

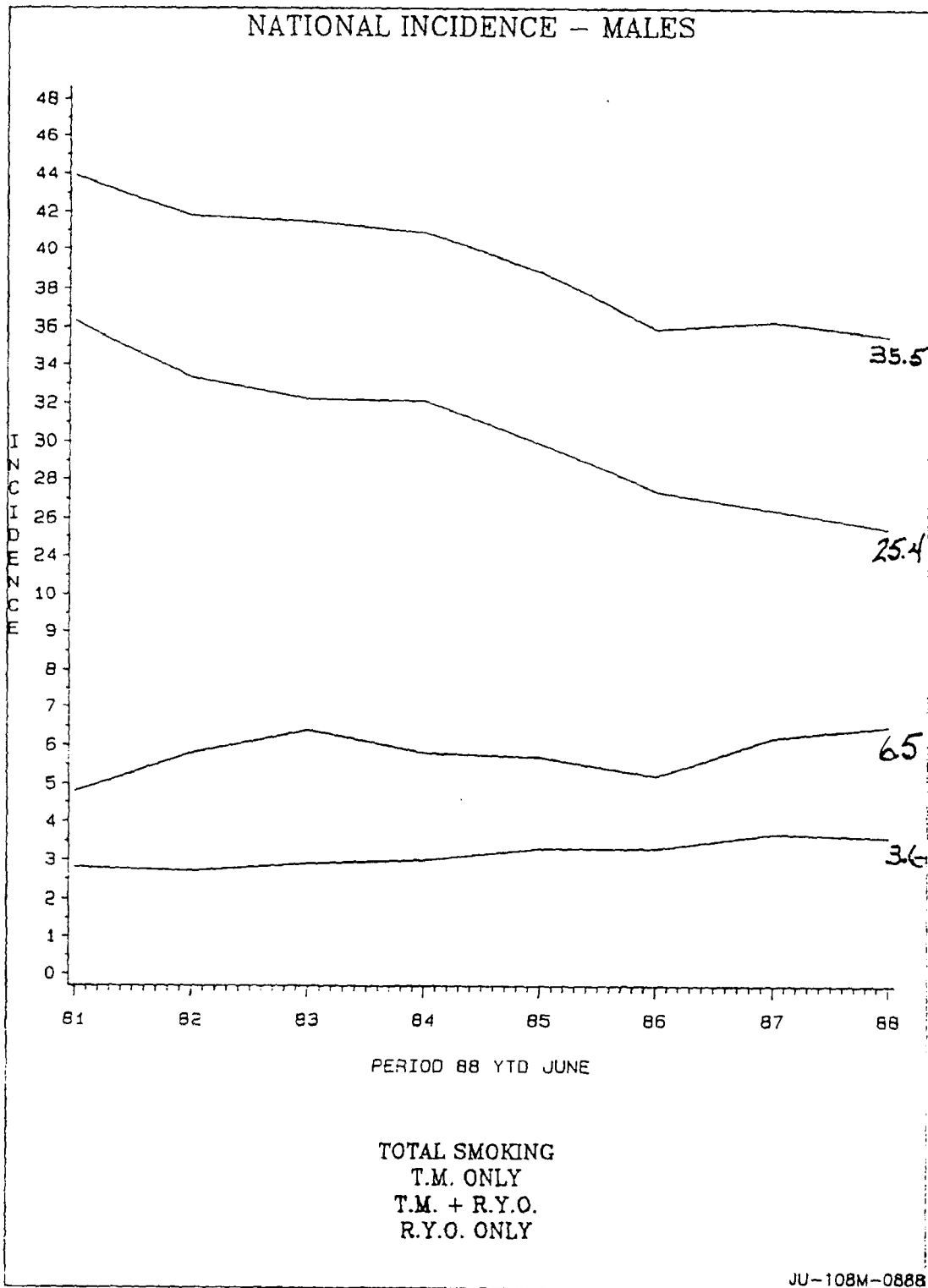
Current Priorities

The presentation will include changes in national incidence for taylor-made and r.y.o. products over the past 15 years. and projected for the next 5 years. This will be followed by total industry and Imperial historical and projected volume data, market share and potential objectives and competitive positions. The market dynamics which include incidence of quitting/starting, impact of taxation and age and market profile. will serve as a rationalisation of anticipated future changes.

Key R&D activities to include

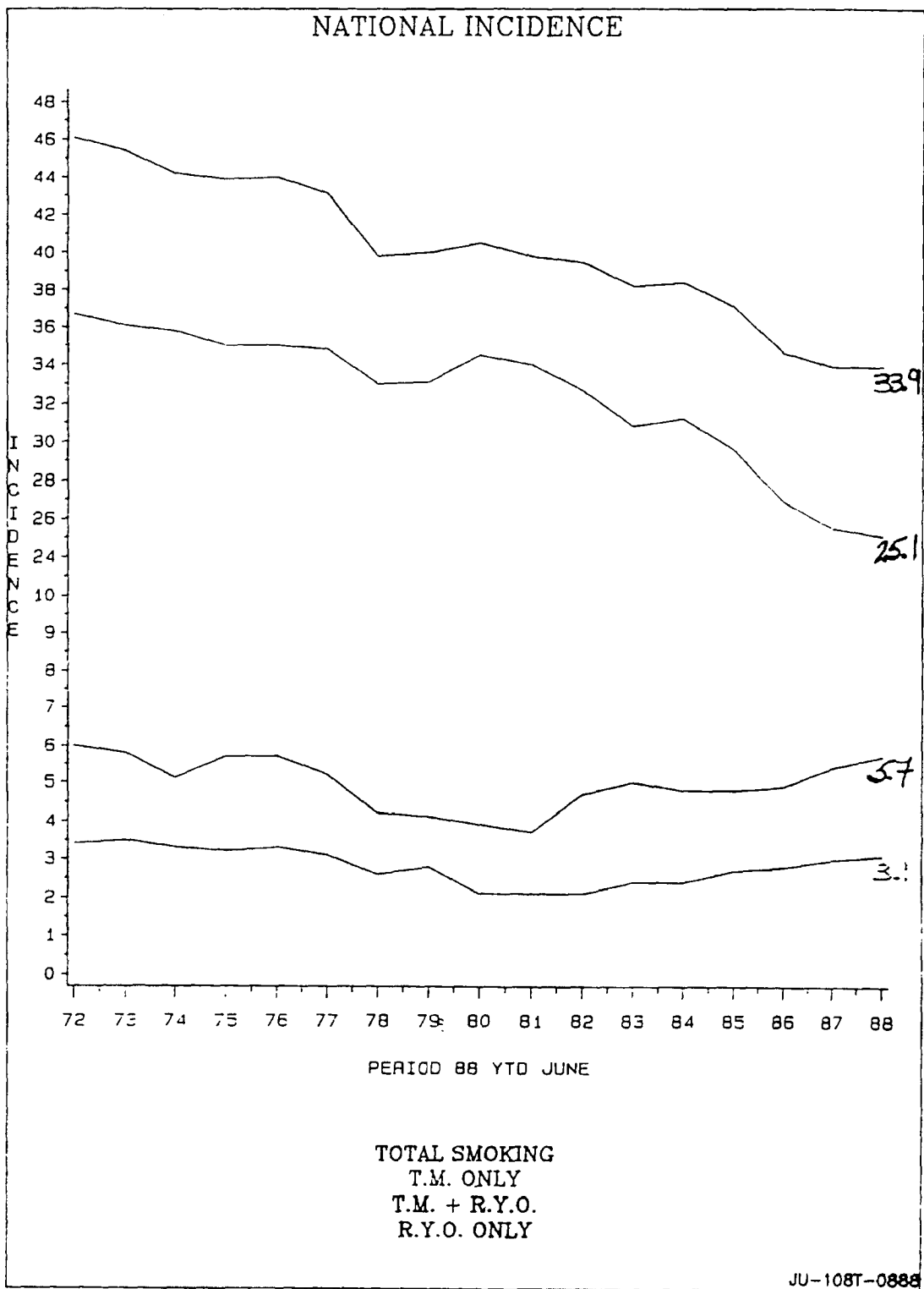
- Bill C-51 -- Federal Legislation to be explained
- Projects Day, Visa, Saturn, described elsewhere

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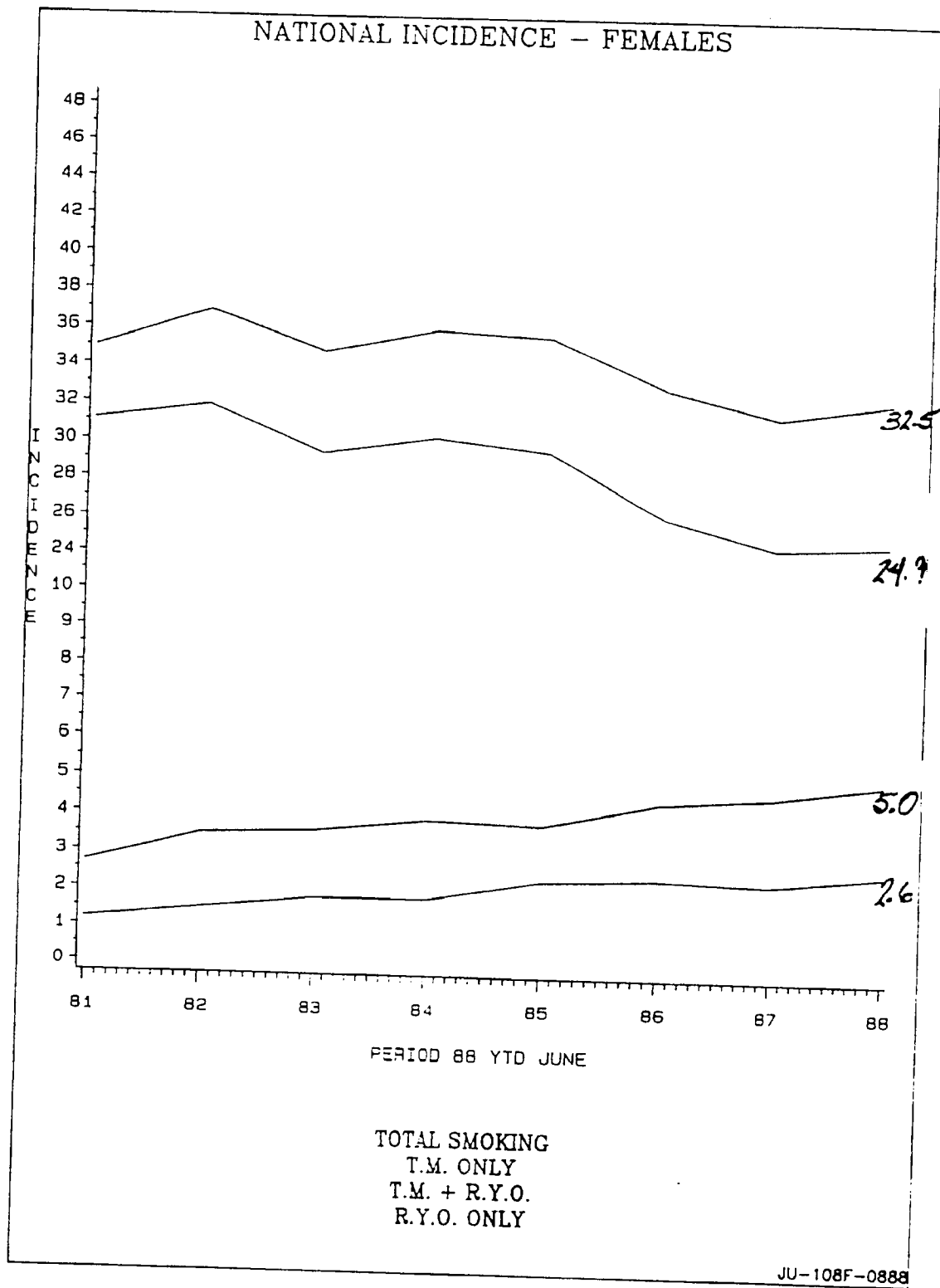


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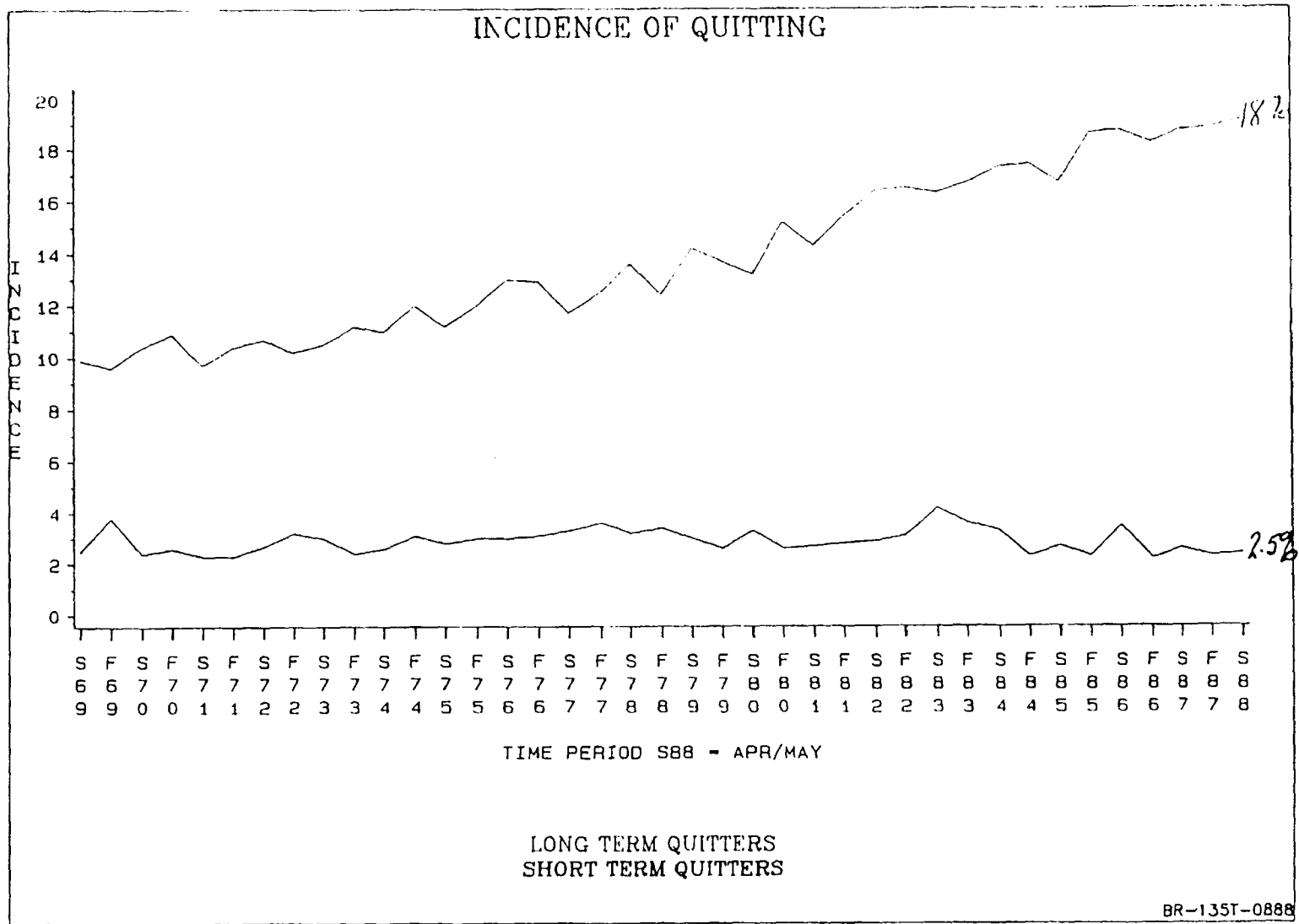
BATCo document for Province of British Columbia 29 October 1999



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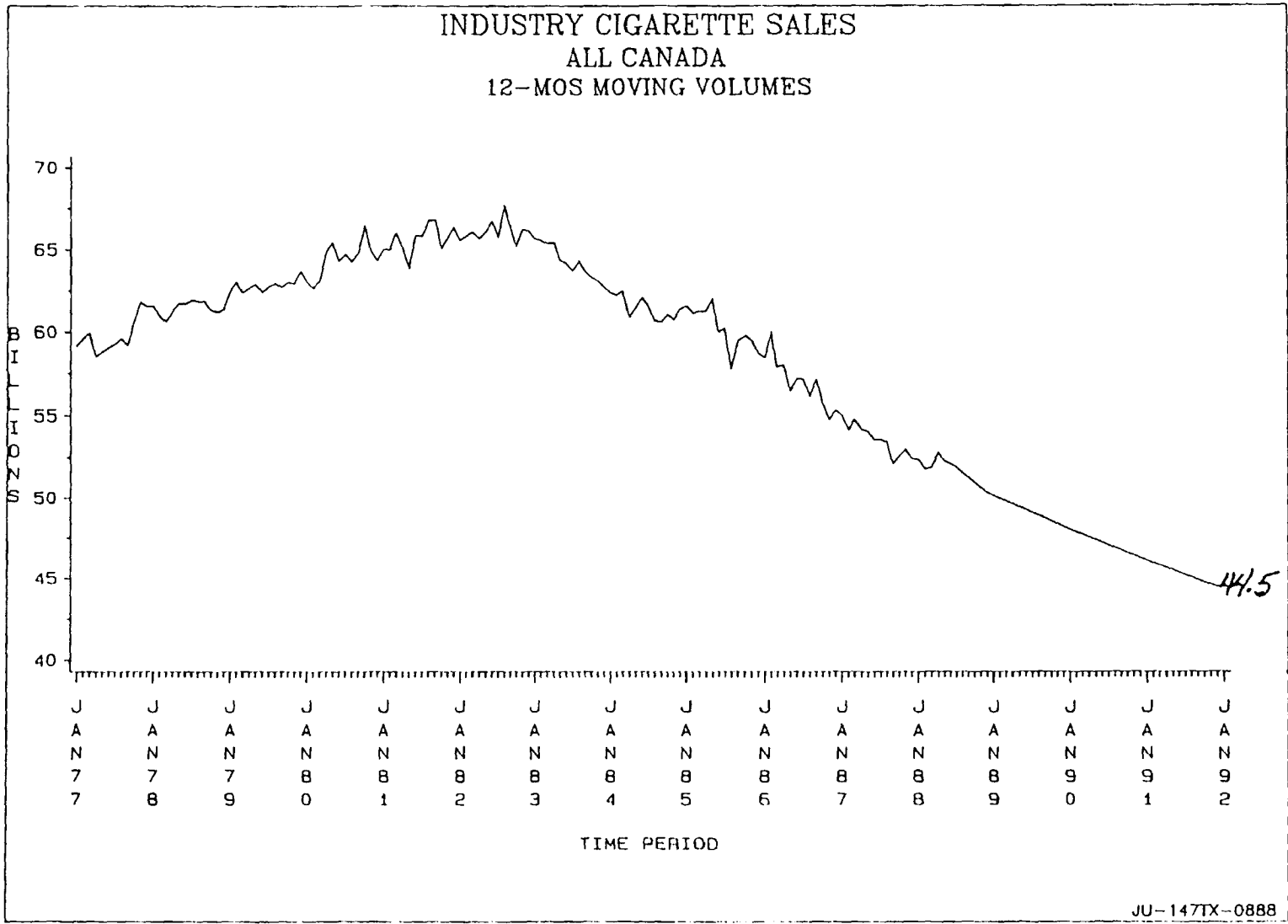
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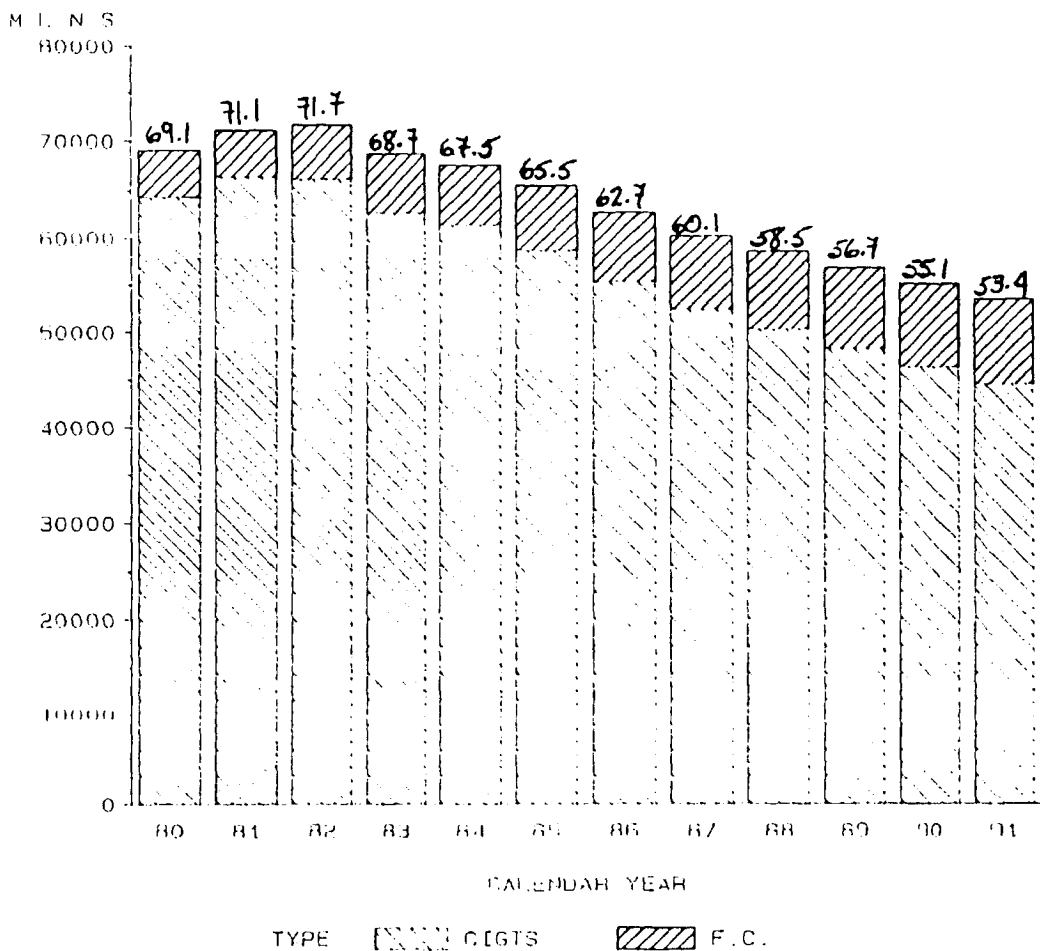
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BATCO document for Province of British Columbia 29 October 1999

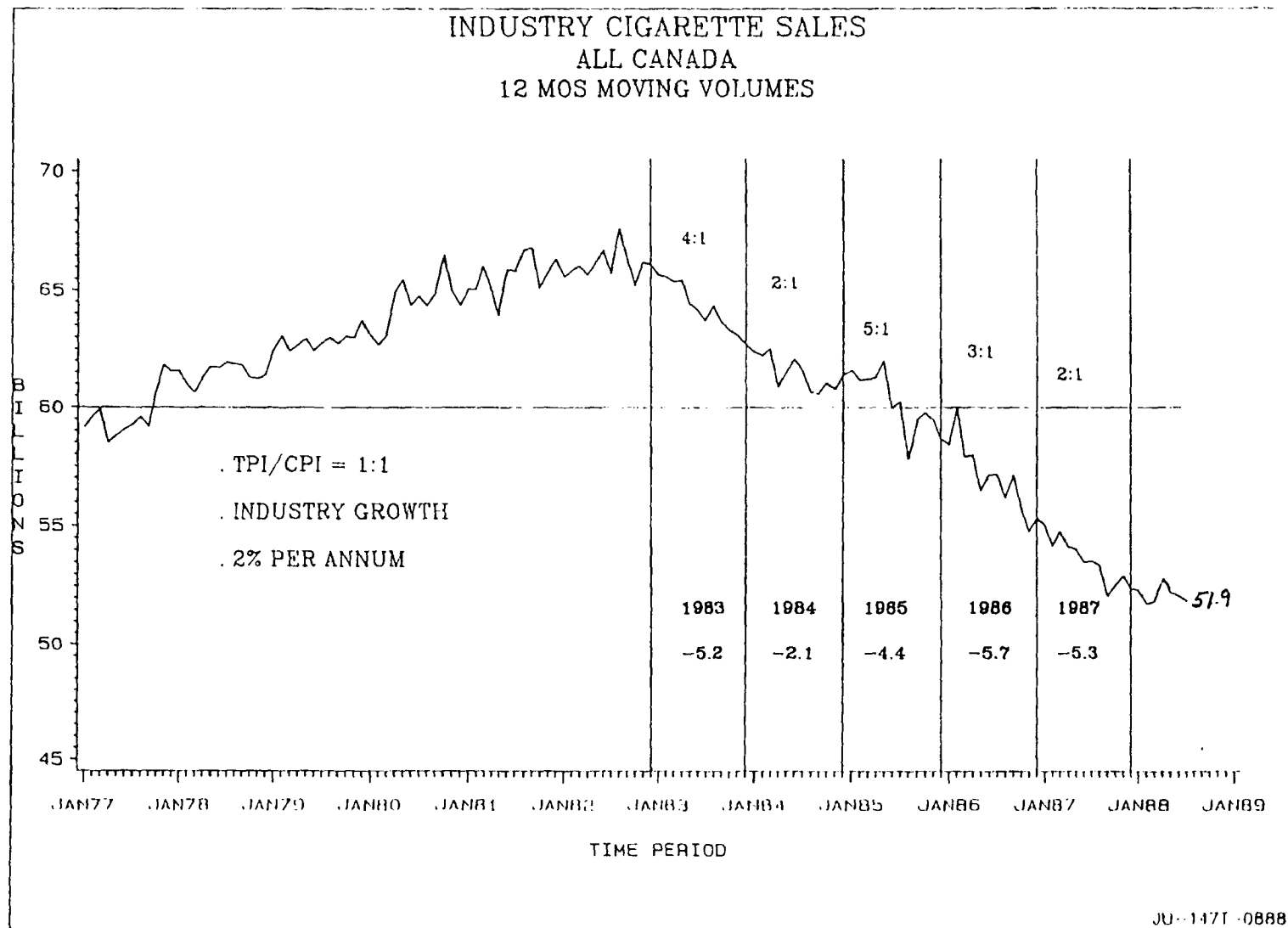


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CIGARETTE & FINE CUT INDUSTRY VOLUMES



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FIG. ESTABLISH 15

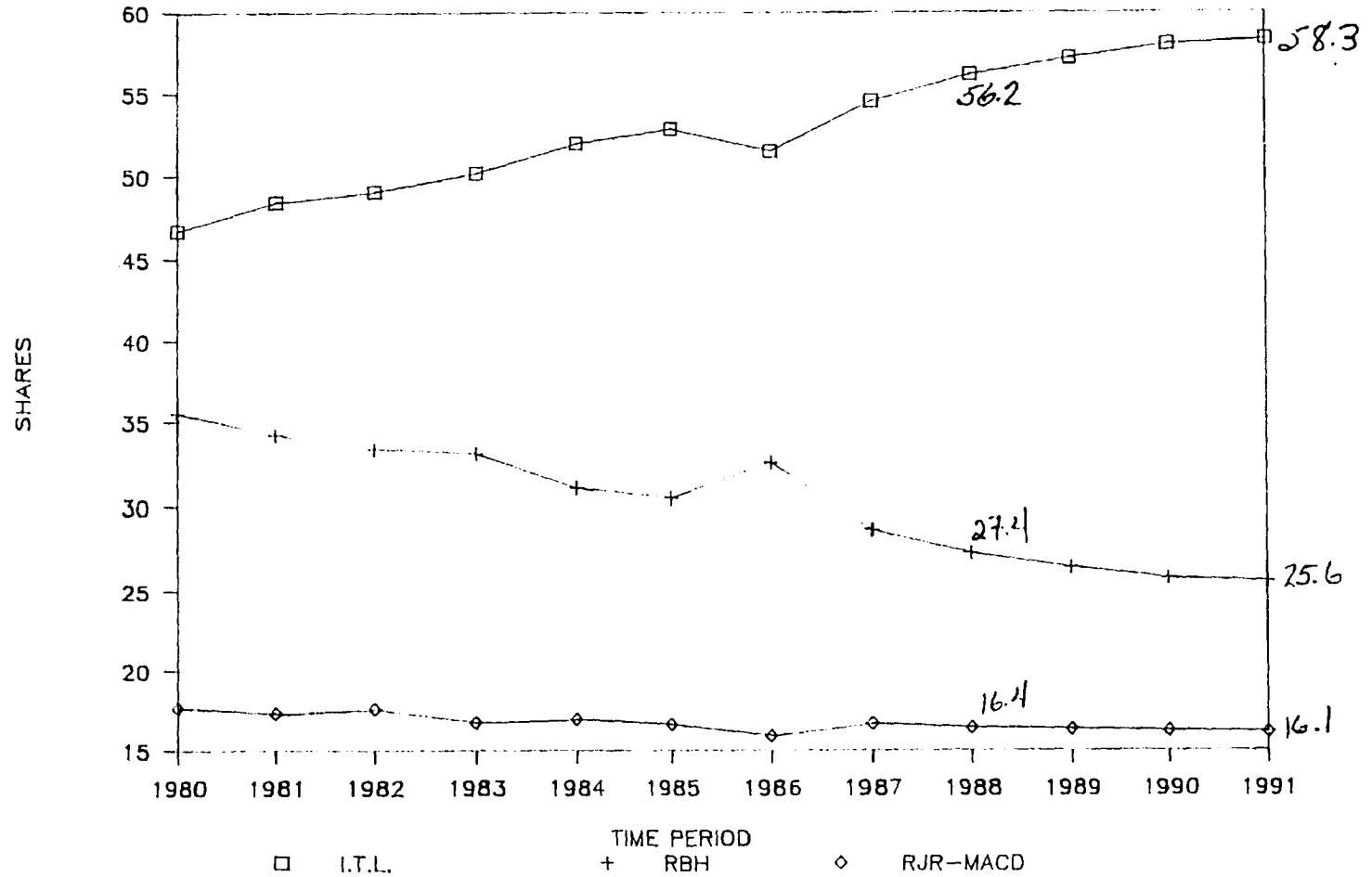
CIGARETTES
INDUSTRY & I.T.L. FORECAST
(Mln.)

	HISTORY				FORECAST			
	1984	1985	1986	1987	1988	1989	1990	1991
INDUSTRY	61,386	58,665	55,335	52,419.6	50,302	48,189	46,262	44,460
% Δ				- 5.3	- 4.5	- 4.2	- 4.0	- 3.9
I.T.L. SHARE				54.6	56.2	57.2	58.0	58.3
I.T.L. VOLUME	31,921.0	31,028.4	28,519.4	28,632.7	28,270	27,565	26,830	25,920
% Δ					- 1.3	- 2.5	- 2.7	- 3.4
I.T.L. SHARE OBJ.						57.5	59.0	60.0
I.T.L. VOLUME						27,710	27,295	26,675
% Δ						- 2.0	- 1.5	- 2.3

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ALL COMPANIES COMPARISON

GRAPH: ALLCOCOM -- FILE: ANNE3



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