



SCANDINAVIAN TOBACCO GROUP

North America Branded and Rest of World

RÉGIS BROERSMA

President and Senior Vice President
North America Branded and Rest of World Division





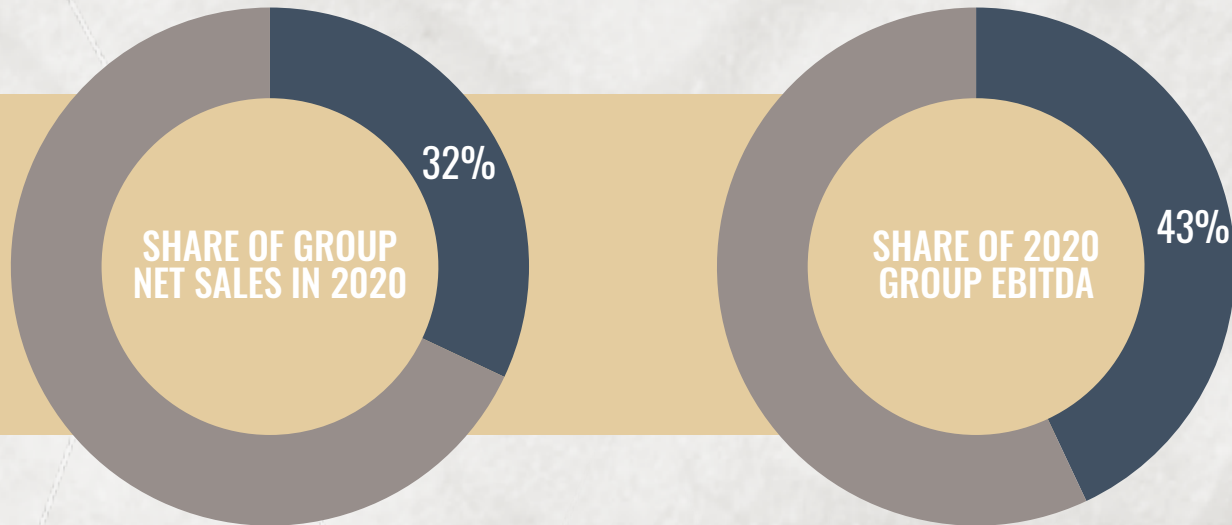
KEY TAKEAWAYS

- 1 The leading provider of handmade cigars in the US
- 2 A balanced portfolio including some of the most well-known brands in the industry
- 3 Continued investments to grow the handmade cigar category globally
- 4 Maximise EBITDA and invest in select growth opportunities

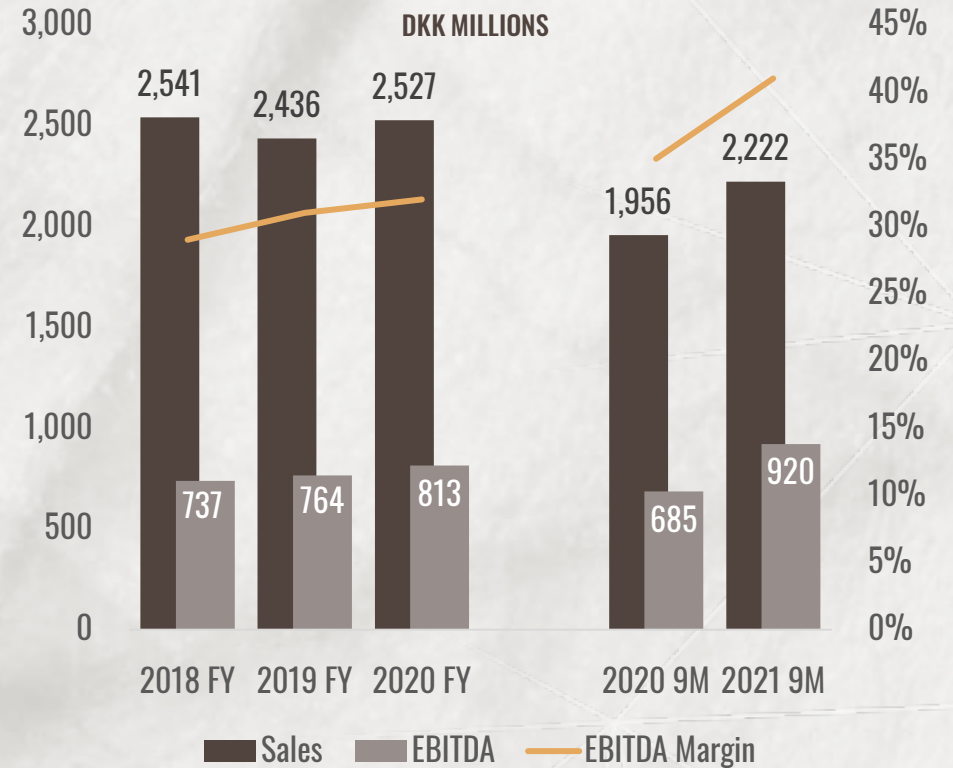




NORTH AMERICA BRANDED AND ROW HIGHLIGHTS



DIVISIONAL PERFORMANCE 2018 – 2021 YTD





KEY MARKETS

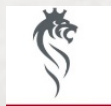


NORTH AMERICA

Unique route to market in North America with 5 business units



Meier & Dutch
Wholesale Cigar Distributors



REST OF WORLD

- Key markets include:
- Nordics (Norway, Iceland, Finland)
 - Australia/New Zealand
 - Contract Manufacturing Agreements





CATEGORY AND NET SALES SPLIT

MACHINE-ROLLED
CIGARS

28%



SMOKING
TOBACCO

23%



HANDMADE
CIGARS

26%

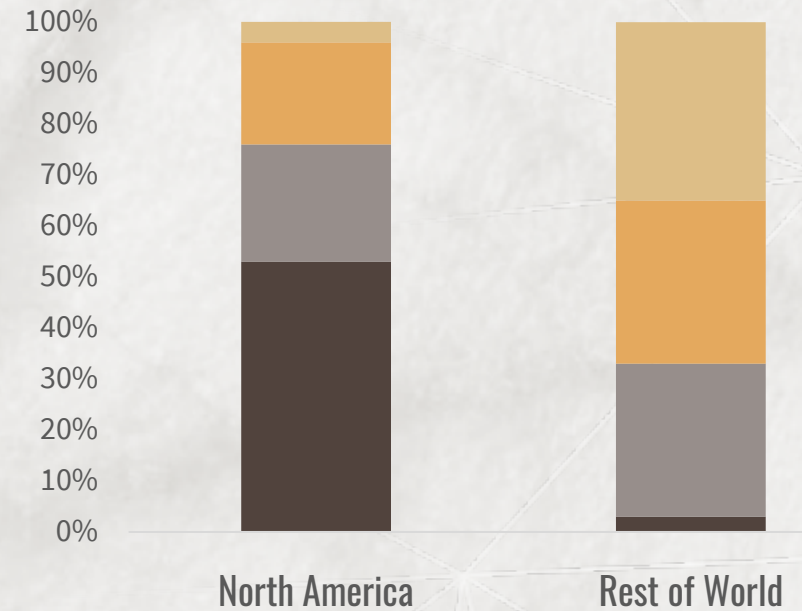


ACCESSORIES AND
CONTRACT
MANUFACTURING

23%



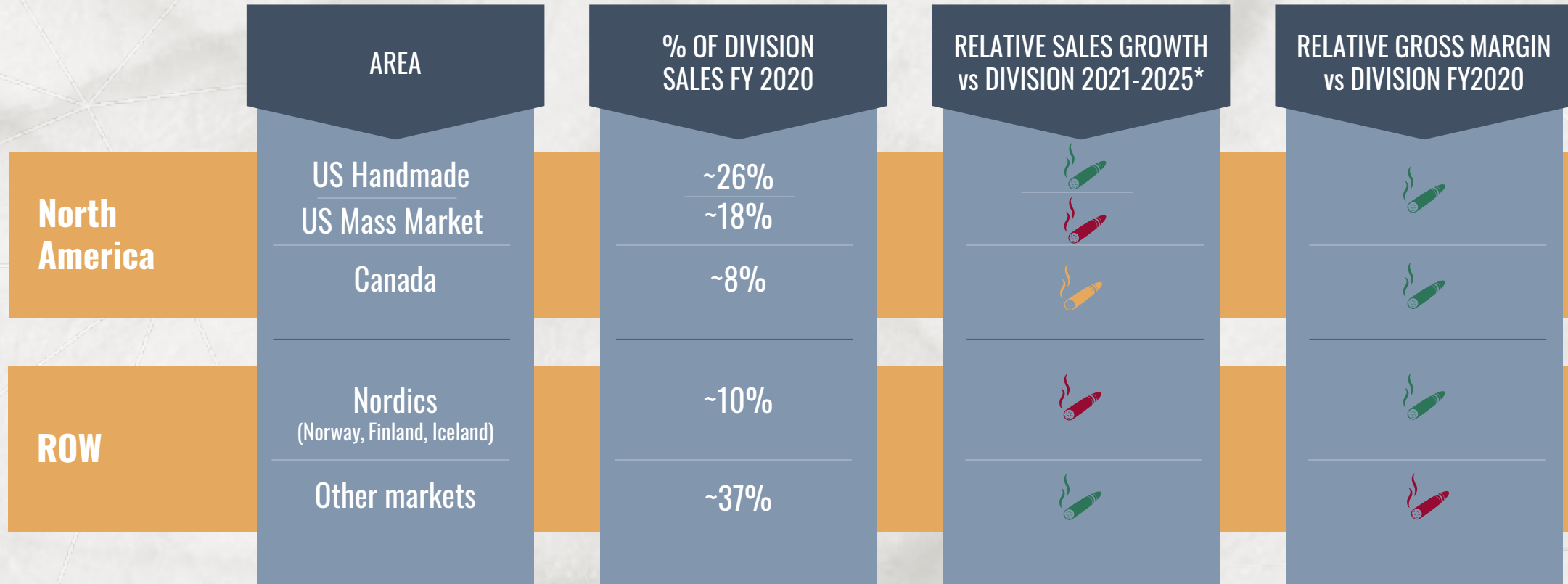
NET SALES BY PRODUCT CATEGORY 9M 2021



■ Accessories & Contract Manufacturing ■ Smoking tobacco
■ Machine-rolled cigars ■ Handmade cigars



KEY FINANCIAL DATA BY MARKET AND CATEGORY



Legend



Above Division Average



Division Average



Below Division Average



DIVISIONAL GROWTH STRATEGY

1.

Accelerate Handmade
Cigars Globally

2.

Maximise EBITDA
Growth

3.

Pursue Growth
Opportunities



GROWTH STRATEGY – 2021 INITIATIVES

ACCELERATE HANDMADE CIGARS GLOBALLY



Launched Forged Cigar Company in February 2021



Consolidation of M&D / Specialty Cigars



Integration of Agio's international handmade business

MAXIMISE EBITDA GROWTH



Optimised route to market for STG Lane



Optimised route to market in Canada



Optimised route to market in Australia and New Zealand

PURSUE GROWTH OPPORTUNITIES



Versa combustible hemp launched in US August 2021



Tobacco Innovation



Expansion in new markets and categories across regions – South America, Asia



US HANDMADE CIGAR MARKET

OUR BRANDS

COHIBA



diesel



CAO



2020 US Market
~ 360 million cigars

North America
Branded
~100 million cigars

Market Trends

• Declining ~1-2% per year

COMPETITION



OLIVA



DREW ESTATE
THE REBIRTH OF CIGARS | EST. EL NICARAGUA



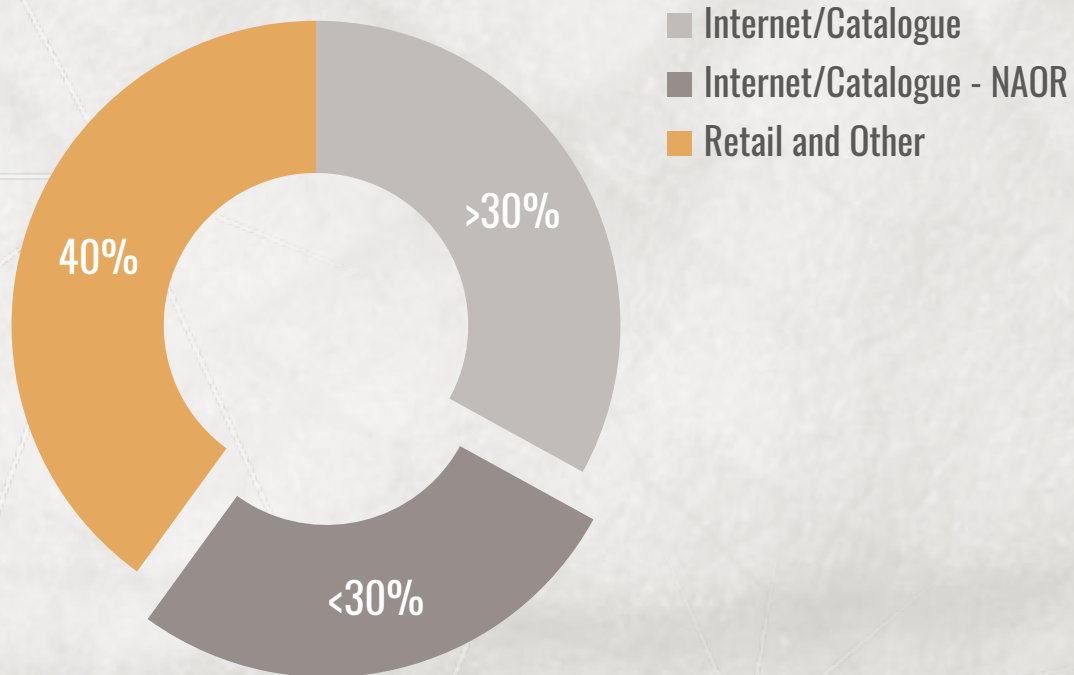
ASHTON
Trust Your Taste

Altadis U.S.A.
Maker of Fine Cigars

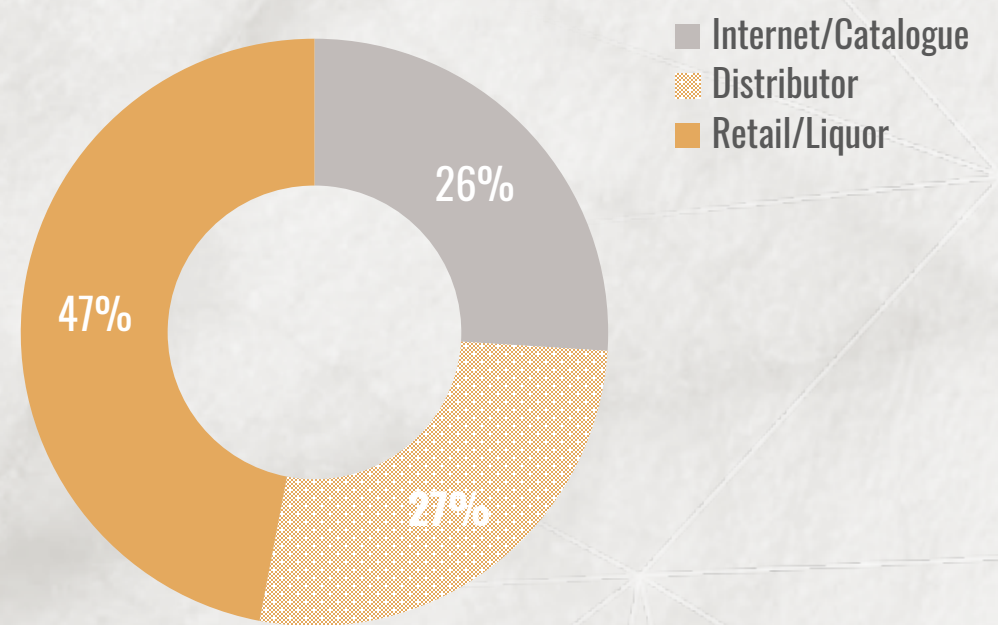


NORTH AMERICA BRANDED SELLS TO ALL CHANNELS

CHANNEL DISTRIBUTION, % US Handmade Cigar Market



CHANNEL DISTRIBUTION, % North America Branded





GROWING MARKET SHARE IN 2022 AND BEYOND

