

Synergies

→ \$10.19 all in → Fixed/Variable.

RJR Variable - Cost to make.
The 75 B -

Incremental cost of The \$10.19 -

Brand
Support

132 Expenditures toward Equity
Build. - Branded Expts -

ADD, POP Branded, Event Marketing,
Direct Marketing, Agency Fees,

Production → People cost down in
Marketing/Selling

Can't give
90% of that
in this.

- > Retailing Agencies
- > POP Power Buying
- > Brand Retailing

Costs
This

\$51

- > Retail Credit given for goods &
- > Retailer/wholesale costs.
- > Retail tobacco

Policy being amended as we speak -

2003 as base year to strip - 50
everything involves -

(2) TDA's -

Retail /
Wholesale

- Bargaining power greater
- ~~How~~ Space rationalization -
- What will Wholesale/Retail look like going forward -

Selling

200

- > People Can't Profit, -
- > Field Office -

~~1,200 - 1,500~~ people -
1,500 people -

Making $\frac{1}{2}$ #31
Selling Supp

People Travel Salary
Marketing
Selling Support } Comstock

- > Support people in field.
Wouldn't have job without people
in field -
Promotion, Planning, Logistics,
etc.

7

Non Brand
Support.

23

Research -
→ IRT Data -
→ Brand based -

Other
Non Branded

41

→ Fixtures - Capitalized -

Most of this is ongoing
not Depreciation - Most
written off several years ago -

Everyone other Mktg, Eding,
Acting, Legal, Production.

External Relations.

Government Relations -

Antitrust Relations Tech.

JAP - Enterprise Software

Legal #84

→ External → No Internal -

→ Duplication - Can't do together -

RED 29

→ Analysis Q.C.

People ? _____

Welfare \$25 → Nothing

All Other \$31 \$5M → Service Fees from BAT
→ Mechanical & Ductwork -

5 mm. Friedl's Original
Lom

4 mm. Original Materials
from factory - Health
Warning Changes -

3 - BAT ADR Share
Participation -