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Sent : Tuesday December 29, 2020 17:05

To : Nicolas Otte - PMI / Irina Piazzoli - PMI / Mark Powell - PMI / Marc Firestone - PMI

Josh Fett - BAT / Barry Wilson - BAT / Chloe Bartlett - BAT / Janice Thein - BAT / Taina Vauhkonen - BAT

Gary Dickson - ITL / Neil Sutton - ITL / Mark Hosty - JTI

Cc : Adam Pollock - Pollock Cohen LLP / Christopher Leung - Pollock Cohen LLP

Subject : Tobacco survey in New Zealand

To whom it may concern,

We were recently asked by a market research agency, member of Esomar, to carry out an empty packs study in New Zealand.

Based on identical appearances from EPS™ conducted over several years by MSIntelligence, such as the number of packs to collect and the same 6 cities of New Zealand, we have every reason to believe that you are the survey beneficiaries and/or the ordering party.

This request is accompanied by a falsely renamed MSI document containing photos of two former MSI collaborators without any permission from the parties concerned.

In the case that you are involved in one way or another with this request, we urge you to stop using our documents as well as the photos of our current or former collaborators.

We also note that the new methodology submitted by your supplier consists in the anarchic collection of empty packs without statistical sampling support, moreover done in the midst of a pandemic and containment period. This cannot be representative of the habits of smokers and consequently the market reality.

Without limiting us in other future remedies, we of course reserve all rights to enforce our intellectual property in the EPS™ methodology.

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