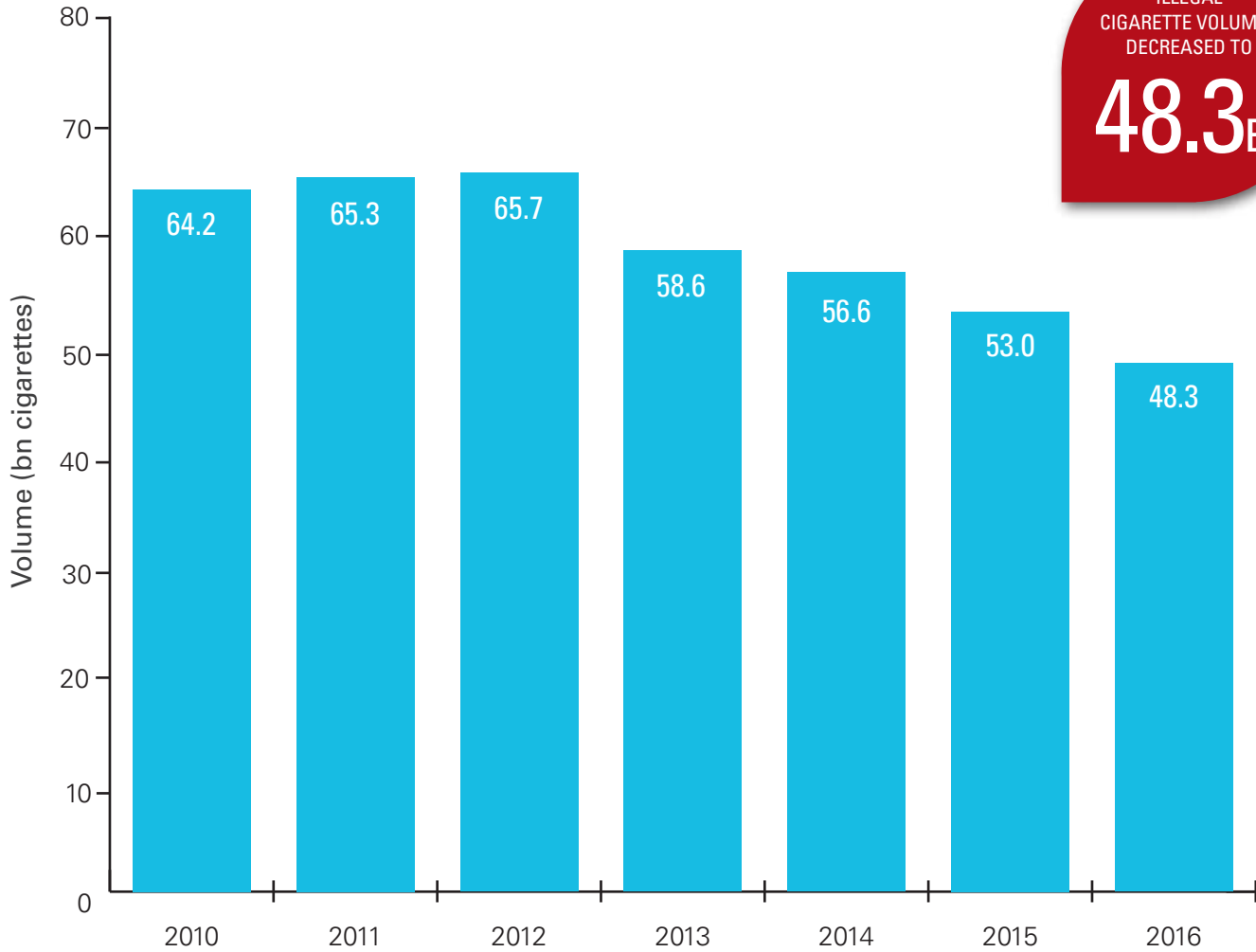


EU Illegal Cigarette Trade: 2010-2016

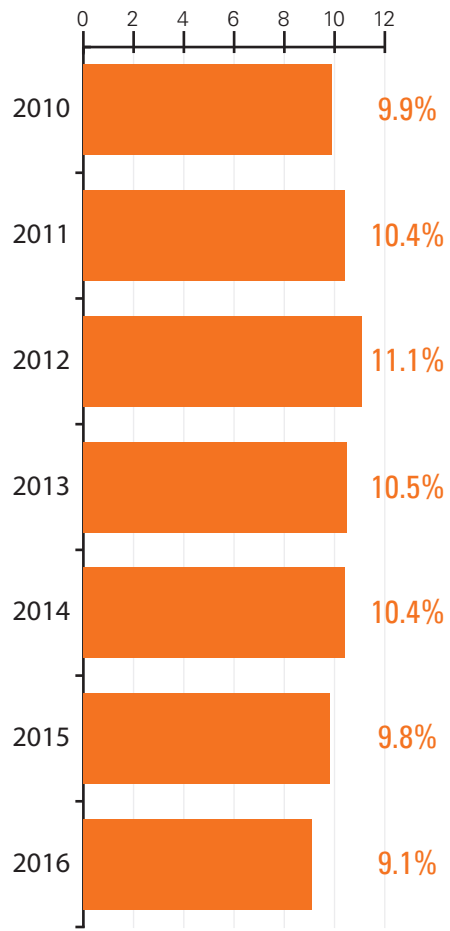
Illegal cigarette volumes



ILLEGAL CIGARETTE VOLUMES DECREASED TO **48.3BN**

1 OUT OF EVERY 10 CIGARETTES IS ILLEGAL

Overall prevalence of illegal cigarettes for the period 2010-2016



Source: KPMG Sun 2016