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# Investor Day 2013

## Our Strategy

Nicandro Durante

# The Strategy has served us well





# Strategy review conclusions



**TOBACCO BUSINESS WILL CONTINUE TO DELIVER ON OUR STRATEGIC METRICS**

**MANY OPPORTUNITIES IN HIGH GROWTH MARKETS**

**THERE ARE EMERGING OPPORTUNITIES IN NEXT GENERATION PRODUCTS**

**CHANGING CONSUMER DEMANDS**



# Our Vision



- By being the best at satisfying consumer moments, we will be the leaders of the Industry



# CONSUMER MOMENTS





# Tobacco and beyond



# The Mission



- Advocating and defending the rights of our consumers to choose
- We have always been and will continue to be a responsible company

# Strategy Pillars



## Growth

- THE strategic imperative

## Productivity

- Increase profits and generate funds to invest behind growth

## Winning Organisation

- Great people, great teams, great place to work

## Sustainability

- Meeting the expectations of our shareholders

# Guiding Principles



- Our core values
- What we stand for and a compass to guide our behaviour

# Our Strategy to deliver shareholder value





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