



# GLO PERFORMANCE MONITORING

NORTH-WEST BUSINESS UNIT,







	Total Devices sales				
	Devices IMS split by SKU				
	Start Glo Hyper				
	Device channels split				
	Device Distribution				
	RKA Device scan-data				
Devices	POP Ups Geo				
Devices	Pop Ups sales				
	Social Selling sales				
	KA sales				
	Staff Advocacy sales				
	Return Statistics				
	Summary devices				
	Total Sticks sales				
	Sticks split by SKU Total				
	Sticks demi split by SKU				
	Sticks Distribution				
Cli also	Consumable / Device sales ratio				
Sticks	RKA sticks scan-data SPB				
	POSM Statistics INDEPT				
	Summary sticks				
	FB Sticks Neo demi				
Compotitors	TUD compositore/ cotivities				
Competitors	THP competitors' activities				
	Cla Davida avida affan				
A -1!1!	Glo Device price offer				
Activation	Glo PRO&NaNO Activation				



# Devices











#### **Definition**

- IMS =
- Off-take =

# IMS

Share in Russian Aug. sales:

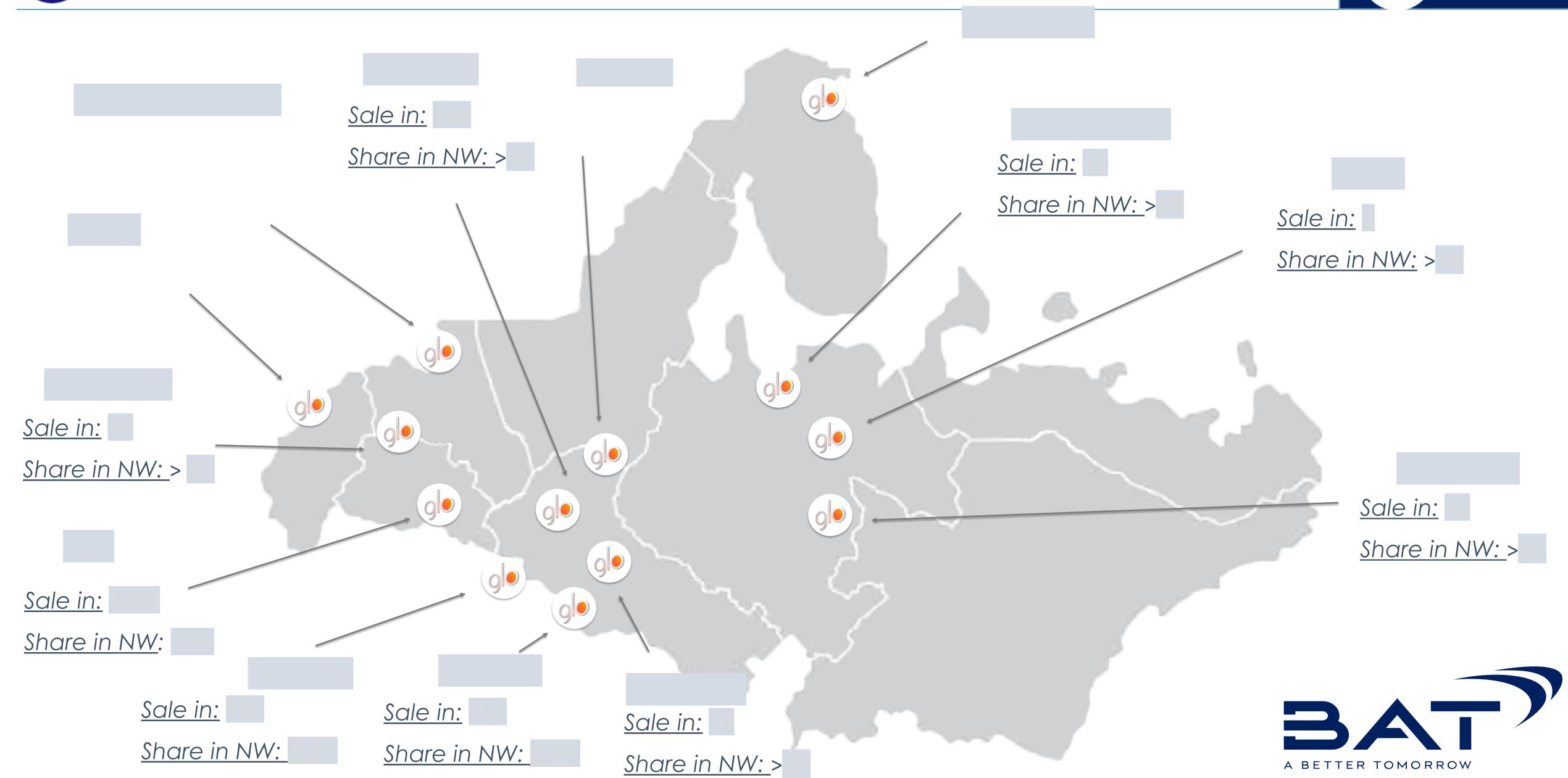
#### Off-take

NW :
Off-take = 71K item

: +...% vs LM

#### North-West units scale (devices)

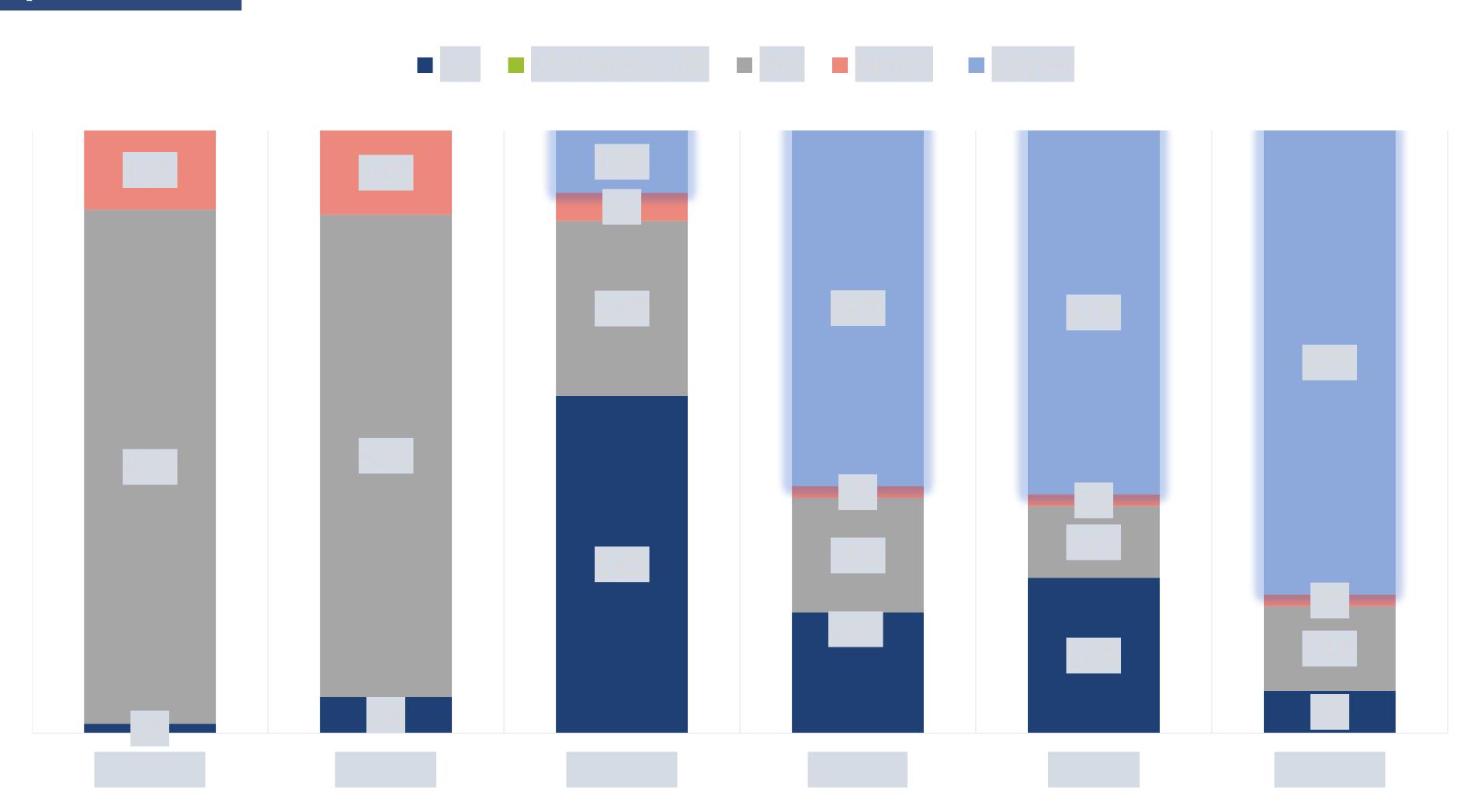








#### IMS split by SKU









#### **GLO Hyper results**



#### **SELL IN:**

• : 13747 (+... pp vs LM)

• : 5115 (- ... pp vs LM)

#### **SELL OUT:**

: \_\_\_\_ ( ... pp vs LM)

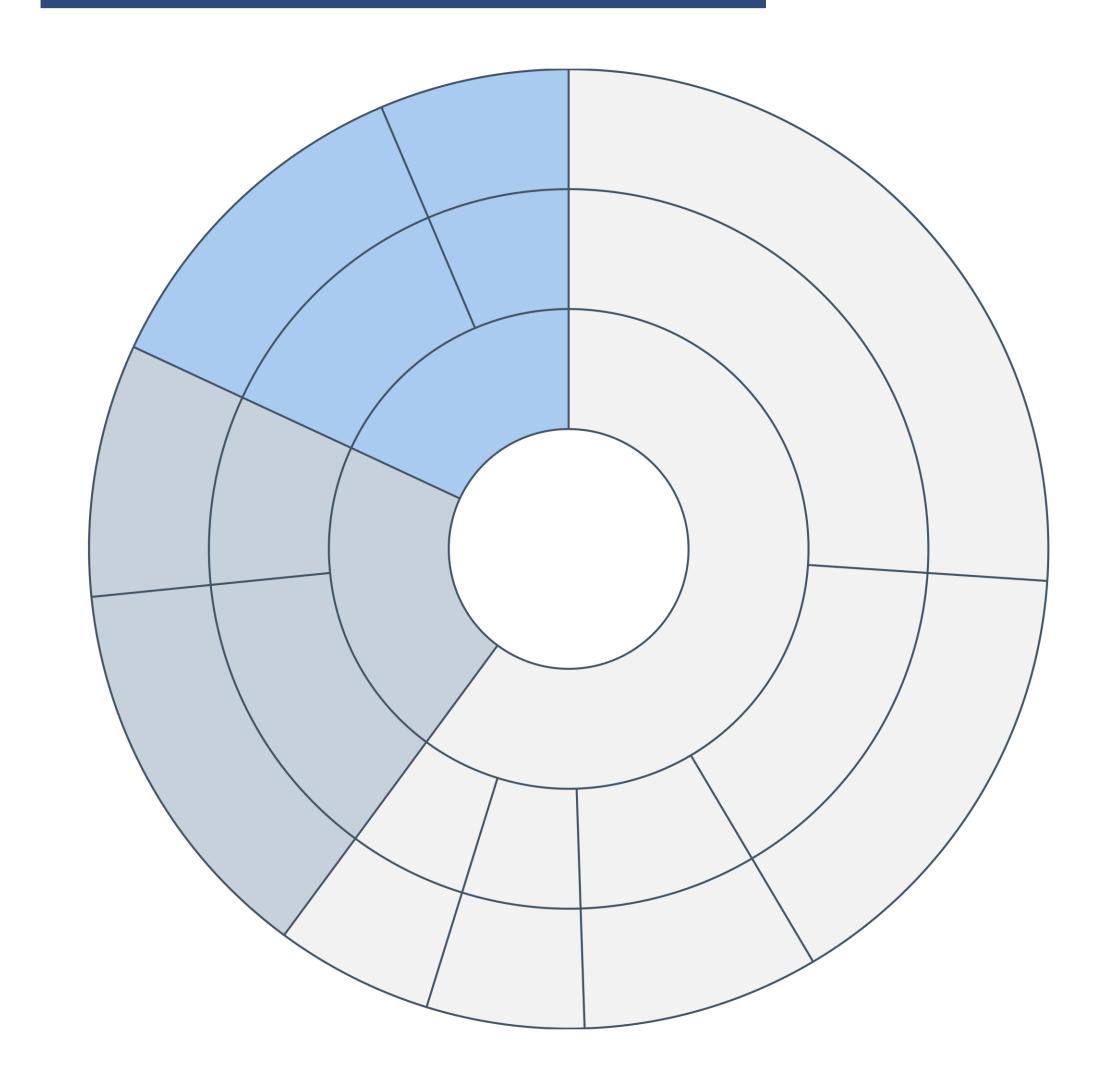
• : 2 = 70 (... pp vs LM)

• (... pp vs LM)

· (+ ... pp vs LM)

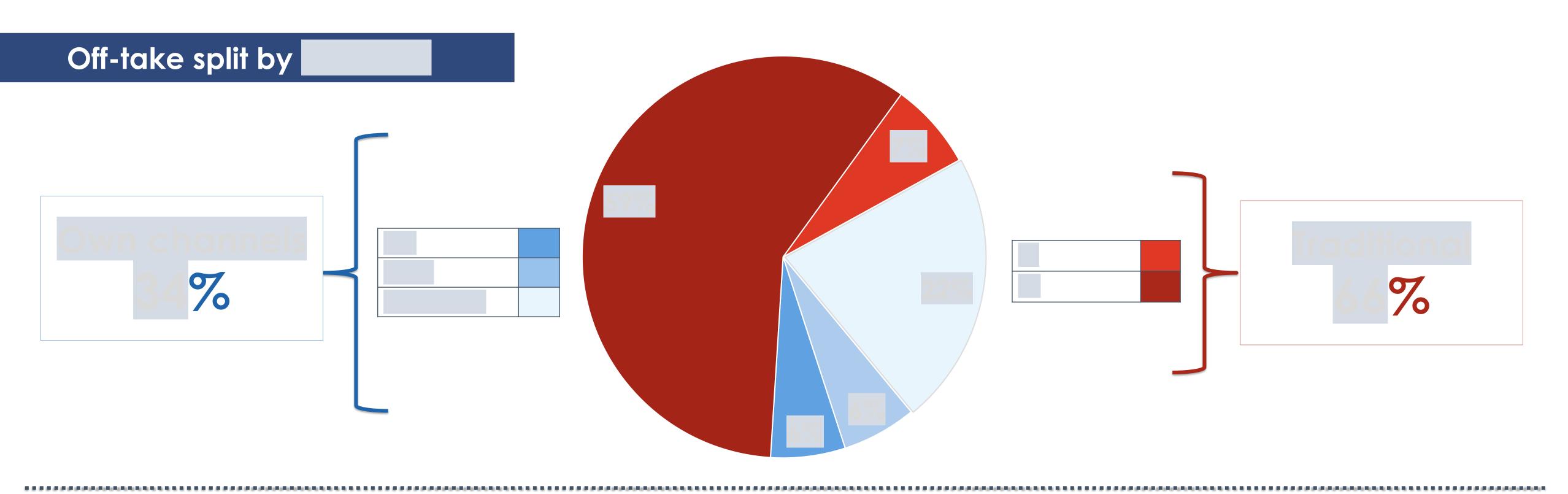
· (+ ... pp vs LM)

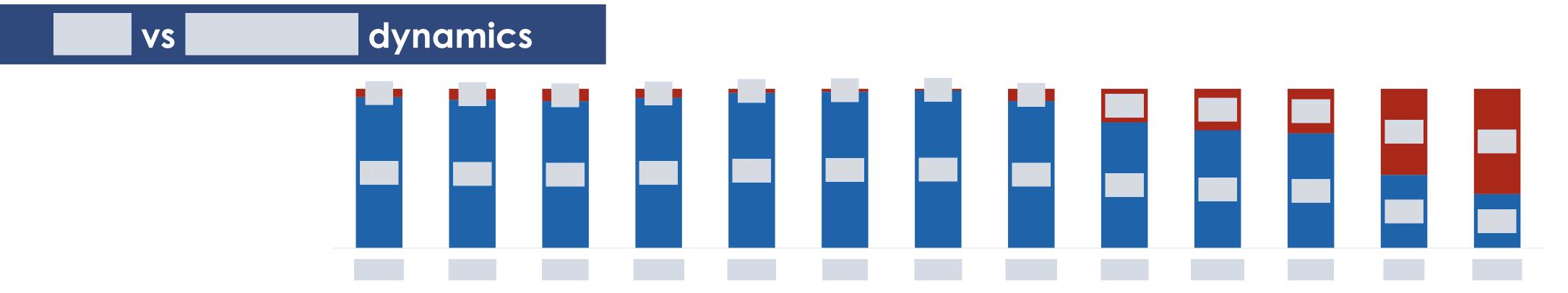
#### Glo Hyper statistics chart











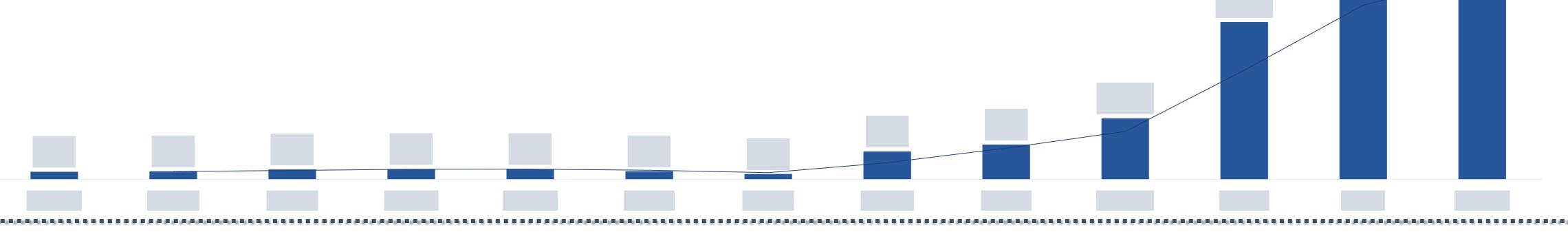




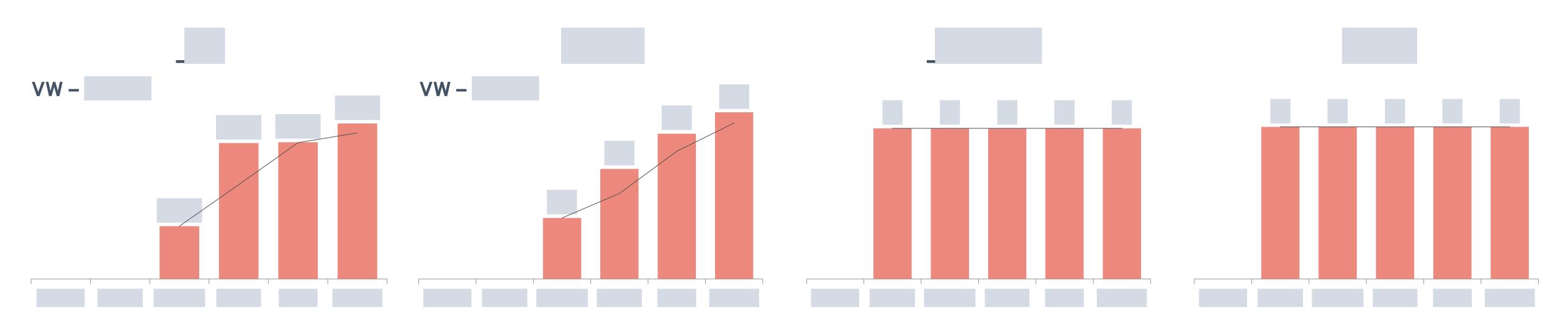








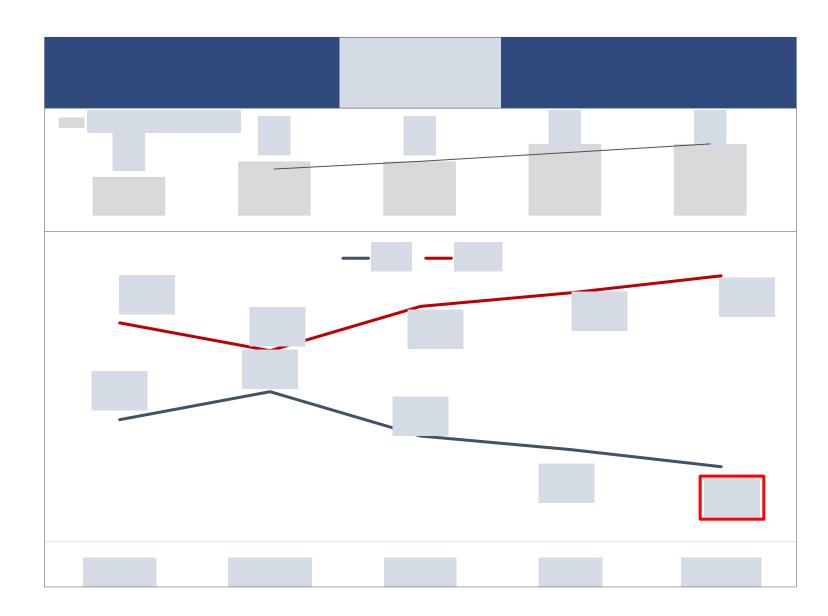


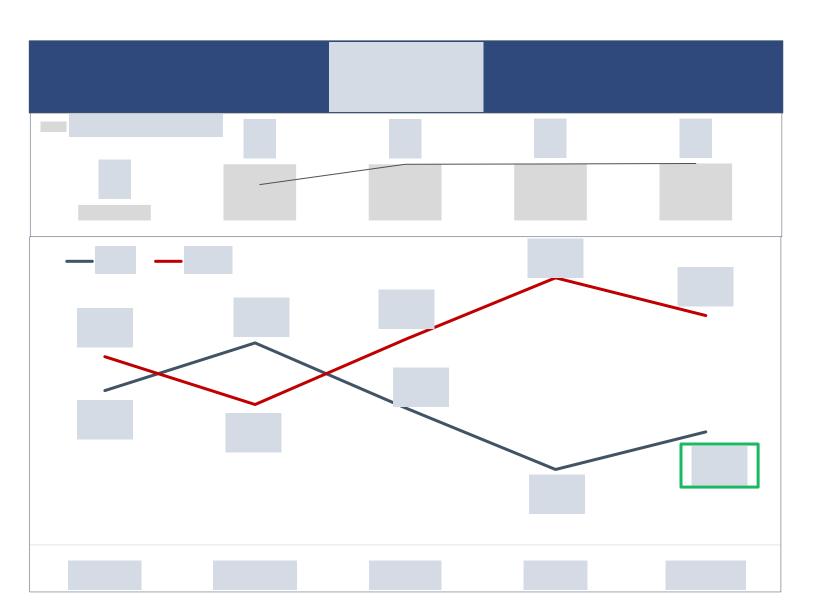


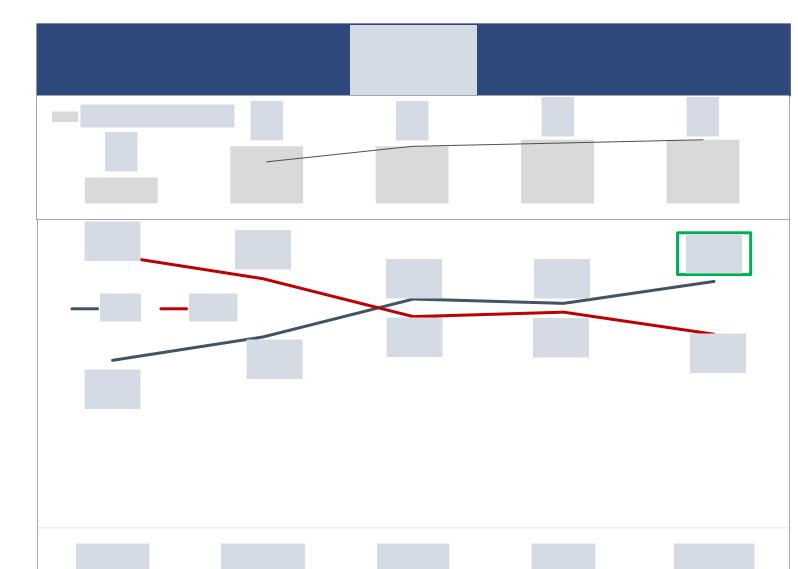
#### Device scan-data

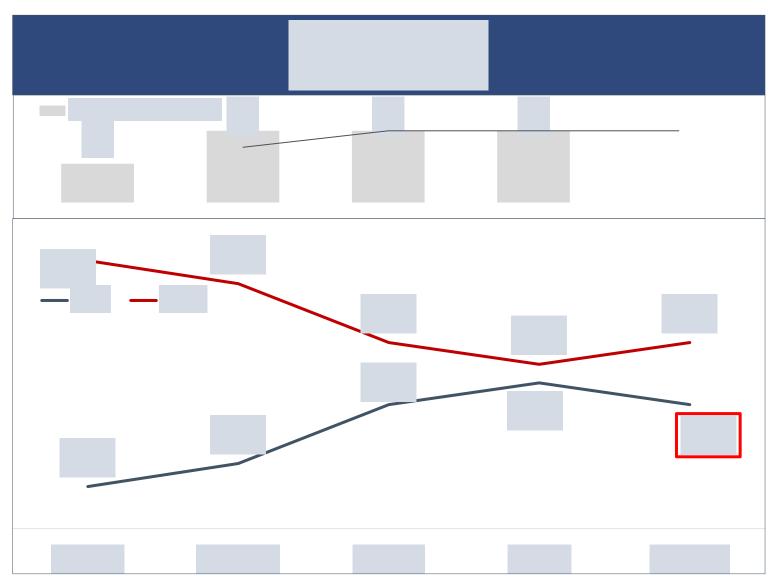


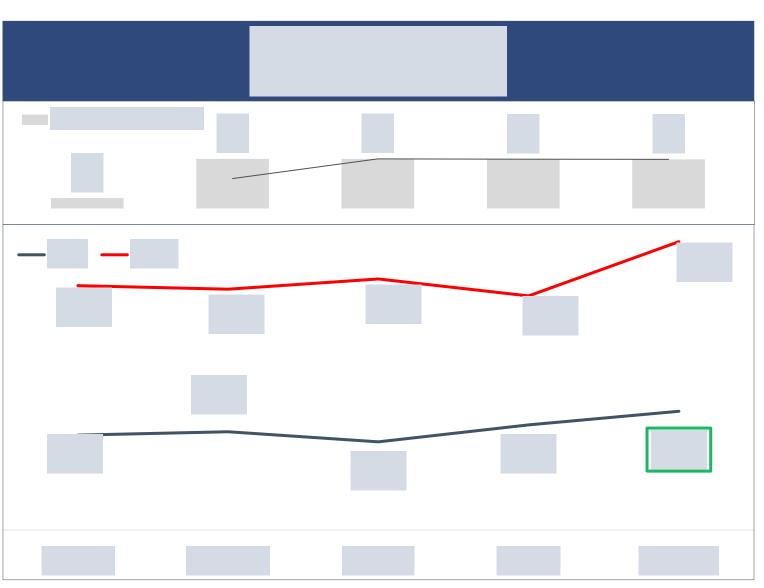


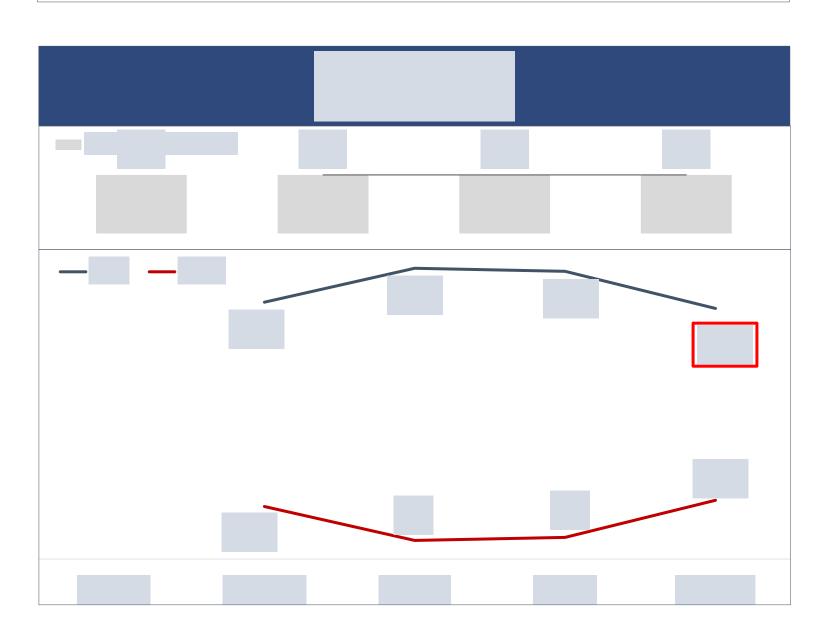


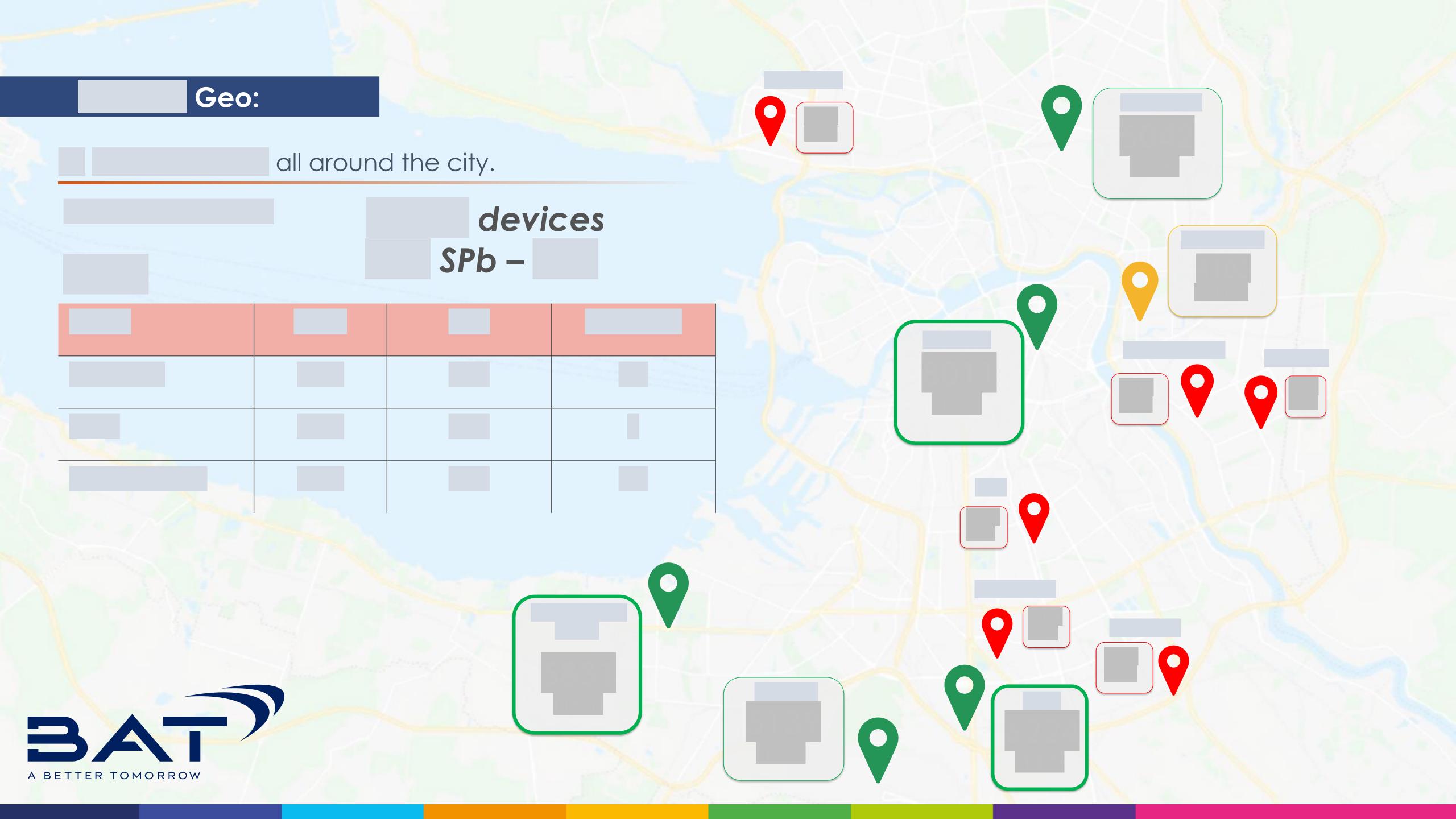










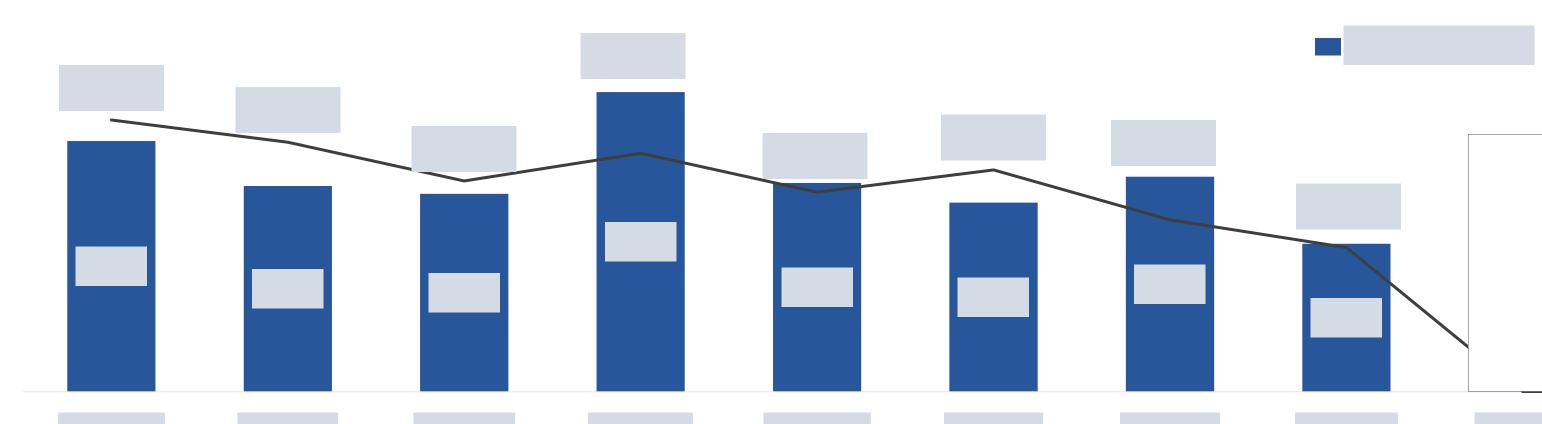




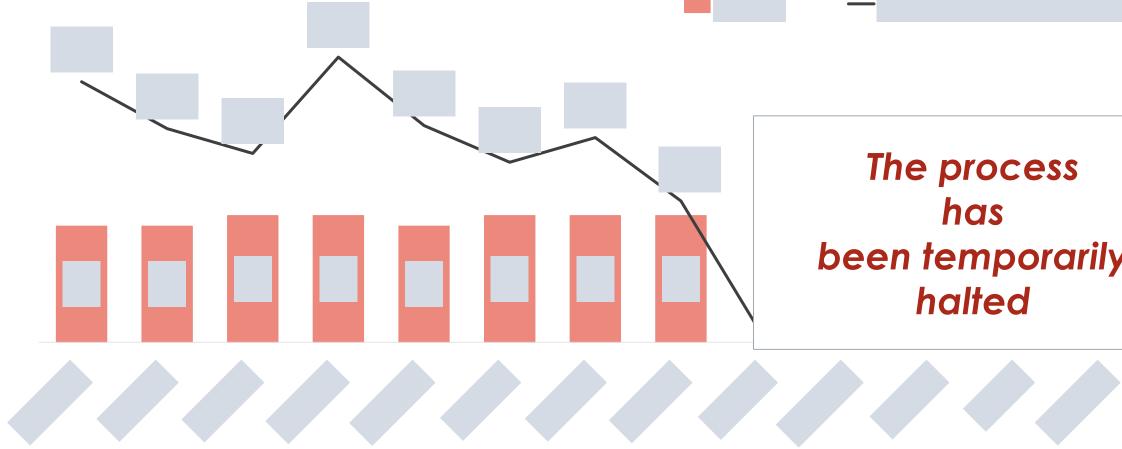




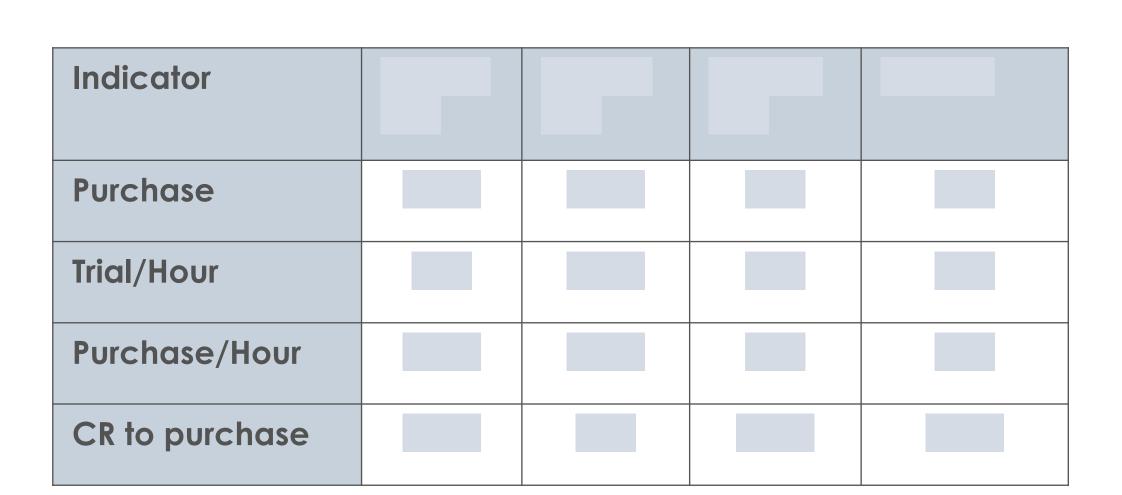




The process has been temporarily halted



The process has been temporarily halted





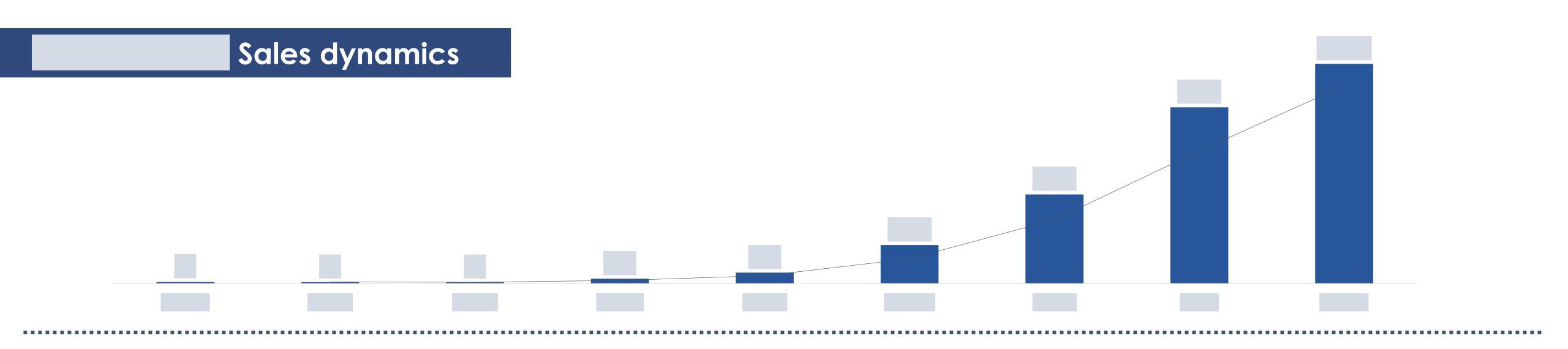


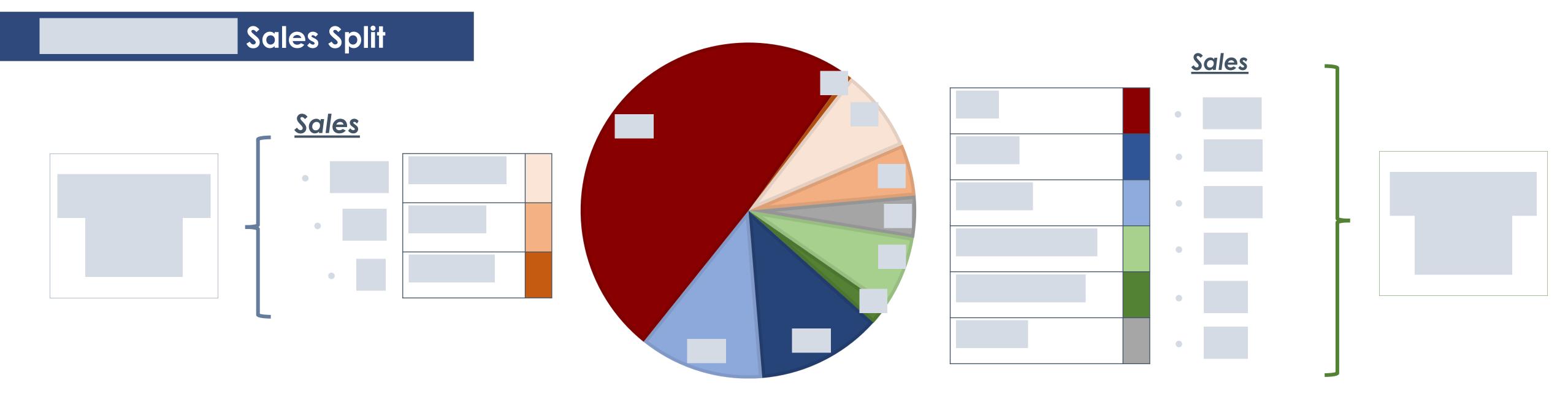


sales













#### Selling via

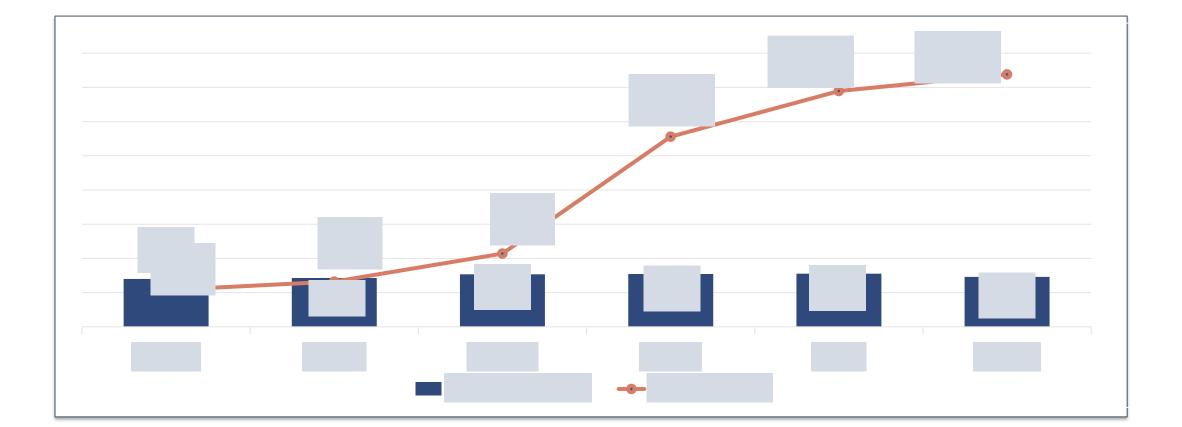


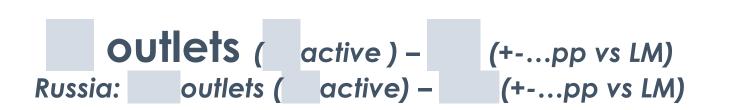




per 1 active outlet (-+...pp vs LM)
(Russia: (-+...pp vs LM))





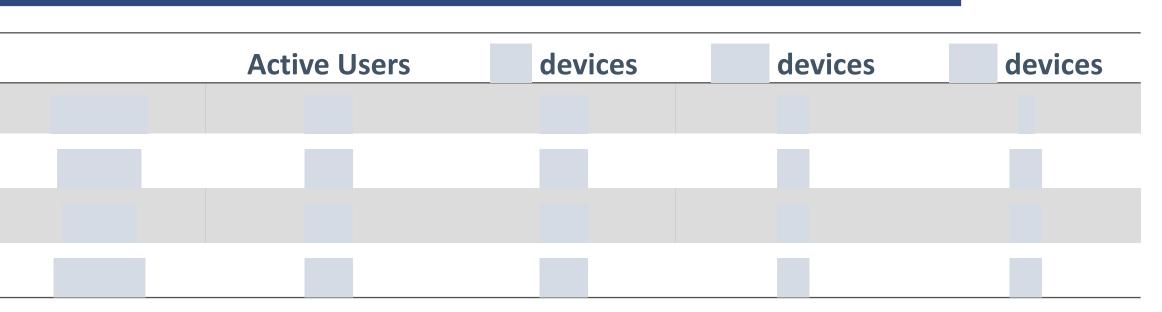








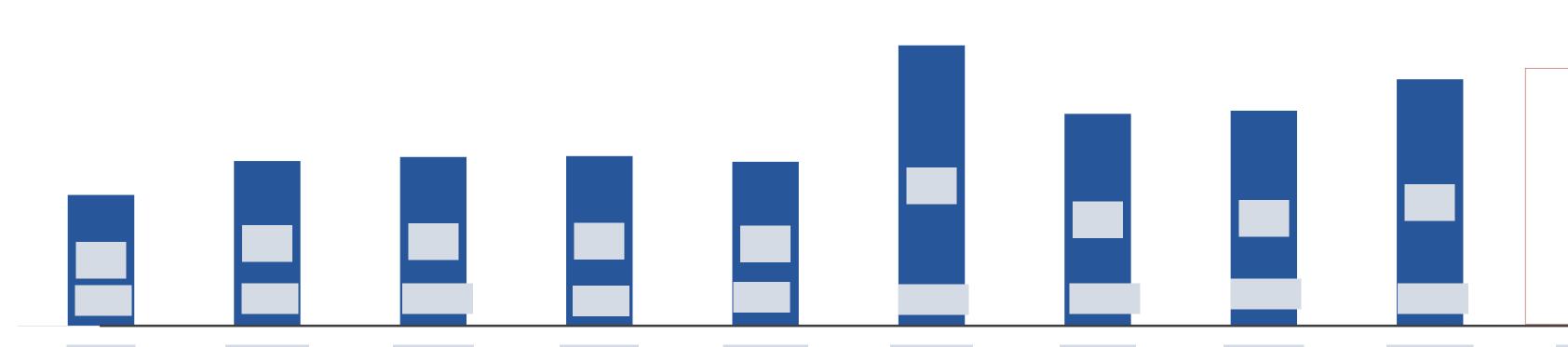
#### Sales group





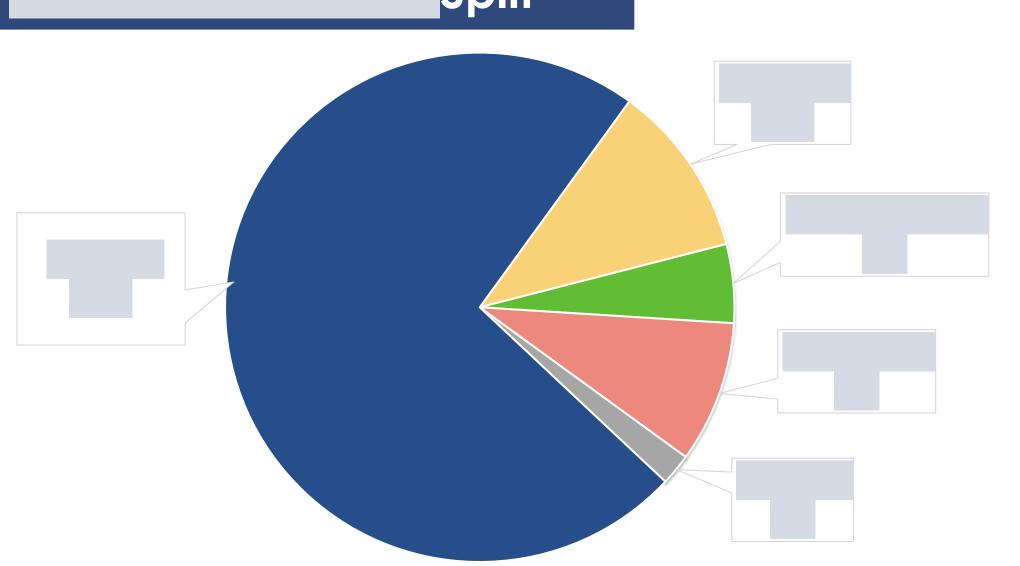


#### devices



The process
has
been temporarily
halted





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:
- Total number of requests by NW:

\*period from

to







#### Total device sales

### **IMS**

#### **OFF TAKE**





#### Sales by channels

#### Pop-Ups

The process has been temporarily halted

#### **INDEP**

-+...% vs LM ...% of Sell Out

### <u>Marketplace</u>

**Devices Distribution** 

+-...% vs LM ...% of Sell Out

### Key accounts



#### Social selling



#### E-com



#### Glo HYPER

+ ...% vs LM

**TOTAL** 

+-...% vs LM

## OFF TAKE IMS

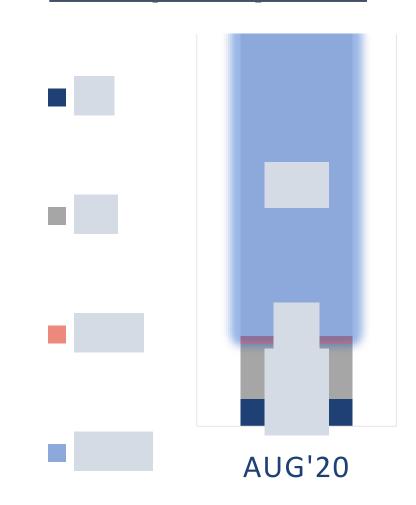


#### Top selling channel:



#### IMS split by SKU

%



















#### IMS



NW YTD:

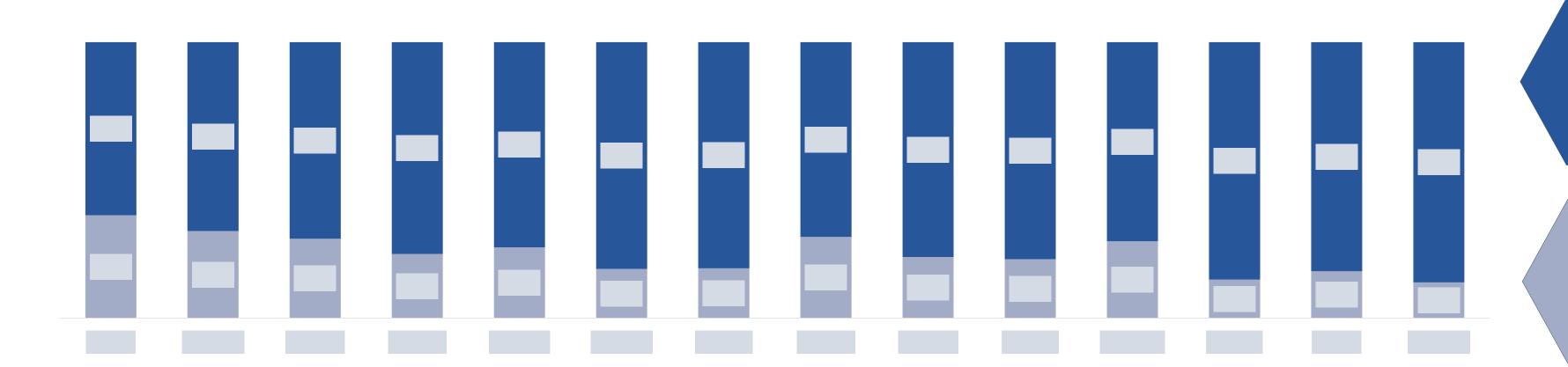
IMS = mio

: (+-...pp vs LM)

Share in Russian Aug. sales:

%

& Split



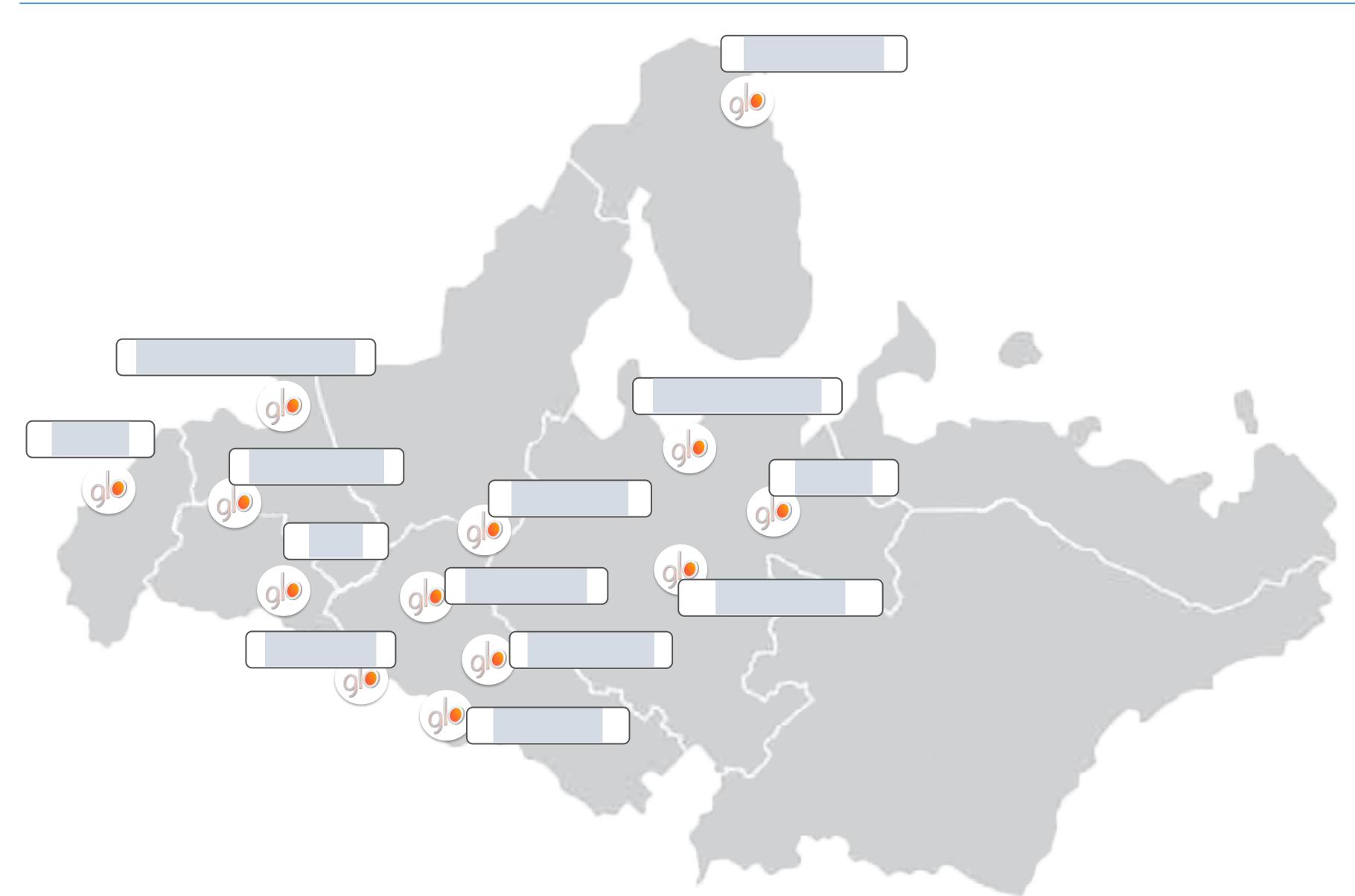
Sales= YTD: mio

Sales= YTD: Sales= mio



## North-West units scale (sticks)





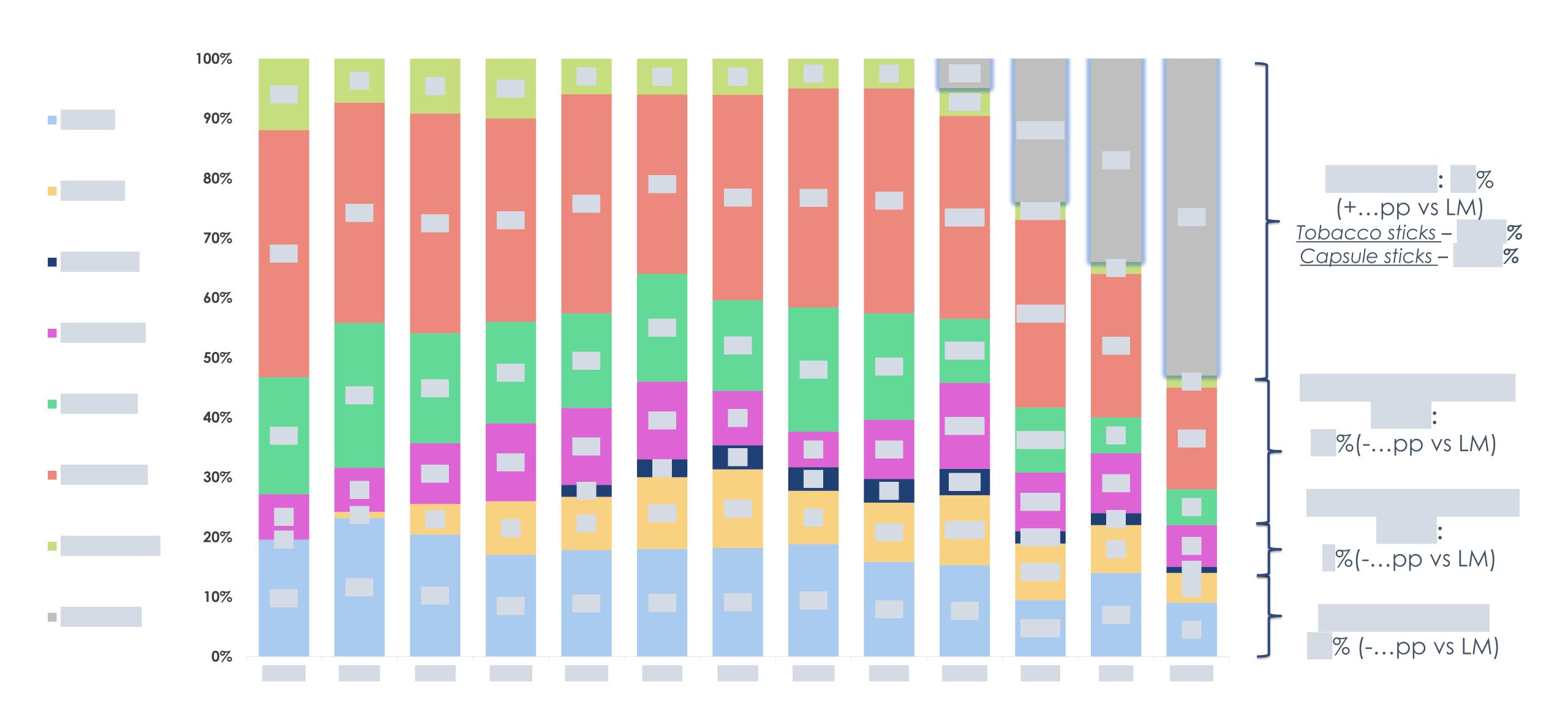








# Split by SKU







#### results

#### SELL:

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

#### SELL:

- (+-...pp vs LM)
- (+-...pp vs LM)
- (+-...pp vs LM)
- (+-...pp vs LM)

#### Sticks demi split by SKU

#### ТРОПИК КЛИК

Капсула со вкусом тропических фруктов. Насыщенный вкус.



#### БРАЙТ ТОБАКО

Отборный табак. Сбалансированный вкус.



Капсула со вкусом ягод. Насыщенный вкус.





#### КРИМИ ТОБАКО

Отборный табак. Насыщенный вкус с кремовыми нотками.

#### РУБИ БУСТ

Капсула со вкусом ягод. Насыщенный вкус с освежающими нотками.





#### ФРУТ КЛИК

Капсула с фруктовокремовыми нотками. Насыщенный вкус.

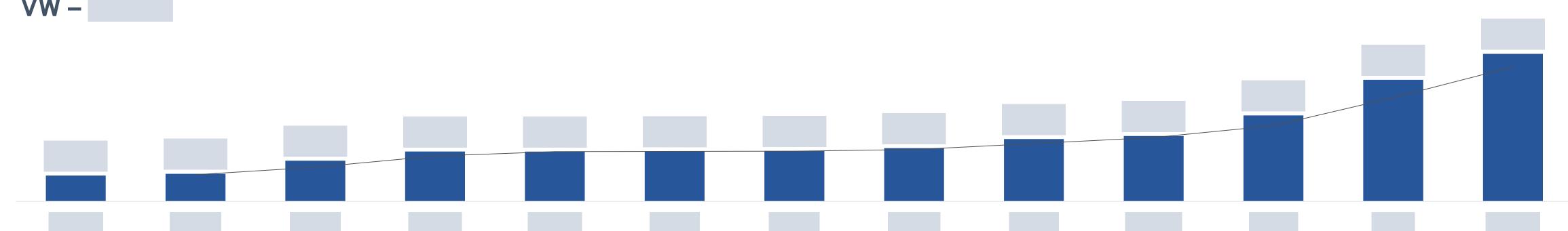




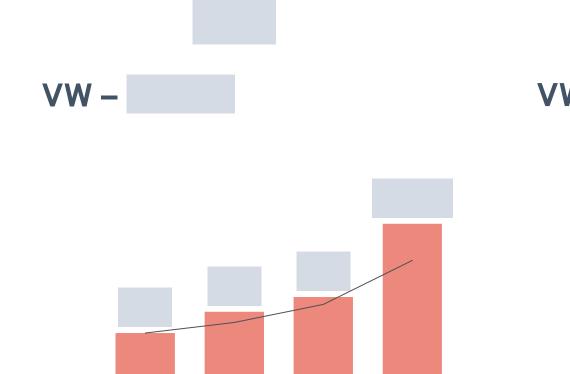


# dynamics

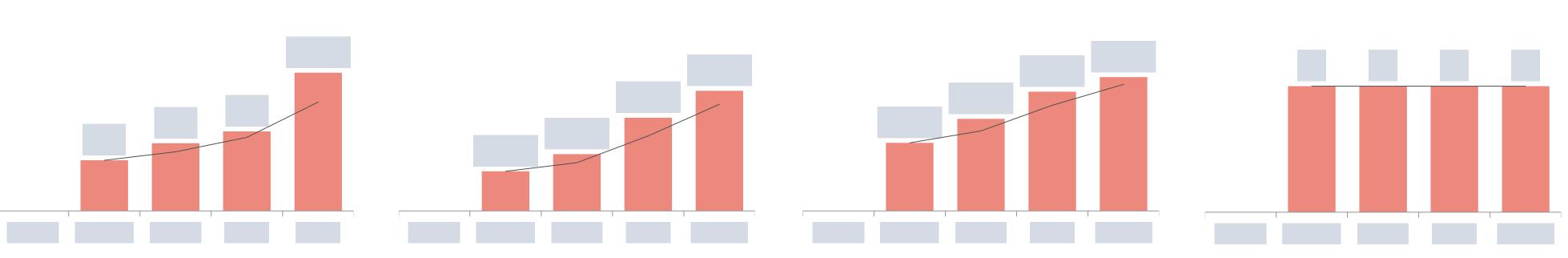




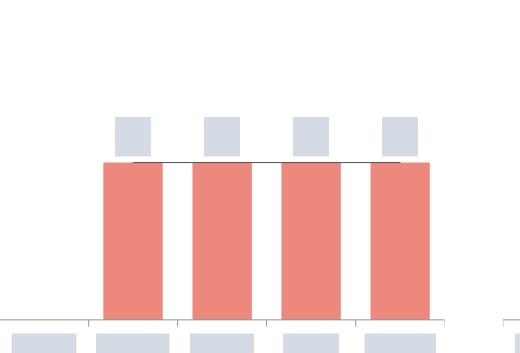


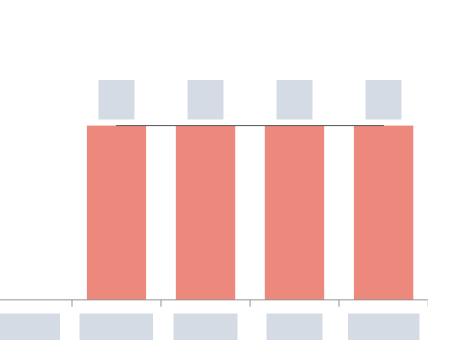






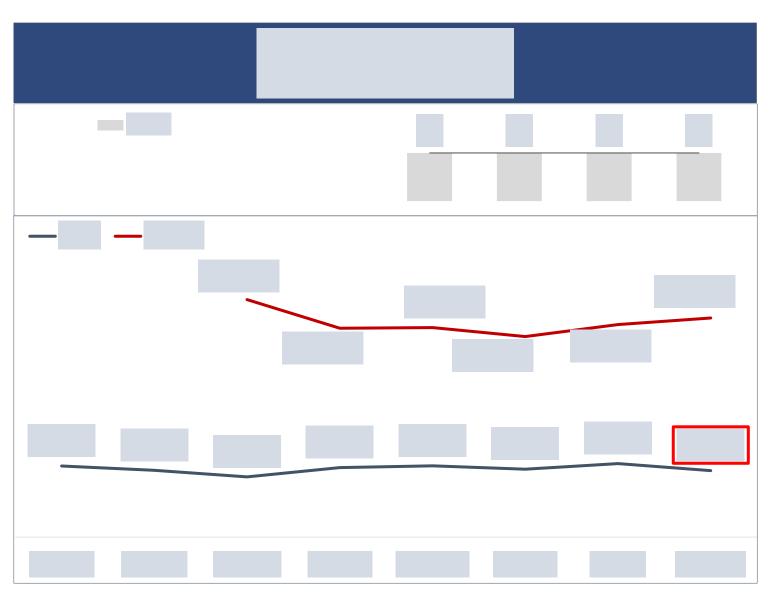
VW –



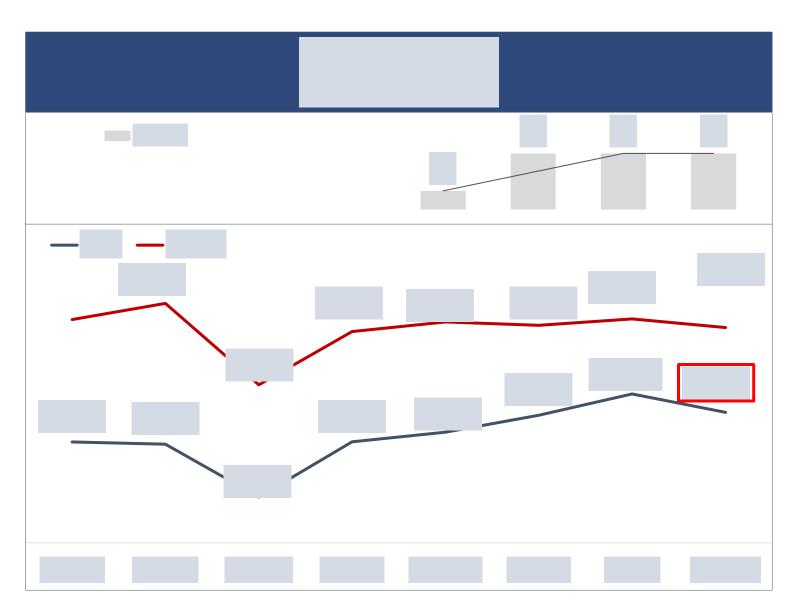


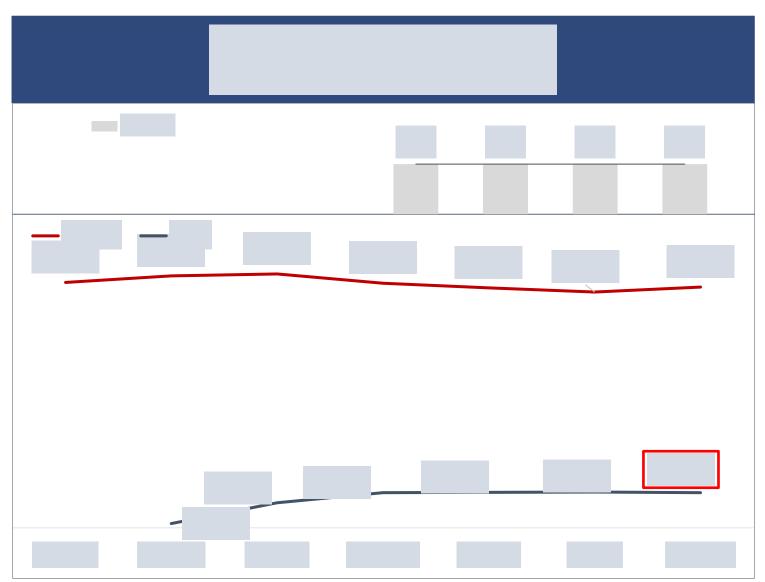


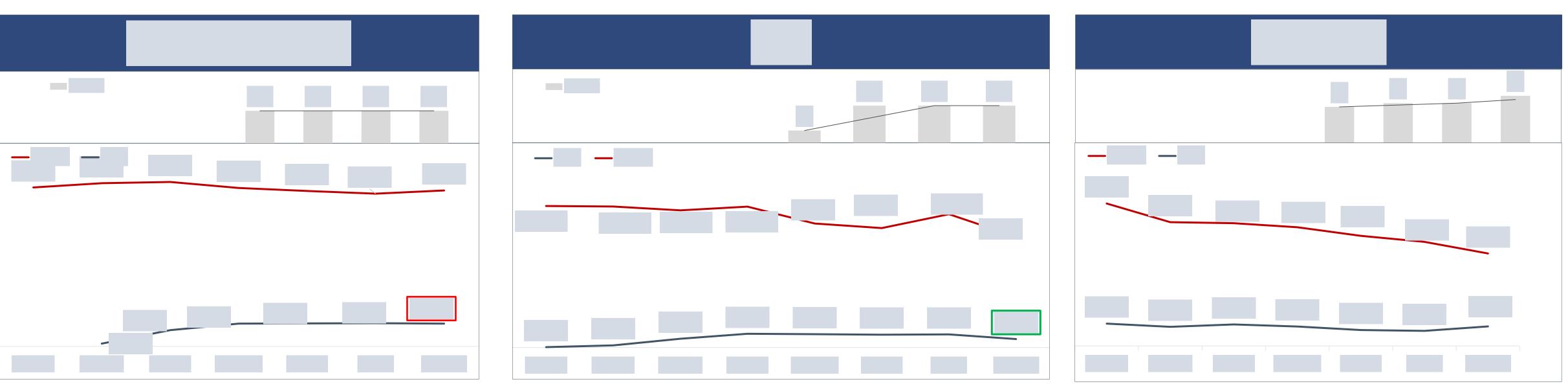




















Glo Cover for BWD

Glo Ins For Light Box



Glo Ins OHD Device



Glo Table Tent



GLO Shelf Strip General



GLO Door Stiker



Sales =





#### Sticks sales (mio)

IMS & Split

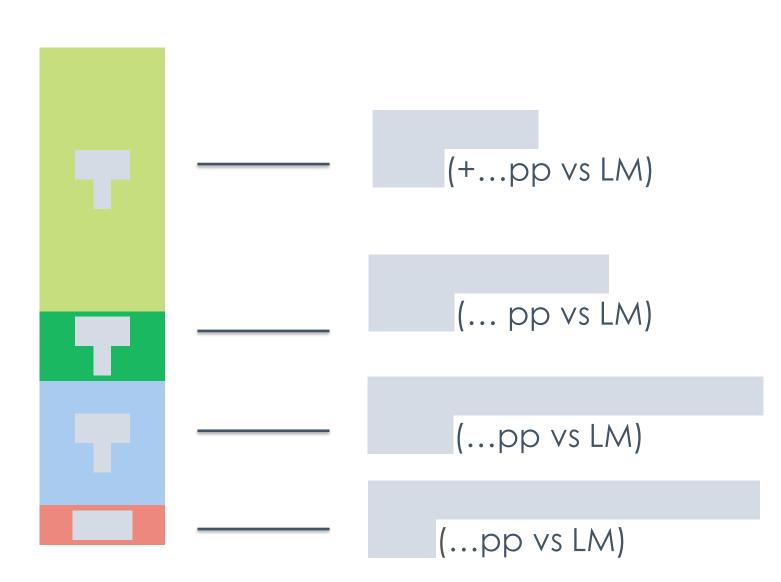
(+-...% vs LM) - ... %

YTD: YTD sales (mio):

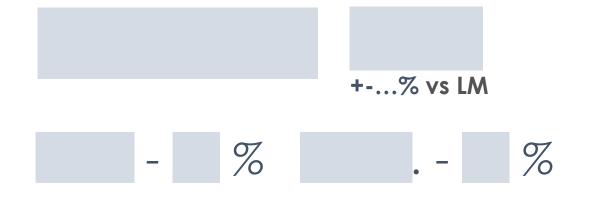
Sticks

	TOTAL	POP-UP	INDEP	VAPE	RKA	NKA
NUM						
Vs LM						
VW						

#### Sticks split by SKU



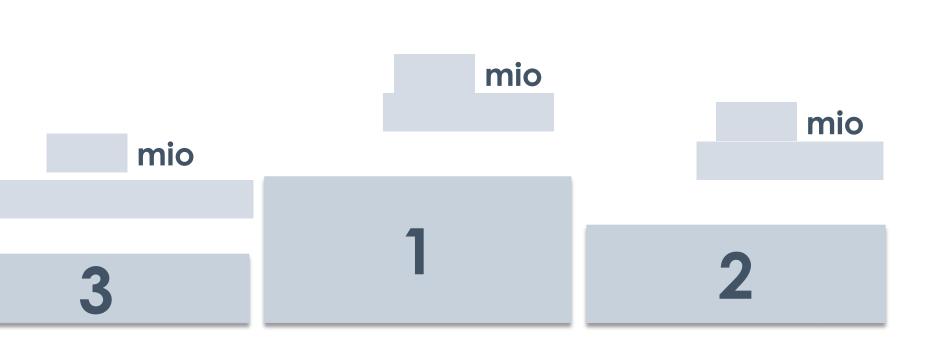
#### **Neo Demi**



### Sales by channels:

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

### Top 3 SKU by sales







# THP other companies









#### 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 2190₽

#### 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 ₽
- IQOS 3 **3490**₽
- <u>IQOS 3 DUOS</u> 4490₽
- IQOS 3 MULTI 4490 ₽

**↓ BIGGEST VALUE** ↓

Starter pack (igos 2.4/3/3

<u>duos + sticks</u>) - 2990₽







#### 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

