They think that they can try to win shareholders over on the kind of //ESG //argument that //they are the better //owner of the company . //One of the really interesting things about this //deal is that it is pitting //kind of Big Tobacco against //Big Private Equity , you know neither industry //being one that is exactly riding high in the kind of court of public opinion . So //it's an unusual deal from from that point of view , right ? But //it's also very interesting that private equity //is trying to take the moral high grounds in this transaction and say  
  
yes , we can't pay as much money //as //Big Tobacco //would pay //to own this company , //but we should still be allowed to //buy it //anyway because we are the better //owner . //That's an interesting argument , which //deals don't very often come down to that type of //conversation .