

BATCO document for Province of British Columbia 20 April 1999

IMPERIAL TOBACCO LTD / LTEE .

14

FEB 18, 1992

CIGARETTE FAMILY RANKING

KIEOSRK2

12 MOS WEIGHTED SHARE

JAN. 31, 1992

ALL CANADA

RANK	FAMILY	MARKET SHARE		CUM. SHARE	SHARE CHG. VS JAN 91
		12 MOS	JAN 92		
1	PLAYERS	27.75		27.75	1.84
2	DU MAURIER	25.34		53.10	1.34
3	EXPORT	13.49		66.59	-1.08
4	MATINEE	5.84		72.43	-0.15
5	ROTHMANS	5.68		78.11	-0.32
6	CRAVEN "A"	4.22		82.33	-0.28
7	BENSON & HEDGES	3.50		85.83	0.08
8	BELVEDERE	1.89		87.72	-0.25
9	NO. 7	1.75		89.47	-0.05
10	CRAVEN "M"	1.61		91.08	0.05
11	CAMEO	1.55		92.63	-0.00
12	VISCOUNT	1.20		93.83	-0.03
13	MARK TEN	1.14		94.97	-0.35
14	PETER JACKSON	1.12		96.09	-0.19
15	VANTAGE	0.88		97.07	-0.06
16	HEDALLION	0.61		97.70	-0.01
17	MACDONALD MENTH.	0.36		98.06	-0.02
18	BELMONT	0.32		98.38	-0.01
19	DUNHILL	0.29		98.67	-0.01
20	J.P.S.	0.28		98.95	0.00

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BATCO document for Province of British Columbia 20 April 1999

IMPERIAL TOBACCO LTD / LTEE .

FEB 18, 1992

CIGARETTE BRAND RANKING
12 MOS WEIGHTED SHARE

KIEOSRK2
JAN. 31, 1992

ALL CANADA

RANK	BRAND	MARKET SHARE		CUM. SHARE	SHARE CHG. VS JAN 91
		12 MOS	JAN 92		
1	PLAYERS LT RF	13.76		13.76	0.69
2	DUMAURIER KF	7.49		21.24	0.67
3	DUMAURIER RF	8.90		27.14	-0.31
4	PLAYERS RF	8.02		32.16	0.29
5	EXPORT A RF	4.98		37.12	-0.61
6	ROTHMANS KF	3.30		40.43	-0.20
7	PLAYERS LT KF	3.18		43.61	0.65
8	PLAYERS X LT RF	2.79		46.40	-0.07
9	EXPORT A LTS RF	2.53		48.93	0.04
10	DUMAURIER LT KF	2.27		51.20	0.39
11	MATINEE X M KF	2.05		53.25	0.01
12	DUMAURIER LT RF	2.03		55.28	0.08
13	EXPORT A MED RF	1.89		57.27	-0.22
14	DUMAURIER X LT KF	1.87		58.14	0.07
15	DUMAURIER SP KF	1.84		60.98	-0.01
16	CRAVEN A KF	1.75		62.74	-0.15
17	ROTHMANS SP M KF	1.65		64.39	-0.09
18	DUMAURIER X LT RF	1.42		65.81	-0.18
19	DUMAURIER SP 100	1.36		67.17	0.18
20	CRAVEN M KF	1.33		68.50	0.08

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IMPERIAL TOBACCO TD/LTEE. 4

FEB 18, 1992

CIGARETTE BRAND RANKING
12 MOS WEIGHTED SHARE

KIEOSRK2

JAN. 31, 1992

BRITISH COLUMBIA

RANK	BRAND	MARKET SHARE		CUM. SHARE	SHARE CHG. VS JAN 91
		12 MOS	JAN 92		
1	PLAYERS LT RF	15.98		15.98	0.53
2	PLAYERS RF	7.03		23.02	0.14
3	PLAYERS X LT RF	5.48		28.50	-0.35
4	EXPORT A LTS RF	4.99		33.49	0.07
5	DUMAUURIER KF	4.48		37.97	0.74
6	EXPORT A RF	3.23		41.21	-0.18
7	PLAYERS LT KF	3.10		44.31	0.33
8	DUMAUURIER RF	2.84		47.14	0.24
8	ROTHMANS KF	2.71		49.85	-0.17
10	MATINEE X M KF	2.40		52.25	-0.08
11	ROTHMANS SP M KF	2.33		54.58	-0.15
12	CRAVEN A KF	2.25		56.83	-0.28
13	ND 7 KF	2.15		58.98	-0.20
14	EXPORT A X LT RF	2.14		61.12	-0.64
15	EXPORT A MED RF	1.83		62.95	-0.05
15	CRAVEN M KF	1.75		64.71	-0.14
17	PLAYERS X LT KF	1.48		66.19	0.14
18	EXPORT A UL LT RF	1.35		67.54	0.02
19	DUMAUURIER LT KF	1.33		68.88	0.90
20	MATINEE KF	1.22		70.10	-0.08

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