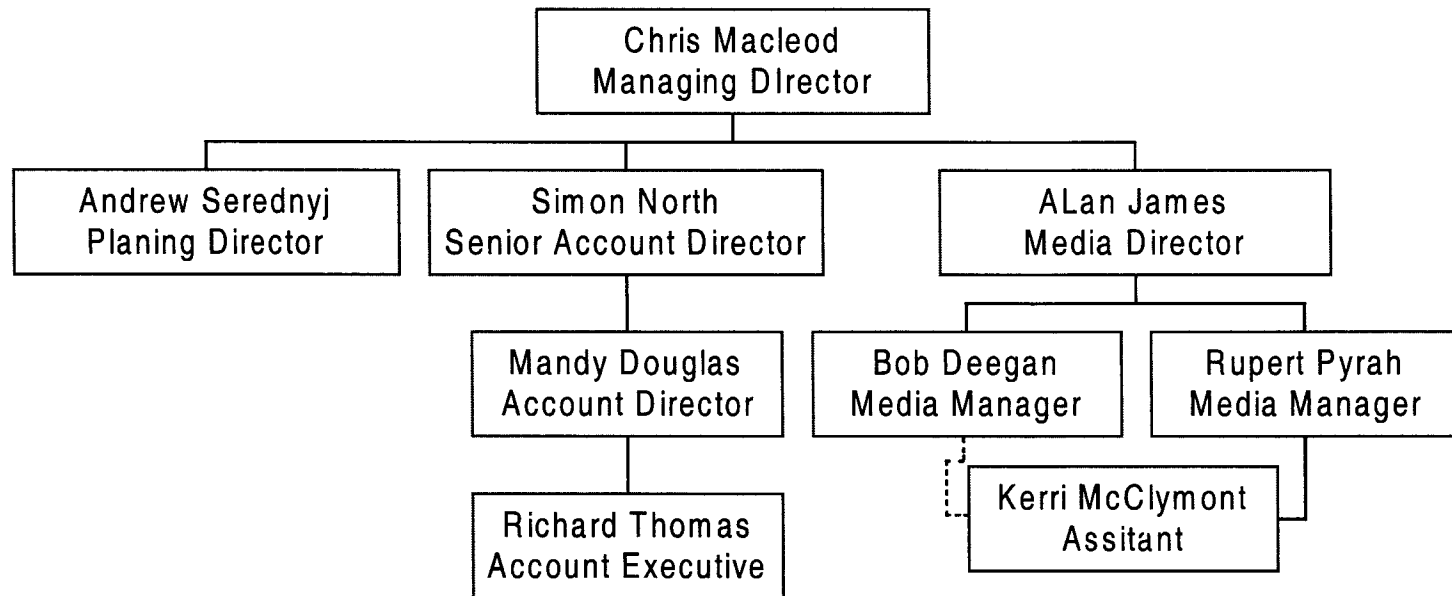




CDP Account Team



CDP

Benson and Hedges Special Filter

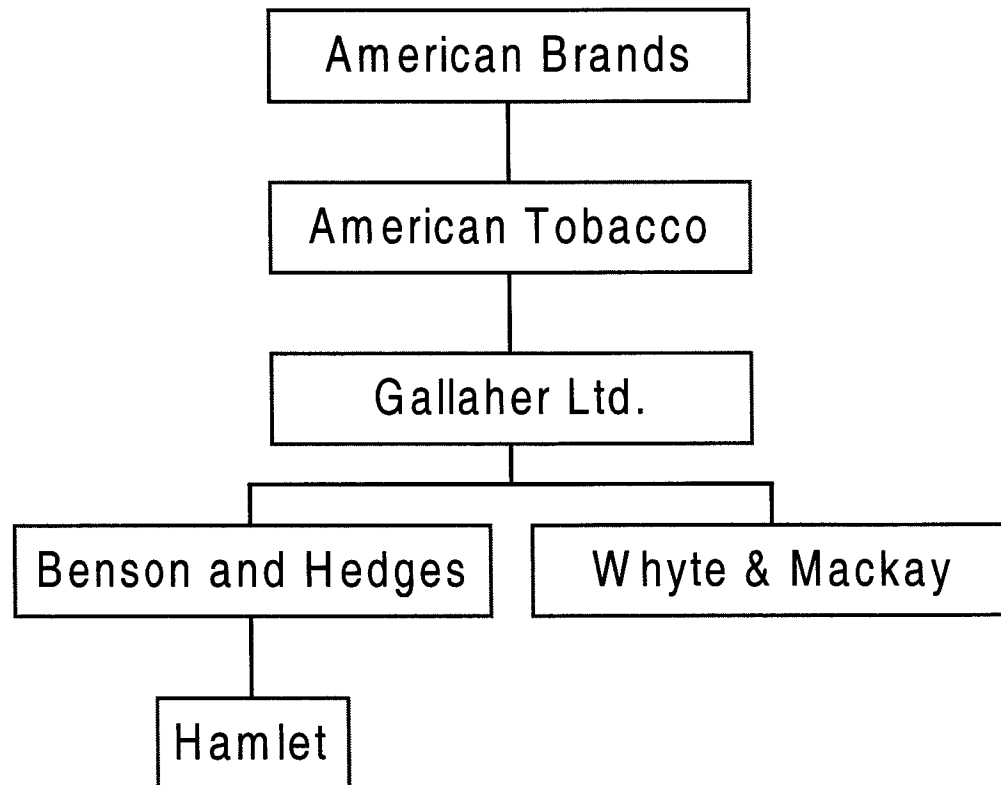
- Launched in 1962
- 'Gold Pack' practically unchanged since
- Premium Price
 - £2.92
- Full Strength
 - 12 mg Tar
 - 0.9mg Nicotine

CDP

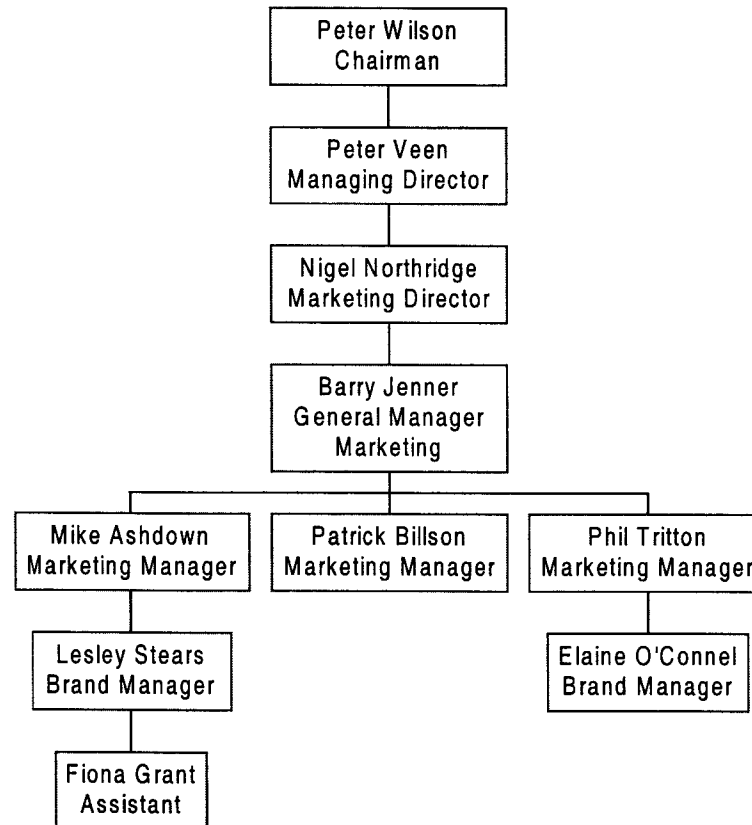
Benson and Hedges Lights and Ultra Lights

- Launched
- Premium price
 - Lights
 - Ultra Lights
 - £2.92
 - £2.92
- Light strength
 - Lights
 - Ultra Light strength
 - 12 mg Tar
 - 1 mg Tar
 - 0.6 mg Nicotine
 - 0.1 mg Nicotine

Brand Ownership

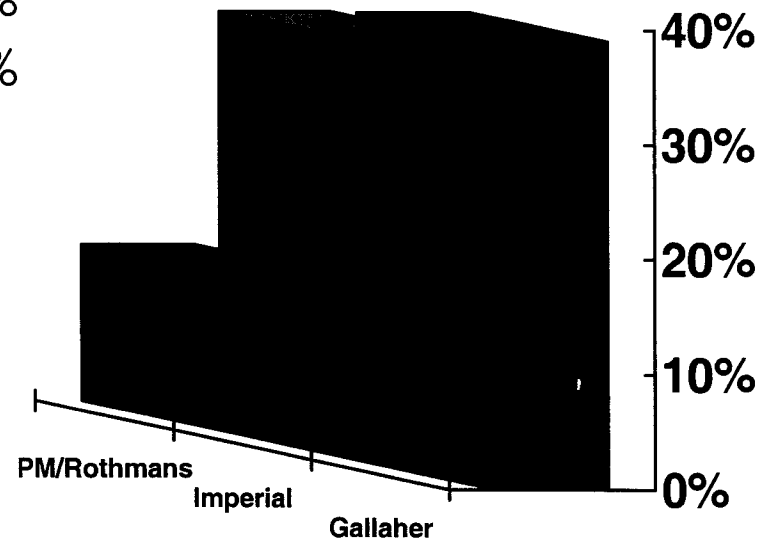


Gallagher Organogram



UK Players

■ Gallaher	38.7%
■ Imperial	38.0%
■ PM/Rothmans	13.4%
■ Reynolds	2.5%
■ Own labels	6.9%



- Benson and Hedges
 - Special Filter
 - 10s
 - Lights
 - Ultra Lights
 - 100s
 - Superkings
 - 10s
 - lights
 - lights 100s
- Silk Cut
 - House
 - King Size
 - 10s
 - Extra Mild
 - 10s
 - Ultra Mild
 - 10s
 - 100s
- Silk Cut cont....
 - Extra mild 100s
 - Ultra 100s
- Berkeley
 - Superkings
 - 10s
 - lights
 - 10s
 - Ultra Lights
 - Menthol
 - 10s
 - King Size
- Club
 - King Size
 - 10s
- Mayfair
 - King Size
 - Lights

Imperial Portfolio

- Embassy
- Regal
- John Player Special
- John Player Superkings
- Lambert and Butler

Market Decline

	Predicted Annual Decline
Cigarette	5%
Premium Sector	10%

Basic Market Dynamics

- Consumers price motivated, brand promiscuous
- Considerable marketing investment in value added sector
- Health conscious consumers attributing to growth of low tar sector

- Smoking trends:
 - fastest growth in cheap sector
 - increase in female smokers
 - brand promiscuity in search of value
 - health aware consumers cutting down through Lights and Ultra Lights

Market Share and Price for Mid Sector

	Price £	Mkt Share %
■ Royals	2.89	13.4
■ Dunhill	2.89	7.1
■ B&H Superkings	2.88	4.8
■ John Player Superkings	2.86	6.8
	2.89	1.7
■ Raffles	2.88	1.2
■ Marlboro KS	2.72	0.6
▪ Lights	2.89	1.3
■ Rothmans KS		

Market Share and Price for Premium Sector

	Price £	Mkt Share %
■ B&H Special Filter	2.89	13.4
■ Silk Cut	2.89	7.1
■ Embassy	2.88	4.8
■ Regal	2.86	6.8
■ Marlboro KS	2.89	1.7
▪ Lights	2.88	1.2
■ Dunhill KS	2.72	0.6
■ Rothmans KS	2.89	1.3

CDP

Gallaher Ltd.

Gallaher Ltd.,
Members Hill,
Brooklands Road,
Weybridge,
Surrey KT13 0QU
Telephone: 01932 859 777