

2017 Investor Day

Closing Comments

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Important notice (continued)

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How we are continuing to outperform in combustibles



RAI performance and why it is such a great acquisition



Why our NGP strategy is the right strategy



What we have learned in Vapour and why we will win



glo performance and why we are confident it will continue



Why we are confident in delivering HSF EPS growth and investing in NGPs

We are well positioned for future growth

The best consumer understanding

A truly global footprint

Strong share growth momentum across cigarettes and NGPs

A proven capability in innovations and a great NGP pipeline

The right NGP strategy

The right people to deliver

A continuing margin growth opportunity

Committed to shareholder returns

A proven capability to deliver HSF EPS whilst investing in NGPs

