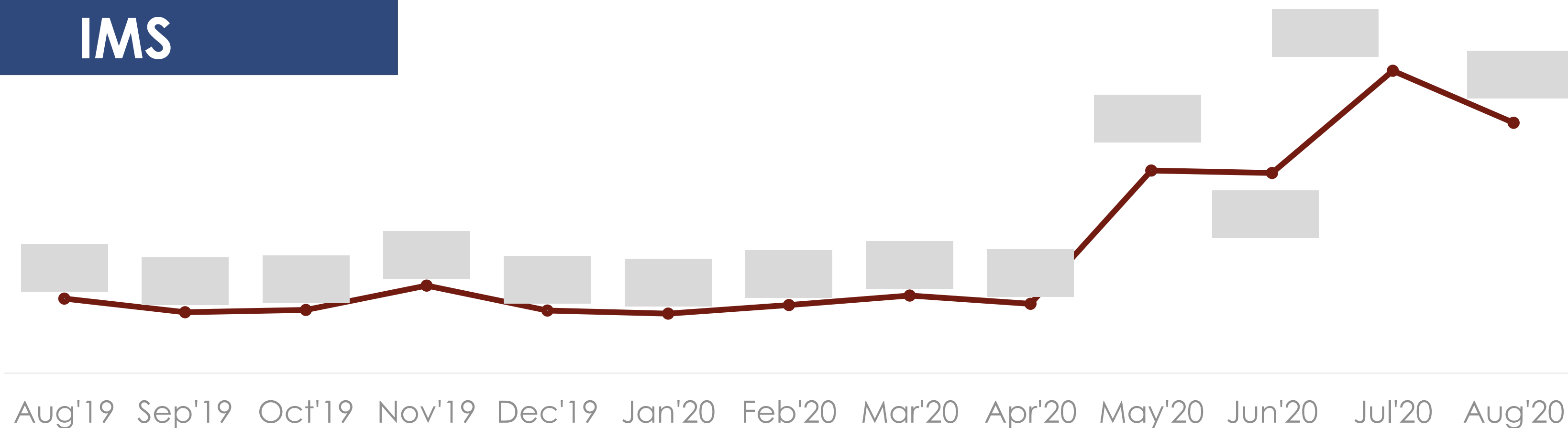
СПРАВКА



Definition

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

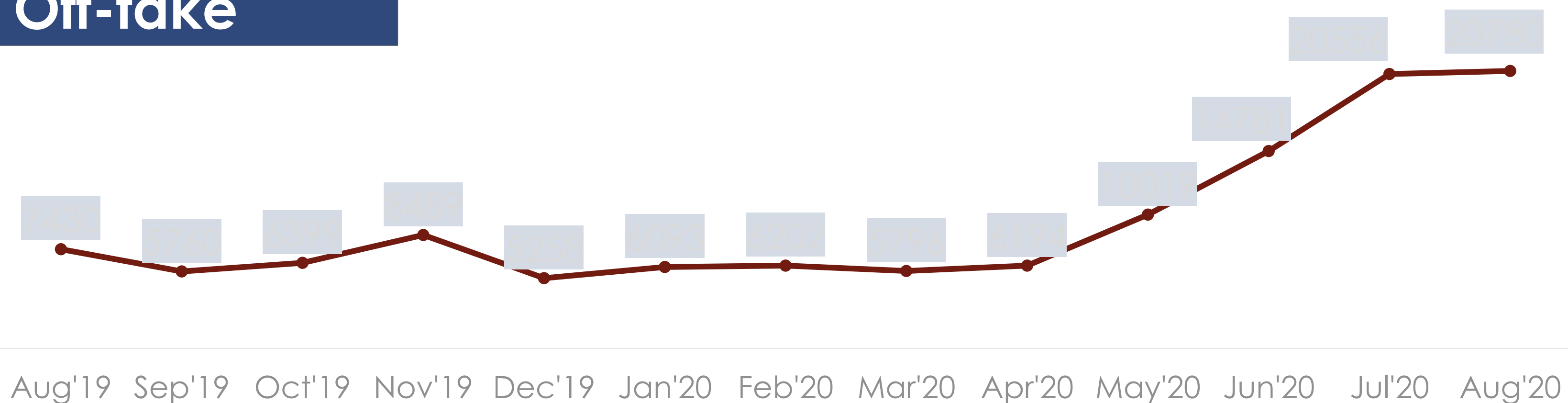
IMS



NW 2020 YTD:
IMS = 119.5K item
Aug'20: - ...% vs LM

Share in Russian Aug. sales:
13,5%

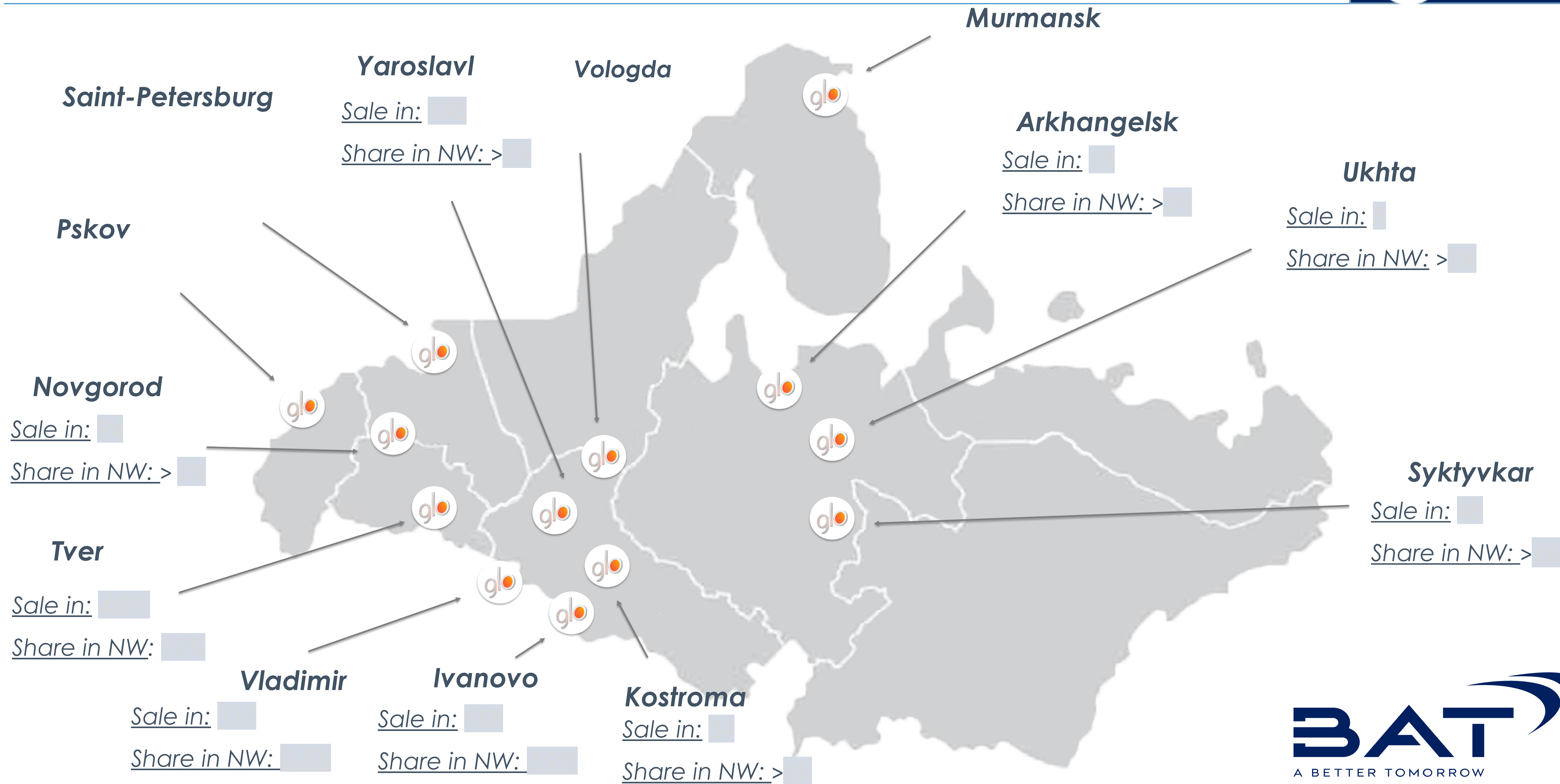
Off-take



NW 2020 YTD:
Off-take = 71K item
Aug'20: +...% vs LM

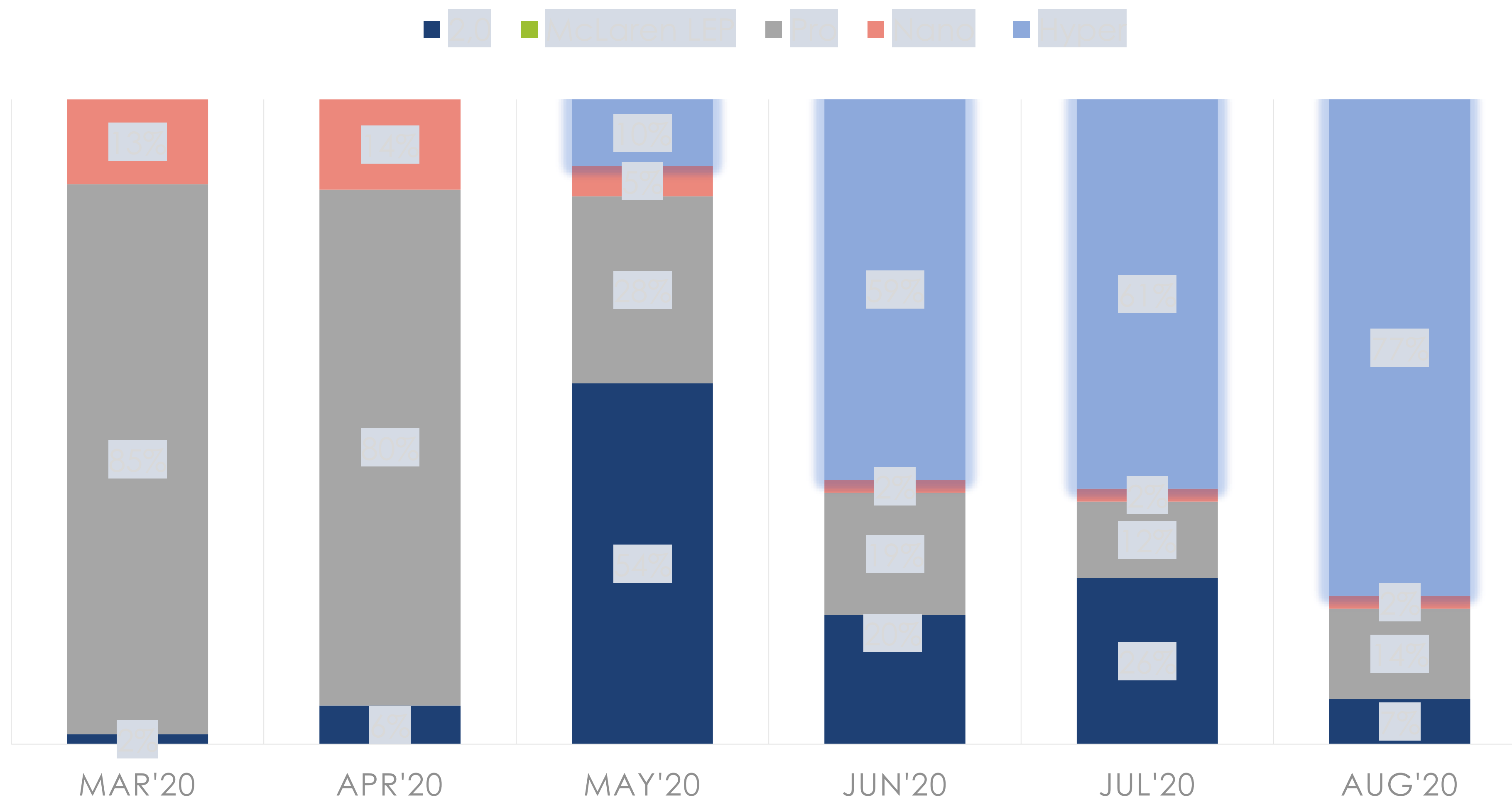


North-West units scale (devices)





IMS split by SKU



GLO Hyper results



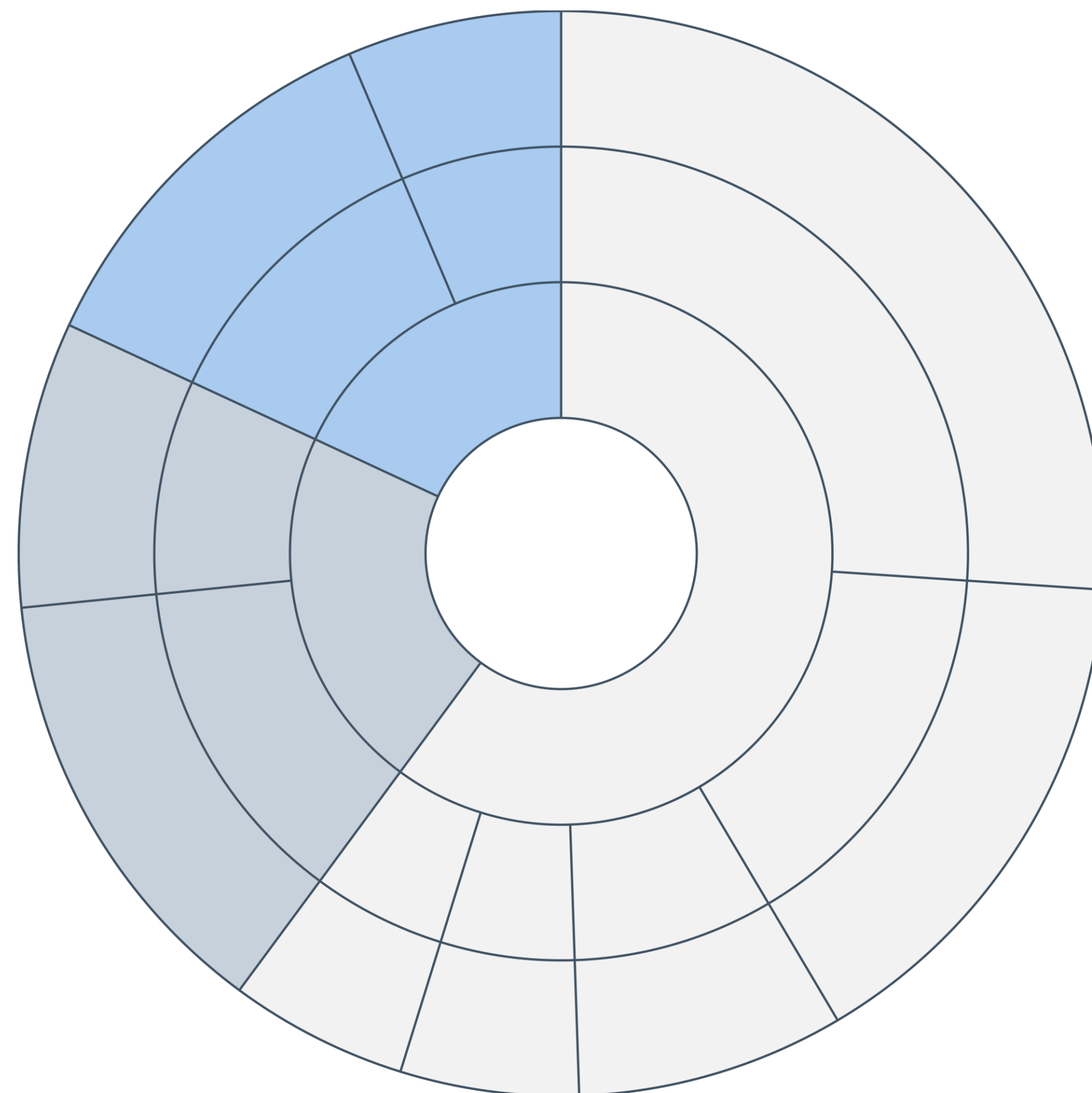
SELL IN:

- Traditional: 13 747 (+... pp vs LM)
- OWN: 5 115 (- ... pp vs LM)

SELL OUT:

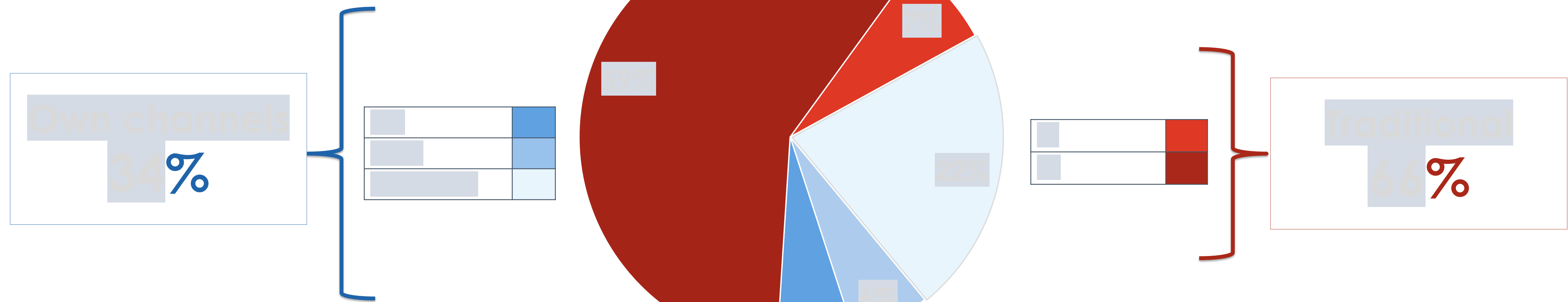
- E-com: 942 (... pp vs LM)
- Mr-place: 2 870 (... pp vs LM)
- D2C: 1293 (... pp vs LM)
- INDEPT: 1178 (+ ... pp vs LM)
- KA: 3851 (+ ... pp vs LM)

Glo Hyper statistics chart

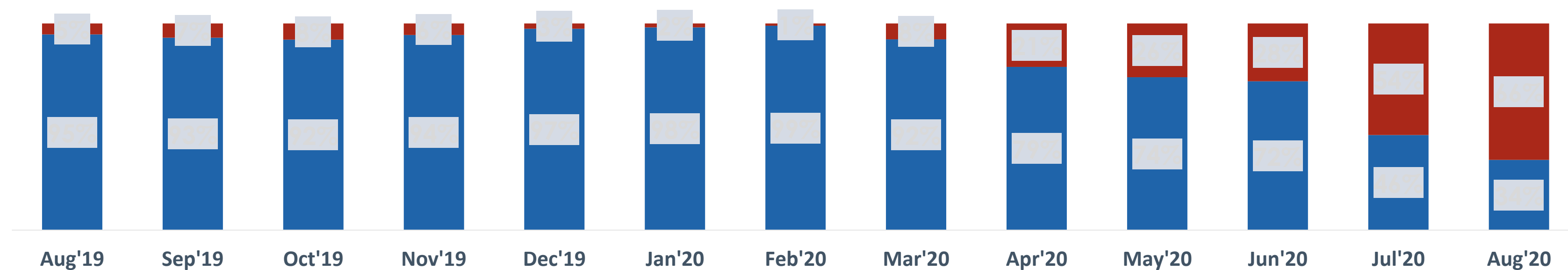




Off-take split by channels

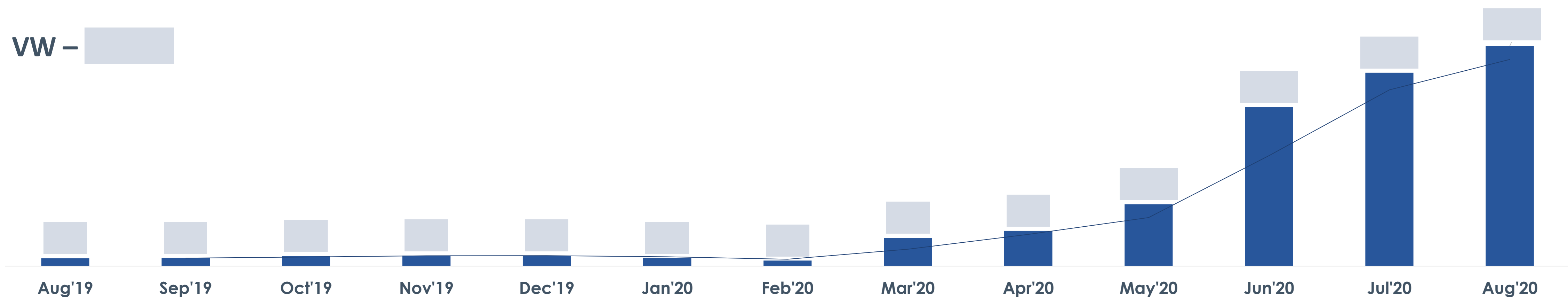


Own vs Traditional dynamics



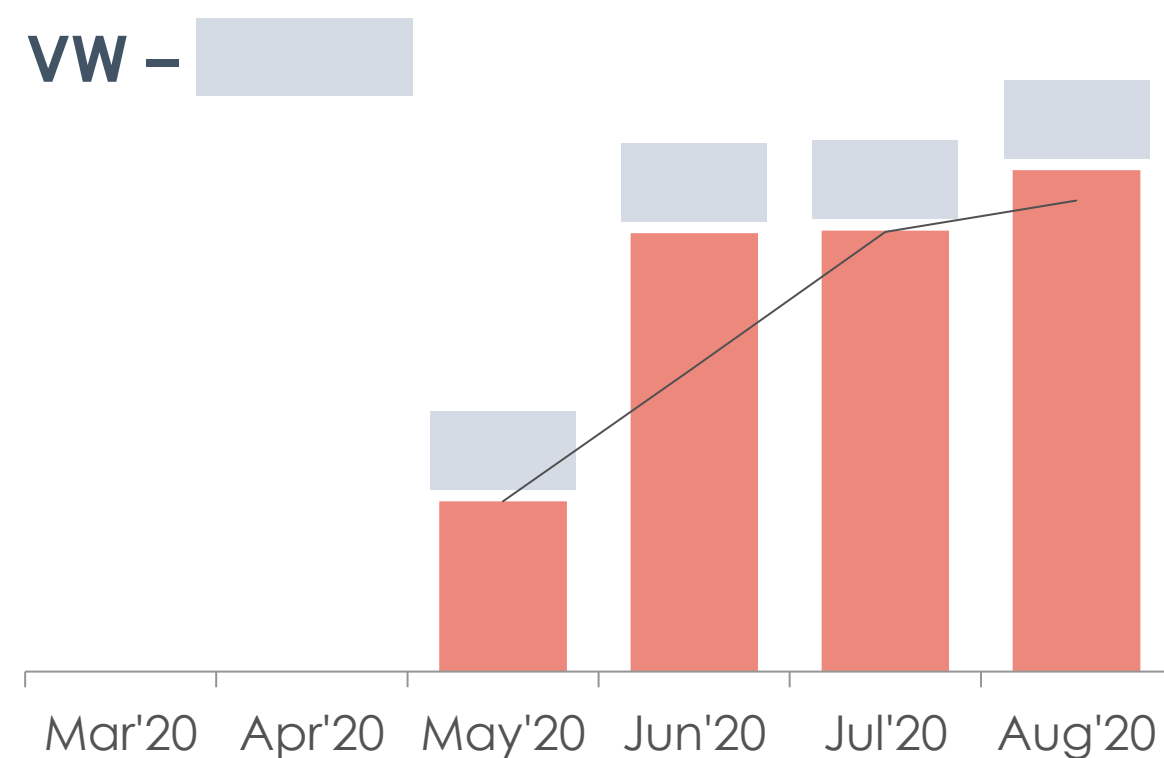


Distribution dynamics

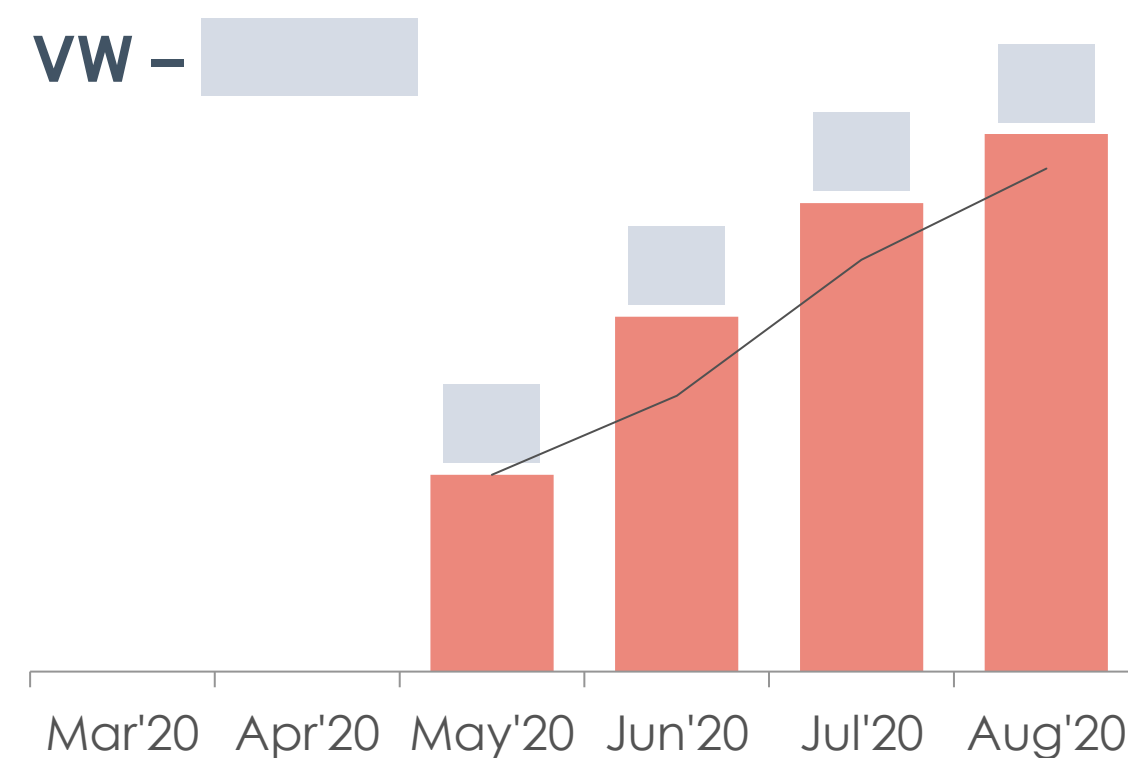


Device distribution dynamics split

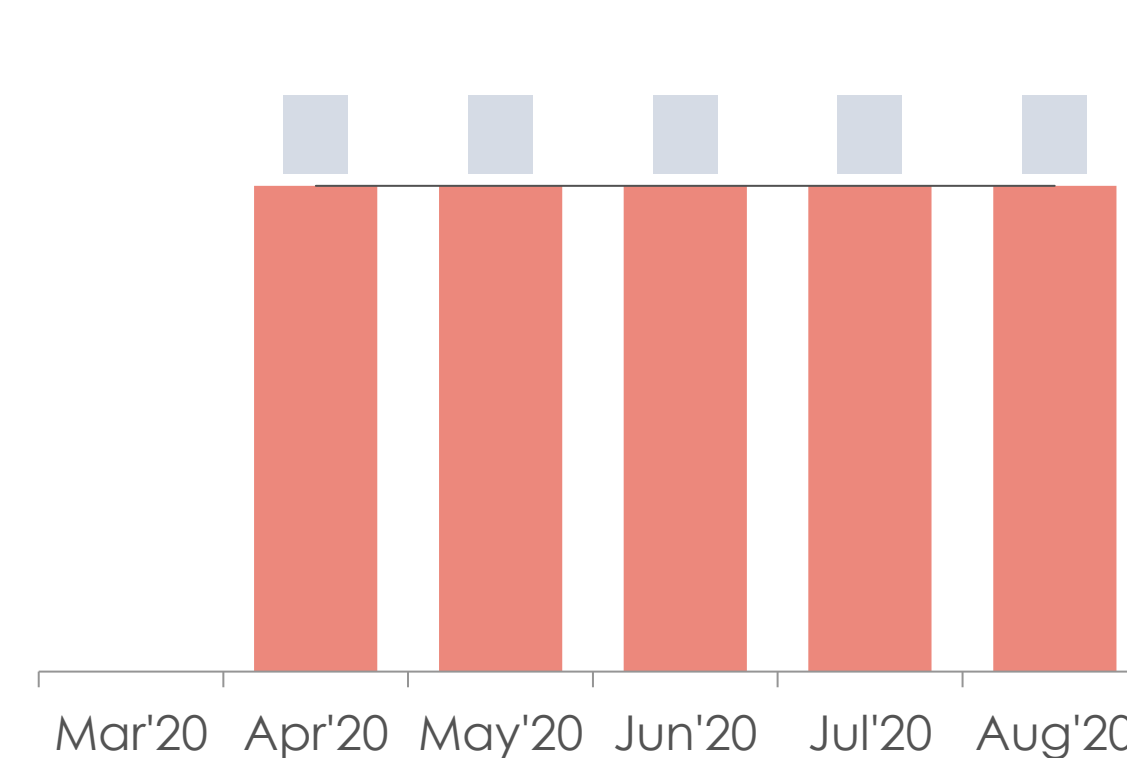
KA



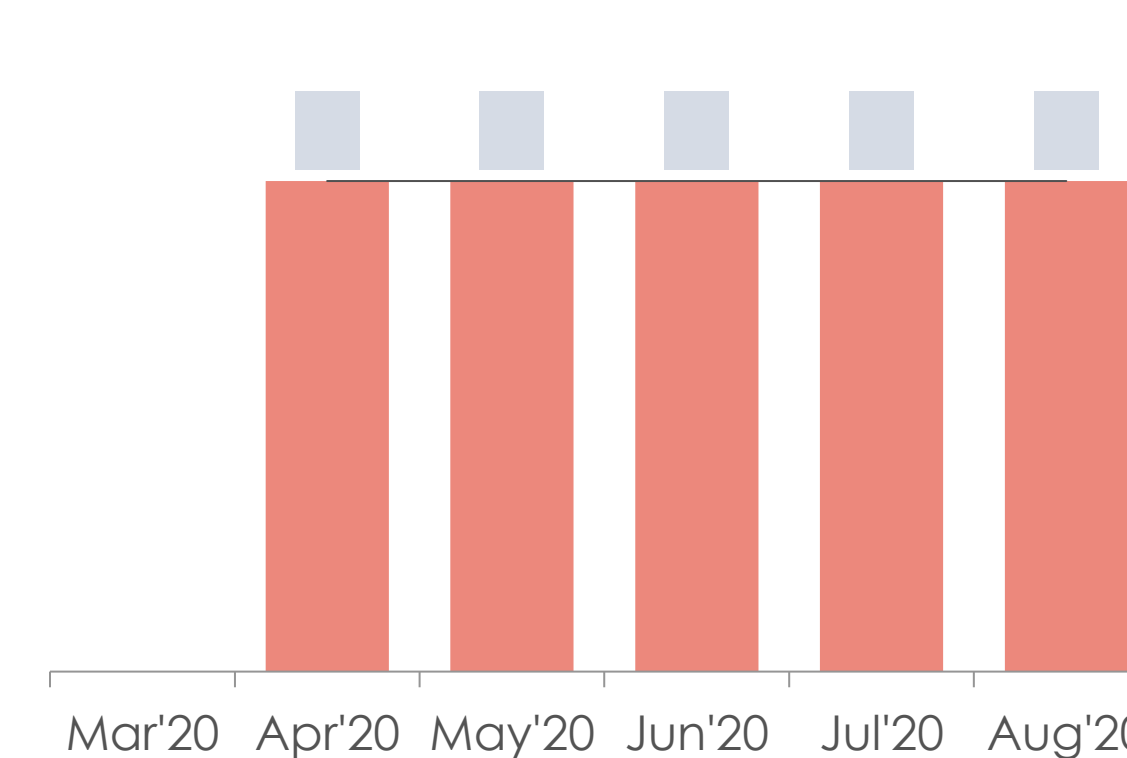
INDEP

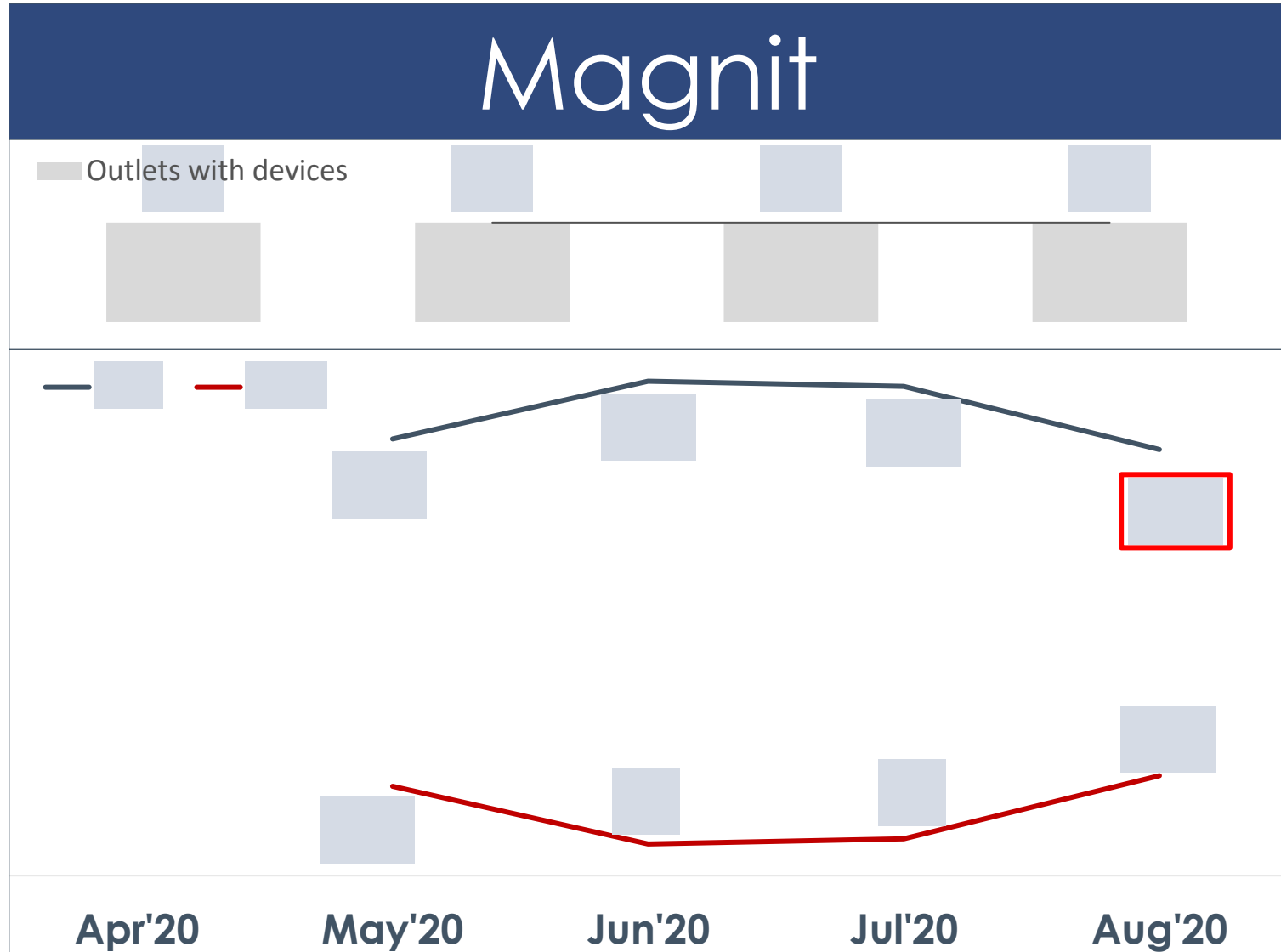
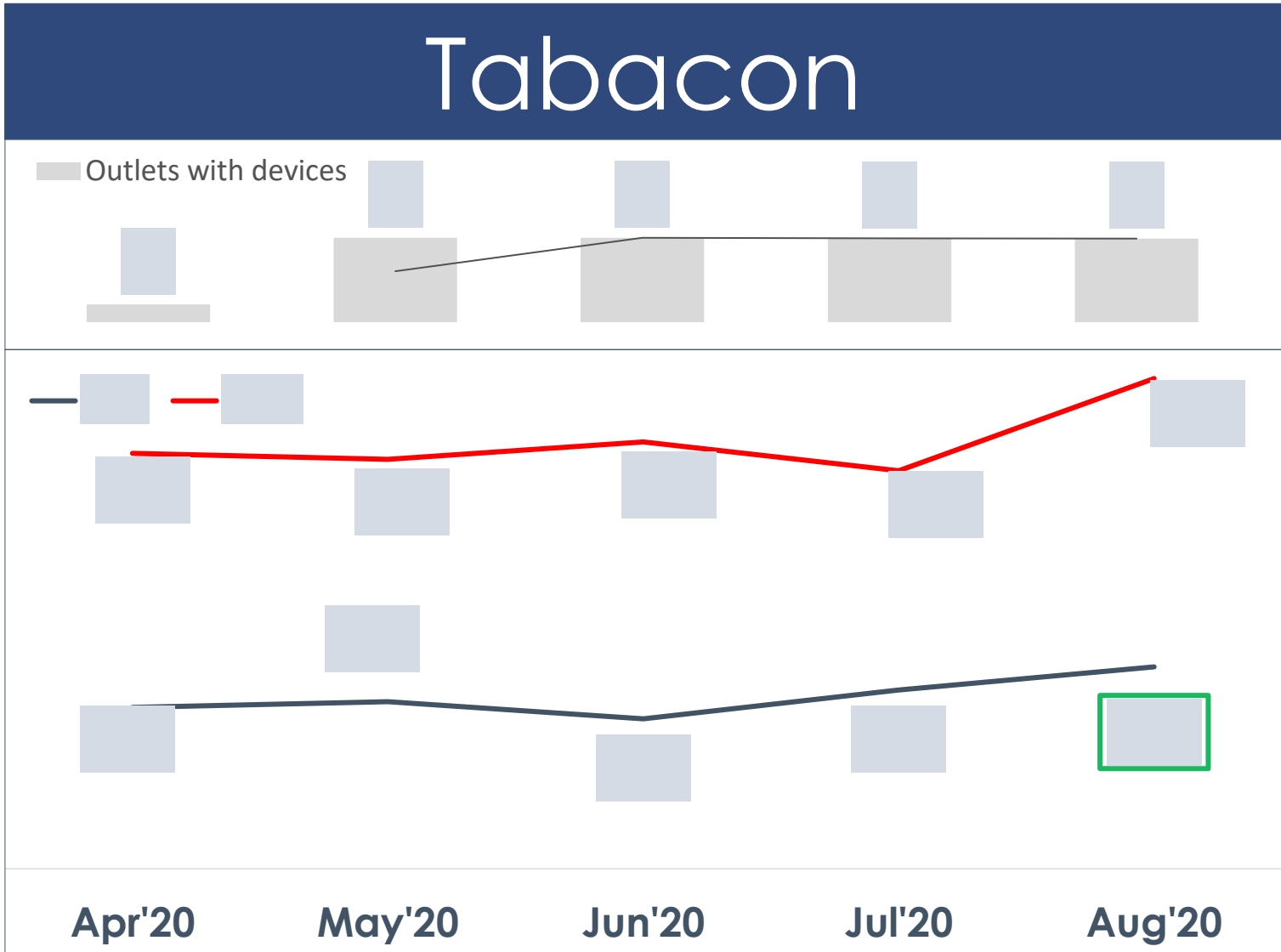
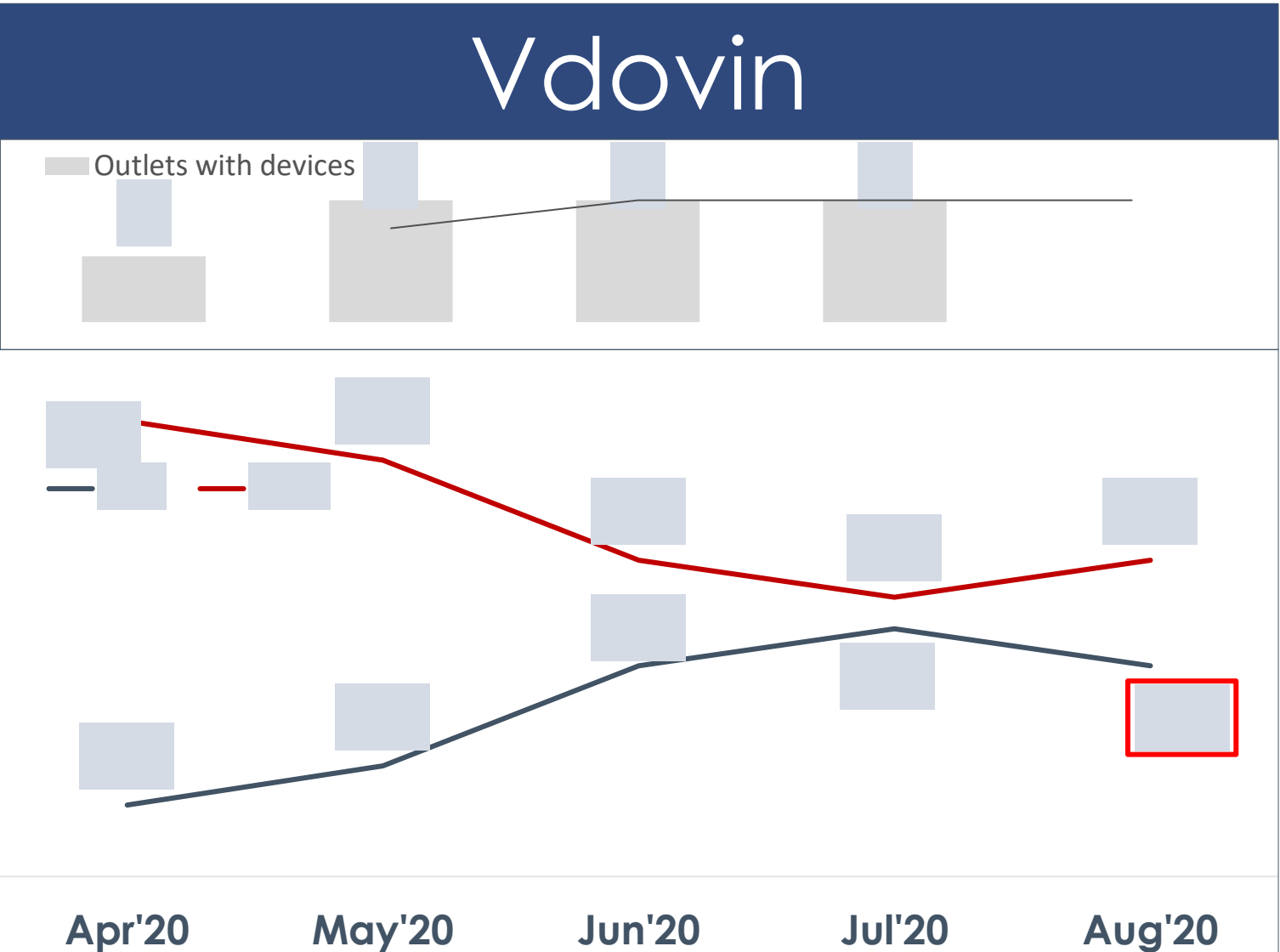
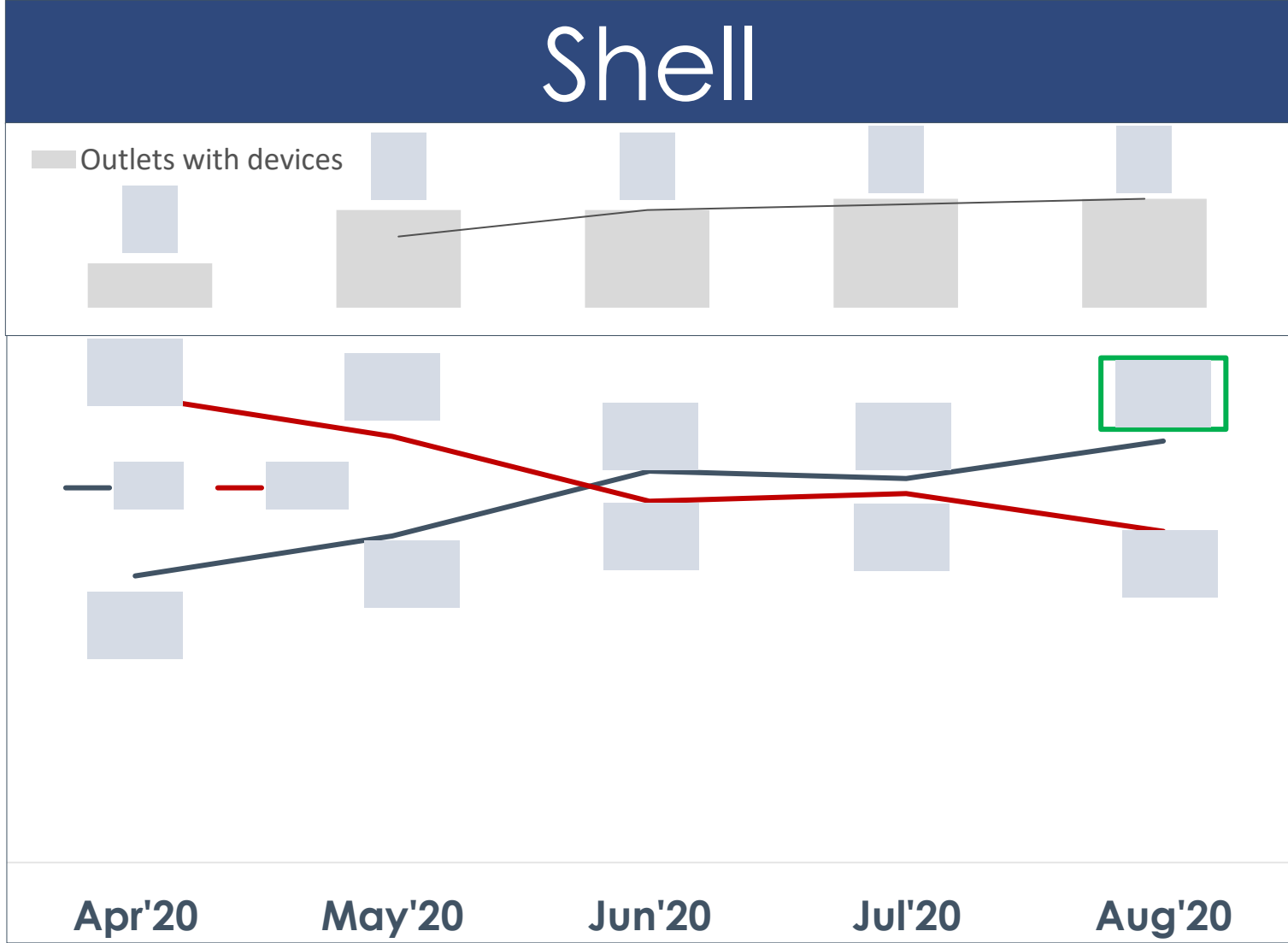
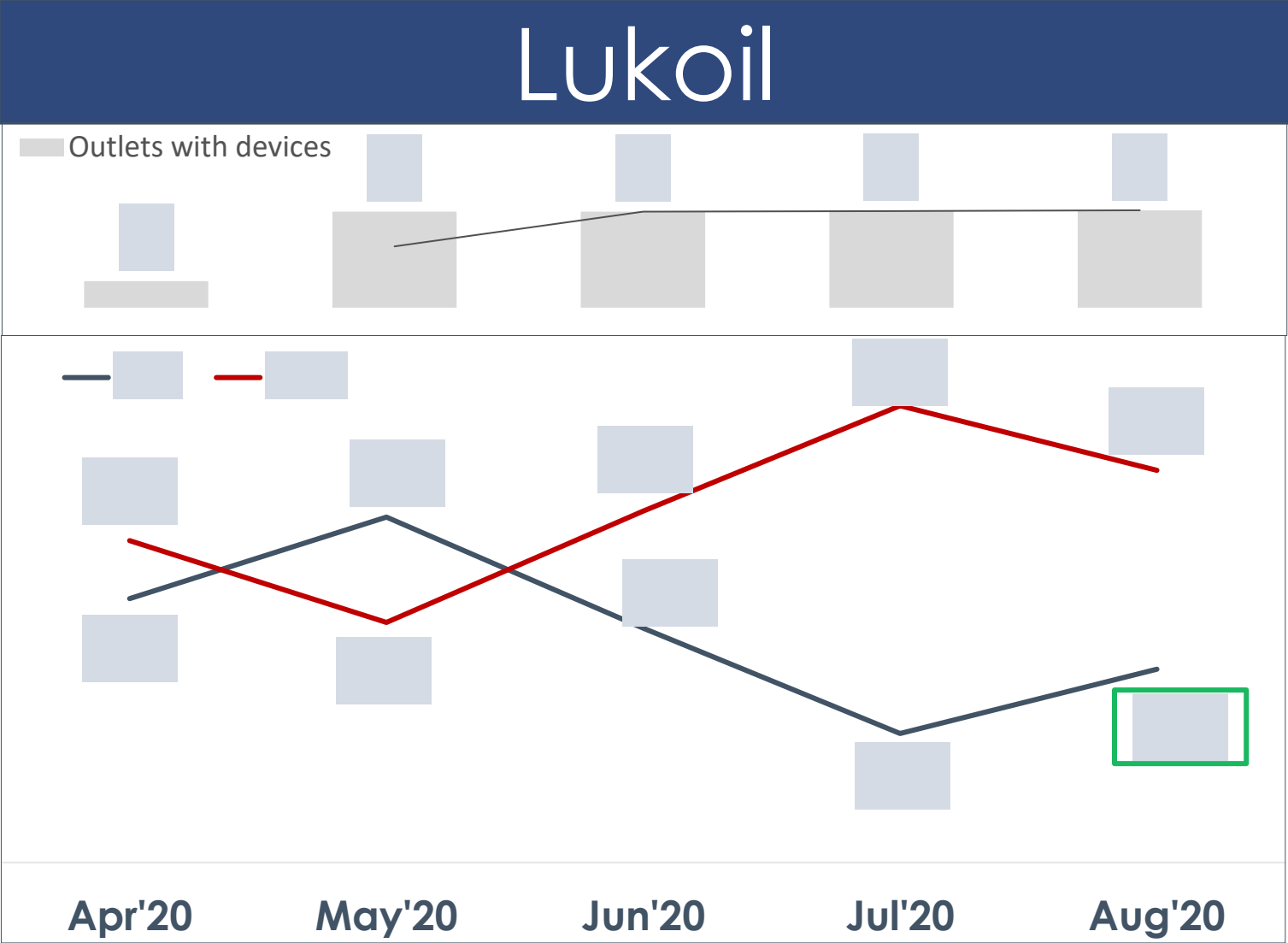
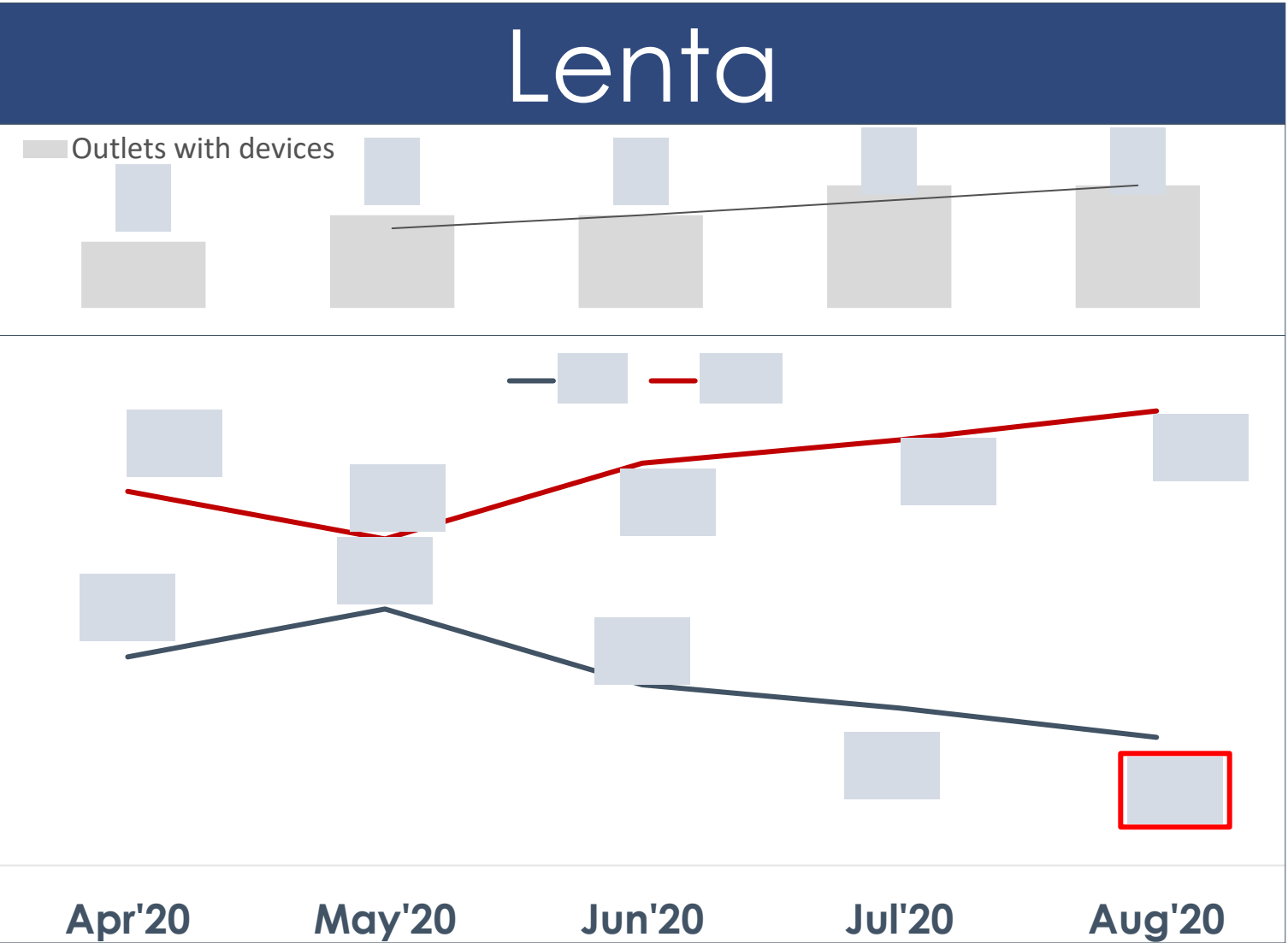


POP-UP



VAPE





POP Ups Geo:

Content Меркурий

active Pop Ups all around the city.

Total sales 2019-2020

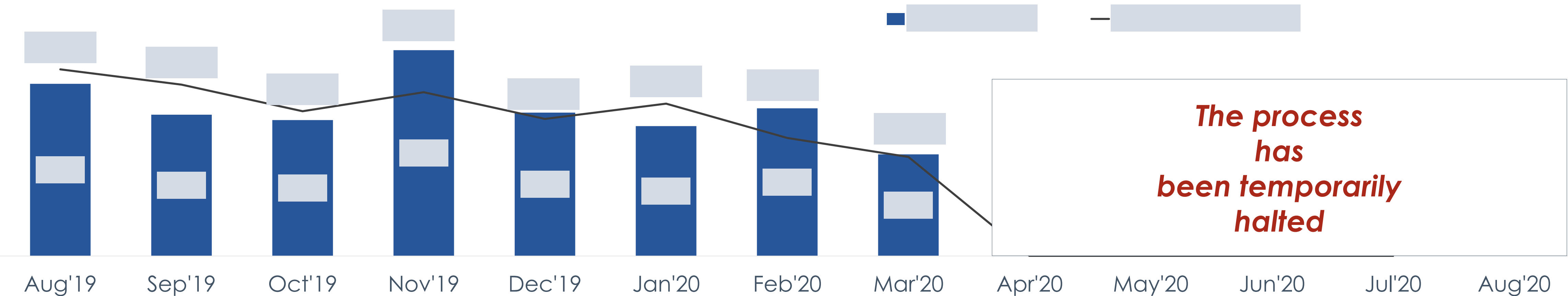
devices
ADS SPb –

Top 3

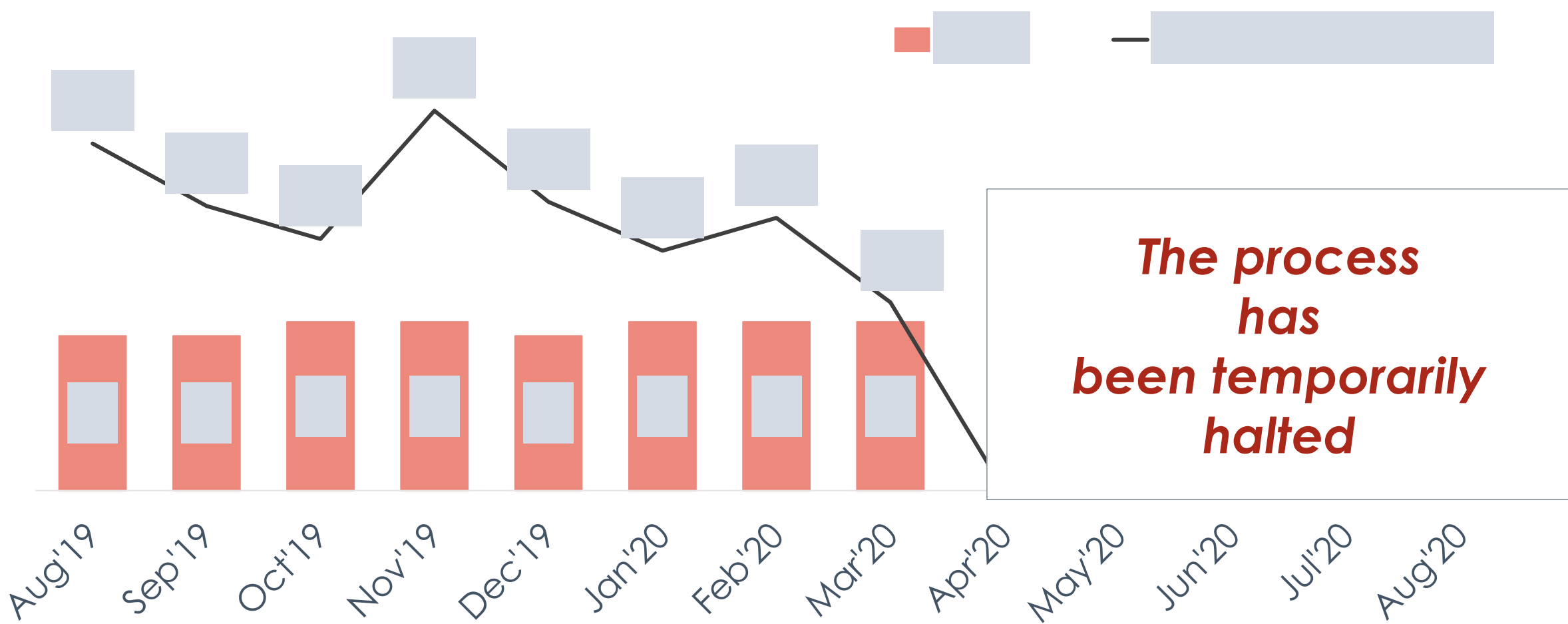
Outlet	Sales	ADS	Trial/Hour



POP Ups sales:



Scale

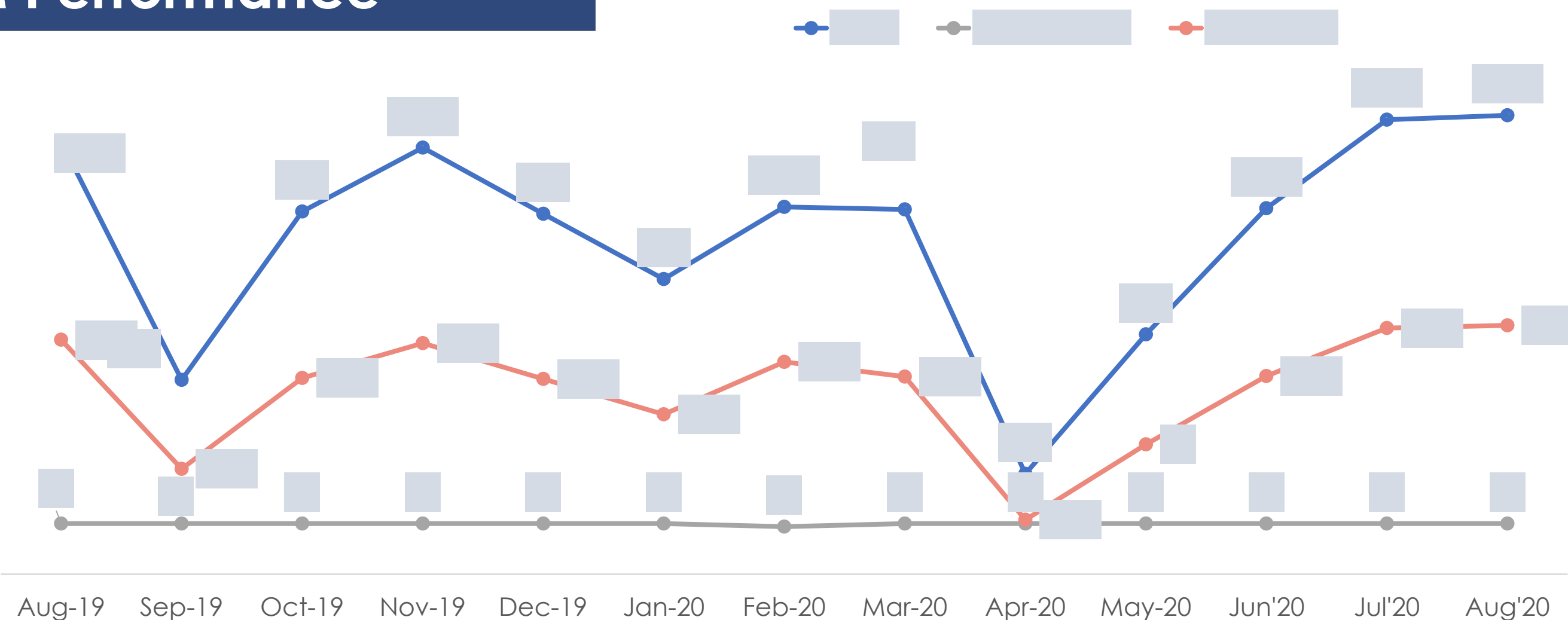


KPI's

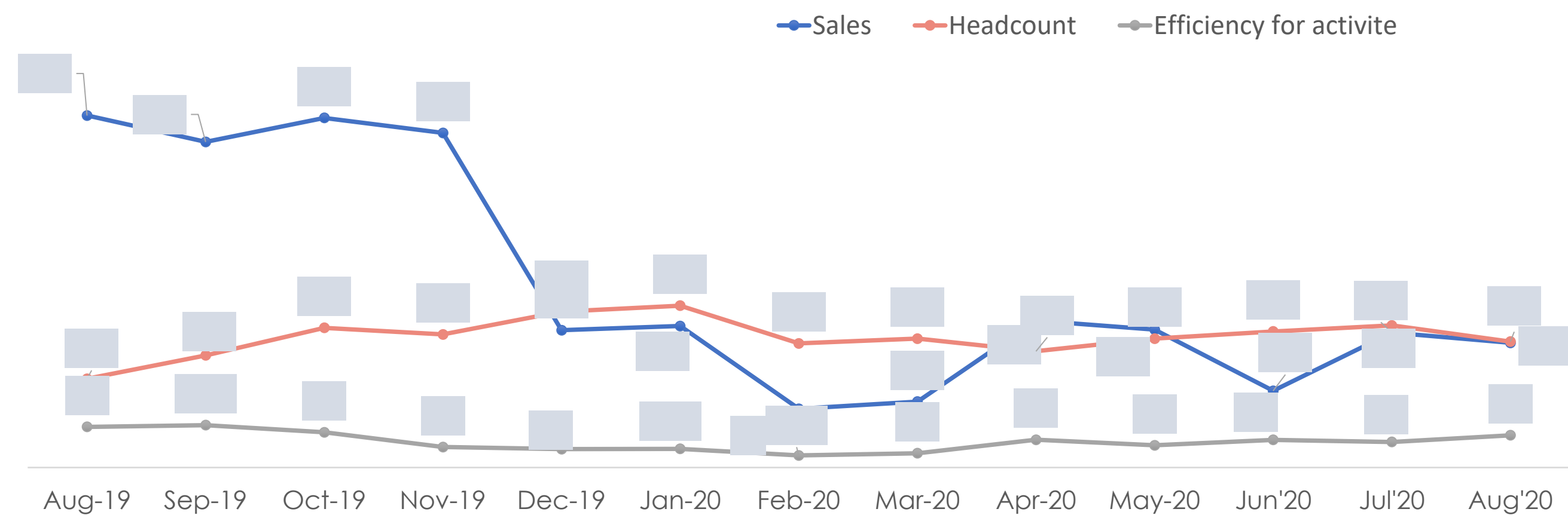
Indicator	Jan'20 fact	Feb'20 fact	Mar'20 fact	Q1 fact
Purchase				
Trial/Hour				
Purchase/Hour				
CR to purchase				



PM Performance



BM Performance



KPI's

	Target	Fact
Sales CITY plan		
Lead funnel		
Newton accuracy		

BA efficiency

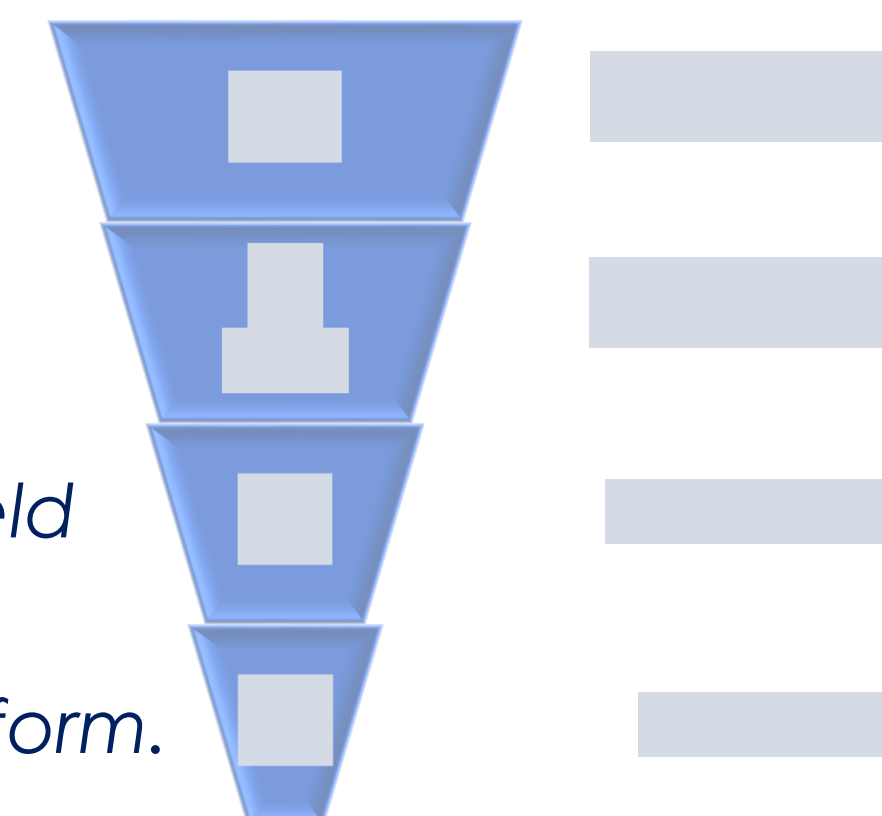
*vs June '20

BA In Field

BA performing

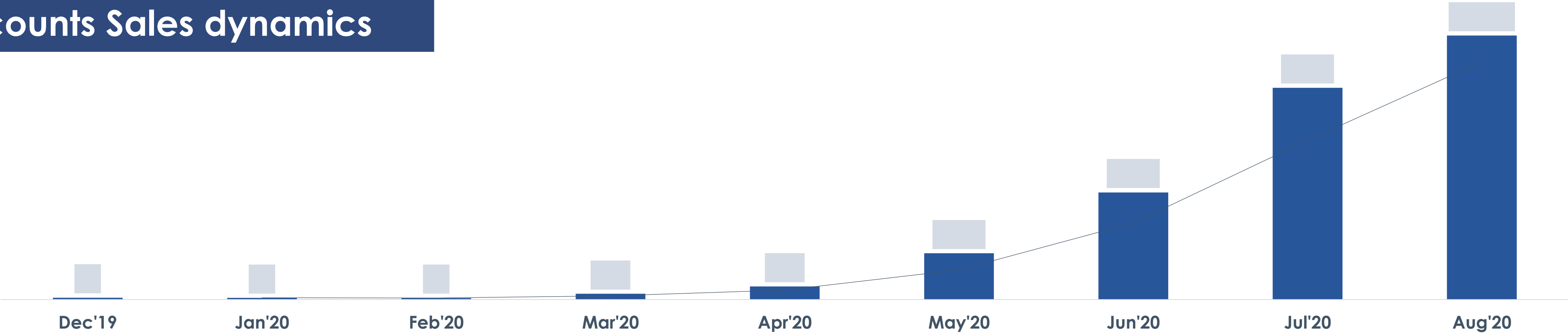
Av. sales per infield

Av. sales per perform.

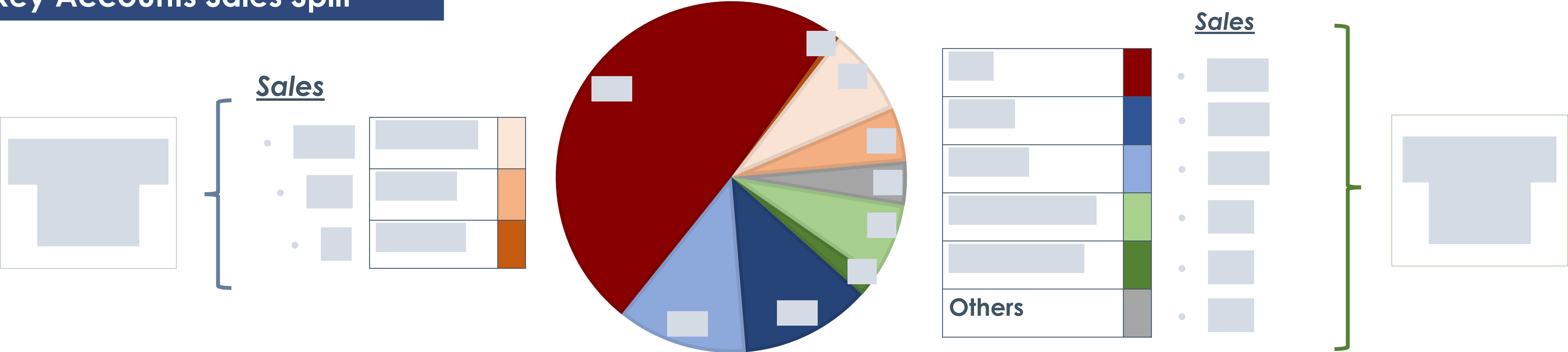




Key Accounts Sales dynamics



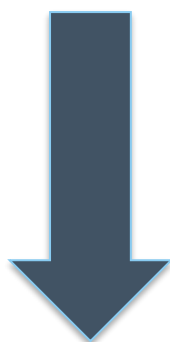
Key Accounts Sales Split





Selling devices via shop assistants

MAIN



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

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

per 1 active outlet (-...pp vs LM)
(Russia: (-...pp vs LM))

devices sold (+...pp vs LM)
(Russia: devices)

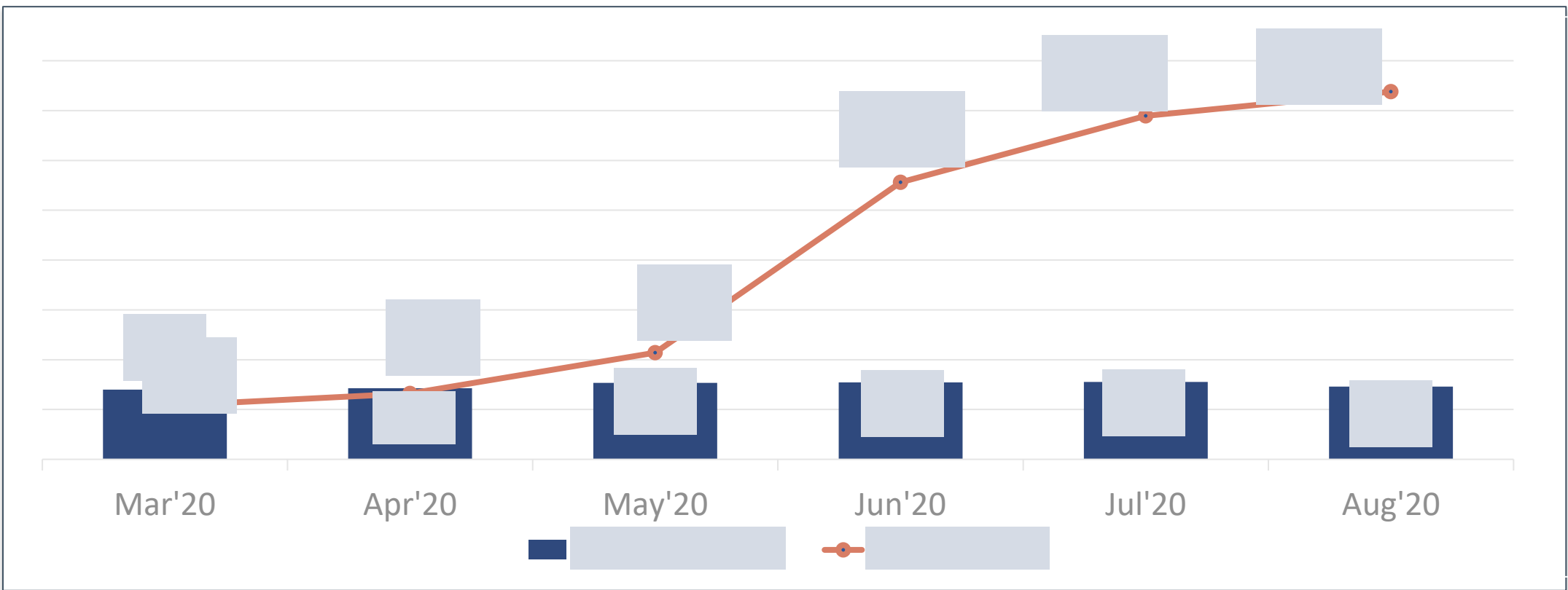
PREMIUM PARTNERS

outlets (active) – (+...pp vs LM)
Russia: outlets (active) – (+...pp vs LM)

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

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

devices sold (+...pp vs LM)
(Russia devices (+...pp vs LM)

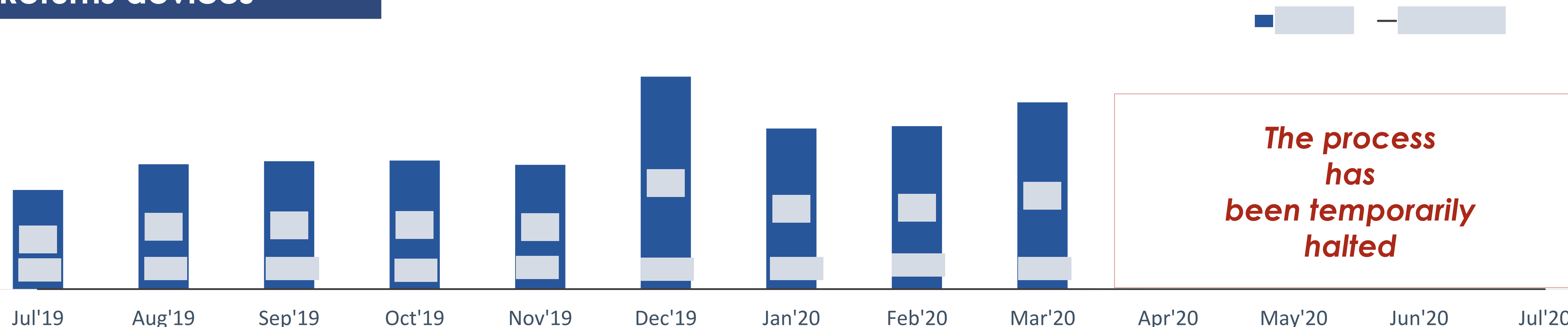


Sales group

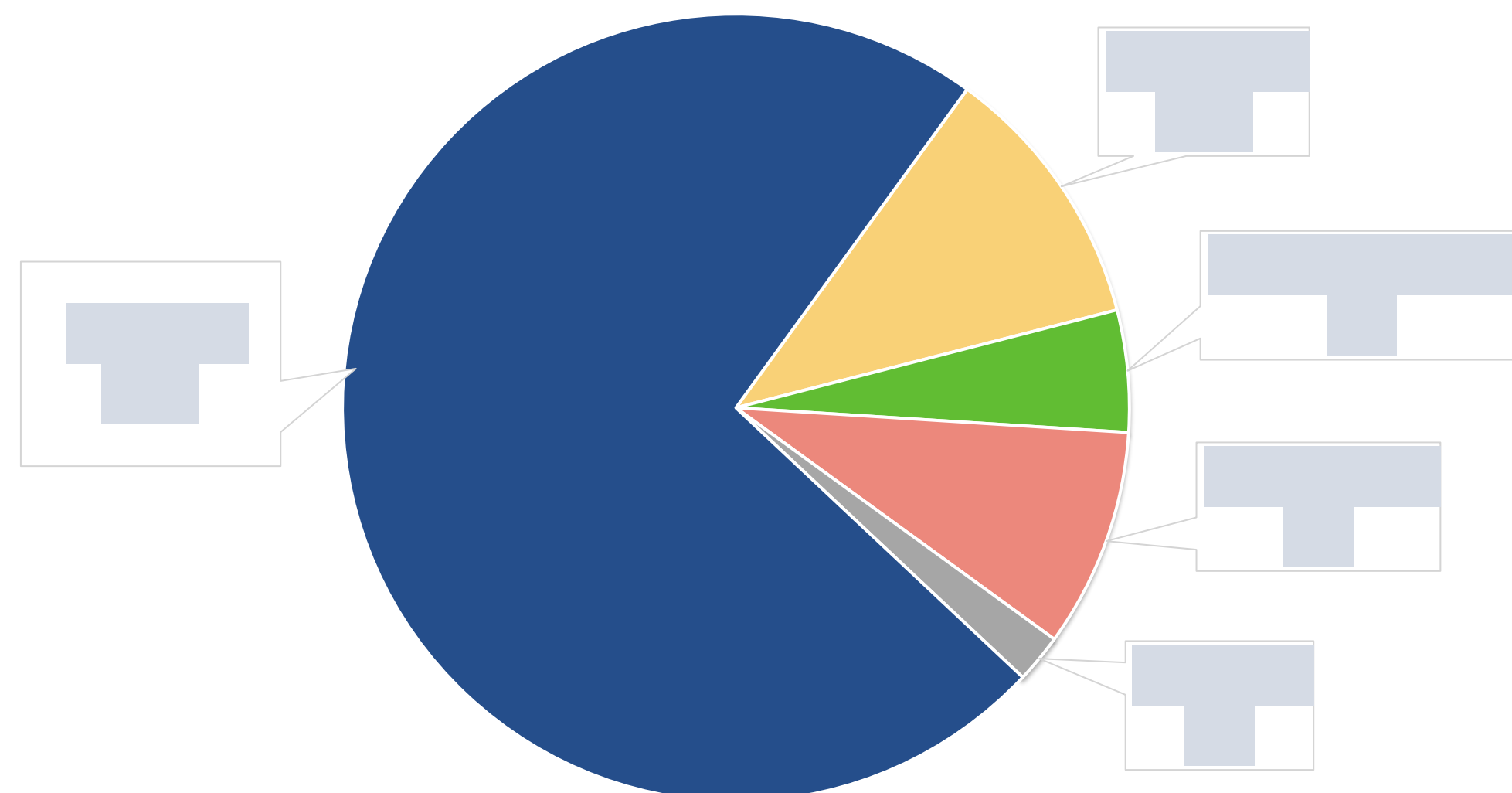
	Active Users	0-5 devices	6-10 devices	>10 devices
May'20				
Jun'20				
Jul'20				
Aug'20				



Returns devices



Utilization Devices Split



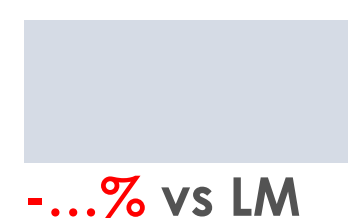
During the COVID19 period, BAT will replace broken devices through a delivery service. Consumers can contact customer service. tel: 8-800-500-88-33

- **Total number of requests:** 1
 - **Total number of requests by NW:** 1
- *period from 01.08 to 31.08

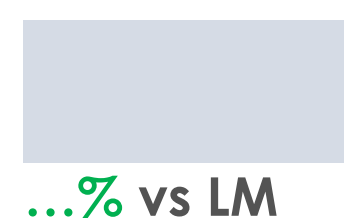


Total device sales

IMS



OFF TAKE



Devices Distribution

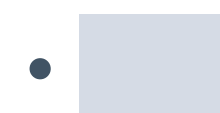
POP-UP



VAPE



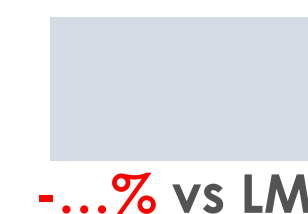
INDEP



KA



TOTAL



Own channels



Traditional

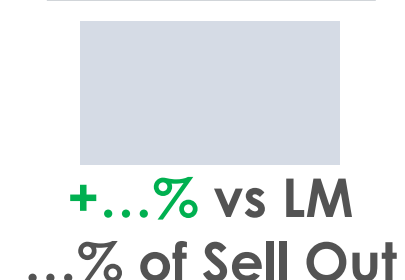


Sales by channels

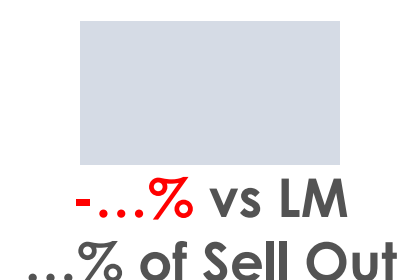
Pop-Ups

The process has been temporarily halted

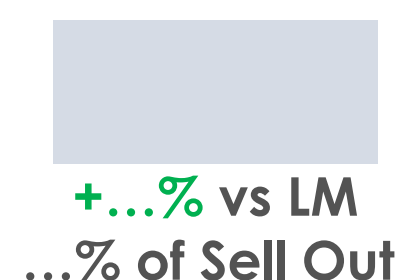
INDEP



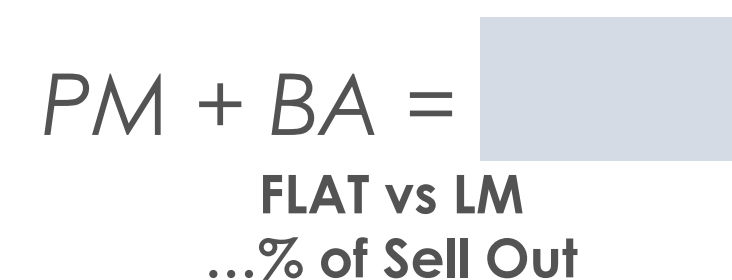
Marketplace



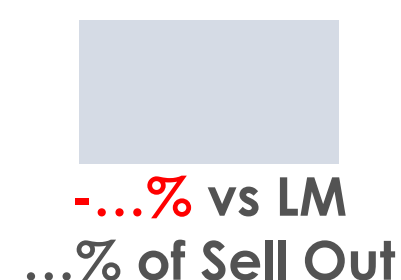
Key accounts



Social selling



E-com

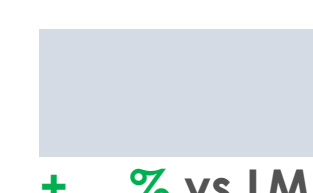


Glo HYPER

OFF TAKE



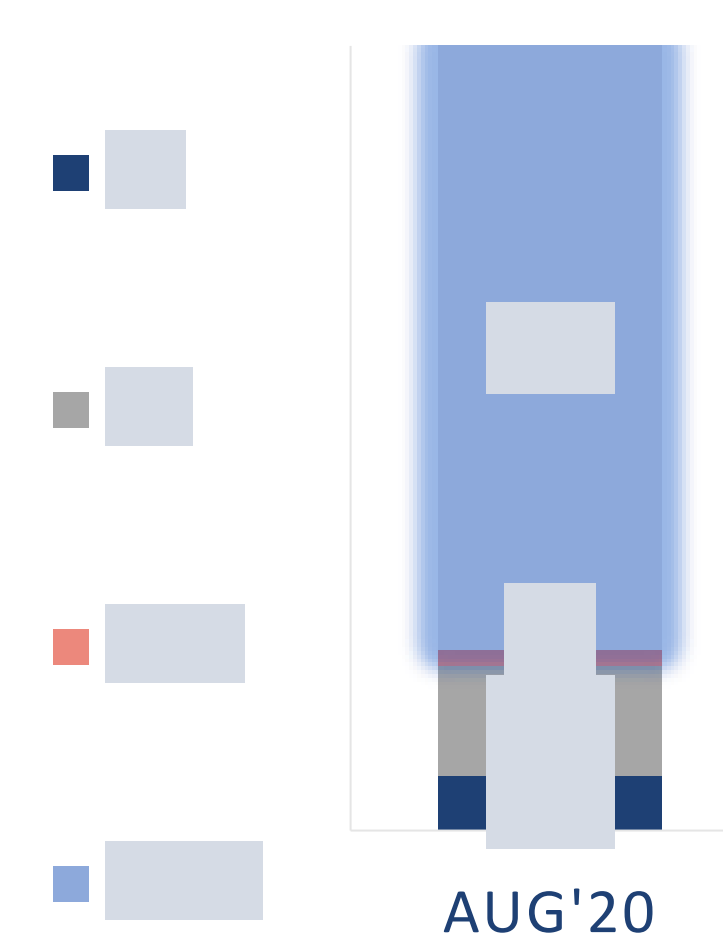
IMS



Top selling channel:

KA – devices are sold

IMS split by SKU

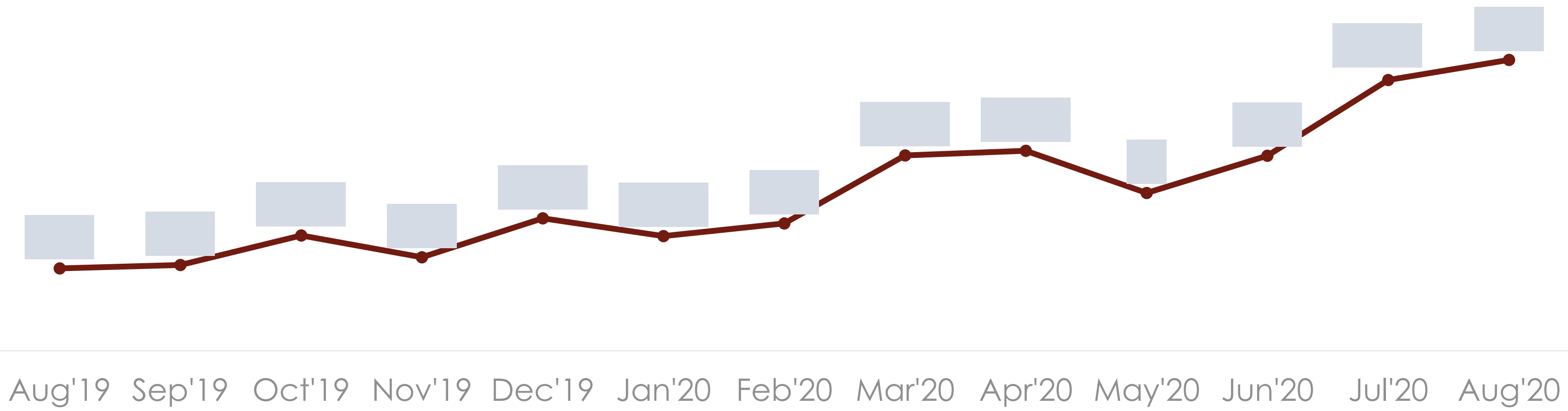


Sticks



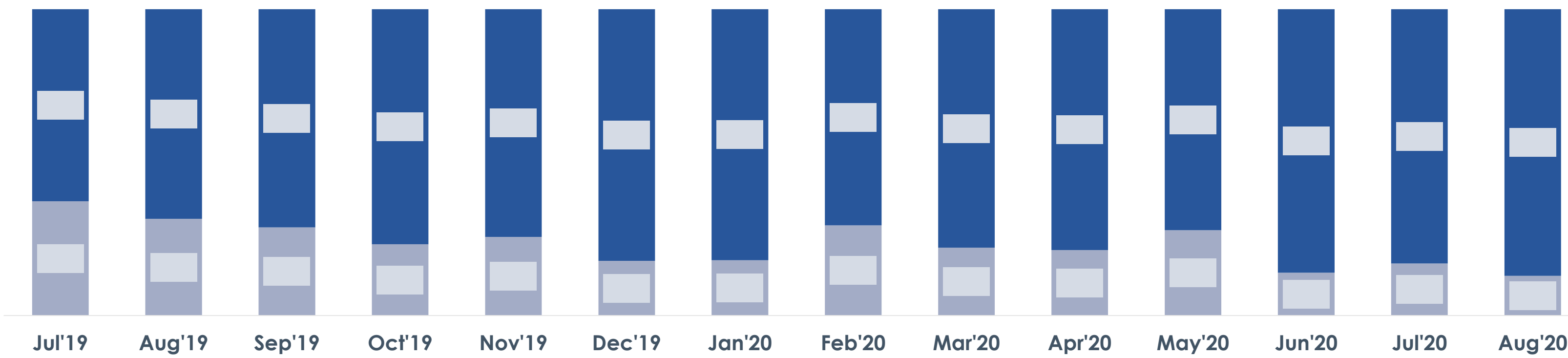


IMS



NW 2020 YTD:
IMS = **mio**
Aug'20: (+...pp vs LM
Share in Russian Aug. sales:
 %

Own & Traditional Split

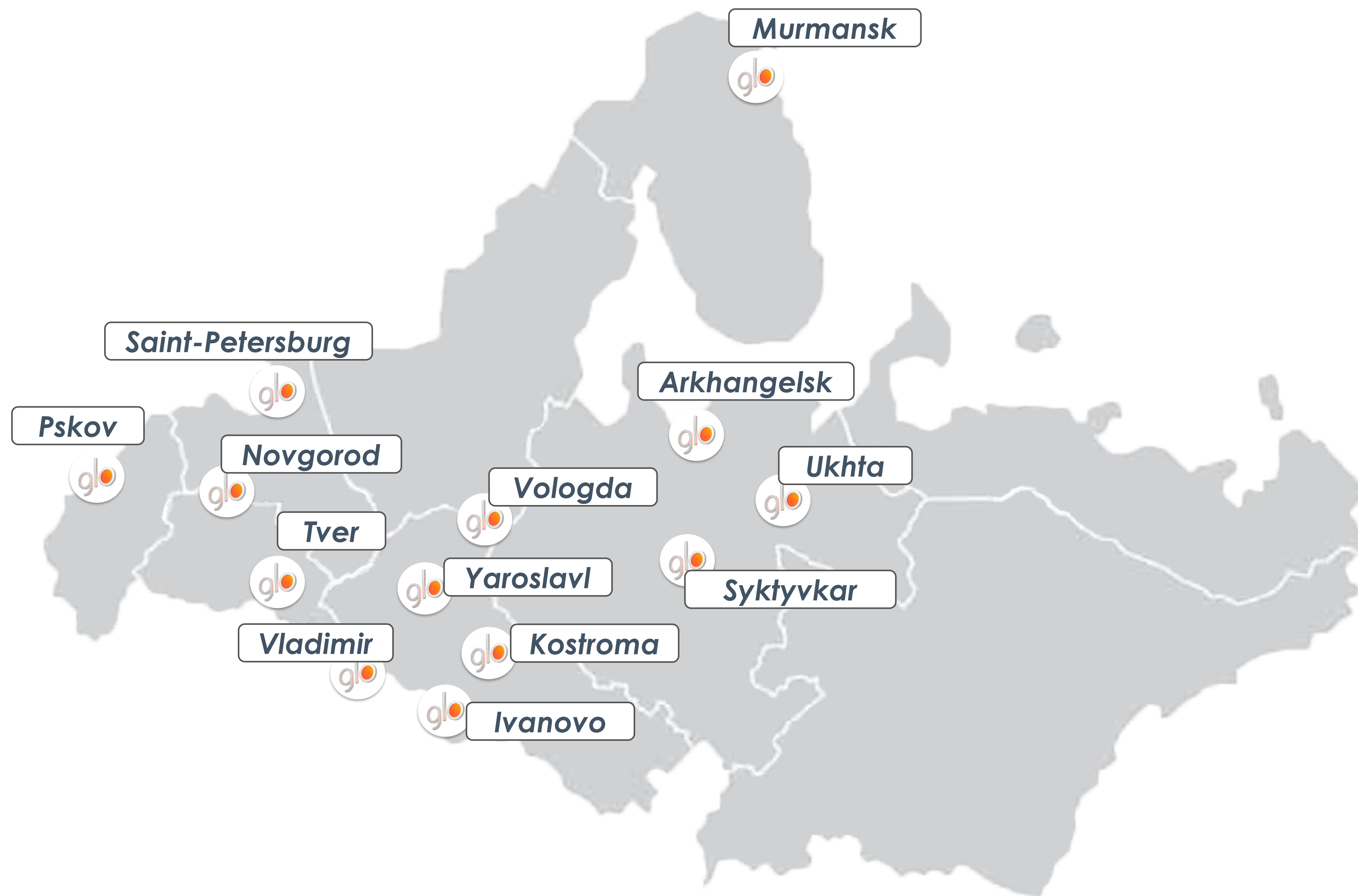


Traditional 2020 YTD:
Sales= **mio**

Own 2020 YTD:
Sales= **mio**

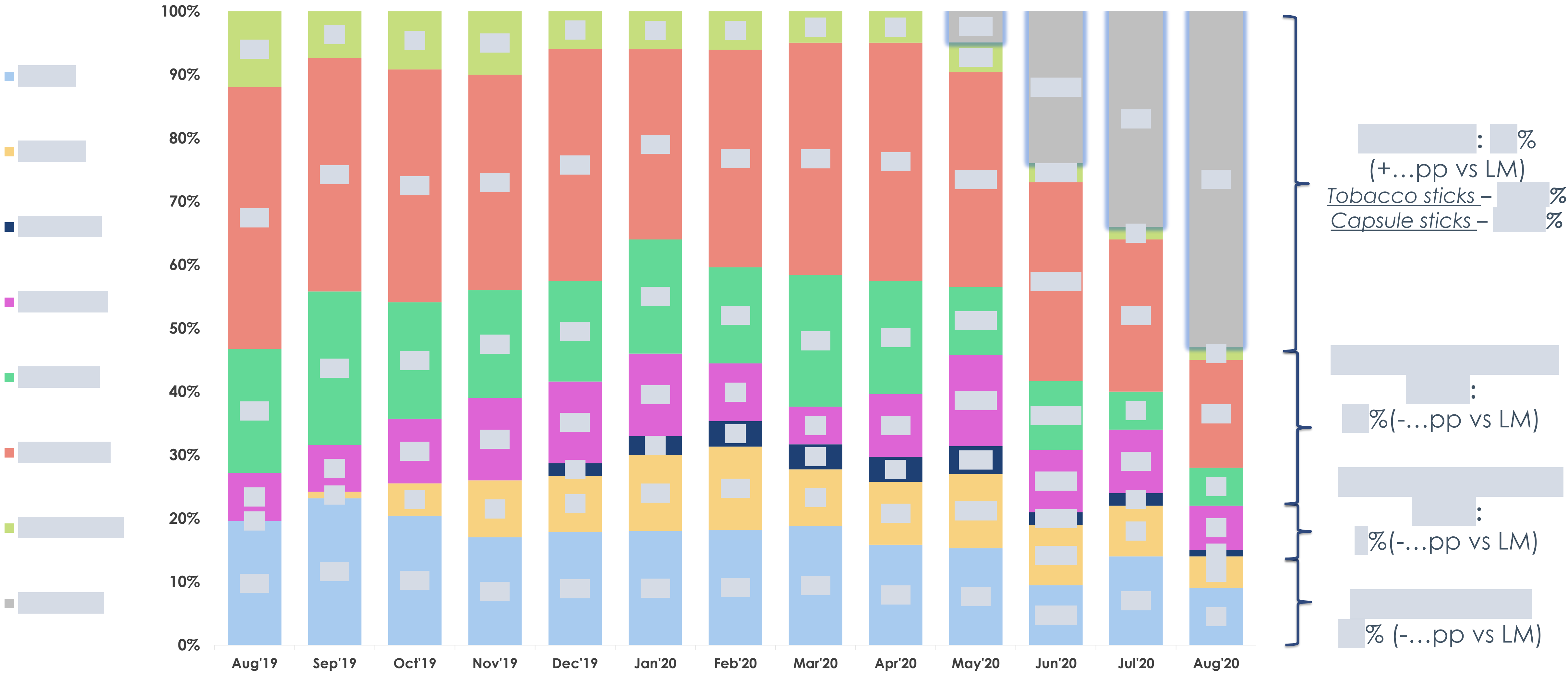


North-West units scale (sticks)





Split by SKU



Neo Demi results

SELL IN:

- Traditional: (+...pp vs LM)
- OWN: (-...pp vs LM)

SELL OUT:

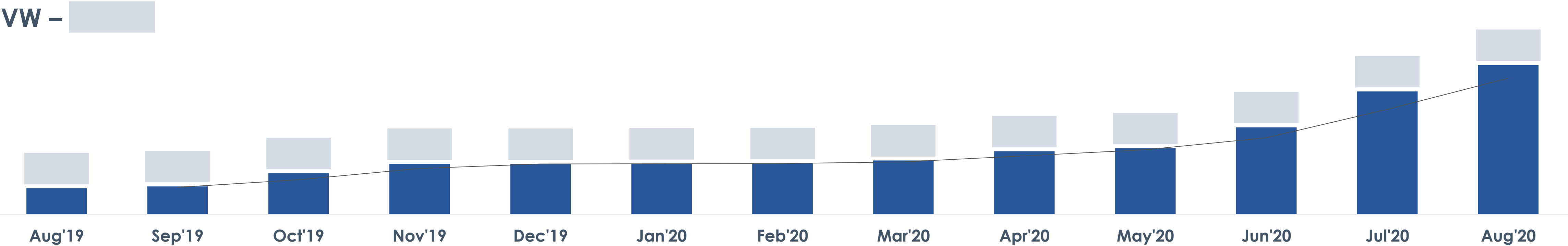
- E-com: (-...pp vs LM)
- Mr-place: (-...pp vs LM)
- INDEPT: (+...pp vs LM)
- KA: (+...pp vs LM)

Sticks demi split by SKU

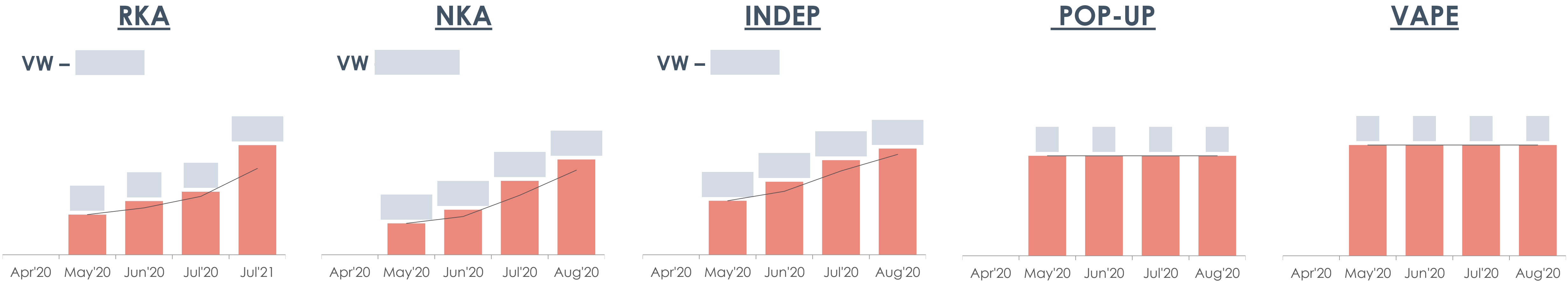


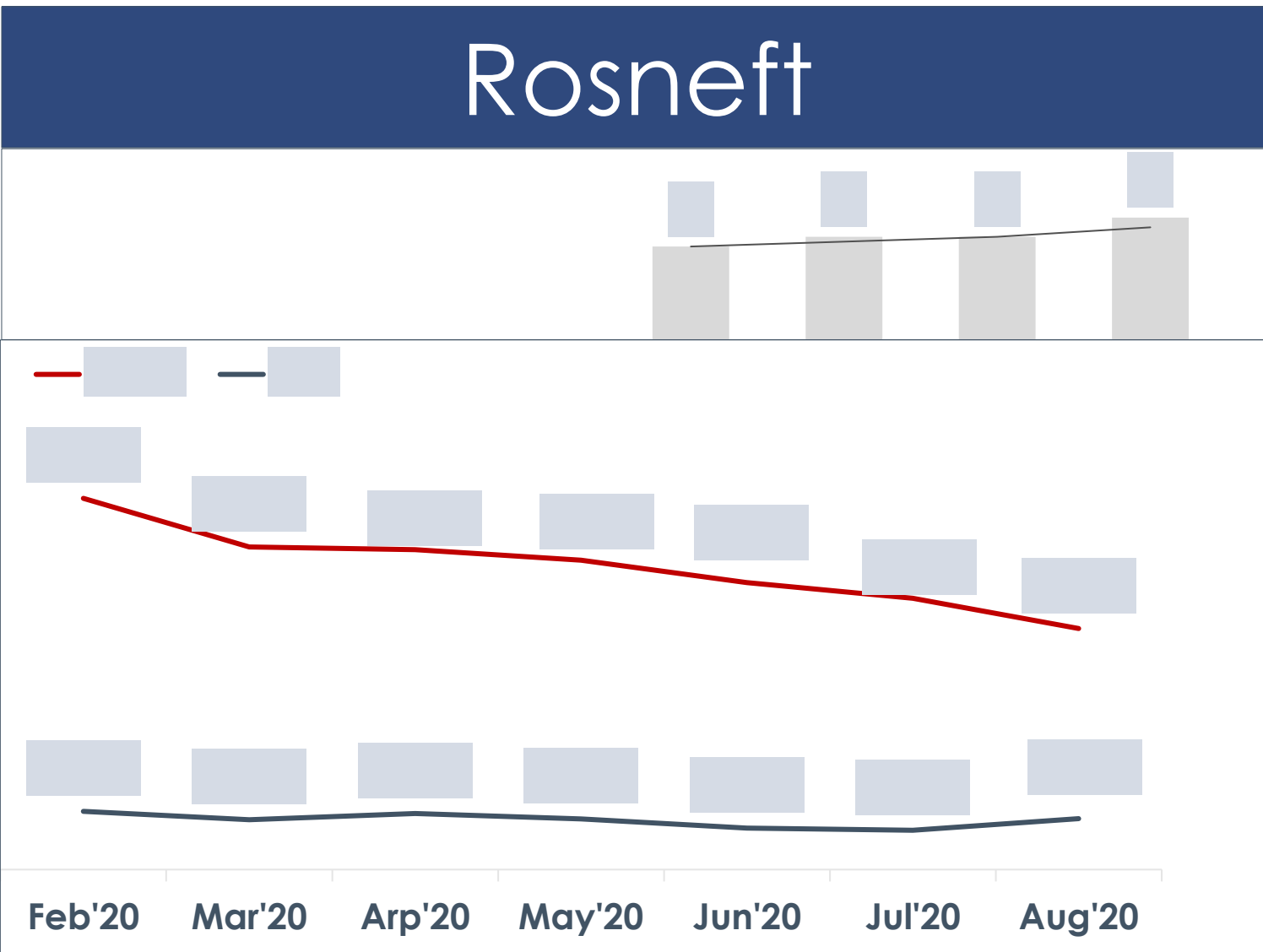
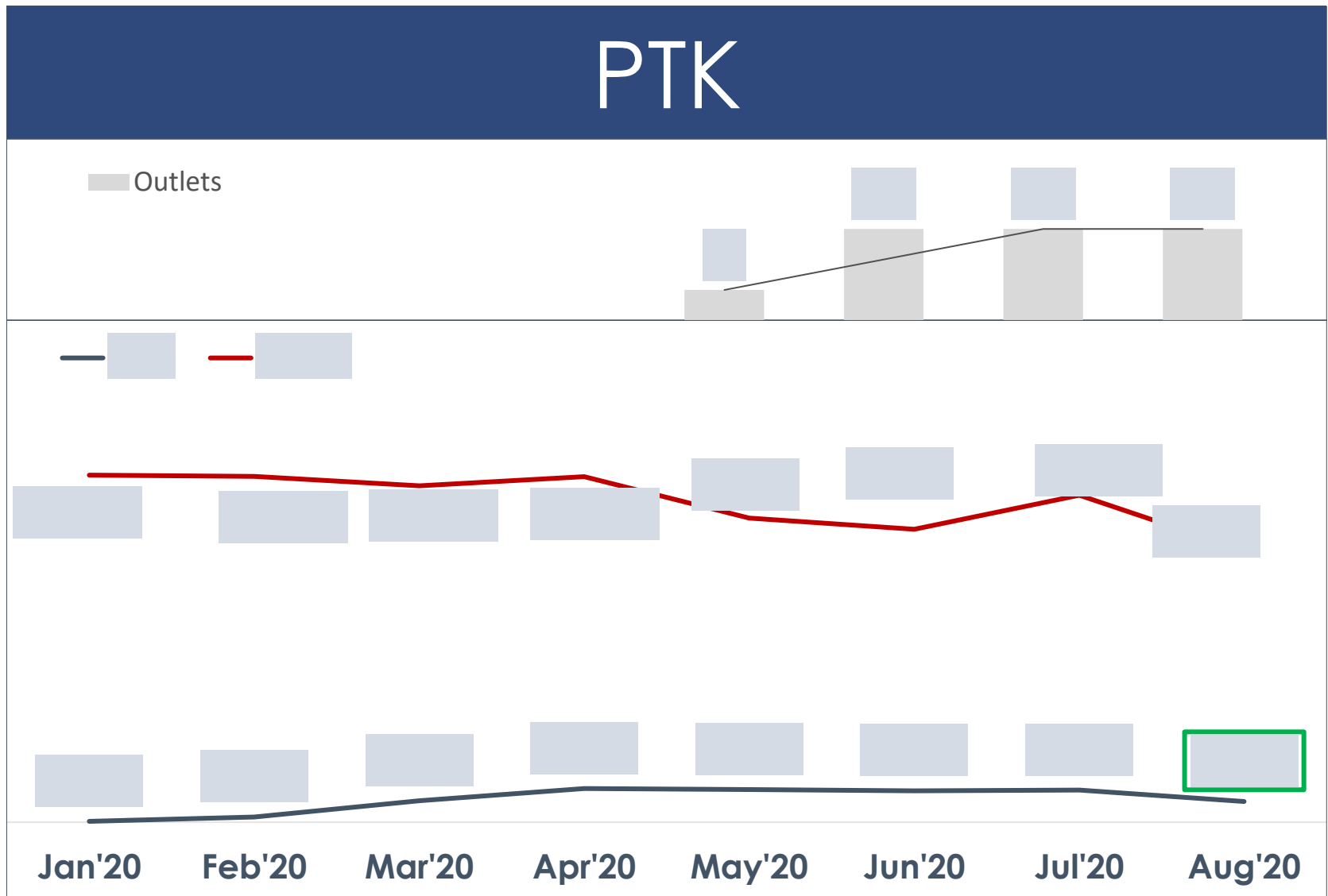
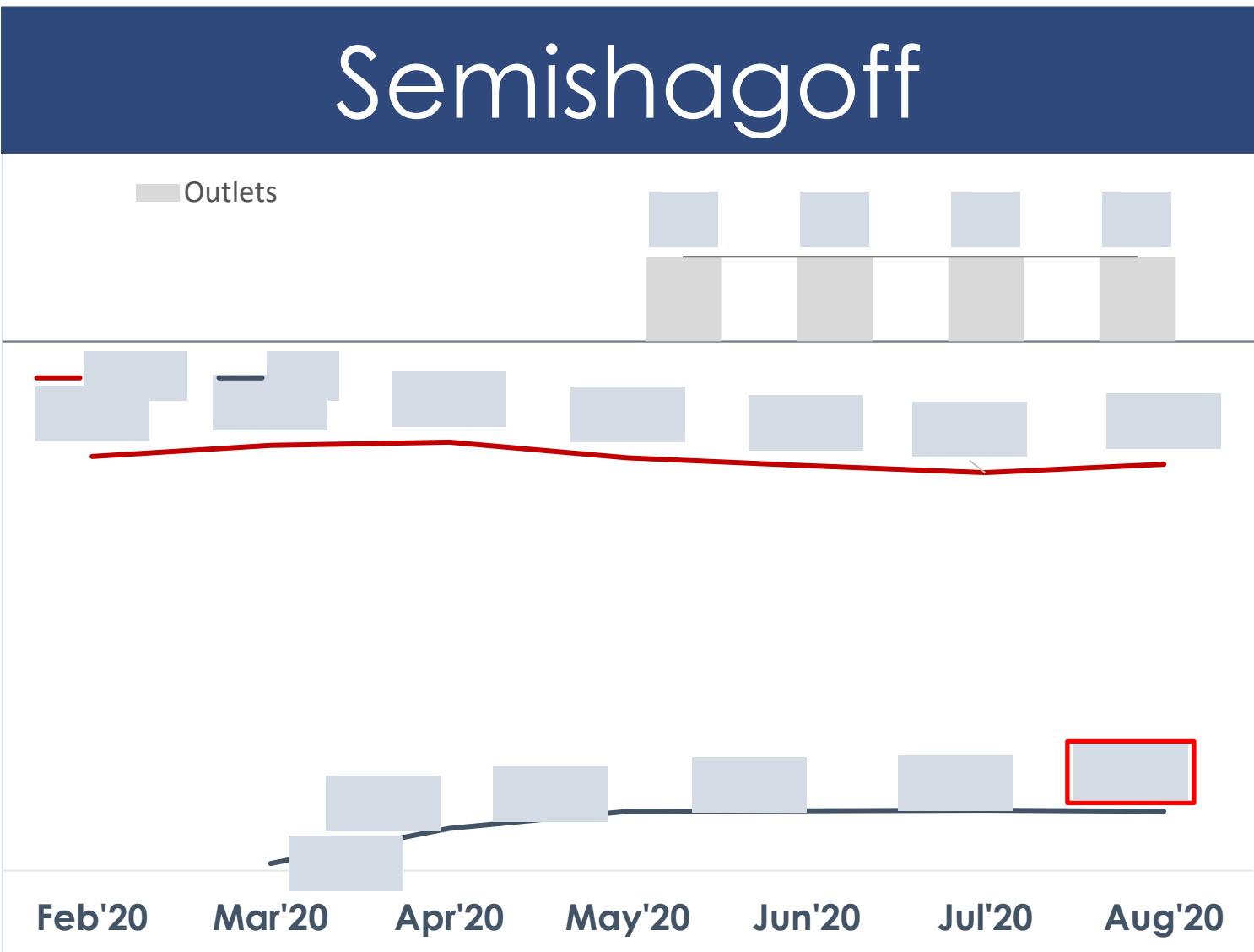
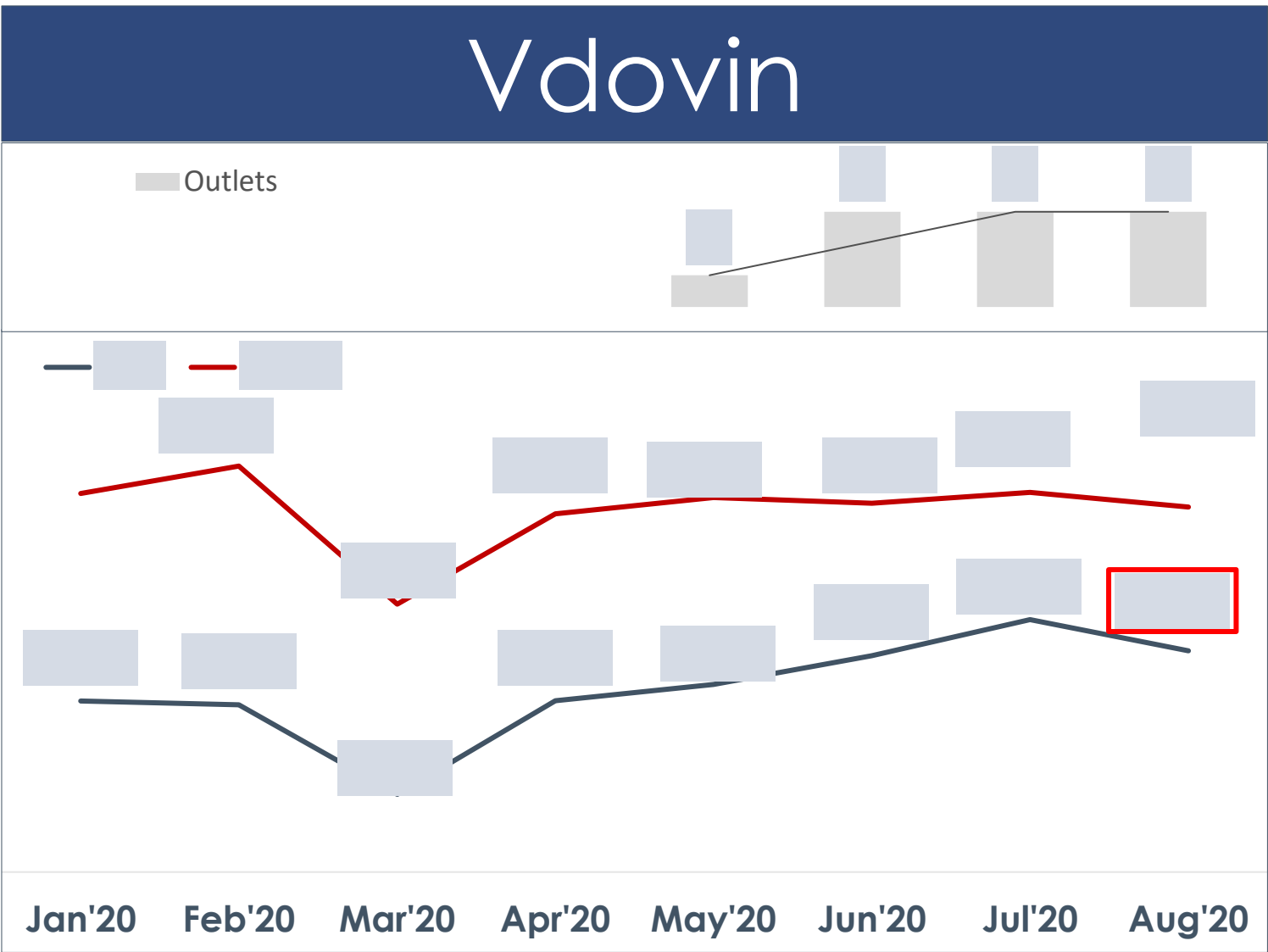
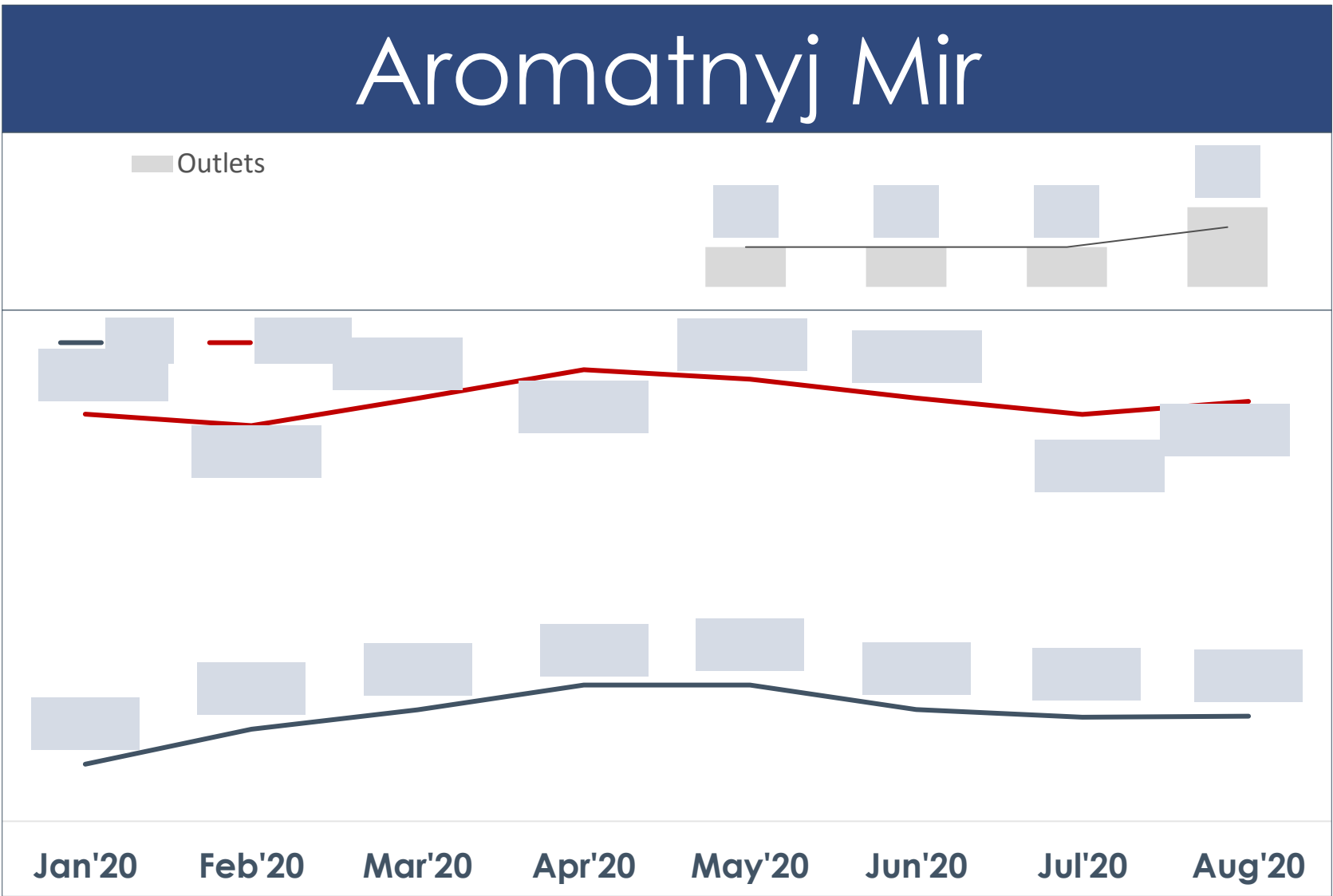
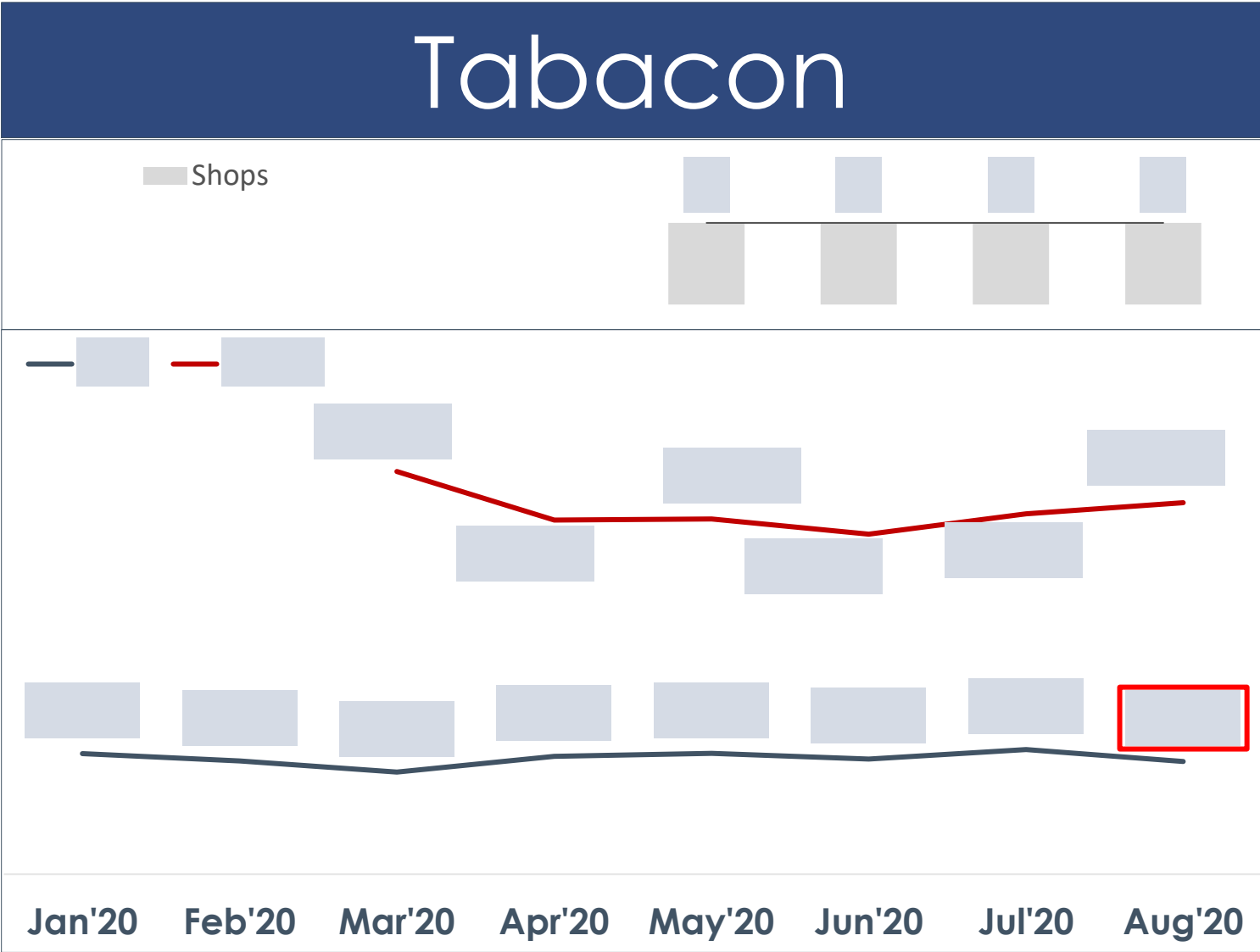


Distribution dynamics



Sticks distribution







Glo Cover for BWD

Glo Ins For Light Box



Glo Ins OHD Device



Glo Table Tent



GLO Shelf Strip General



GLO Door Stiker

Sticks sales (mio)

IMS

(+...% vs LM)

2020 YTD:

Sales =

Own & Traditional Split

Own - ... % Tradit. - ... %

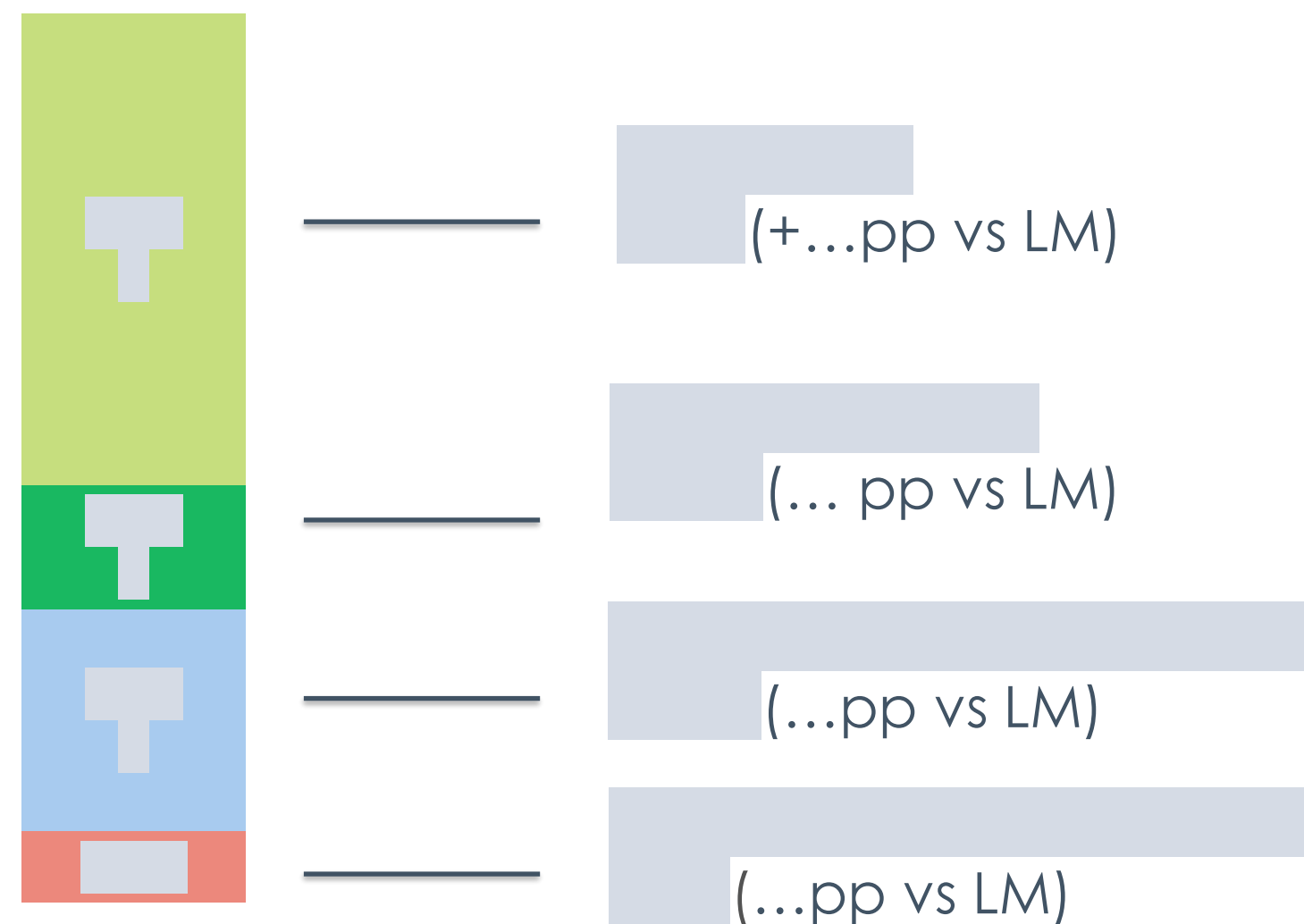
2020 YTD sales (mio):

Own = Tradit. =

Sticks distribution

	TOTAL	POP-UP	INDEP	VAPE	RKA	NKA
NUM	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Vs LM	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
VW	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Sticks split by SKU



Neo Demi

+...% vs LM

Own - % Tradit. - %

Sales by channels:

- Marketplace –
- KA –
- E-com –
- KA –

Top 3 SKU by sales





THP competitors' activities

PMI's activities

Outlets with IQOS



	Total number	INDEPT	POP-UP	Premium partners	PMI's outlets
SPB	1305	1183	36	100	7

New brand - Lil Solid



Price – from 2190P

Key characteristics:

- Solid device without any stick holder
- Temperature – 350°C
- Can be used with HEETS and Fiit sticks

Available in these channels:

- Pop-ups – X
- KA – X
- E-com – ✓
- Marketplace - ✓
- Indept - ✓

Prices for offers:

- IQOS 2.4 – 2490 P
- IQOS 3 – 3490 P
- IQOS 3 DUOS – 4490 P
- IQOS 3 MULTI – 4490 P

↓ **BIGGEST VALUE** ↓

Starter pack (iqos 2.4/ 3/3 duos + sticks) – 2990 P

Ploom

New THP brand from JTI- PLOOM

Prices for device – from 1990₽

Sticks with Winston brand



Tobacco sticks:

- Winston Smooth
- Winston Rich

Mint sticks:

- Winston Berry
- Winston Fresh

Price – from 135₽

Key-characteristics:

- Three colours – black, grey, gold
- No stick holder
- Controlled by one bottom
- Claims that the biggest competitive difference is a great sticks flavour

Available in these channels:

- **Pop-ups** – X
- **KA** – ✓
- **E-com** – X
- **Marketplace** – X
- **Indept** – X

**now there is no intention to go to the different channels but the KA*

The most valuable offer:

10 packs of sticks + device = 2990₽





**THANK YOU FOR
YOUR ATTENTION**