

2022 MRTP Annual Report

CATEGORY: SNUS

BRAND: GENERAL SNUS

November 2021 – October 2022

Appendix 2A (1)

All Website Pages

General Snus Website Header & Footer

Header Outside Age Gate

☰ About General & Snus Products Coupons

General
SNUS

📍 Find a Store ✉ Contact Us 📘 General on Facebook

Links Behind Age Gate

Links Outside Age Gate

Footer Behind Age Gate

KEEP UP WITH ALL THINGS GENERAL [📘 FOLLOW US ON FACEBOOK](#)

Swedish Match
PO Box 986
Owensboro, KY 42302
📞 (270) 685-8777

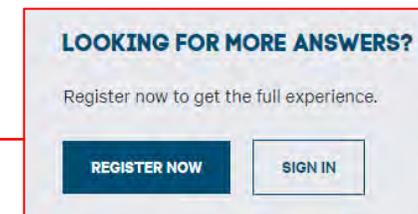
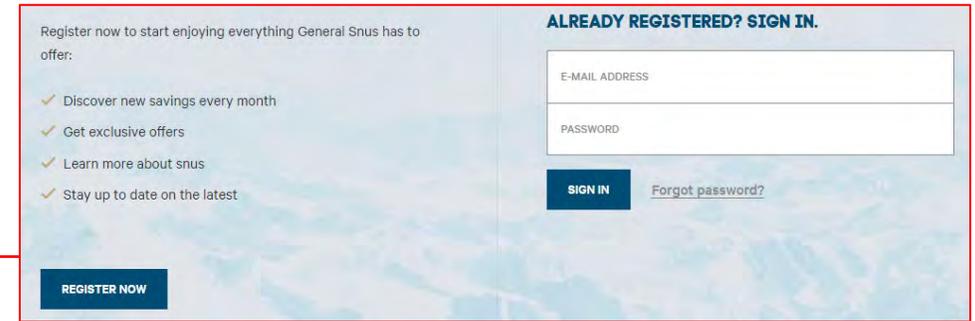
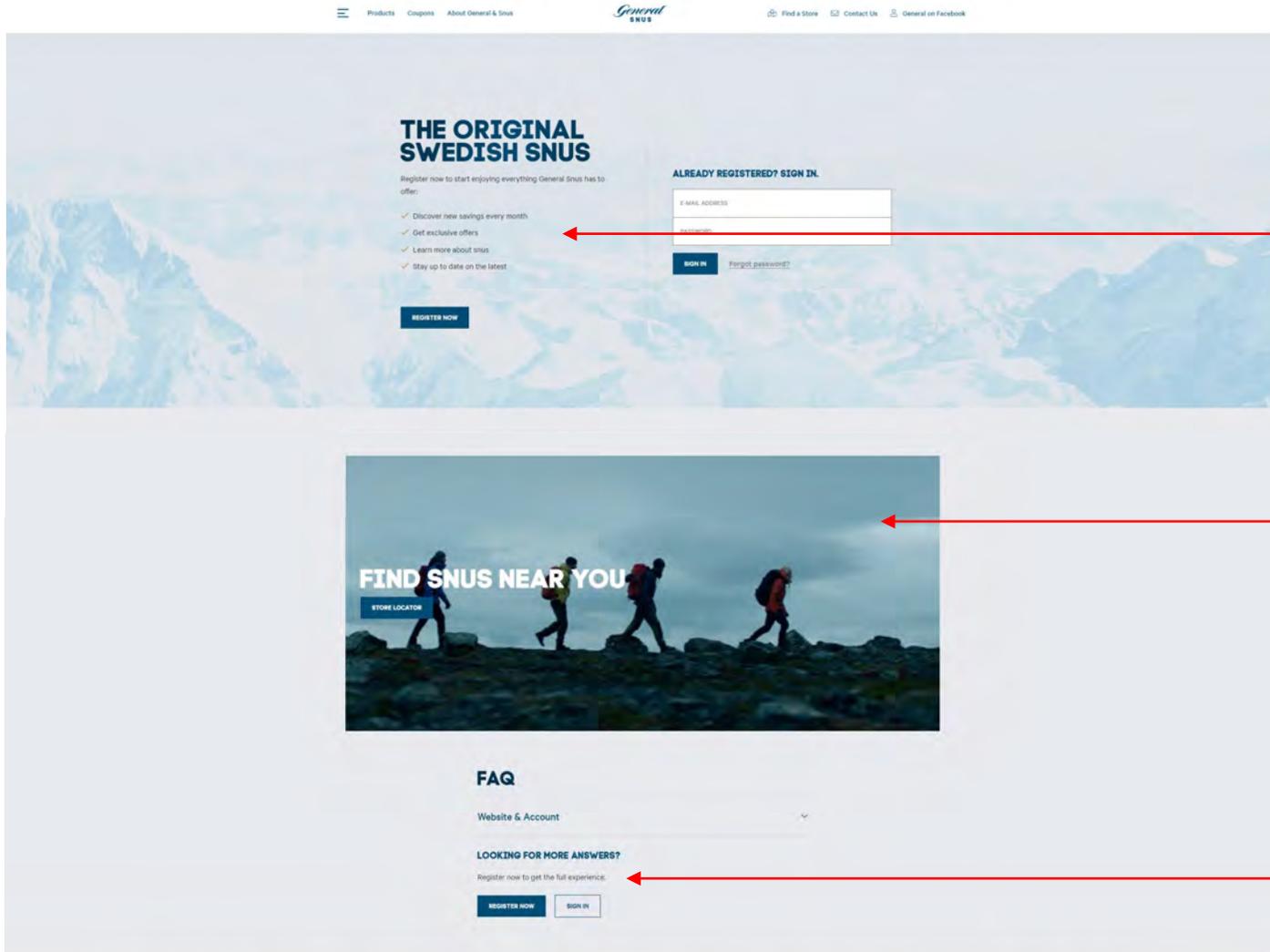
Contact Us
Privacy Policy
My Account
FAQ

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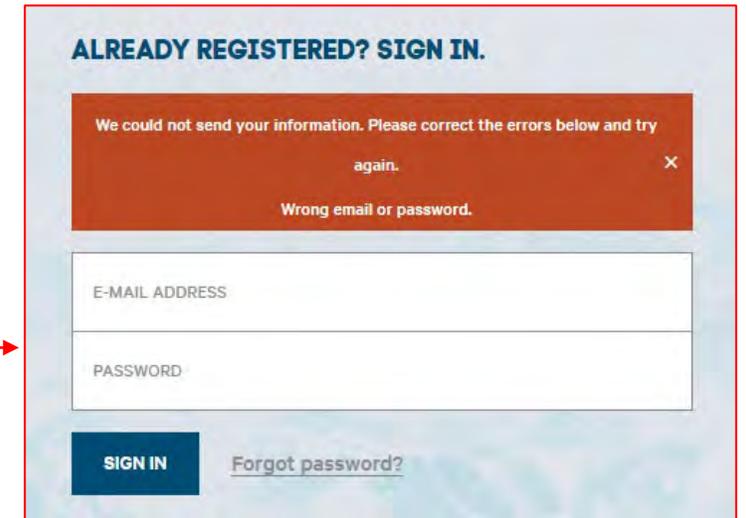
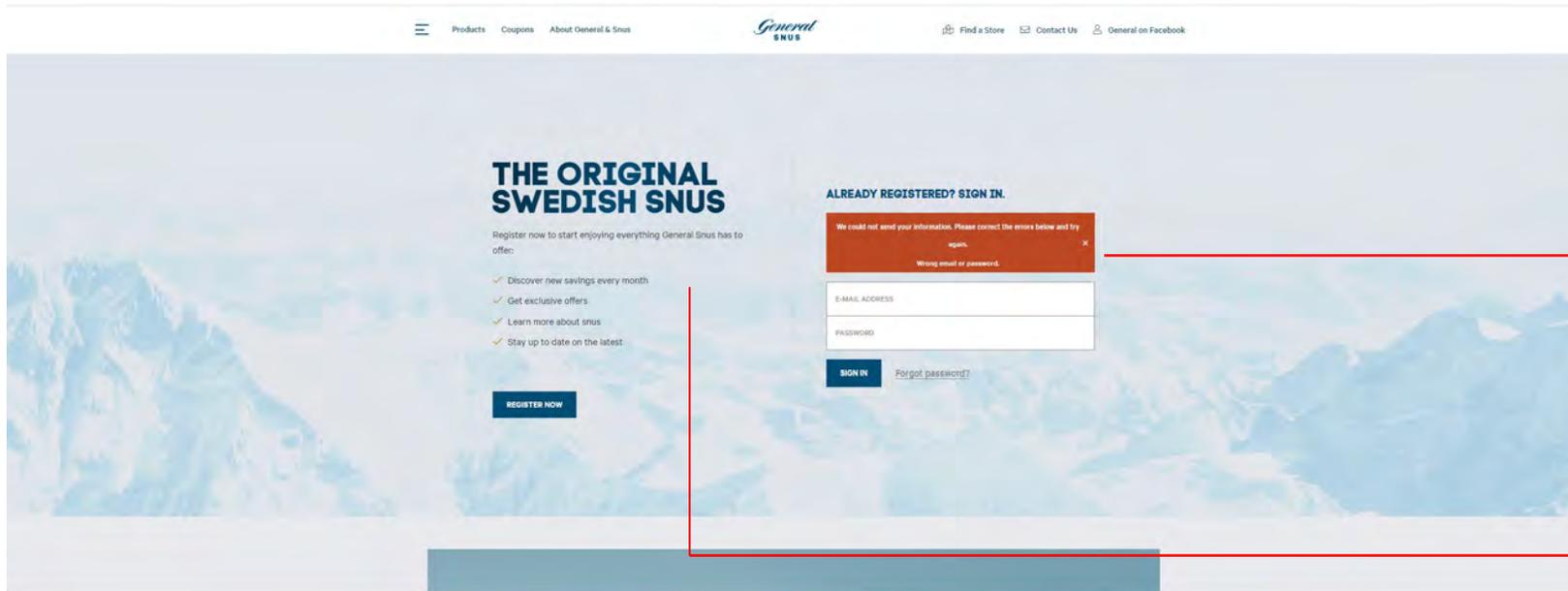


General Snus Website Registration/Log-In [OUTSIDE AGE GATE]

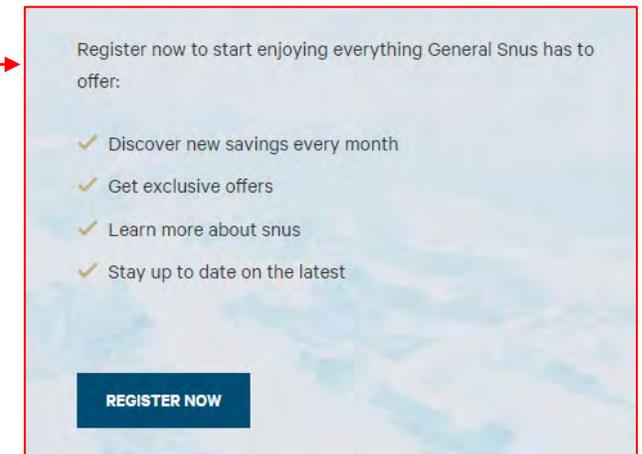


WARNING: This product can cause gum disease and tooth loss.

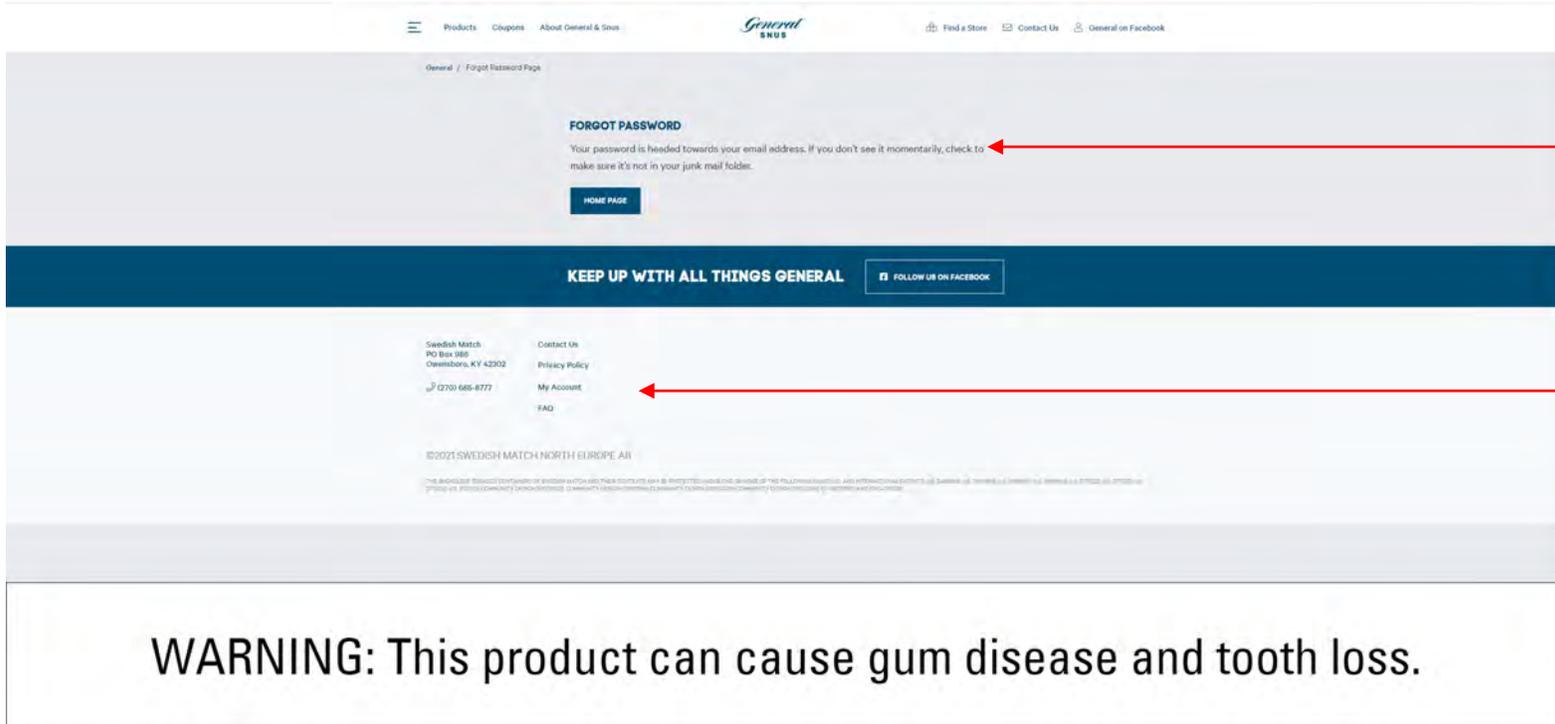
General Snus Website Forgot Password [OUTSIDE AGE GATE]



WARNING: This product can cause gum disease and tooth loss.



GENERAL WEBSITE - FORGOT PASSWORD: RESET ON THE WAY [OUTSIDE AGE GATE]



FORGOT PASSWORD

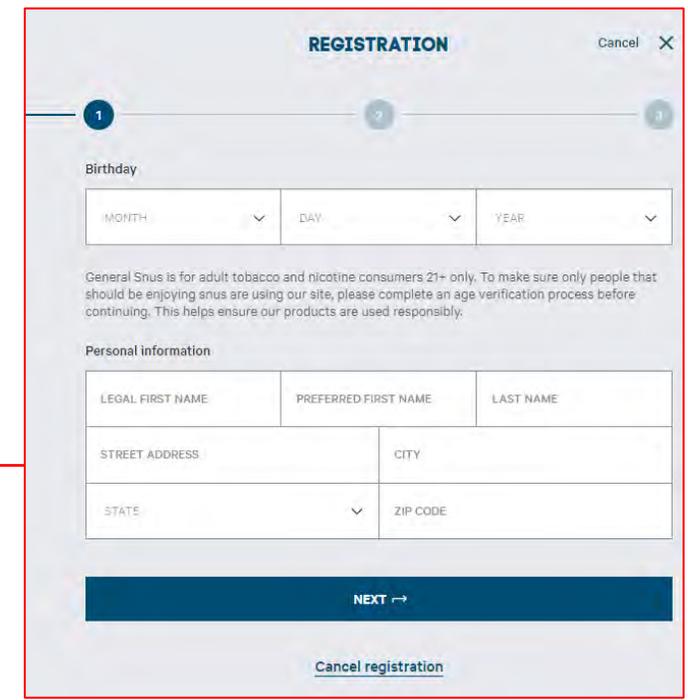
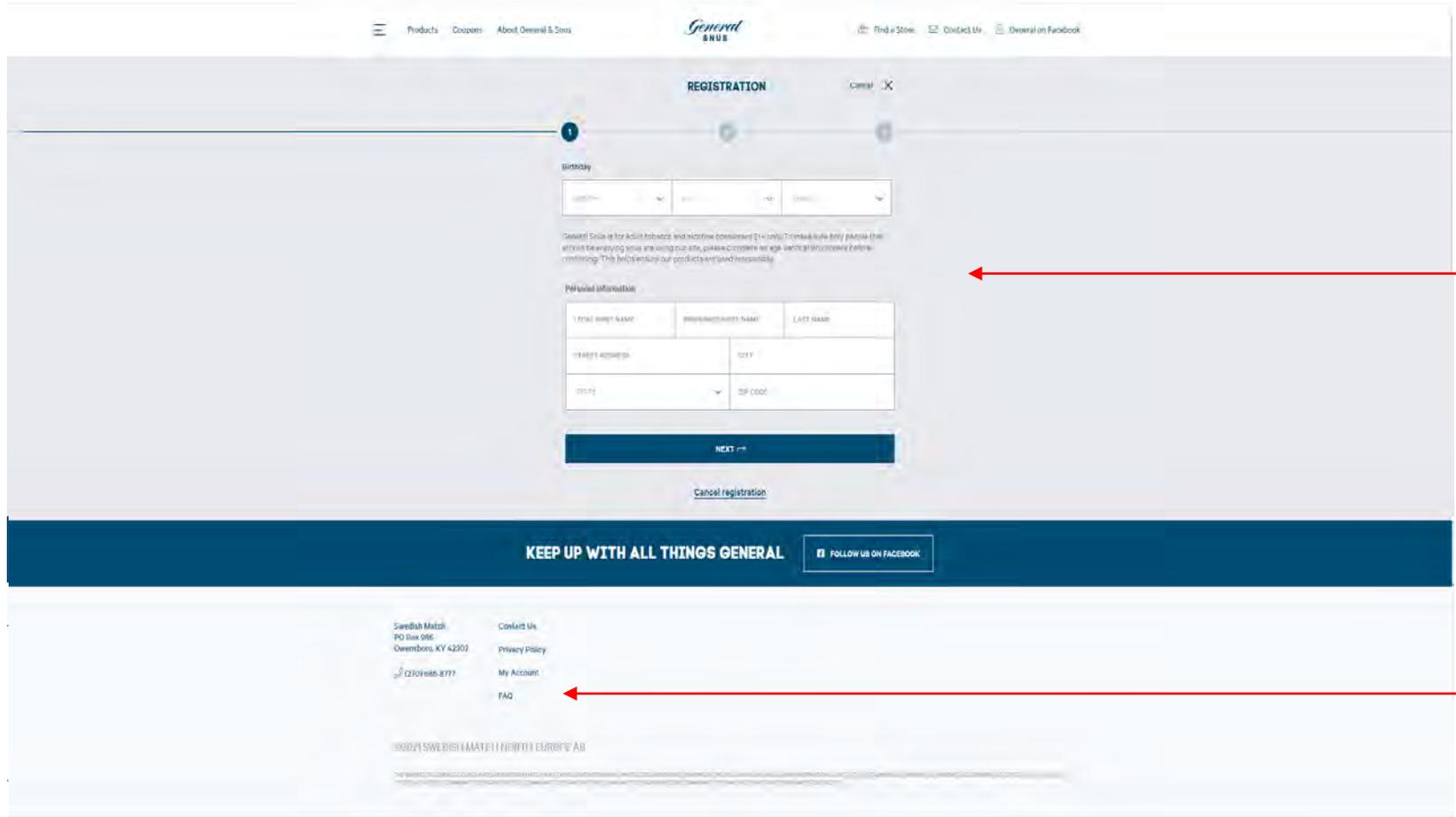
Your password is headed towards your email address. If you don't see it momentarily, check to make sure it's not in your junk mail folder.

[HOME PAGE](#)

Swedish Match PO Box 986 Owensboro, KY 42302 (270) 685-8777	Contact Us Privacy Policy My Account FAQ
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GENERAL WEBSITE – REGISTRATION STEP 1 [OUTSIDE AGE GATE]

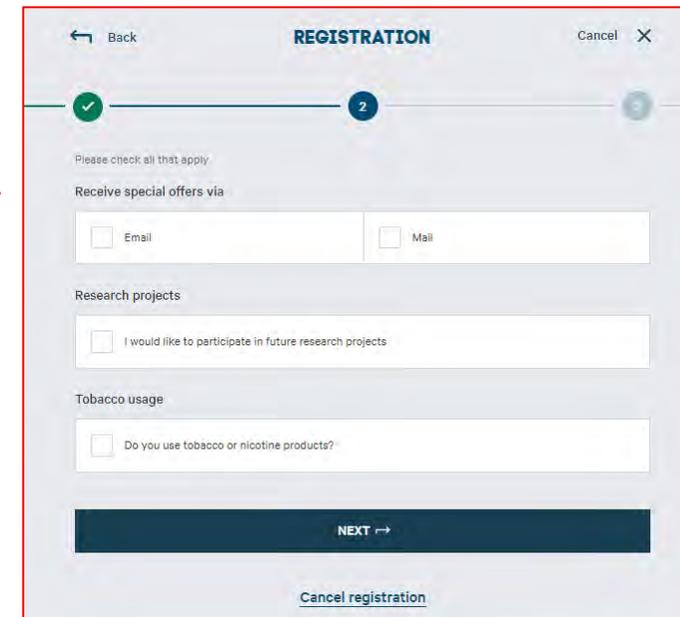
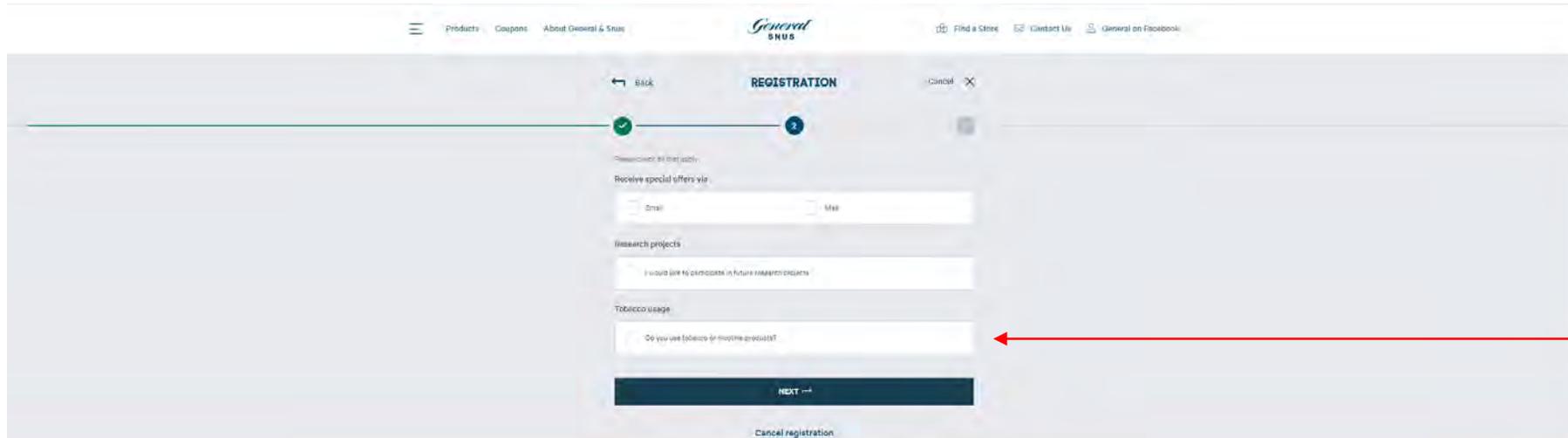


Warning shown represents what was on the website at the time the screen image was taken

WARNING: This product can cause gum disease and tooth loss.

GENERAL WEBSITE – REGISTRATION STEP 2

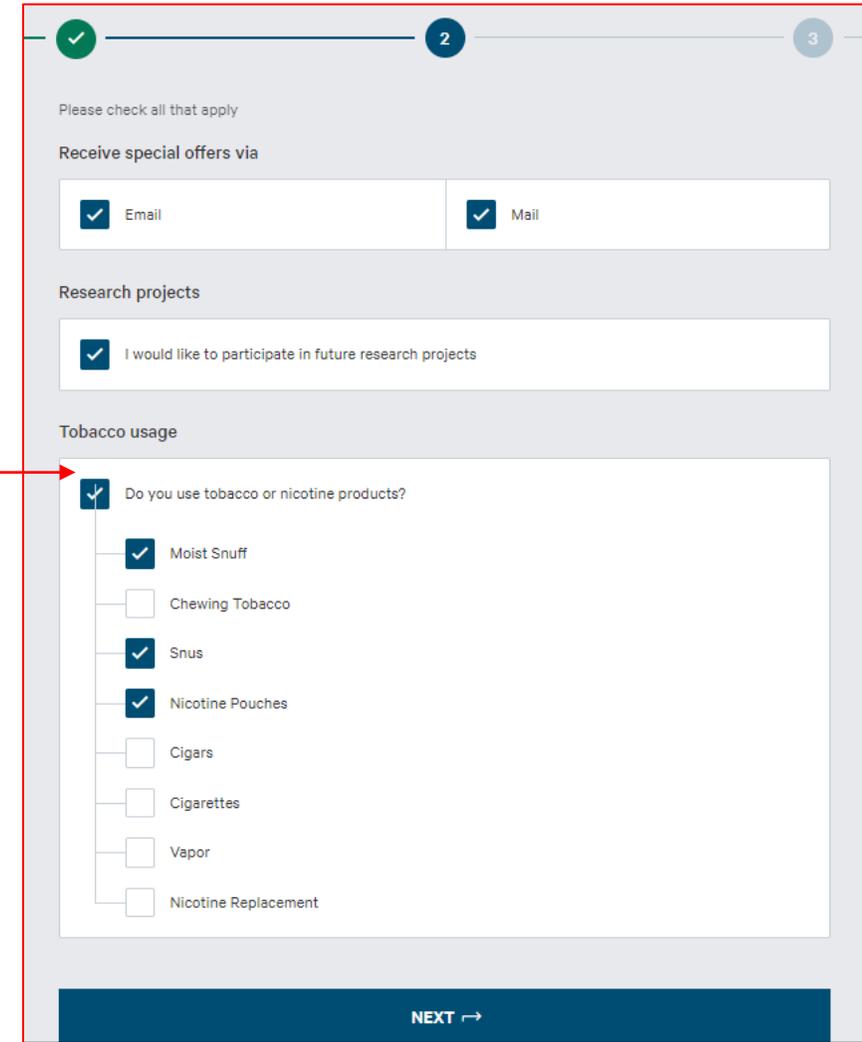
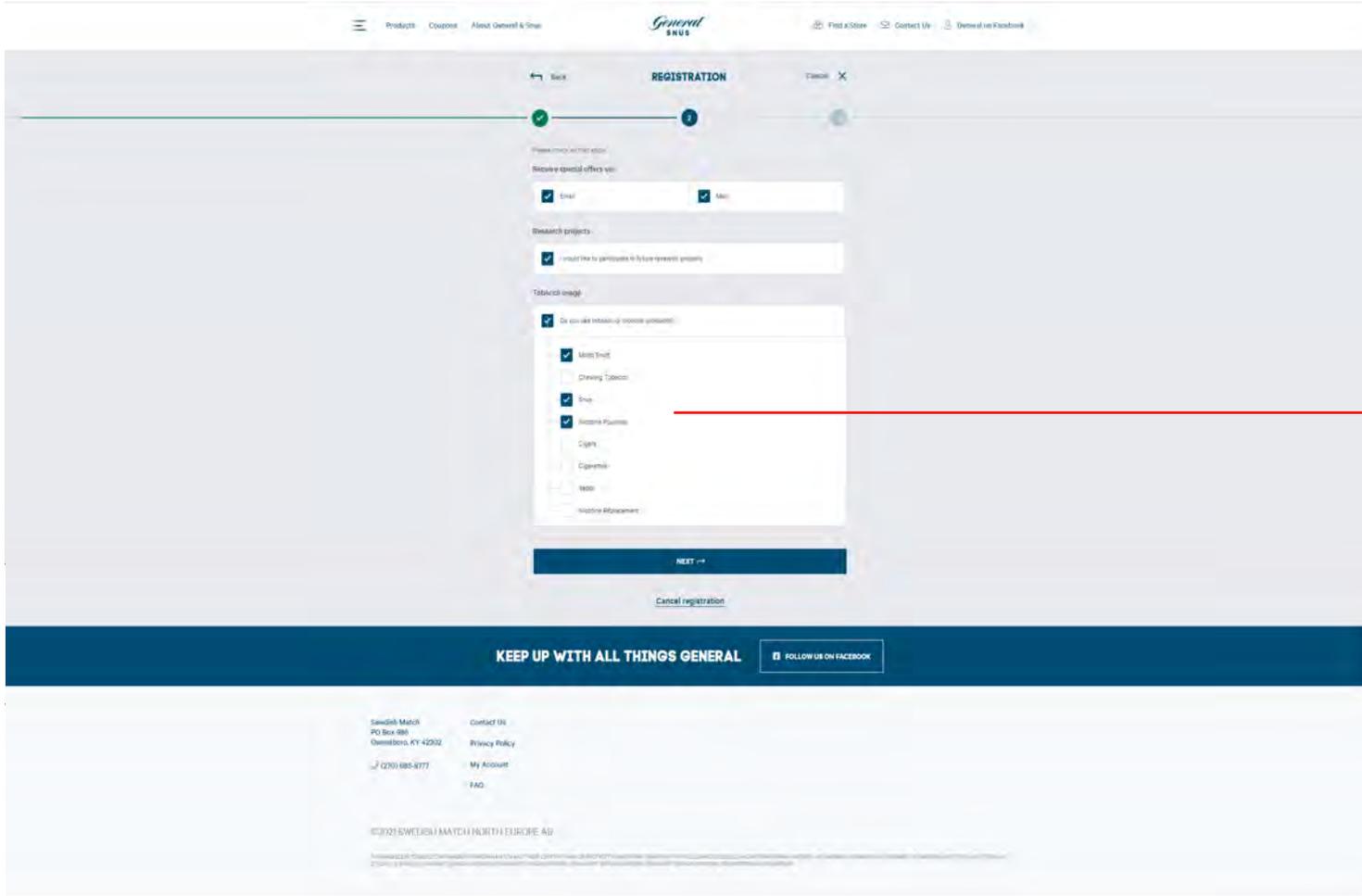
[OUTSIDE AGE GATE]



WARNING: This product can cause gum disease and tooth loss.



GENERAL WEBSITE – REGISTRATION STEP 2 CON'T [OUTSIDE AGE GATE]



WARNING: This product can cause gum disease and tooth loss.
Swedish Match PMTA MRTP Annual Rpt 2022 Page 287 of 763

Warning shown represents what was on the website at the time the screen image was taken

GENERAL WEBSITE – REGISTRATION STEP 3 [OUTSIDE AGE GATE]

Account information

EMAIL	CONFIRM EMAIL
PASSWORD	CONFIRM PASSWORD

PHONE NUMBER (OPTIONAL)

HOW DID YOU HEAR ABOUT US

ENTER YOUR INITIALS

By entering my initials, I understand that the content of this site is tobacco-related and I'm verifying that I'm at least 21 years of age or older as may be required by state or local law.

REGISTER

By entering my initials, I understand that the content of this site is tobacco-related and I'm verifying that I'm at least 21 years of age or older as may be required by state or local law. I understand my contact information and email preference will be updated across all *Swedish Match and *Pinkerton brands. *Swedish Match brands include, but may not be limited to General Snus, Thunder Xtreme and ZYN. *Pinkerton Tobacco brands include, but may not be limited to Longhorn Moist Snuff, Red Man Chew, Red Man Moist Snuff and Timber Wolf Moist Snuff.

[Cancel registration](#)

Products Coupons About General & Snus

General SNUS

Find a Store Contact Us General on Facebook

Back REGISTRATION Cancel X

Account information

EMAIL	CONFIRM EMAIL
PASSWORD	CONFIRM PASSWORD

PHONE NUMBER (OPTIONAL)

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[Cancel registration](#)

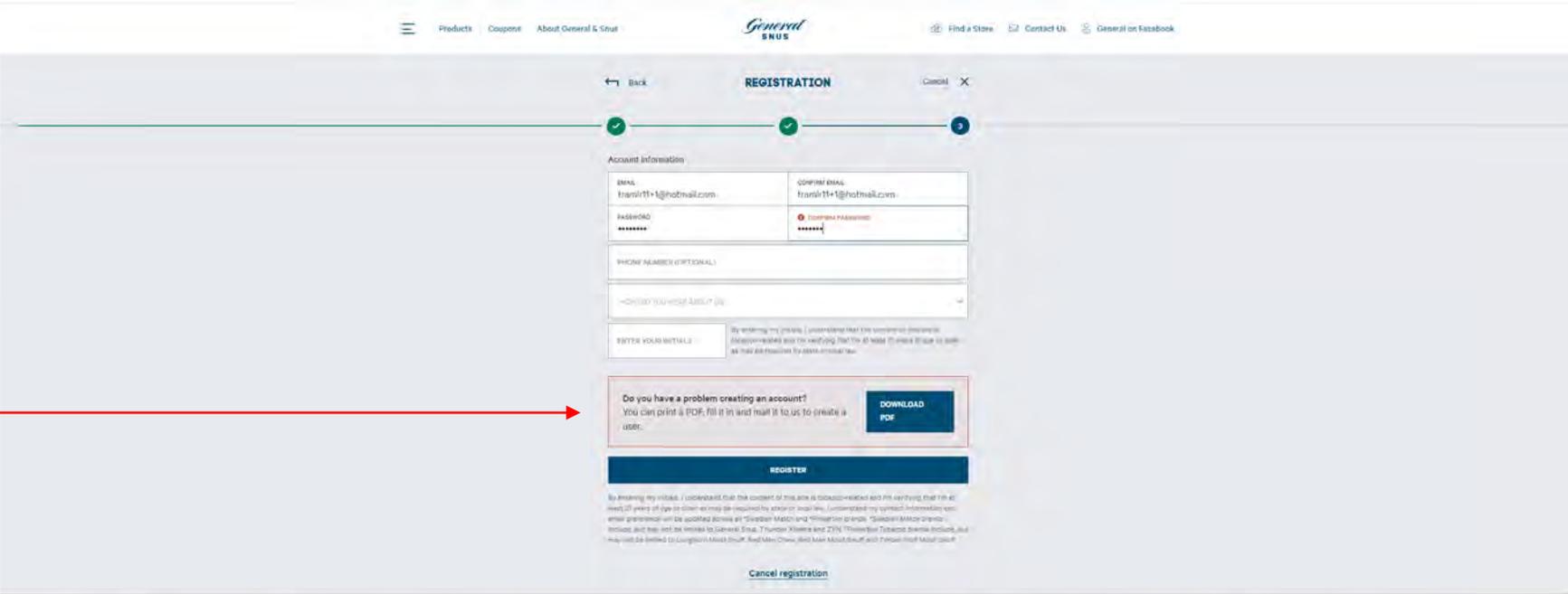
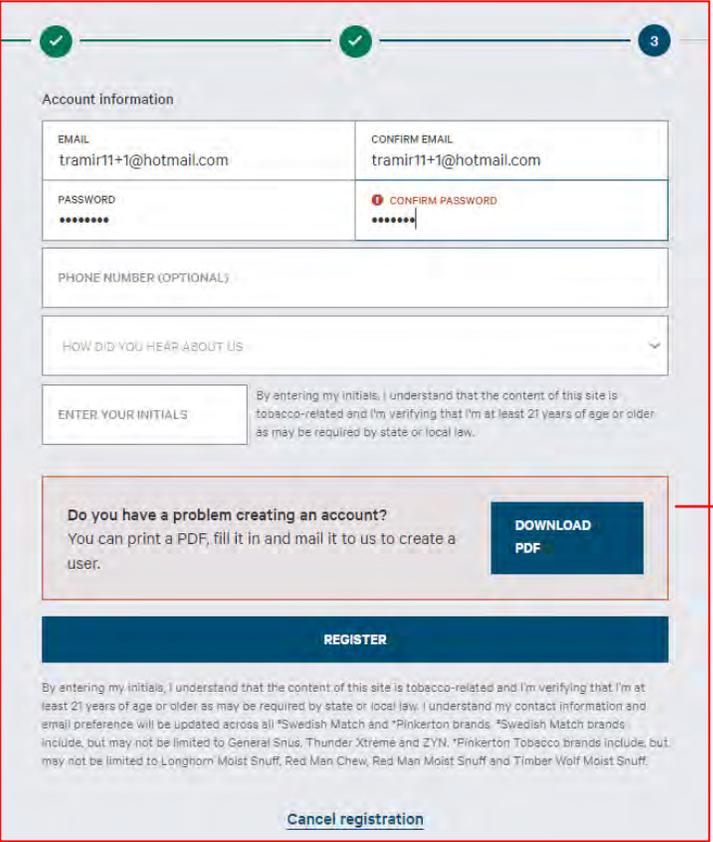
KEEP UP WITH ALL THINGS GENERAL FOLLOW US ON FACEBOOK

WARNING: This product can cause gum disease and tooth loss.



GENERAL WEBSITE – REGISTRATION STEP 3 ERROR MESSAGE

[OUTSIDE AGE GATE]

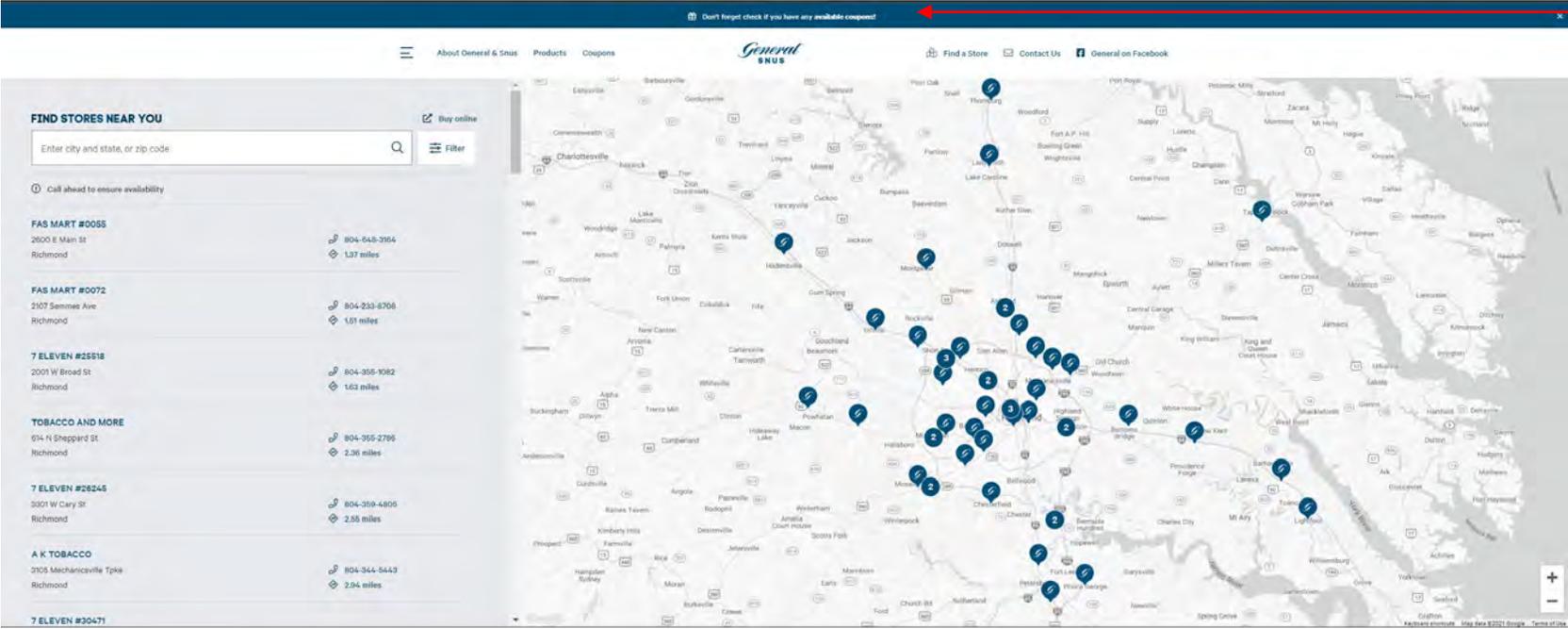


WARNING: This product can cause gum disease and tooth loss.



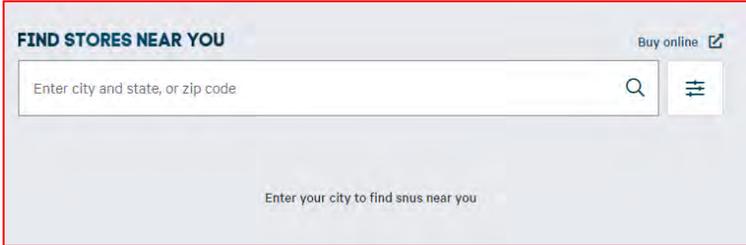
Warning automatically rotate on the website by quarter. Warning shown represents what was on the website at the time the screen image was taken.

GENERAL WEBSITE - WHERE TO BUY [OUTSIDE AGE GATE]



Don't forget check if you have any available coupons!

Links to Coupon page. If consumer is not already logged-in, it will first direct to Registration/Log-in then auto direct to the Coupon page.

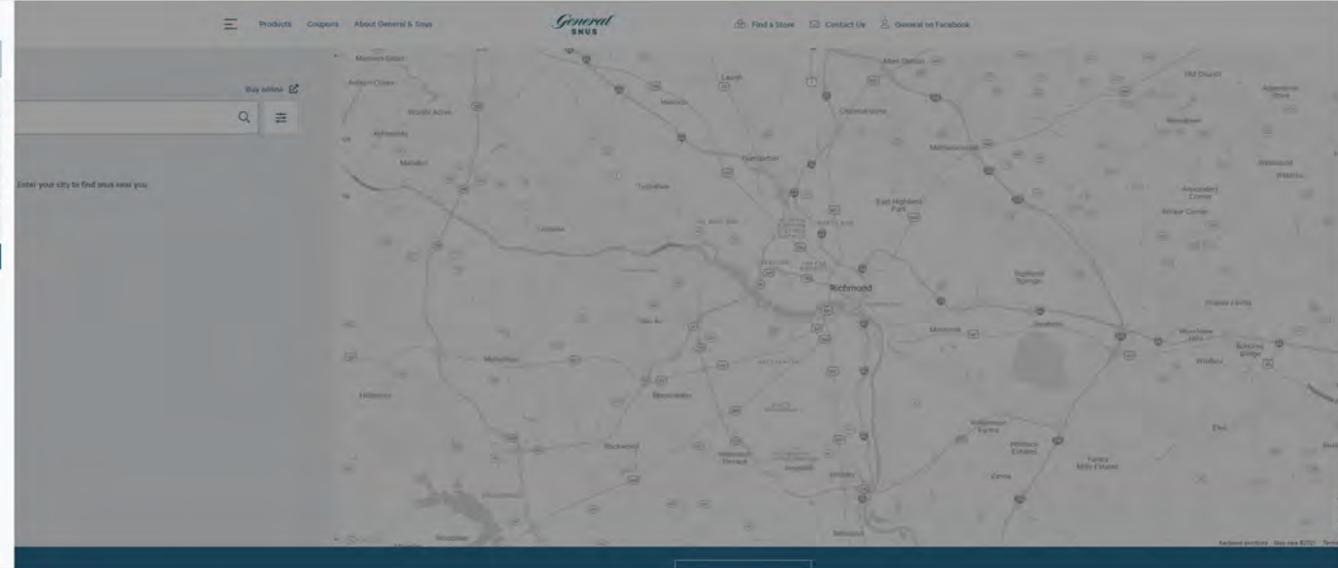
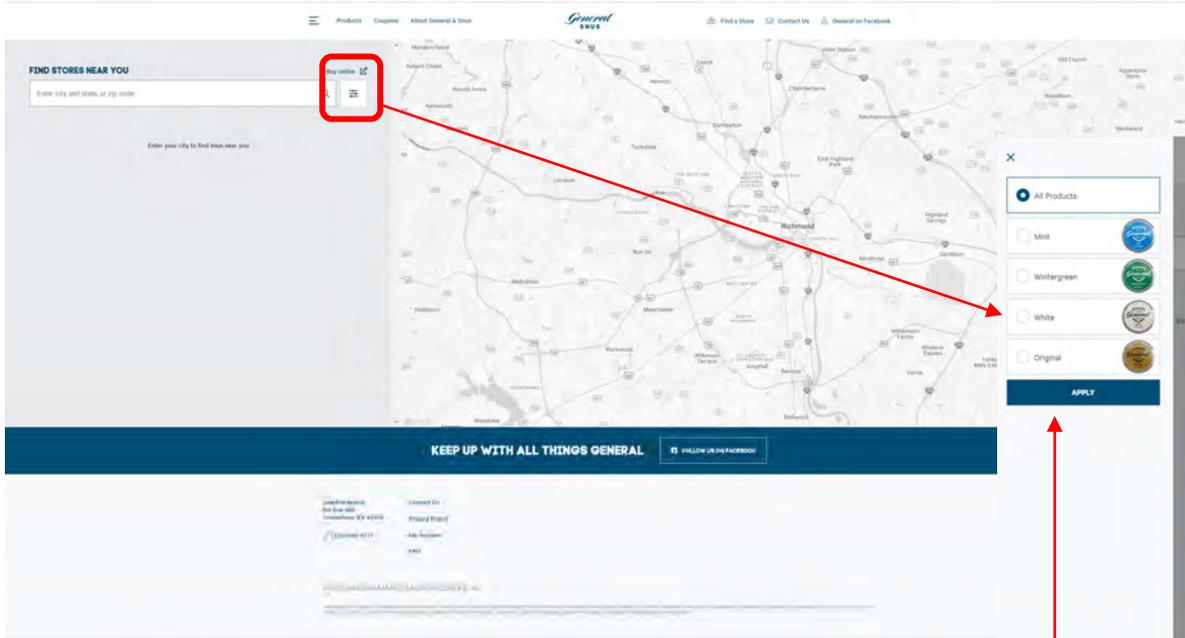


WARNING: This product is not a safe alternative to cigarettes.



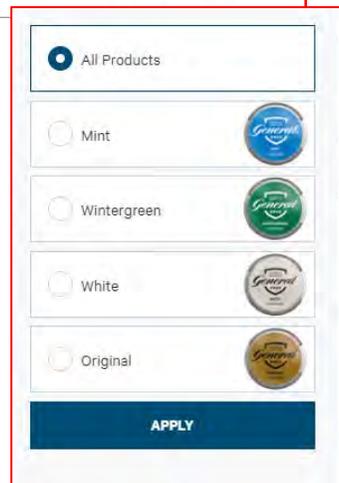
Warning automatically rotate on the website by quarter. Warning shown represents what was on the website at the time the screen image was taken.

GENERAL WEBSITE - WHERE TO BUY – AFTER FILTERING PRODUCTS [OUTSIDE AGE GATE]



WARNING: This product can cause gum disease and tooth loss.

WARNING: This product can cause gum disease and tooth loss.



Warning automatically rotate on the website by quarter. Warning shown represents what was on the website at the time the screen image was taken.



GENERAL WEBSITE - WHERE TO BUY – AFTER FILTERING PRODUCT [OUTSIDE AGE GATE]

Don't forget check if you have any available coupons!

Products Coupons About General & Snus Find a Store Contact Us General on Facebook

FIND STORES NEAR YOU Buy online Filter

23231

Call ahead to ensure availability

- FAS MART #0088**
338 E Williamsburg Rd
Sandston
804-328-1071
5.61 miles
- SHEETZ STORE #689**
550 S Airport Dr
Sandston
804-111-1111
5.78 miles
- TOBACCO HUT #2**
249 E Hundred Rd
Chester
804-530-4111
6.8 miles
- SHEETZ STORE #386**
231 E Hundred Rd
804-530-1759

SHEETZ STORE #565
4201 Anderson Hwy
23139 Powhatan VA
Phone: 804-598-1570
Distance: 35.58
Call ahead to ensure availability

HOVER ON PIN

SHEETZ STORE #331
2600 Anderson Hwy
23139 Powhatan VA
Phone: 804-598-9474
Distance: 28.78
Call ahead to ensure availability

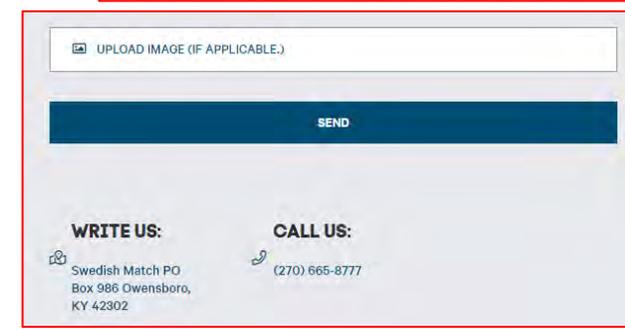
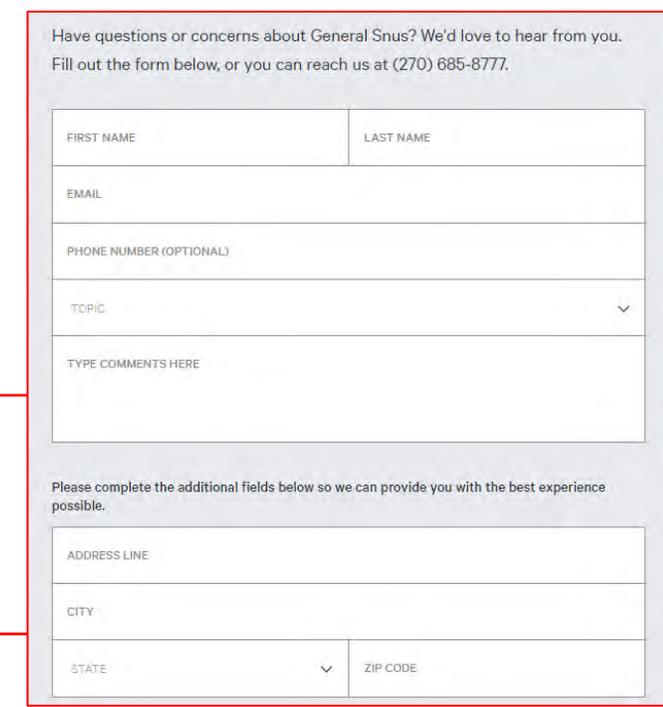
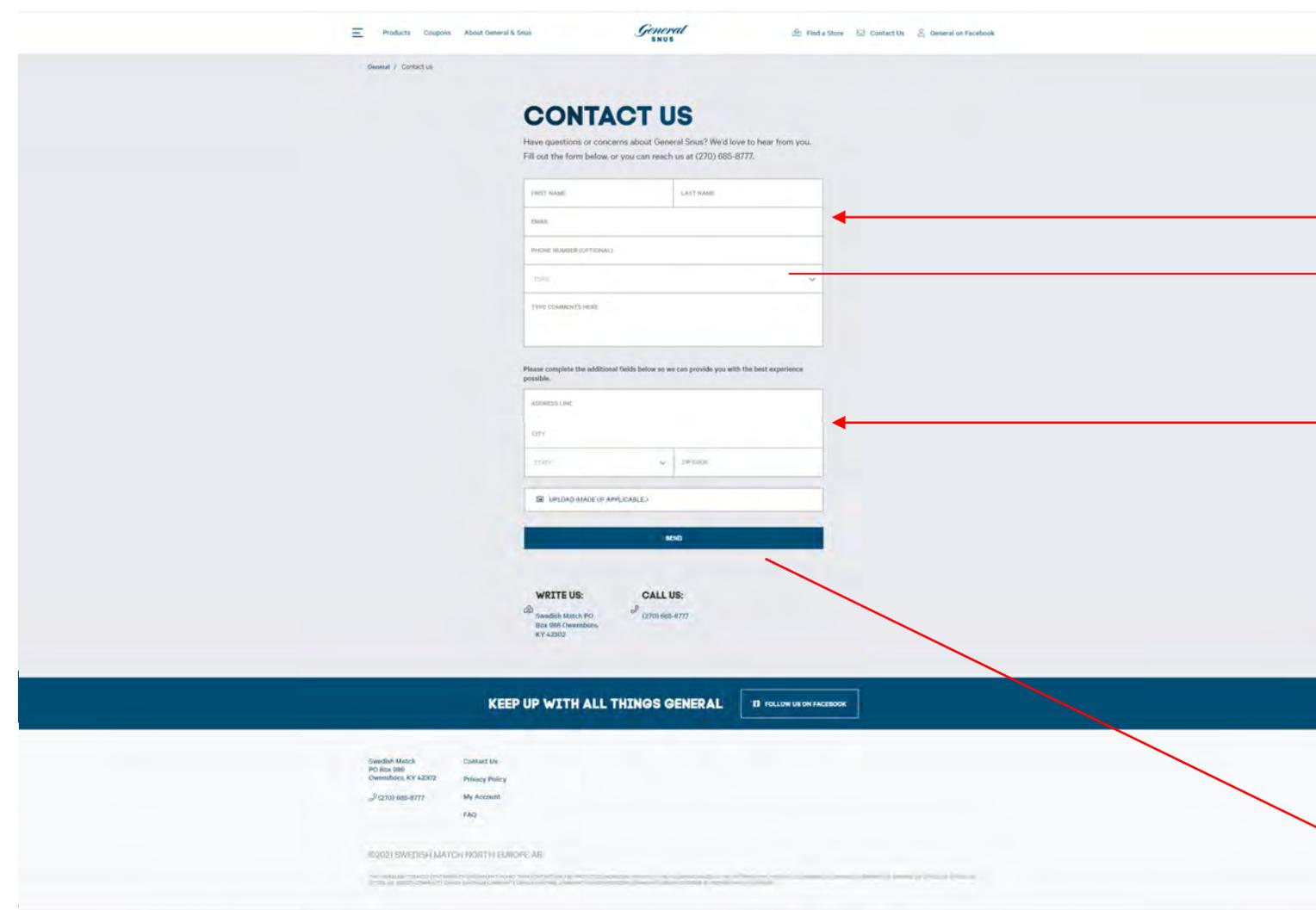
WARNING: This product can cause gum disease and tooth loss.

FAS MART #0088
338 E Williamsburg Rd
Sandston
804-328-1071
5.61 miles



Warning automatically rotate on the website by quarter. Warning shown represents what was on the website at the time the screen image was taken.

GENERAL WEBSITE - CONTACT US [OUTSIDE AGE GATE]

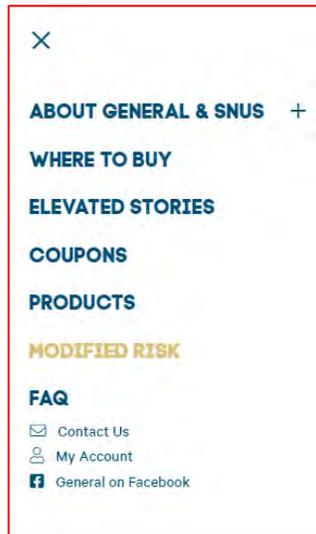


WARNING: This product can cause gum disease and tooth loss.

Warning shown represents what was on the website at the time the screen image was taken.

GENERAL MENU: COLLAPSED & EXPANDED

[OUTSIDE AGE GATE] Nov. 2021 – March 2022



Expanded menu



Links Behind Age Gate

Links Outside Age Gate

Links Behind Age Gate

Some outside/behind age gate

Links Outside Age Gate



WARNING: This product is not a safe alternative to cigarettes.



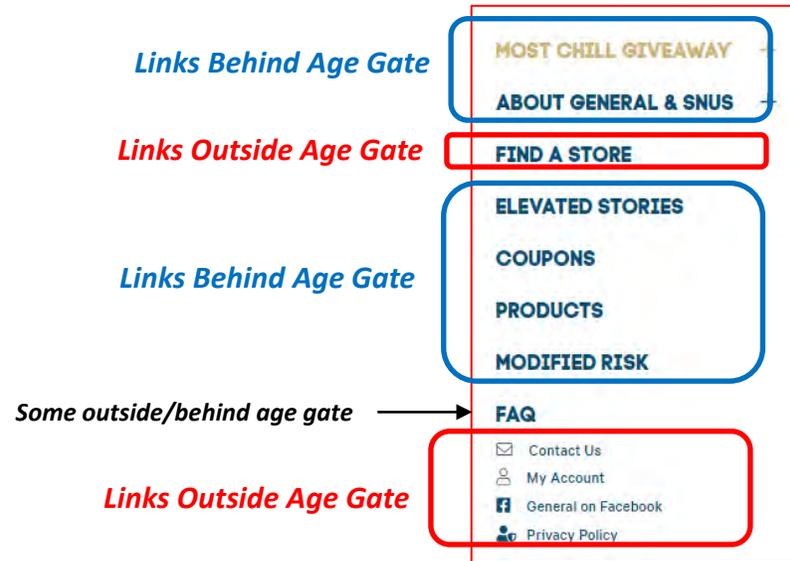
WARNING: This product is not a safe alternative to cigarettes.

Warning shown represents what was on the website at the time the screen image was taken.

General Snus Website Menu

[OUTSIDE AGE GATE]

March 9, 2022 – current



WARNING: Smokeless tobacco is addictive.

GENERAL HOME PAGE [BEHIND AGE GATE]

Nov. 2021 – March 1, 2022

WHAT IS SNUS & HOW TO USE

Learn more about how to use Swedish Snus.

[WHAT IS SNUS](#)

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

Links to 'About General & Snus' page

Links to 'Find a Store' page

FIND SNUS NEAR YOU

[STORE LOCATOR](#)

EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)

Links to 'Coupons' page

PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[VIEW PRODUCTS](#)

Links to 'Products' page



Warning shown represents what was on the website at the time the screen image was taken.

(b) (4)

ELEVATE YOUR FALL BBQ GAME
We've got a recipe + tips that will take your fall barbeque to the next level.

SIX U.S. TOWNS WITH SWEDISH ROOTS
These American destinations deliver a taste of Sweden right here at home.

THE SWEDISH SNUS STORY
Discover the path that led to the Original Swedish Snus™

Links to 'Elevated Stories' page

KEEP UP WITH ALL THINGS GENERAL. [#smokeandgeneral](#)

WARNING: This product is not a safe alternative to cigarettes.

General Snus Home Page [BEHIND AGE GATE]

March 1, 2022 – March 14, 2022

Links to 'About General & Snus' page

Links to 'Find a Store' page

Links to 'Coupons' page

Links to 'Products' page

Links to 'Modified Risk'



YOUR CHANCE TO WIN!
You have the chance to win a custom chiller and weekly prizes. Vote for your favorite design now!
[ENTER NOW](#)

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

ABOUT GENERAL & SNUS
Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.
[READ MORE](#)

FIND SNUS NEAR YOU
[STORE LOCATOR](#)

EXCLUSIVE SAVINGS
Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.
[VIEW AVAILABLE COUPONS](#)

PRODUCTS
The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

(b) (4)

Warning shown represents what was on the website at the time the screen image was taken.



General Snus Home Page [BEHIND AGE GATE]

March 14, 2022 – June 1, 2022

YOUR CHANCE TO WIN!

You have the chance to win a custom chiller and weekly prizes. Vote for your favorite design now!

ENTER NOW

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

ABOUT GENERAL & SNUS

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

READ MORE

FIND SNUS NEAR YOU

STORE LOCATOR

EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

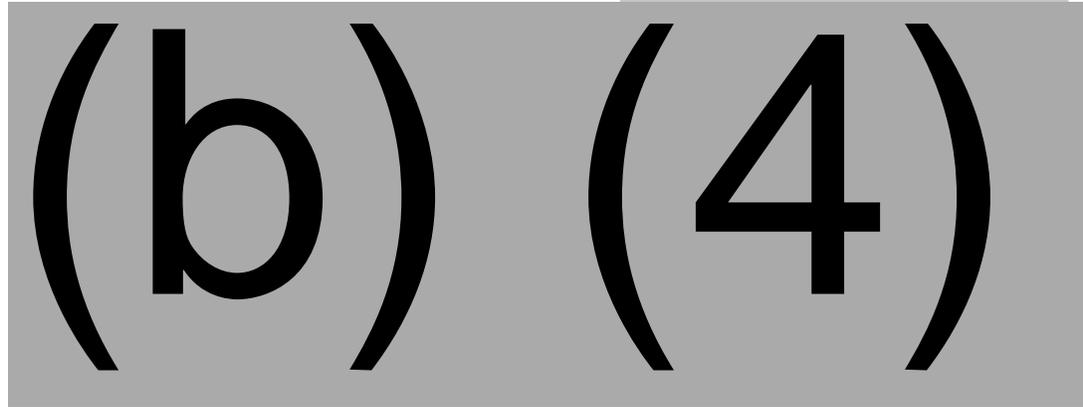
VIEW AVAILABLE COUPONS

PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.



Warning shown represents what was on the website at the time the screen image was taken.



General Snus Home Page

[BEHIND AGE GATE] June 1, 2022 – Aug. 1, 2022

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[EXPLORE PRODUCTS](#)

ELEVATED STORIES



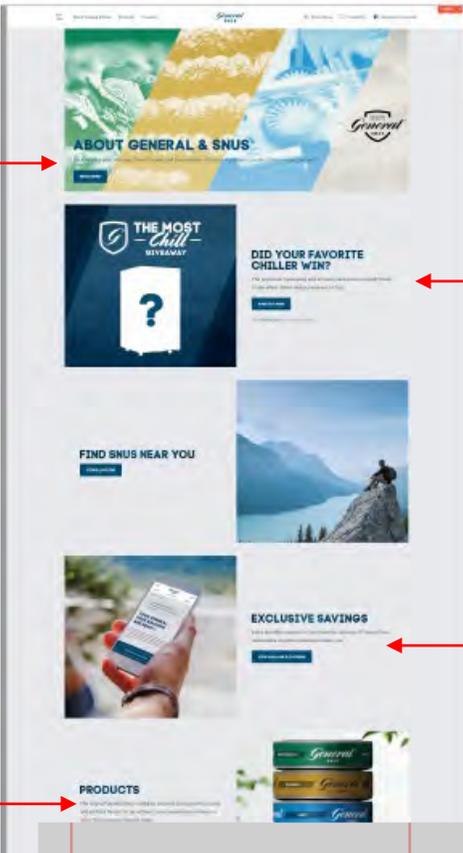
FIVE FUNNY SWEDISH SAYINGS
A short (and seriously silly) guide to sounding like a Swede



THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF
Plus a Quick Look at Golf in the Land of the Original Swedish Snus



ORGANIZE YOUR SPACE: SWEDISH STYLE
Enjoy the Benefits of a Less-Stuff Life



The screenshot shows the General Snus website home page with several promotional tiles. Red arrows point from the callout boxes to specific elements on the page: the 'ABOUT GENERAL & SNUS' tile, the 'THE MOST Chill MEYEMAY' tile, the 'EXCLUSIVE SAVINGS' tile, and the 'PRODUCTS' section.

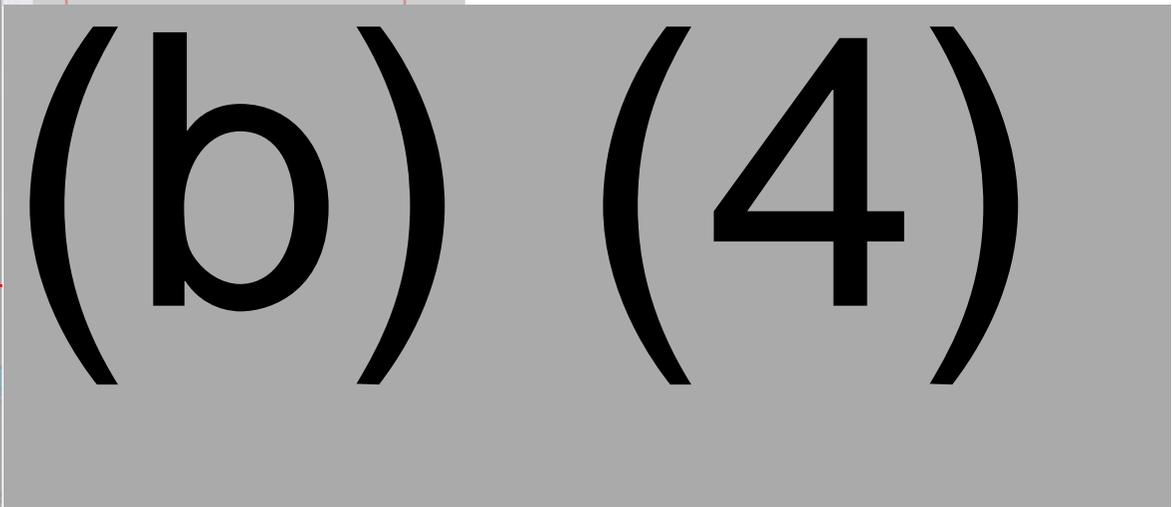
The promotion has ended, and all votes have been counted! Check to see which chiller design came out on top.

[FIND OUT NOW](#)

See Official Rules for complete details.

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)



General Snus Home Page [BEHIND AGE GATE]

Aug. 1, 2022 – Sept. 17, 2022

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

FIND SNUS NEAR YOU

[STORE LOCATOR](#)

EXCLUSIVE SAVINGS

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[VIEW AVAILABLE COUPONS](#)

PRODUCTS

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ELEVATED STORIES



FIVE FUNNY SWEDISH SAYINGS

A short (and seriously silly) guide to sounding like a Swede



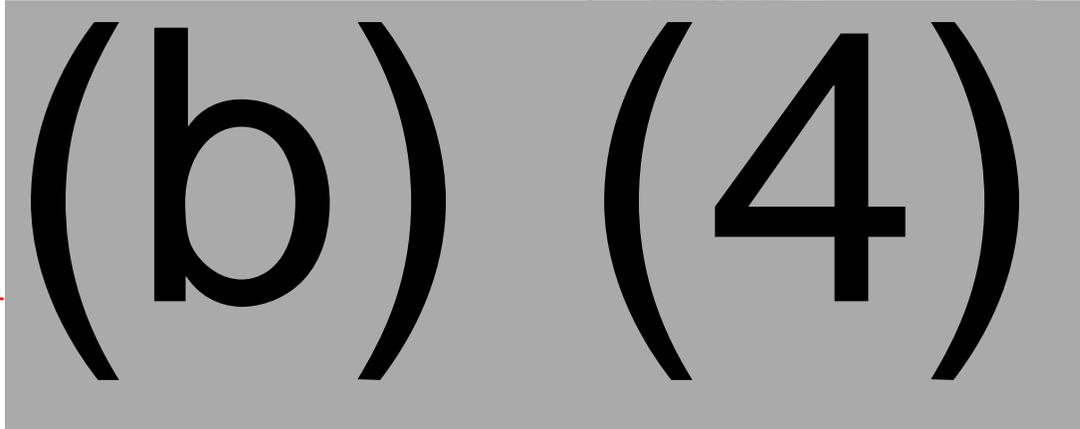
THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF

Plus a Quick Look at Golf in the Land of the Original Swedish Snus



ORGANIZE YOUR SPACE: SWEDISH STYLE

Enjoy the Benefits of a Less-Stuff Life



WARNING: This product can cause gum disease and tooth loss.

Swedish Match

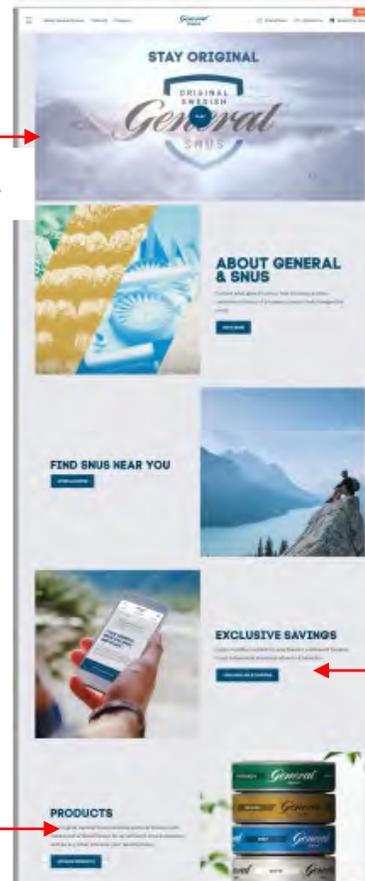
General Snus Home Page

[BEHIND AGE GATE]

Sept. 17, 2022 - current

General Snus Brand Original Website Video.mp4

See media file:



Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[EXPLORE PRODUCTS](#)

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)



APPLE ALE BBQ SAUCE

ELEVATE YOUR FALL BBQ GAME

We've got a recipe + tips that will take your fall barbeque to the next level.



6 U.S. TOWNS WITH SWEDISH ROOTS

- Litchfield, Minnesota
- Lindberg, Kansas
- Osaka, Nebraska
- Swedesboro, New Jersey
- New Sweden, Maine
- Kingsburg, California

SIX U.S. TOWNS WITH SWEDISH ROOTS

These American destinations deliver a taste of Sweden right here at home.



THE SWEDISH SNUS STORY

Discover the path that led to the Original Swedish Snus™

(b) (4)

website at the time the screen image was taken.



GENERAL WEBSITE REFRESH

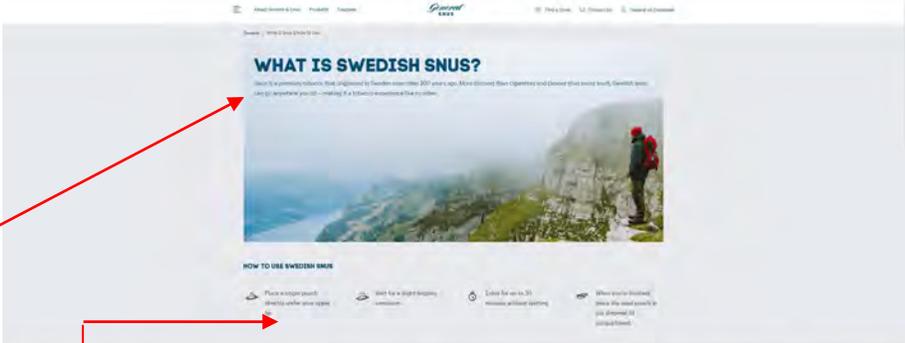
ABOUT GENERAL & SNUS: WHAT IS SNUS?

Nov. 2021 – current [BEHIND AGE GATE]

General / What is Snus & How to Use

WHAT IS SWEDISH SNUS?

Snus is a premium tobacco that originated in Sweden more than 200 years ago. More discreet than cigarettes and cleaner than moist snuff, Swedish snus can go anywhere you do – making it a tobacco experience like no other.



HOW TO USE SWEDISH SNUS

- Place a single pouch directly under your upper lip.
- Wait for a slight tingling sensation.
- Enjoy for up to 30 minutes without spitting.
- When you're finished, place the used pouch in our disposal lid compartment.

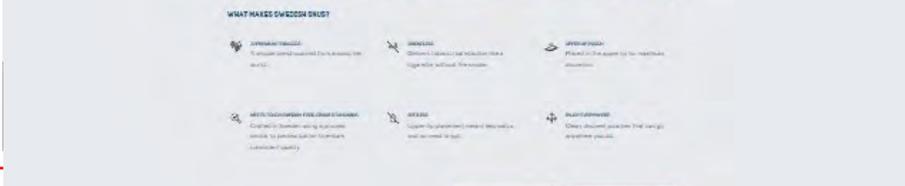


WHAT MAKES SWEDISH SNUS?

- 22 PREMIUM TOBACCOS**
A unique blend sourced from around the world.

- SMOKELESS**
Delivers tobacco satisfaction like a cigarette, without the smoke.

- UPPER LIP POUCH**
Placed in the upper lip for maximum discretion.



- MEETS TOUGH SWEDISH FOOD-GRADE STANDARDS**
Crafted in Sweden using a process similar to pasteurization to ensure consistent quality.

- SPITLESS**
Upper-lip placement means less saliva, and no need to spit.

- ENJOY EVERYWHERE**
Clean, discreet pouches that can go anywhere you do.



HOW IT'S MADE

Read more about how General Snus is Made.

[HOW IT'S MADE](#)



WARNING: This product is not a safe alternative to cigarettes.

General Snus Website

How It's Made

[BEHIND AGE GATE]

Nov. 2021 – current

General / How It's Made & Ingredients

How It's Made

CURING + GRINDING

The harvested tobacco is air cured for up to eight weeks and then fed into a mill to be ground into fine grains.

HEATING + COOLING

The tobacco blend is then steam-heated and immediately cooled to help ensure consistent quality.

PACKAGING

Samples of the blend undergo a strict quality check before pouches are filled, sealed, cut and arranged into our signature star formation.

THE FINEST INGREDIENTS



TOBACCO

To create the world's most premium snus, you have to use the world's most premium tobacco. Our experts carefully source 22 unique varieties from around the globe to create our signature blends.



WATER

Pure, clean water remains one of the most crucial ingredients in our centuries-old recipe. It affects everything from the moisture content and flavor to how comfortable it feels when placed in your upper lip.



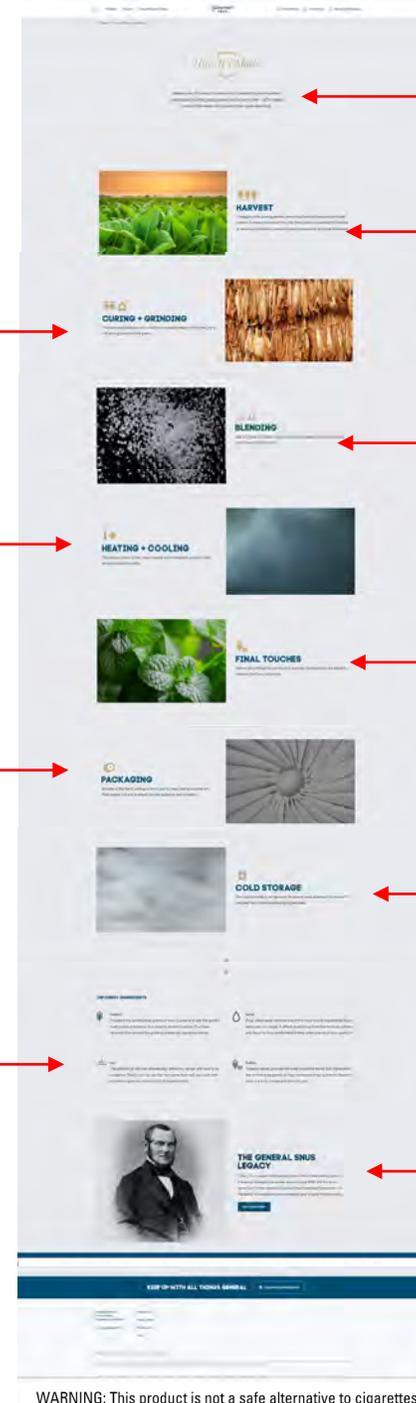
SALT

The addition of salt can dramatically affect any recipe, and ours is no exception. That's why we use the very same table salt you cook with at home to give our tobacco its full-bodied profile.



FLAVOR

Tobacco leaves provide the most important flavor. But ingredients like mint and bergamot oil help complement our authentic Swedish snus in a truly unique and flavorful way.



Refined over 150 years, the production of General Snus is the perfect combination of cutting-edge science and old-world craft — all to make a product that meets strict Swedish food-grade standards.

HARVEST

Throughout the growing season, everything from soil temperature to leaf position is closely monitored. Only the finest plants are selected for harvest to ensure a consistently premium tobacco experience no matter the season.

BLENDING

Salt and water are added to the fine tobacco powder for moisture, flavor and to preserve freshness.

FINAL TOUCHES

Natural and artificial flavors found in everyday food products are added to enhance the flavor and aroma.

COLD STORAGE

The snus is stored in refrigeration for several days, allowing it to mature for the ideal flavor while maintaining its freshness.

THE GENERAL SNUS LEGACY

Today, it's a recipe that's earned us the title of best-selling snus in the world, a recipe that's been around since 1866. But the true secret isn't in the carefully sourced, hand-selected ingredients. It's the ability to recognize when someone gets it right the first time.

READ OUR STORY

Warning shown represents what was on the website at

the time the screen image was taken.

General Snus Website Legacy Page

[BEHIND AGE GATE]

Q4 2021 – March 14, 2022



This is a centuries-old story of a tobacco that changed the world, and the way people experienced it. A tale of potential, and what it means to see it and make the most of it, at every possible turn. This is the story of elevating every experience.

1866
GENERAL DEBUTS
After four years of painstakingly crafting his recipe, Boman introduces an elevated tobacco experience to his home country. Crafted using only the finest ingredients, it was an upper-lip snus unlike anything seen before.

1862
THE JOURNEY BEGINS
After four years of painstakingly crafting his recipe, Boman introduces an elevated tobacco experience to his home country. Crafted using only the finest ingredients, it was an upper-lip snus unlike anything seen before.

Late 1800s
COMING TO AMERICA
Snus becomes an identifying mark for the millions of Swedes immigrating to America. Main streets in Swedish neighborhoods even earn the name "Snus Boulevard."

1970
THE PERFECT PORTION
The first portion-packed pouch is developed in Sweden, making snus convenient and more appealing to the broader public.

1982
CHILLED TO PERFECTION
General Snus begins selling its snus in temperature-controlled chillers, ensuring the product is at its freshest, the very moment it's purchased. Once opened, it will stay fresh for up to a week without refrigeration.

Late 1990s
A HIGHER STANDARD
Swedish Match introduces the Gothiatek Standard, which guarantees that every can of General Snus exceeds even the toughest Swedish food-grade requirements. It also promises to ensure every can meets our standards through a quality-controlled process, starting with the very soil where the tobacco seed is planted.

2003
NEXT LEVEL CLEAN
General Snus is the first to take cleanliness to the next level by introducing "white portions" - a new process that delivers cleaner, white pouches that are still sold today in wintergreen, white and mint.

General Snus Website Legacy Page con't [BEHIND AGE GATE]

Q4 2021 – March 14, 2022

2006
SNUS EXPANDS
General Snus is first introduced to retailers in the United States. Today, it can be found in more than 20,000 stores nationwide and has earned the title of best-selling snus in the world.

2004
THE FIRST OF ITS KIND
General develops a new type of can with a unique disposal compartment that holds used portions of snus.

2005
A STAR IS BORN
General's signature Star Formation makes its first appearance in select cans. Not only does it maximize the number of portions per can, but each pouch is shaped to fit more comfortably under the upper lip.

2006
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2016
THE LEGACY CONTINUES
General Snus celebrates 150 years of elevating the tobacco experience, and pledges to continue its pursuit for years to come.

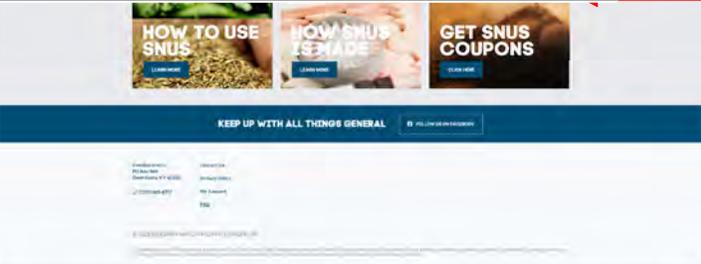
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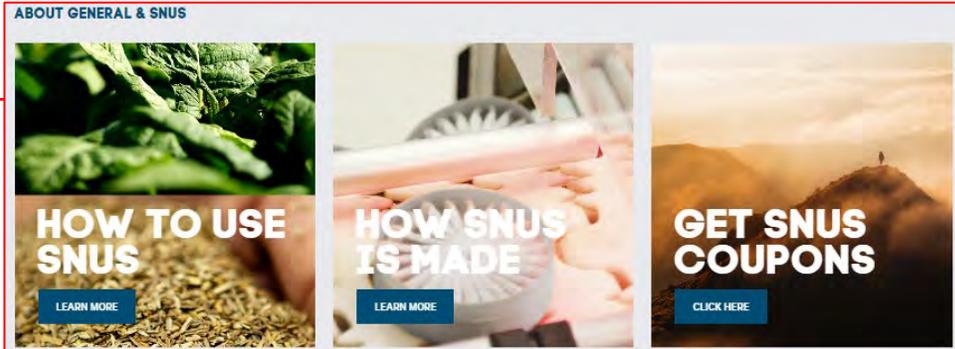
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Warning shown represents what was on the website at the time the screen image was taken.



WARNING: This product is not a safe alternative to cigarettes.



General Snus Website

Legacy Page [BEHIND AGE GATE]

March 14, 2022 - current



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1862
THE JOURNEY BEGINS
Unsatisfied with the tobacco of his time, revered Swedish craftsman Johan A. Boman sets out to craft a higher quality product.

Late 1800s
COMING TO AMERICA
Snus becomes an identifying mark for the millions of Swedes immigrating to America. Main streets in Swedish neighborhoods even earn the name "Snus Boulevard."

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(b) (4)



ABOUT GENERAL & SNUS

Three promotional cards arranged horizontally. The first card is titled 'HOW TO USE SNUS' and features a close-up of green tobacco leaves. The second card is titled 'HOW SNUS IS MADE' and features a close-up of hands rolling a snus pouch. The third card is titled 'GET SNUS COUPONS' and features a landscape with a person on a hill. Each card has a 'LEARN MORE' or 'CLICK HERE' button.

(b) (4)

(b) (4)

(b) (4)

GENERAL WEBSITE REFRESH - COUPONS: ON THEIR WAY [BEHIND AGE GATE]

The screenshot shows the General Snus website's coupon page. At the top, there is a navigation bar with links for 'About General & Snus', 'Products', 'Coupons', 'Find a Store', 'Contact Us', and 'General on Facebook'. The main content area features a large heading: 'YOUR GENERAL SNUS SAVINGS ARE READY.' Below this, a text box states: 'Your coupon is on its way! You will receive the coupon in your mail.' To the right is an image of a hand holding a smartphone displaying the same message. A red arrow points from a warning box at the bottom to the coupon notification text. Below the main content is a dark blue banner with the text 'KEEP UP WITH ALL THINGS GENERAL' and a 'FOLLOW US ON FACEBOOK' button. The footer contains contact information for Swedish Match, including their address, phone number, and links for 'Contact Us', 'Privacy Policy', 'My Account', and 'FAQ'. A large white box at the bottom of the page contains the warning: 'WARNING: This product is not a safe alternative to cigarettes.'

Limit one GeneralSnus.com account per person. Duplicate accounts are not eligible for coupons. Email-exclusive offers are valid for 90 days after delivery date. Mailing address updates will automatically apply to your GeneralSnus.com account.

Warning shown represents what was on the website at the time the screen image was taken.



GENERAL WEBSITE REFRESH – COUPONS ARE AVAILABLE [BEHIND AGE GATE]

The screenshot shows the General Snus website's coupon redemption page. At the top, there is a navigation bar with links for 'About General & Snus', 'Products', 'Coupons', 'Find a Store', 'Contact Us', and 'General on Facebook'. The main content area features a heading 'YOUR GENERAL SNUS SAVINGS ARE READY.' followed by a form to confirm a mailing address. The form includes a text input field with the address '100 Rocketts Way, Henrico, VA 23231' and an 'Update' button. A 'GET COUPON IN THE MAIL' button is also present. Below the form, a disclaimer states: 'Limit one GeneralSnus.com account per person. Duplicate accounts are not eligible for coupons. Email-exclusive offers are valid for 90 days after delivery date. Mailing address updates will automatically apply to your GeneralSnus.com account.' To the right of the form is an image of a hand holding a smartphone displaying the same coupon message. A red arrow points from the disclaimer text to a larger warning box at the bottom of the page.

YOUR GENERAL SNUS SAVINGS ARE READY.

Please confirm your mailing address:
100 Rocketts Way
Henrico, VA 23231 [Update](#) [GET COUPON IN THE MAIL](#)

Limit one GeneralSnus.com account per person. Duplicate accounts are not eligible for coupons. Email-exclusive offers are valid for 90 days after delivery date. Mailing address updates will automatically apply to your GeneralSnus.com account.

KEEP UP WITH ALL THINGS GENERAL [FOLLOW US ON FACEBOOK](#)

Swedish Match
PO Box 986
Owensboro, KY 42302
(270) 685-8777

Contact Us
Privacy Policy
My Account
FAQ

WARNING: This product is not a safe alternative to cigarettes.

Limit one GeneralSnus.com account per person. Duplicate accounts are not eligible for coupons. Email-exclusive offers are valid for 90 days after delivery date. Mailing address updates will automatically apply to your GeneralSnus.com account.



General Snus Elevated Stories: November 2021 [BEHIND AGE GATE]

Swedish Origins and Tradition

Bandy was introduced to Sweden in 1895 and first played by the Swedish royal family. Today, it's wildly popular in Sweden. It's also a special favorite of the holiday season with a traditional St. Stephen's Day bandy match every December 26th.

The Bandy Briefcase

Many fans bring a bandy briefcase to the match. They're not for work. The bandy briefcase—called *bandyportfölj* in Swedish and pronounced /ban-DE-port-kful/—is how fans bring bottles of liquor, flasks of hot coffee and even their favorite Original Swedish Snus into the stadium. It's a way for fans to share their favorite beverages, toast their team and energize their chants and sing-alongs.

A Holiday Favorite

Because of the importance of St. Stephen's Day matches, Swedes associate bandy with the holidays. Many bring glogg, Swedish mulled wine, to the game to toast the season.

Hard-Hitting Action and a Shared Fan Spirit

Bandy is a physical, action-packed game. The players have to be tough, but so do the fans. A top match can draw 40,000 people in the middle of a frigid winter.

So, it turns out just about every fan culture has its "thing." While Americans turn out by the thousands to throw elaborate tailgate parties, Swedes party it up with the very colorful game of bandy.



Bandy, Sweden's favorite Winter sport

Every winter, high-spirited Swedes brave the cold by the thousands to cheer a nationally celebrated sport known as *bandy*—pronounced /ban-DEY/—which looks like a hybrid of ice hockey, field hockey and soccer. Although it's been a favorite in Sweden for over a hundred years, England, Holland and Russia all claim to the sport's beginnings. Bandy just may be the greatest sport you've never heard of.

Bandy Basics

Bandy is a fast-paced contact sport played on a large field of ice, with skaters using curved sticks in creative ways to force a small hard orange ball into the other team's goal.

- Teams: 11 players
- Played: On an iced soccer stadium-sized field
- Gear: A bandy ball (originally red, later orange or cerise), skates and wickedly curved stick
- Hands: Not allowed, except for the goalie (Because that's all he or she has! Bandy goalies don't carry sticks.)
- Time: Two 45-minute halves, a total of 90 minutes
- Legends: Gustav "Gurkan" Björkman, David Karlsson, Axel "Acke" Nilsson

The Fan Experience

While the on-ice action of bandy is thrilling, the fan experience may be even better. Picture a cold winter evening, thousands of excited, well-bundled fans in their favorite team colors making their way from the train station to the stadium. Team chants, laughter and billows of icy breath fill the chill night air. And in thousands of mittened hands appears a very novel piece of sports equipment. These fans are carrying briefcases!



General Snus Elevated Stories: December 2021 [BEHIND AGE GATE]

CHERRY BRANDY OLD FASHIONED

PAIRS WELL WITH WINTERGREEN
& YOUR FAVORITE TUNES

CHERRY BRANDY OLD FASHIONED

Try adding fruit and spice to the classic old fashioned for some extra seasonal cheer.

Ingredients:

- 1-1/2 ounces brandy
- 1/3 cup ginger ale, chilled
- 8 Maraschino cherries
- 1 teaspoon bitters (orange or angostura)
- 1/2 teaspoon chopped crystallized ginger
- 1/3 cup ice cubes
- 1/2 ounce Maraschino cherry juice
- (optional) Maraschino cherry with stem

Directions:

1. In a rocks glass, muddle the cherry, bitters and ginger.
2. Add ice.
3. Pour in the ginger ale, brandy and cherry juice.
4. Garnish with a cherry if desired.



ENJOY OUR WINTER COCKTAIL MENU

We've crafted a cocktail menu sure to keep you warm all winter long.

Nothing beats a crackling fire and a comfy sweater to keep you warm—unless perhaps it comes in liquid form. Winter brings frigid weather, holidays, mandatory office parties and lots of family time...many of which are best faced with a tasty drink at hand.

That's why we've assembled our tastiest new winter cocktails to help you stay festive, stay warm and stay relaxed this winter. They're guaranteed to keep you toasty, one way or another.

BUTTERED APPLE CIDER

SO RELAXING WITH ORIGINAL &
OLD FRIENDS

BUTTERED APPLE CIDER

Top slow-cooked cider with bourbon and a pat of spiced butter to warm you quite nicely on even the coldest winter day.

Ingredients:

- 1 16-ounce bottle of apple cider
- 1/2 cup pure maple syrup
- 1/2 cup butter, softened
- 1/2 teaspoon ground nutmeg
- 1/2 teaspoon ground allspice

Directions:

1. In slow cooker over low heat, cook apple cider with maple syrup for 20 minutes or until steaming hot.
2. In a small bowl, combine butter, nutmeg and allspice. Mix well.
3. Pour cider into mugs and top with a teaspoon of spice butter.

Swedish Match

General Snus Elevated Stories: December 2021 con't [BEHIND AGE GATE]



HOT GINGER TODDY

Honey, ginger syrup and lemon juice are the special twist to help make this a warm and truly memorable season.

Ingredients:

- 4-6 ounces top-shelf bourbon
- 2 ounces honey
- 1 ounce ginger syrup (*recipe follows*)
- 1 ounce freshly squeezed lemon juice

Ingredients (Ginger Syrup):

- 1 lemon
- 2 cups coarsely chopped fresh ginger with peel, about 8 ounces
- 1 cup sugar

Directions (Ginger Syrup):

1. Remove peel from lemon with a vegetable peeler.
2. Finely chop ginger and lemon peel in food processor.
3. Transfer lemon-ginger mix to a saucepan, add sugar, 2 cups of water and bring to a boil.
4. Reduce heat and simmer for 15 minutes. Strain mixture and cool.

Directions (Hot Ginger Toddy):

1. Heat bourbon, honey, ginger syrup, and lemon juice in a small saucepan until honey dissolves and liquid is hot, but not boiling.
2. Pour into a large snifter or mug.



PEPPERMINT WHITE RUSSIAN

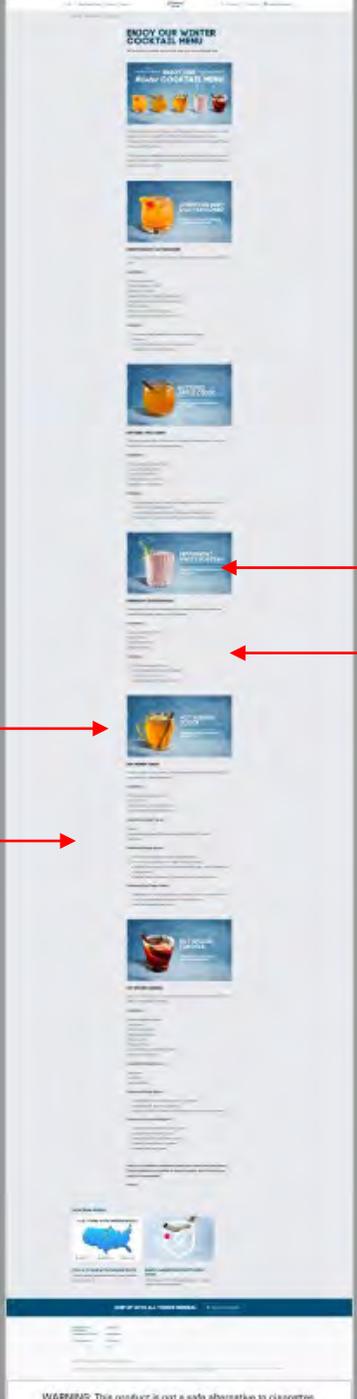
Add peppermint to the traditional White Russian for a stunning seasonal cocktail that's sweet, creamy and truly abides.

Ingredients:

- 1 ounce peppermint vodka
- 1 ounce Kahlua
- 2 ounces half & half
- 1 peppermint stick

Directions:

1. Fill a rocks glass with ice.
2. Stir in peppermint vodka and Kahlua.
3. Top with cream and stir.
4. Add a peppermint stick and enjoy!



General Snus Elevated Stories: December 2021 con't [BEHIND AGE GATE]



HOT SPICED SANGRIA

Warm your favorite wine in a slow cooker with frozen fruit for a fantastic wintry take on a hot-weather standard.

Ingredients:

- 2 bottles Spanish red wine
- 1 cup brandy
- 1 bag frozen cherries
- 1 bag frozen peaches
- 1 orange, sliced
- 2 cinnamon sticks
- 1 cup simple syrup (see recipe below)
- Orange peel, for garnish

Ingredients (Simple Syrup):

- 1 cup sugar
- 1 cup water
- 1 orange, zested

Directions (Simple Syrup):

Combine the sugar, water and zest in a saucepan. Bring to a boil, reduce to a simmer. Stirring occasionally, simmer for 5 minutes or until sugar is dissolved.

Directions (Hot Spiced Sangria):

Combine all ingredients in a slow cooker. Put setting on HIGH for 1 hour. Reduce to warm to hold temperature. Ladle drink and fruit into glasses. Garnish with orange peel.

We hope our delicious cocktails help make your winter warm and cheery. They're perfect for any holiday or winter occasion. Just lift a cup if you want to lift your spirits!

Cheers!



CONTINUED ON NEXT PAGE

General Snus Elevated Stories: January

[BEHIND AGE GATE]

JANUARY IS WHERE IT ALL STARTS.

Plunge into the new year with a polar bear plunge. Find some like-minded folks and then take the leap into a shockingly cold water. It takes guts, but you can do it. And it's an experience you can brag about for (roughly) the rest of your life. It will definitely remind you you're alive!

FEBRUARY. FIND YOUR LOVE OF LEARNING.

Learn to play guitar. You can take a class, teach yourself from online tutorials, even learn from a genuine paper booklet. You don't have to start a band or pyrotechnics. Playing the simplest song feels like a small miracle. If you've already mastered the six-string, try posting an original song online for virtual applause.

SPRING INTO MARCH.

Lace 'em up and stretch your legs on the hiking path less taken this month. It can elevate your body, mind, and spirit. So go explore one of the countless parks and take it all in. Or climb something steeper. It doesn't have to be Mt. Everest to be a real accomplishment.

APRIL SHOWERS ADVENTURE.

Opening day baseball. Such a great tradition! Celebrate spring by attending opening day for your favorite baseball team. It's not whether the team wins or loses. It's the silly music, enjoying hot dogs and sodas. It's watching people madly chasing a \$5 baseball.

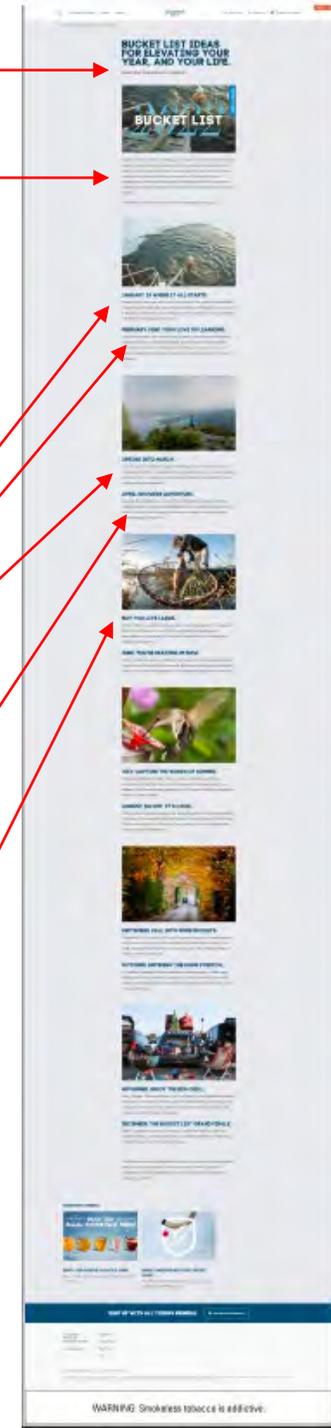
MAY YOU LIVE LARGE.

Catch a fish. It's a simple joy that you may haven't experienced for a long time. But no matter how crusty or cynical the world has made someone, it's impossible not to feel a real thrill with every tug at the line. It's a catch-and-release memory maker.

General Snus' Original Bucket List Calendar

What does 2022 hold for you? Whatever you make of it! That's why the Original Swedish Snus has created a calendar with a true bucket list experience each month—to add to your own ideas for an epic year. We made sure to throw in a few laughs and simple, satisfying experiences too, because while major adventures are thrilling and memorable, a full-flavored life isn't simply about dashing from point A to point B. It's also about making the most of every stop in between.

(Feel free to print this out and cross off the adventures as you go.)



General Snus Elevated Stories: February

[BEHIND AGE GATE]

Four Ways to Enjoy the Season No Matter How Cold it Gets

If any place knows the icy chill of winter, it's Sweden. Swedes welcome the winter, getting inspired to create cozy moments indoors and fearless adventures out. Let's look at a few ways the people who gave us the Original Swedish Snus thrive all season long.

FRILUFTSLIV: THE ULTIMATE ATTITUDE ADJUSTMENT

Think the problem with winter is the *cold*? Nope. Not according to your average, winter-loving Swedes. They might say, it's your feelings *about* the cold that are holding you back. Instead, Swedes would encourage you to consider the philosophy of FRILUFTSLIV (pronounced /free-loofts-liv/); that is, "open-air life."

Friluftsliv means bounding fearlessly into the great outdoors, no matter the weather. It means staying active and energized, embracing nature in every season and climate.

Given that almost 90% of Swedes live in an urban setting, it's interesting that the one primal urge they all seem to heed is the call of the wild. And that means twelve months of the year—even the cold ones! So take a cue from the Swedes, layer up, and enjoy some friluftsliv.

FIKA: MORE THAN AN AFTERNOON BREAK

When sunlight is short and nights are long, it's easy for days to blend together. Luckily, every day Swedes gather with friends and coworkers for fika (pronounced /FEE- kuh/)—a mid-afternoon coffee-and-cake break. But fika is more than something caffeinated and sweet. It's a daily ritual that means facing the cold winter season with the people around you.

And yes, Swedes enjoy fika the rest of the year, too. It's a simple way to get out



CONTINUED ON NEXT PAGE

General Snus Elevated Stories: February con't [BEHIND AGE GATE]

LILLÖRDAG, AKA "LITTLE SATURDAY"

Lillördag (pronounced /lee-LOR-da/) means "Little Saturday," but in Sweden it's another word for Wednesday. The idea is that, on Wednesday after work, Swedes pause for a mini celebration. It could be savoring their snus, enjoying a glass of wine, or spending a few minutes with a favorite podcast.

Lillördag helps Swedes recognize they've reached the middle of the week, and that the real weekend is just a couple days away. It's another year-round ritual that has particular power during the cold of winter.

HYGGE: COZINESS, INSIDE AND OUT

No matter how strong your lillördag, fika and friluftsliv game is, even the hardiest Swede will admit that they can't spend every winter minute in the cold or on coffee and wine breaks. Which brings us to the idea of HYGGE (pronounced /HYOO-guh/).

Hygge roughly translates to "comfortable surroundings that give you a feeling of contentment or well-being."

In other words, hygge means coziness—in your décor and clothes, but also in your food, your pursuits, the atmosphere you create in your home, and in the company you keep. For many Swedes, it means considering long wintry nights an opportunity to light a few candles, make something hot to drink, read a book, or enjoy a quiet night in with good friends.

As you might've guessed, hygge comes from the same root word as the English word "hug." So here's to another cozy Swedish idea that says, when the cold



General Snus Elevated Stories: March

[BEHIND AGE GATE]

LAGOM: EVERYTHING IN MODERATION

In Swedish, lagom (pronounced /LAHH-gome/) means “moderate; not too little, not too much” and “just right.” Lagom guides the Swedish approach to living well through simplicity—and having less stuff.

What does that mean for your cluttered space? For one thing, lagom means getting rid of duplicates. Do you need 50 ballpoint pens? Or three coffee makers? Probably not. Instead, picture having less stuff and gaining space for your mind to fully enjoy the things you do have. That’s lagom—and it can start with the smallest of things.

A MEASURE OF SIMPLICITY

Take tape measures. Most households have several because they’re both cheap and useful. Maybe you’re holding on to them for the sake of convenience, such as one tape measure in the truck, one in the junk drawer, and one somewhere on a cluttered workbench. Or maybe—you’ve got sentimental reasons.

Say a particular tape measure was your dad’s. The Swedish philosophy of lagom would suggest: if it works, keep it. And then donate the rest. But if it doesn’t work, either decide it belongs in a keepsake box...or consider that back in the day your dad would’ve chucked it when it wore out, and he’d be happy if you did the same today.

Enjoy the Benefits of a Less-Stuff Life

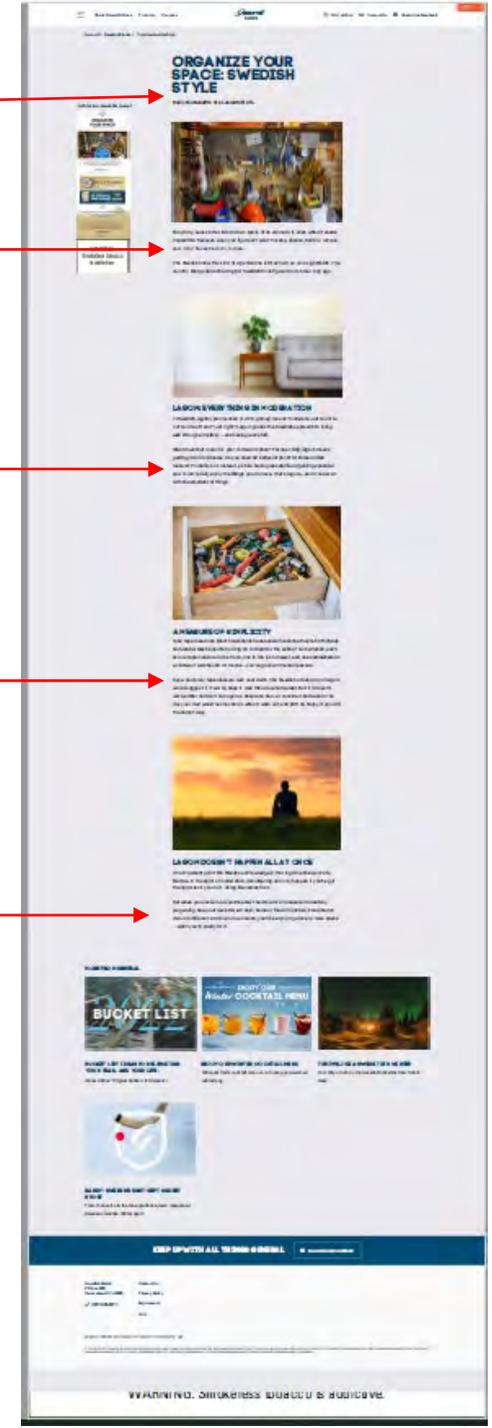
Simplicity. Less clutter. Minimalism. Many of us aspire to it, even when it seems impossible. Because when you figure out what to keep, donate, trash or recycle, your mind has extra room to roam.

The Swedes know this kind of organization isn’t as hard as you might think. The country that gave us the Original Swedish Snus figured out clutter long ago.

LAGOM DOESN'T HAPPEN ALL AT ONCE

One important point the Swedes acknowledge is that lagom is the work of a lifetime. In the spirit of moderation, decluttering can only happen if you’ve got the opportunity to do it. Living life comes first.

But when you can (and as you’re able) there’s a lot of pleasure in mentally pre-gaming how your decluttered room, home or life will function. Everybody’s vision is different. And so, in due course, you’ll be enjoying a less-is-more space —when you’re ready for it.



General Snus Elevated Stories: April [BEHIND AGE GATE]

One of the best things about golf is you get to make it your own. Your course. Your clubs. Your bag (with your snus tucked into a handy pocket). Your foursome and the rules you've all come up with.

If you think about it, that's exactly how golf's most celebrated traditions got started. Every piece of golf lore was once a new idea—invented by people who made the game their own, and then passed down to the next generation.

A SHORT LIST OF OUR FAVORITES:

1. Green Jacket Presentation:

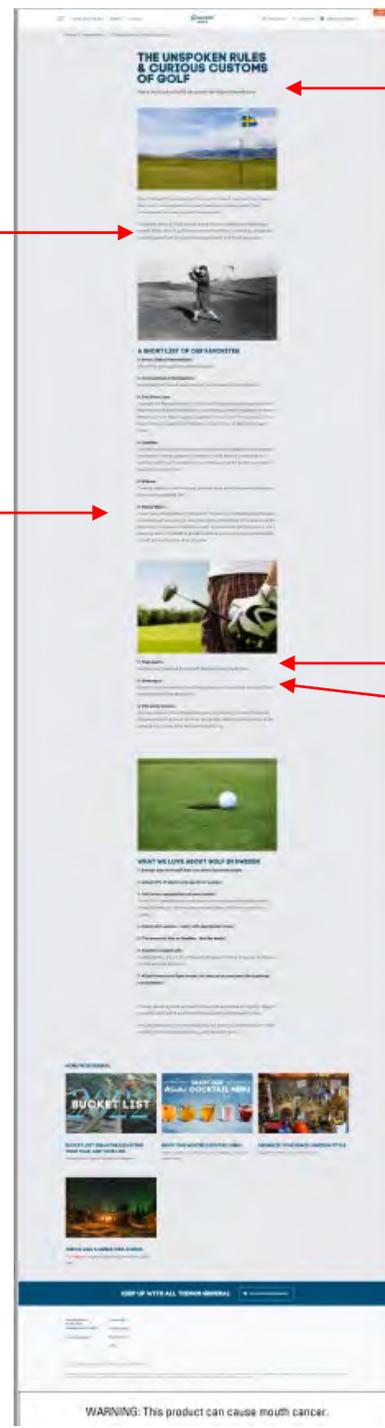
Since 1949, the top prize in professional golf.

2. Par 3 contest at the Masters:

Everything that's sweet about being in the company of golf's greatest.

3. The Claret Jug:

Arguably the strangest trophy in all of sports, the original was supposed to be awarded after the 1872 British Open, but the trophy wasn't completed in time. In 1928, the current Claret Jug was "awarded"—that is, lent—to the winner of the Open. And every year since, it's on the winner to return it before next year's Open.



Plus a Quick Look at Golf in the Land of the Original Swedish Snus

4. Caddies:

If you're new to club play, you may not yet know that caddies are independent contractors without club perks or benefits. So tip 'em well. It can be worth paying more for an "A" caddy—who can help you read the greens and maybe save you a stroke or two.

5. Silence:

There is actually no rule that says you have to be quiet. But unwritten rules are the most unshakeable. Shh!

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: April con't

[BEHIND AGE GATE]

6. House Rules:

House rules, aka "mulligans"; "side bets"; "no shorts"; and the like are what allow amateurs (well, non-pros) to enjoy their own golf mystique. It's nice to know the big-money tournaments where the cream of professional golf play are not the sole originators of oddball, in-house traditions. You and your foursome are free to start curious customs all on your own.

7. Plaid pants:

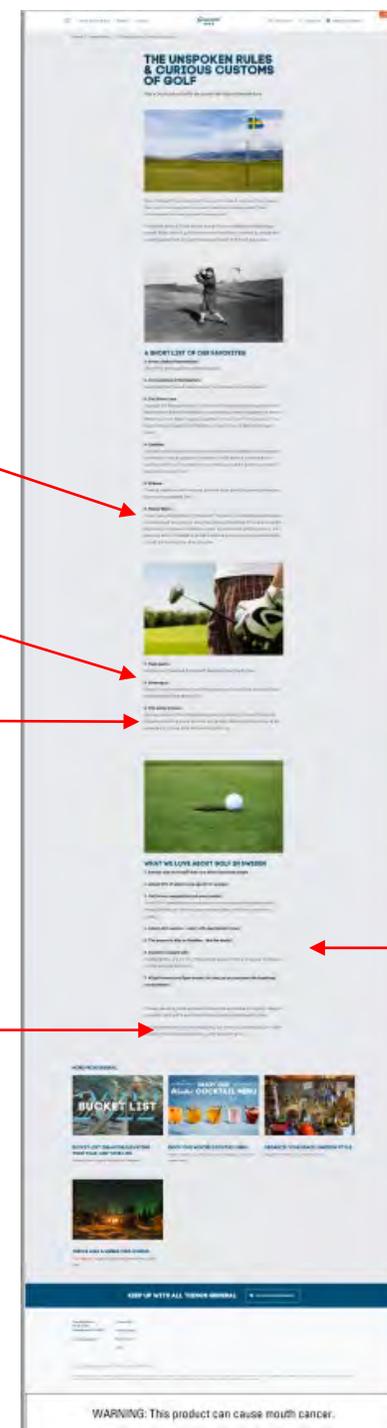
Nothing says "Invented in Scotland" like plaid. Rock it with pride.

8. Beverages:

Gather 'round the watering hole, clink glasses, and cool off any bad blood that might've boiled back there on 16.

The way we see it, when you're an Original, you appreciate an original—like golf. Especially since golf is even older than our hand-crafted Swedish snus!

And just like the way we love anticipating our next snus, we trust this bit of golf wisdom: "The most important shot...is the next one." Enjoy.



WHAT WE LOVE ABOUT GOLF IN SWEDEN

1. Swedes play more golf than any other European people

2. About 20% of players are age 20 or younger

3. Golf is less competitive but more social:

Over 70% of Swedish golfers only play for fun or to enjoy the outdoors with friends. But they do take the game seriously. Most walk their course with a buggy.

4. About 450 courses - many with spectacular views

5. The season is May to October - that far north!

6. Swedish straight talk:

Swedish golfers are not shy. They will ask you point blank what your handicap is or what you shot last round.

7. All golf events are Open events (as long as you can meet the handicap requirements)

General Snus Elevated Stories: May [BEHIND AGE GATE]

1. SKÄGGET I BREVLÅDAN /SKAY-GET EE BREE-VUL-OH-DAN/

CAUGHT WITH YOUR BEARD IN THE LETTERBOX: Caught doing something you shouldn't be doing

If you've ever been caught with your hand in the cookie jar, you can imagine how it feels to have your beard trapped in the letterbox. Confidence in who you are means never feeling 'caught.' Reach for the cookie. Check the mail. Grab your favorite, General snus.

2. INGEN KO PÅ ISEN /EEN-GUN KO PO EE-SEN/

THERE'S NO COW ON THE ICE: There is nothing to worry about

You might reassure your friends that everything is ok with a simple, "no worries." But the Swedes like to take their comfort to the next level. There aren't many situations more stressful than a bovine strolling across an icy pond. If you're feeling the weight of the farm, sit down, open a can of your favorite snus and rest assured — the ice is cow-free.

3. ATT ANA UGGLOR I MOSSEN /OTT AH-NUH OOG-LOR EE MOH-SEN/

SENSING OWLS ON THE BOG: Something is not quite right

For the Swedes, "something's fishy" when the owls make their way to the local bog. If there's anything bleak Swedish crime dramas have taught us, nothing good happens on the bog anyway — owls or no owls. Avoiding trouble sometimes means sticking to the higher ground, something snus users tend to do anyway.

FIVE FUNNY SWEDISH SAYINGS

A short (and seriously silly) guide to sounding like a Swede

You don't have to be at the dinner table to "spill the beans," nor do you need to be an excellent marksman to "shoot the breeze." Strange, unique or one might call them silly sayings are an endearing part of every culture and sound the oddest from the outside looking in.

So go ahead, "jump on the bandwagon" and learn some of the sillier sayings from the land of the Original Swedish Snus; you'll sound like a Swede in no time.

4. GÅ SOM KATTEN KRING HET GRÖT /GOH-SUM KAT-TEN KRING HYET-GRET/

WALK LIKE A CAT ON HOT PORRIDGE: To avoid a subject or something unpleasant

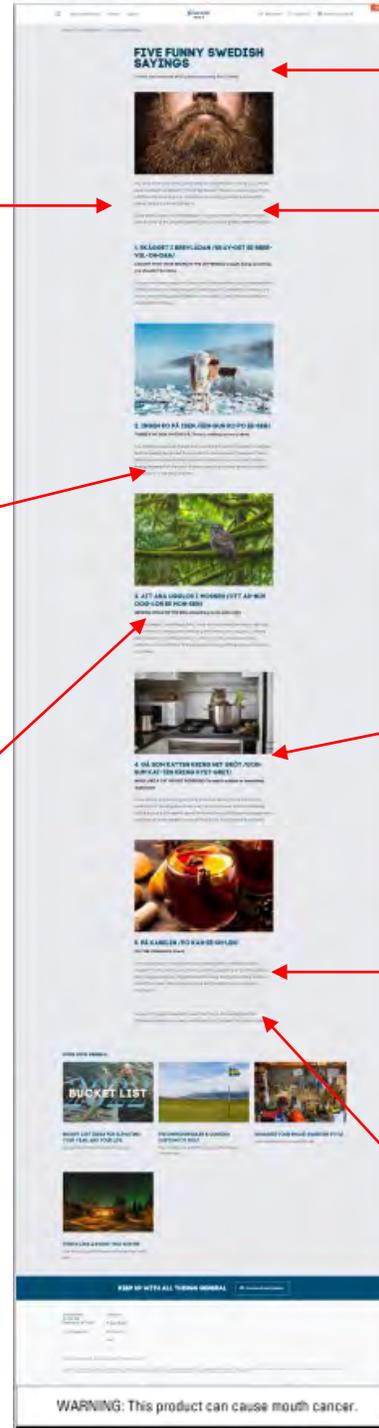
General Snus fans are Originals; bold and adventurous. There aren't many occasions for "beating around the bush" and you'd never catch us tiptoeing catlike around hot breakfast cereal. We know how get to the point because we're not afraid of what's ahead. House cat? Not for us. Lion? Sounds more like it.

5. PÅ KANELEN /PO KAN-EE-UH-LEN/

ON THE CINNAMON: Drunk

The Swedish have a much kinder way of saying their friends are drunk or "wasted"— with a nod to one of their favorite spices. Why so nice? It could be their hygge urge to pair gingerbread with brandy during the coldest months of winter that makes this particular saying feel friendlier than its American counterpart.

It's easy to "judge a book by its cover." But for us, discovering the little differences elevates our view—which might be "just what the doctor ordered."



Swedish Match

General Snus Elevated Stories: June [BEHIND AGE GATE]

FOCUSING ON SUSTAINABILITY

We are part of the Sustainable Tobacco Program: jointly developed by tobacco manufacturers and experts to assure standards in agricultural practices, as well as environmental management and key social and human rights areas. Which means we're constantly working to improve the tobacco supply chain, and we welcome better practices from outside our company.

What does that mean for you? You can know the snus you enjoy comes from a maker that is committed to crop and supply-chain sustainability—with a long-term vision for the Earth we all share.

[LEARN MORE ABOUT SUSTAINABILITY](#)

FOCUSING ON HUMAN RIGHTS

At Swedish Match, we respect universal human rights and support internationally proclaimed human rights conventions and guidelines. We recognize that as the makers of General Snus, we have a role to play in respecting these rights and making sure they are upheld for the people impacted by our business.

What that means for General Snus fans is that we are committed to working with our suppliers to ensure that child labor is not used in any state of production of our products.

[LEARN MORE ABOUT HUMAN RIGHTS & SUPPORT](#)



Giving you an elevated tobacco experience also means elevating our principles and practices

We know that Swedish snus fans care about the world round them. We've seen it time and time again: you volunteer for local causes, give to charity, and take pride in your community. You know that every town is connected, and you strive to make a difference.

That's something we can relate to. As an ethical tobacco company, we've always aimed for the higher ground. Throughout the 20th century, and into the 21st, we've worked hard to be a force for good. We're proud to be a part of a movement of conscientious citizens who are making a positive impact on the world.

Here are some key principles that set General Snus apart.

PART OF SOMETHING BIGGER

We don't typically like to brag. But let's be real—it's nice to talk about the higher standard we pursue. We're proud to make sure the Original Swedish Snus in your pocket is exceptional in every way possible. It's a point of pride for us to know that our snus is made with only the finest ingredients and manufactured to the highest standards.

Snus has been around for centuries, and we're proud to continue the tradition of producing high-quality snus for people to enjoy. We know that our products bring people together, and that's something we're very passionate about. Best of all, what really lifts our spirit is knowing we are part of something bigger than ourselves. So when you take out your next can of snus, remember you're part of something special---something that transcends borders and cultures. So go ahead and brag a little---we think you've earned it.

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: July [BEHIND AGE GATE]

1. SCUBA DIVING

Anytime you need a mouthpiece to breathe probably isn't the best time to be snusing, just as a rule of thumb.

2. HARMONICA SOLO

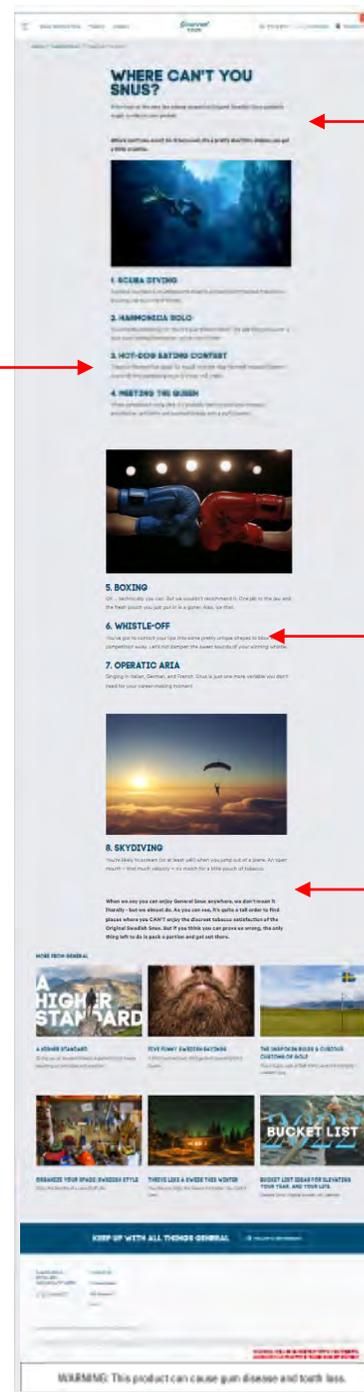
You've been practicing for this. It's your time to shine. The last thing you want is your snus coming loose when you're cuttin' loose.

3. HOT-DOG EATING CONTEST

Tobacco-flavored hot dogs? Or would it be hot-dog-flavored tobacco? Doesn't sound all that appetizing to us. It's your call, really.

4. MEETING THE QUEEN

Whoa, somebody's a big deal. It's probably best to save your tobacco satisfaction until after you've shook hands with a world leader.



A fun look at the very few places where the Original Swedish Snus probably ought to stay in your pocket.

Where can't you snus? As it turns out, it's a pretty short list. Unless you get a little creative.

5. BOXING

OK ... technically you can. But we wouldn't recommend it. One jab to the jaw and the fresh pouch you just put in is a goner. Also, ice that.

6. WHISTLE-OFF

You've got to contort your lips into some pretty unique shapes to blow the competition away. Let's not dampen the sweet sounds of your winning whistle.

7. OPERATIO ARIA

Singing in Italian, German, and French. Snus is just one more variable you don't need for your career-making moment.

8. SKYDIVING

You're likely to scream (or at least yell) when you jump out of a plane. An open mouth + that much velocity = no match for a little pouch of tobacco.

When we say you can enjoy General Snus anywhere, we don't mean it literally - but we almost do. As you can see, it's quite a tall order to find places where you CAN'T enjoy the discreet tobacco satisfaction of the Original Swedish Snus. But if you think you can prove us wrong, the only thing left to do is pack a portion and get out there.



General Snus Elevated Stories: August [BEHIND AGE GATE]

1. HOT AIR BALLOON

As summer rides go, this is a big one. The view from a hot air balloon is simultaneously serene and stupendous. Especially if you venture forth from a beautiful location. It'll be a memory you never forget.

2. ATV

Call it an ATV, a 4-wheeler, or a quad bike, it's beyond fun. We're gonna come right out and say it: wear the right gear and know what you're doing. But once you master it, there's nothing like the adrenaline rush of four-wheeling the wilderness.

3. KAYAK

Our favorite thing about a kayak is its easy accessibility. Nearly anybody can pick it up—it's like the walking of water travel. You can go hard or take it easy. You can ride the rapids or slip through a quiet marsh. And at any speed, it's great exercise for your core and upper body.

Warmer weather is the perfect excuse to give unconventional transportation a go. What's your summer ride?

Summer fun really opens up when you step out of your car or truck and onto something more original. From motorbikes to kayaks to cable cars, unconventional modes of transportation take us to some amazing places (or states of mind!). And the best part is, General Snus can come along on all of them.

4. LONGBOARD

When your kick-turn and ollie days are behind you, the pavement still sings its siren song. Hop on a longboard. You'll notice how much easier the ride is, but you still get the exhilaration of sidewalk surfing. Plus, longboards cover a lot more ground—and look cool, too.

5. MOUNTAIN BIKE

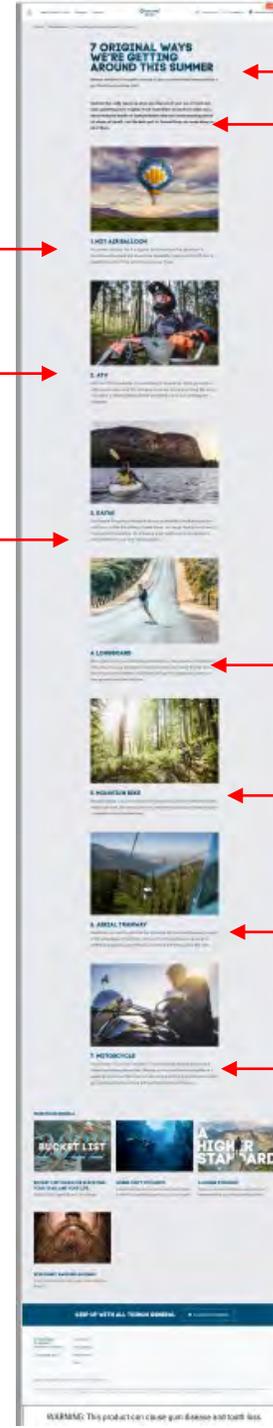
Mountain biking is a pure workout, but chances are you love it. Results include smiles, high-fives, fist-bumps, dirty hair, well-earned scrapes and endless stories—enough to last all summer long.

6. AERIAL TRAMWAY

Sometimes you want to start the day at the top. With an aerial tramway, you get all the advantages of the climb—without the climb. Unless you're using the summit as a staging ground for your adventure. Either way, enjoy the view!

7. MOTORCYCLE

The ultimate "if you know, you know." The motorcycle lifestyle is as old and storied as the bikes themselves. Whether you're a rush-hour lane-splitter or a weekend tourer, your bike is part of who you are. And it's the perfect way to dial up a summer adventure. Along with your favorite snus, of course.



General Snus Elevated Stories: September [BEHIND AGE GATE]

They call baseball “America’s pastime,” but maybe more accurate is that every ballpark is a fan’s paradise. Each fan passing through the gates brings their own vibe to the park. Keep reading for a few of our favorite kinds of fans, and see where you fit in.

2.) MR. OLD SCHOOL
This baseball fan is pretty good company. But unlike the more verbal Sign Guy, they quietly know more than everyone else: calmly sitting there like their paid seat is their own living room.
Because Mr. Old School carries with them the sound of yesteryear. A radio or smartphone streaming the play-by-play from the broadcaster’s booth behind home plate. If you have 9-volt batteries in your pocket or a gameday streaming subscription, this may be you.

4.) THE GLOVE
The Glove is in many ways the very best of baseball fandom. They’re a pure spirit. A dreamer. A believer in miracles...especially the miracle that slices a perfect foul ball right at them so they can snag a souvenir.
The Glove is still a kid at heart. Still tensed up with every swing. They only leave their seats when they have to, and they stick around until the end. (Which also means The Glove is the fan most likely to jockey for a better seat when less-devoted fans head for the exits early.)
Is this you? If so, from one baseball fan to another, thanks for keeping the dream alive—at the old ball game.



Whether you're in the box seats or the bleachers, every section at the ballpark has at least one of these true originals.

1.) THE SIGN GUY
Guy or gal, this self-described baseball expert prides themselves on their deep knowledge of the game. Think of them as the educational element in your section.
True to their name, they're always predicting the next pitch. But they're also ordering the outfielders to head in for this at-bat or ride the warning track to stop a sac fly. They're quoting sabermetrics. They keep a scorecard. There's one in every row. Is it you, coach?

3.) THE TALKER
I mean, you know who you are, right? Can't stop? Won't stop? The jokes, the patter, the "hey, batter-batter"? If you're The Talker, that's you in a nutshell.
Now, that acknowledged, The Talker is probably the person most responsible for the "pastime" part of baseball. To them the whole game is just a giant hang with twenty or thirty thousand of their closest friends.
Look, does anything more need to be said? Not really. You keep doing you. We need social butterflies for this thing to work. But watch a few pitches once in a while, okay?

CONTINUED ON NEXT PAGE



General Snus Elevated Stories: October [BEHIND AGE GATE]

PATTERN-SEEKING PEOPLE

How does our love of originality square with the idea that, in most situations, people prefer the familiar? Well, we might have to get into a little anthropology. (But don't worry! We don't want to get too technical either.)

Since prehistoric times human beings have demonstrated the talent at perceiving patterns – or the disruption of patterns.

DISRUPTING THE PATTERN

Pattern seeking seems to be a built-in survival instinct.

In the modern world people don't want to be like everyone else. Welcome to life in the 21st century, where the aim is to reject the overly familiar and to seek originality.

Let's talk about a few ways we modern humans stay original.

THE SECRET OF SPICY

Most of the time, the food we eat has a straightforward purpose — to nourish us, body and soul. Which is why we get fulfillment and pleasure from food. Sweet and salty compounds send happy signals to our pleasure receptors. It's easy and uncomplicated. And it's one of the most reliable patterns human beings follow.

Which makes the appeal of spicy food so odd. Spicy food is a pattern-disrupting original. Because capsaicin, the key compound in spicy food, doesn't technically send pleasure signals to our bodies. Instead, capsaicin hurts. And the spicier the food, the more it hurts.



Appreciating the unique ingredients that turn boring into wow—and the science behind it.

Our minds need originality. We crave it. But why? From the color of your car to the unsurpassed blend of tobaccos in your favorite variety of snus, you choose the things you prefer because of something that — for you, at least — stands out.

SEEING RED

Is there any other color with the same kick in the pants as red? Due to its long wavelength, red is the most visible color in the spectrum, second only to yellow. It instantly grabs people's attention, which is the reason it's used to warn people of impending danger. Consider stop signs, red traffic lights, and fire engines.

But at the same time, experiencing that danger signal when you're not about to be hunted and eaten has an allure, too. Red sets off primal feelings. And that may be why red things — a red car, a red dress, or a red sunset — stand out.

In other words, to us human beings, red feels original. It's innate. We can't help it.

CONTINUED ON NEXT PAGE

General Snus Elevated Stories: October con't [BEHIND AGE GATE]

WHY DO WE SEEK ITS ORIGINALITY?

There are few theories, but this one is persuasive. Eating spicy food sets off a mild defense response in people. Our heart rates rise, our breathing increases, and — crucially — our adrenaline begins to flow. When we combine the right amount of spicy heat with pleasant flavors like sweet or salty, the thrill of pain rejuvenates us. In short, we feel alive.



RHYME, THE SHORTCUT TO ORIGINALITY

A rhyme is an instant pattern. And it can be an instant joy. Especially when we hear good rhyming lyrics, set to music, the instruments weaving their own patterns: under, over and around the lyrics. Our brains switch to a different tempo, the song filling our ears and, if we let it, our consciousness.

But if rhymes are patterns, then isn't that just more sameness? Why does it work?

You can probably guess the answer.

Rhyme is a trick. A little shortcut that takes our brains on a journey from instant pattern to pattern disruption.

Put another way, a rhyme sets us up to experience originality. Because if the instant pattern of rhyme is disrupted skillfully by a composer, that originality takes flight in our hearts. We don't love the sameness of songs. We love how they stand out.

So, next time you reach for your favorite snus, or throw on your favorite song, or find yourself drawn to the red ingredient in your favorite spicy dish, think about that spark of originality. Because it's the stuff we live for that makes all the difference.

General Snus Elevated Stories: Footer

[BEHIND AGE GATE]

WHERE CAN'T YOU SNUS?

A fun look at the very few places where the Original Swedish Snus probably ought to stay in your pocket



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A HIGHER STANDARD
Giving you an elevated tobacco experience also means elevating our principles and practices



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THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF
Plus a Quick Look at Golf in the Land of the Original Swedish Snus



ORGANIZE YOUR SPACE: SWEDISH STYLE
Enjoy the Benefits of a Less-Stuff Life



THRIVE LIKE A SWEDE THIS WINTER
Four Ways to Enjoy the Season No Matter How Cold it Gets

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BUCKET LIST IDEAS FOR ELEVATING YOUR YEAR, AND YOUR LIFE.

General Snus' Original Bucket List Calendar



BUCKET LIST IDEAS FOR ELEVATING YOUR YEAR, AND YOUR LIFE
General Snus' Original Bucket List Calendar



ENJOY OUR WINTER COCKTAIL MENU
We've crafted a cocktail menu sure to keep you warm all winter long.



BANDY: SWEDEN'S BEST-KEPT SECRET SPORT
From the basics to the fan experience, learn more about Sweden's favorite winter sport.

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ELEVATE YOUR FALL BBQ GAME

We've got a recipe + tips that will take your fall barbeque to the next level.



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General Snus The Most Chill Giveaway Web Pages: Rules [OUTSIDE AGE GATE]

3/1/22 - current

THE MOST CHILL GIVEAWAY OFFICIAL RULES

NO PURCHASE OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. SPONSOR/ADMINISTRATOR: The Most Chill Giveaway (the "Sweepstakes") is sponsored by Swedish Match North America, LLC, Two James Center, 1021 East Cary Street, Suite 1600, Richmond, VA 23219 (the "Sponsor"). The Sweepstakes is administered by Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747 (the "Administrator").

2. ELIGIBILITY: Open only to legal residents of, and currently residing in, the fifty (50) United States and the District of Columbia (excluding residents of MA, MI & VA), who are tobacco consumers, twenty-one (21) years of age or older as of date of Entry. Employees of Sponsor, Administrator, and any of either company's respective affiliates, parents or subsidiaries, respective parent, subsidiary, and affiliate companies and advertising and promotion agencies and members of their immediate families (spouses, parents, children, and siblings and their spouses), and/or those living in the same household of each are not eligible. Void in MA, MI, VA, and where prohibited by law.

3. SWEEPSTAKES ENTRY: The Sweepstakes begins at 11:00 am, Eastern Time ("ET") on March 1, 2022 and ends at 11:00 am, ET on May 27, 2022 (the "Sweepstakes Period"). The Sweepstakes Period will consist of thirteen (13) weekly entry periods (each a "Weekly Entry Period") that will start at 12:00 am ET each Tuesday and end 11:59 pm ET each Monday of the Sweepstakes Period, with the exception of the first and final Weekly Entry Periods. The first Weekly Entry Period will begin at 11:00 am ET on Tuesday, 3/1/2022 and the final Weekly Entry period will end at 11:00 am ET on Friday, 5/27/2022.

During the Sweepstakes Period, if you already have an account on www.GeneralSnus.com (the "Website"), log onto the Website and click where indicated and follow the on-screen instructions to vote for your favorite chiller design (from the three posted), to receive one (1) entry ("Entry") into the that Weekly Drawing and the Grand Prize drawing. Weekly Entries will not be carried forward for any subsequent Weekly drawing(s). If you do not have an account, you must first visit the Website and complete all required registration information in order to proceed. Limit one (1) Entry per person/email address per 24-hour period.

Multiple Entries in excess of the limitation or mass entry attempts may result in disqualification of all entries by such person. Entries must be manually submitted by the entrant; use of automated entry devices or programs, or Entries by third parties, are prohibited. Duplicate or incomplete Entries will be disqualified.

By entering, you represent and warrant that you have fully complied and are in agreement with these Official Rules. By entering, you agree to indemnify and hold harmless the Sweepstakes Entities (as defined below) from any action or liability resulting from your participation in the Sweepstakes and/or any other information included in any Entry. Normal internet access and usage charges imposed by entrants' online service may apply and are entrants' sole responsibility. If entering via mobile device, normal phone/data and usage charges imposed by your phone service may apply and are entrant's sole responsibility.

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General Snus The Most Chill Giveaway Web Pages: Rules con't [OUTSIDE AGE GATE] 3/1/22 - current

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): *Grand Prizes (13):* A Sponsor-specified limited-edition chiller (mini refrigerator; no product included) featuring the winning design (\$200 each). *First Prizes (91 – 7 awarded each for each Weekly Entry Period):* A Sponsor-specified Poster (\$10 each). Limit one (1) Grand Prize per person/household. Limit one (1) First Prize per person/per month.

Prize Details: Prizes are specified by Sponsor. Prizes are awarded "as is" and without any warranty, except as required by law. Winners are responsible for any applicable federal, state and local taxes. No transfer, substitution or cash equivalent for the prize will be permitted, except at the sole discretion of the Sponsor in the event of prize unavailability and then an alternate prize of approximately equal value will be awarded and the Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided or due. Any difference in the stated ARV of any prize and actual value will not be awarded.

5. ODDS OF WINNING: Odds of winning a Prize depend upon the number of eligible Entries received for each Weekly drawing and overall.

6. RANDOM DRAWINGS: Seven (7) Weekly First Prize winners will be selected in separate random drawings on or about each Wednesday following each Weekly Entry Period, from among all eligible Entries received for each of the thirteen (13) Weekly Entry Periods. On or about June 2, 2022, thirteen (13) Grand Prize winners will be selected in a separate random drawing from among all eligible Entries received during the Sweepstakes Period. Drawings will be conducted by Administrator, a judging organization working on behalf of Sponsor. Administrator's decisions are final on all matters relating to the random drawings. Sponsor's interpretation of these rules and decisions shall be final.

7. WINNER NOTIFICATION: Winners will be contacted via phone/email and will be required to verify their mailing addresses within 48 hours of attempted notification or prize will be forfeited and an alternate winner will be selected. Return of prize or prize notification as undeliverable may result in disqualification and alternate selection. In the event of any dispute concerning the identity of any entrant of an Entry, the Entry will be deemed submitted by the natural person who is the authorized holder of the transmitting account. Sponsor and its agencies are not responsible for notifications that are misdirected because of email addresses that are no longer correct, or for any other reason beyond the exclusive control of the Sponsor.

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General Snus The Most Chill Giveaway Web Pages: Rules con't [OUTSIDE AGE GATE]

3/1/22 - current

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8. GENERAL RULES/VERIFICATION: By accepting a prize, each winner grants permission to the Sponsor and its agencies to use his/her name, city, state, photos, and likeness for purposes of advertising, Sweepstakes, and trade without further compensation, except where prohibited by law. By entering, entrants hereby agree, discharge and hold harmless Sponsor, Administrator, their parent, subsidiary and affiliated companies, advertising and promotional agencies and prize suppliers and their respective officers, directors, shareholders, owners, employees, agents, attorneys and representatives (collectively, the "Sweepstakes Entities") from any and all injuries, loss, claims or damages arising out of an entrant's participation in the Sweepstakes and/or entrant's acceptance or use or misuse of a prize. By participating in the Sweepstakes, entrants agree that the Sweepstakes Entities will have no liability whatsoever for, and that entrant shall defend and hold the Sweepstakes Entities harmless against, any liability for any claims based on publicity rights, defamation, or invasion of privacy as well as injuries, damages, or losses of any kind, whether or not foreseeable, including, without limitation, direct, indirect, incidental, consequential or punitive damages to persons or to property arising out of the prize awarded hereunder. Without limiting the foregoing, everything regarding the Sweepstakes, including the Website used in connection therewith and the prize awarded hereunder, are provided "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement, all of which are expressly disclaimed by the Sweepstakes Entities.

If for any reason the Sweepstakes is not capable of running as planned, including without limitation infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right at its sole discretion, to cancel, terminate, modify and/or suspend the Sweepstakes and to disqualify any individual who tampers with the Entry process, violates these Official Rules, or acts in a disruptive manner. In the event the Sweepstakes is cancelled, terminated or suspended for any reason, Sponsor, at its sole discretion, reserves the right to award the prizes from among all eligible Entries received for each drawing prior to cancellation. Any attempt by an entrant to deliberately damage the Website or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and/or civil laws and should such an attempt be made, the Sponsor reserves the right to seek all available remedies, including without limitation criminal prosecution, and damages, including without limitation attorneys' fees, from any such entrant to the fullest extent of the law. No responsibility is assumed by Sponsor for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to or alteration of Entries; or any problems or technical malfunctions of any telephone network or lines, typographical or other errors, computer online systems, servers or providers, computer equipment, software, failure of any email sent or electronic Entry to be received on account of technical problems or traffic congestion on the internet or on any website or any combination thereof, including any injury or damage to participant's or any other person's computer related to, or resulting from, participation in or downloading any materials from this Sweepstakes. Sponsor is not responsible for any typographical or other error in the printing of the Sweepstakes materials, administration of the Sweepstakes, or in the announcement of the prizes. Sponsor reserves the right, at its sole discretion, to disqualify any individual it determines to be tampering with the Entry process, to be violating these Official Rules or to be acting in a disruptive manner. Entries generated by script or bot are not eligible. In no event will the Sponsor be obligated to award more than the stated number of prizes. Use of automated Entry devices is prohibited.



General Snus The Most Chill Giveaway Web Pages: Rules con't [OUTSIDE AGE GATE]

3/1/22 - current

9. DISPUTES: To the fullest extent permitted by law, entrant agrees that: (1) any and all disputes, claims and causes of action brought by him/her arising out of or connected with this Sweepstakes or the prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the State of Kentucky or an appropriate Kentucky State Court if federal court is not a proper or available venue; (2) any and all claims, judgments and awards to entrant shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Kentucky, without giving effect to any choice of law or conflict of law rules (whether of the State of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Kentucky.

10. PRIVACY: The information collected on the Website will be subject to and used in accordance with the Privacy Policy available at the Website by clicking on the Privacy Policy link.

11. NAMES OF WINNERS: For the names of the winners, available for a period of at least 30 days, after July 1, 2022, visit the Website.



General Snus The Most Chill Giveaway Web Pages: Header [BEHIND AGE GATE]

3/1/22 – 9/1/22

TMCG LANDING PAGE

General Snus The Most Chill Giveaway

THE MOST Chill GIVEAWAY

Enter for a chance to win a limited edition chiller.

CRISP ADVENTURE WARM SPIRIT LUSH GREEN SERENE SNOW

ENTER FOR A CHANCE TO WIN A CUSTOM GENERAL SNUS CHILLER

FEEL THE BREEZE SEEK THE LIGHT RELAX FOR THE SUMMER

KEEP UP WITH ALL THINGS GENERAL

WARNING: Smokeless tobacco is addictive.

TMCG VOTING PAGE

General Snus The Most Chill Giveaway / Chiller Voting Page

WHICH CHILLER IS COOLEST?

Vote and you can win the coolest chiller.

CRISP ADVENTURE LUSH GREEN WARM SPIRIT SERENE SNOW

VOTE

KEEP UP WITH ALL THINGS GENERAL

WARNING: Smokeless tobacco is addictive.

TMCG RESULTS PAGE

General Snus The Most Chill Giveaway / Chiller Voting Page

WHICH CHILLER IS COOLEST?

0% 0% 33% 33%

Be on the lookout... the next few weeks for an email that letting drive you home with a really nice juice or an email in June indicating that you won a custom chiller!

In the meantime, stay chill with a can of General near you.

FIND A STORE

KEEP UP WITH ALL THINGS GENERAL

WARNING: Smokeless tobacco is addictive.

General Snus The Most Chill Giveaway Web Pages: Landing Page [BEHIND AGE GATE]

3/1/22 – 6/28/22

General Snus

THE MOST Chill GIVEAWAY

Enter for a chance to win a limited-edition chiller.

CRISP ADVENTURE WARM SPIRIT LUSH GREEN SERENE SNOW

ENTER EACH DAY TO INCREASE YOUR CHANCES TO WIN

Take home a piece of General Snus! Vote for your favorite Chiller design daily for your chance to be one of our 13 chiller grand prize winners.

Plus, the opportunity to win an exclusive General Snus poster. Vote now!

FEEL THE BREEZE SEEK THE LIGHT RELAX

ENTER NOW

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes.

KEEP UP WITH ALL THINGS GENERAL

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WARNING: Smokeless tobacco is addictive.
Swedish Match PMTA MRTP Annual Rpt 2022 Page 341 of 763

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No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

General Snus The Most Chill Giveaway Web Pages: Voting Page [BEHIND AGE GATE]

3/1/22 – 6/28/22

The screenshot shows the General Snus website's voting page. At the top, there is a navigation bar with links for 'About General & Snus', 'Products', 'Coupons', 'Find a Store', 'Contact Us', and 'General on Facebook'. The main heading is 'WHICH CHILLER IS COOLEST?' with a subtext 'Select your favorite design and you could win!'. Below this are four product images: 'CRISP ADVENTURE', 'LUSH GREEN', 'WARM SPIRIT', and 'SERENE SNOW'. A 'VOTE' button is positioned below the images. A message states: 'You can enter one time per 24-hours (24-hours after you last voted)'. Below this, a disclaimer reads: 'Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes. Participants who are residents of these states may be able to vote, but are not eligible to enter the Sweepstakes or win.' At the bottom of the page, there is a footer with contact information and a 'KEEP UP WITH ALL THINGS GENERAL' section. A red box at the very bottom contains the warning: 'WARNING: Smokeless tobacco is addictive.'



**You can enter one time per 24-hours
(24-hours after you last voted).**

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General Snus The Most Chill Giveaway Web Pages: Results Page [BEHIND AGE GATE]

3/1/22 – 9/1/22

General Snus

WHICH CHILLER IS COOLEST?

	36%
	26%
	15%
	20%

Thanks for voting! Make sure to come back tomorrow to vote on your favorite chiller design. And be on the lookout in the next few weeks for an email stating whether you have won a weekly prize or an email in June stating whether you have won a custom chiller.

In the meantime, stay chill and enjoy savings from General Snus.

[CLAIM YOUR COUPONS](#)

You can enter one time per 24-hours (24-hours after you last voted).

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KEEP UP WITH ALL THINGS GENERAL

Swedish Match
P.O. Box 200
Canton, NJ 07047
1-800-860-8337

General Snus
Privacy Policy
My Account
FAQ

© 2022 SWEDISH MATCH NORTH AMERICA, LLC

WARNING: Smokeless tobacco is addictive.

Thanks for voting! Make sure to come back tomorrow to vote on your favorite chiller design. And be on the lookout in the next few weeks for an email stating whether you have won a weekly prize or an email in June, stating whether you have won a custom chiller.

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General Snus The Most Chill Giveaway Web Pages: Winners Page [BEHIND AGE GATE]

3/1/22 – 6/19/22



Come back next week to see more winners. Grand prize winners will be announced at the end of the Promotion.

In the meantime, stay chill with a can of General near you.

[FIND A STORE](#)

Unfortunately, due to state laws, residents of MA, MI and VA are not eligible to participate in promotions, contests or sweepstakes. Participants who are residents of these states may be able to vote, but are not eligible to enter the Sweepstakes or win.

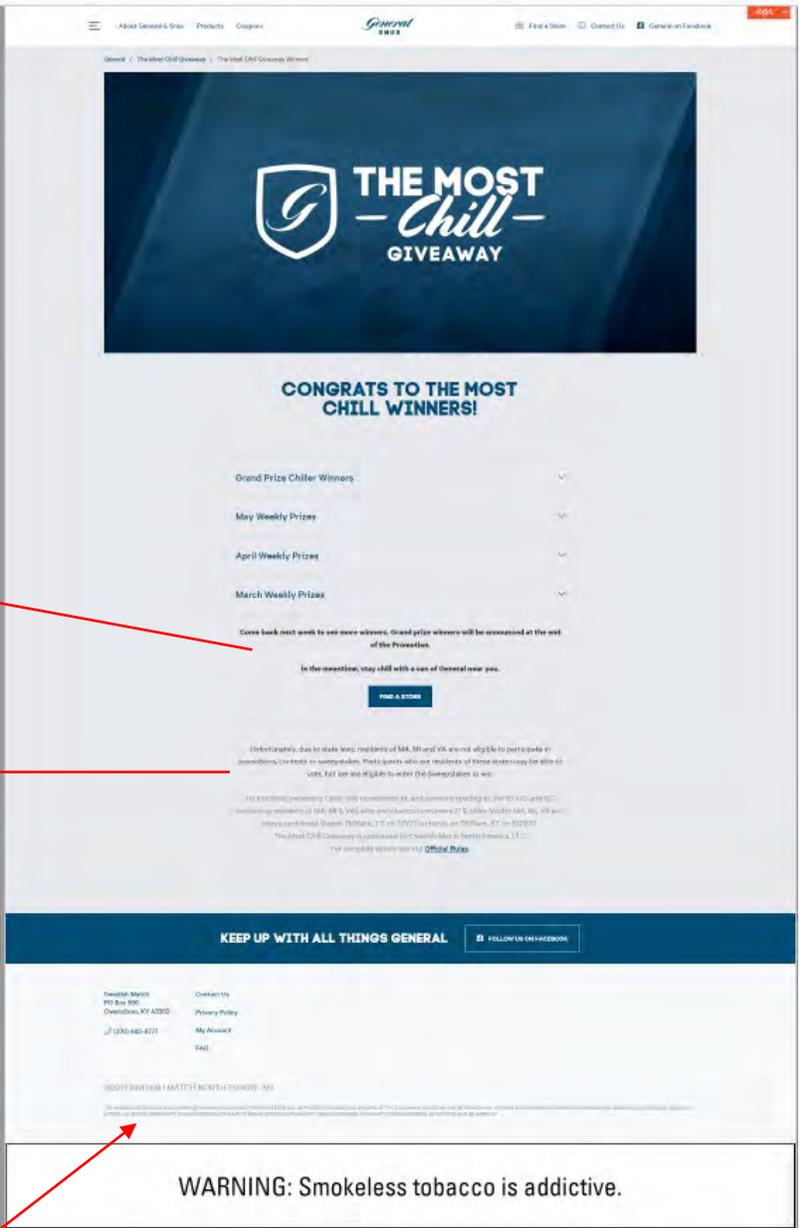
No purchase necessary. Open only to residents of, and currently residing in, the 50 U.S. and DC (excluding residents of MA, MI & VA), who are tobacco consumers 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00am., ET on 3/1/22 and ends on 11:00am., ET on 5/27/22.

The Most Chill Giveaway is sponsored by Swedish Match North America, LLC.

For complete details see the [Official Rules](#).

Swedish Match
PO Box 986
Owensboro, KY 42302
(270) 685-8777

Contact Us
Privacy Policy
My Account
FAQ

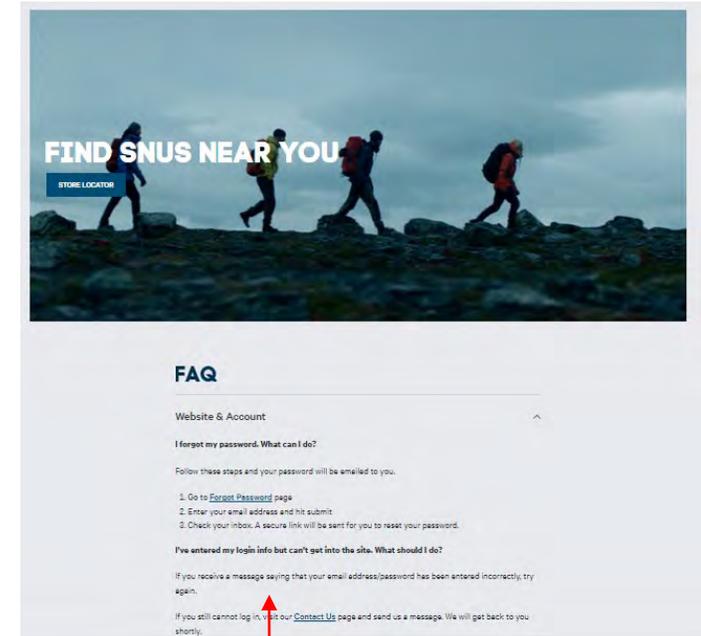
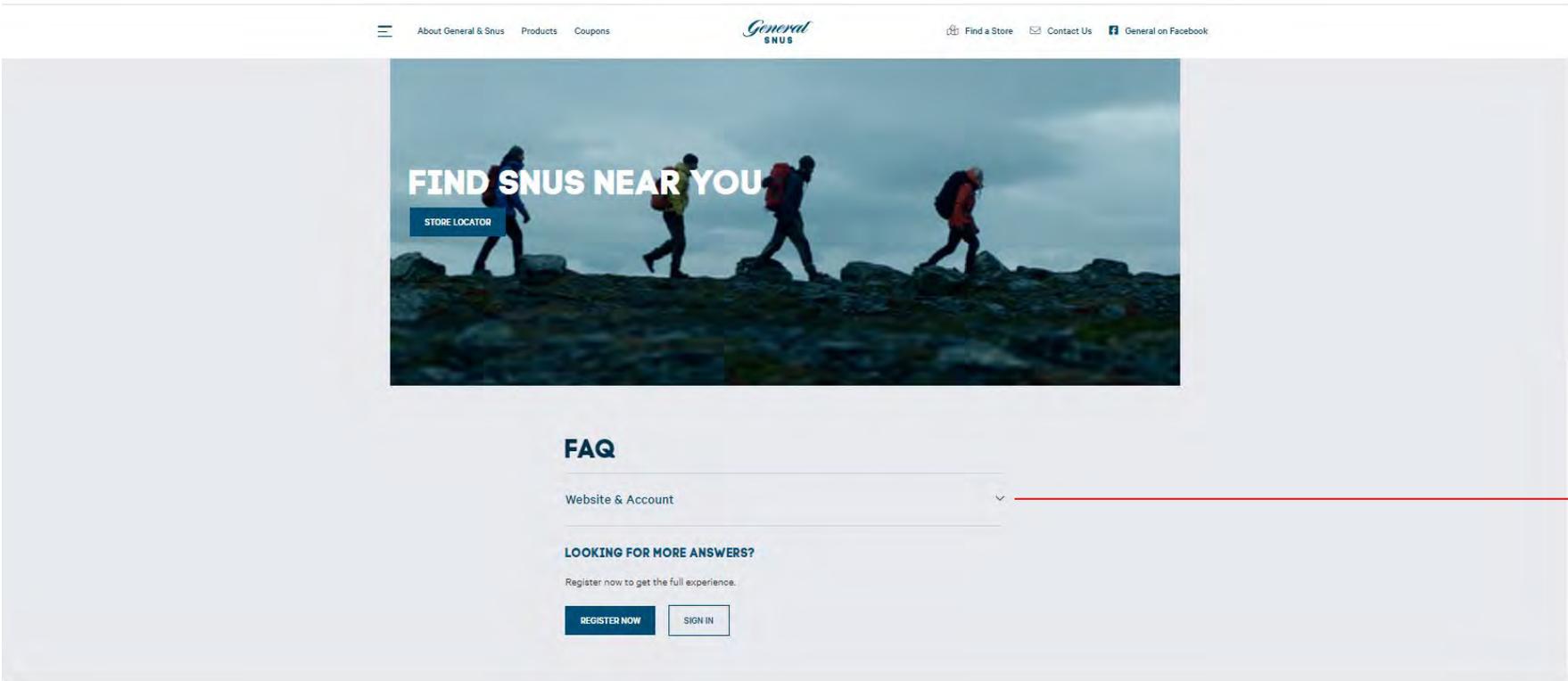


©2022 SWEDISH MATCH NORTH EUROPE AB

THE SMOKELESS TOBACCO CONTAINERS OF SWEDISH MATCH AND THEIR CONTENTS MAY BE PROTECTED UNDER ONE OR MORE OF THE FOLLOWING ISSUED U.S. AND INTERNATIONAL PATENTS: U.S. D489606; U.S. D690606; U.S. D690607; U.S. D690608; U.S. D711232; U.S. D711233; U.S. D711234; U.S. 6165126; COMMUNITY DESIGN 000019328; COMMUNITY DESIGN 00051933; COMMUNITY DESIGN 000933395; COMMUNITY DESIGN 001035398; EP 0921978B1 AND EP 2457833B1.

GENERAL WEBSITE REFRESH - FAQs [OUTSIDE AGE GATE]

NOV. 2021 - Current



Website & Account expanded: see next page for details

WARNING: Smokeless tobacco is addictive.

GENERAL WEBSITE REFRESH - FAQs – WEBSITE & ACCOUNT COPY DETAIL [OUTSIDE AGE GATE]

NOV. 2021 - Current

Website & Account

I forgot my password. What can I do?

Follow these steps and your password will be emailed to you.

1. Go to [Forgot Password](#) page
2. Enter your email address and hit submit
3. Check your inbox. A secure link will be sent for you to reset your password.

I've entered my login info but can't get into the site. What should I do?

If you receive a message saying that your email address/password has been entered incorrectly, try again.

If you still cannot log in, visit our [Contact Us](#) page and send us a message. We will get back to you shortly.

My age can't be verified. What can I do?

To register, you must be 21 years of age or meet the legal age requirements dictated by state or local law. Ensure the information you entered during registration is correct. If you're still having issues, follow the instructions on this [PDF](#).

What if I don't own a computer?

Our site is accessible through public computers with internet access.

Can I opt out of receiving emails in the future?

Yes. There are three ways to opt out:

1. Go to [My Account](#), then update your communication preferences by selecting "No" under the email section.
2. Send an email to info@smna.com. It may take 10 business days to process your request.
3. Send a written request to:

Swedish Match North Europe AB

Swedish Match North Europe AB
PO Box 986
Owensboro, KY 42302

Provide your name and the email address to be removed from the mailing list in the request.

How is my privacy protected?

Visit our [Privacy Policy](#) for more information.

I'm having issues viewing images and messages on the site. What causes these issues?

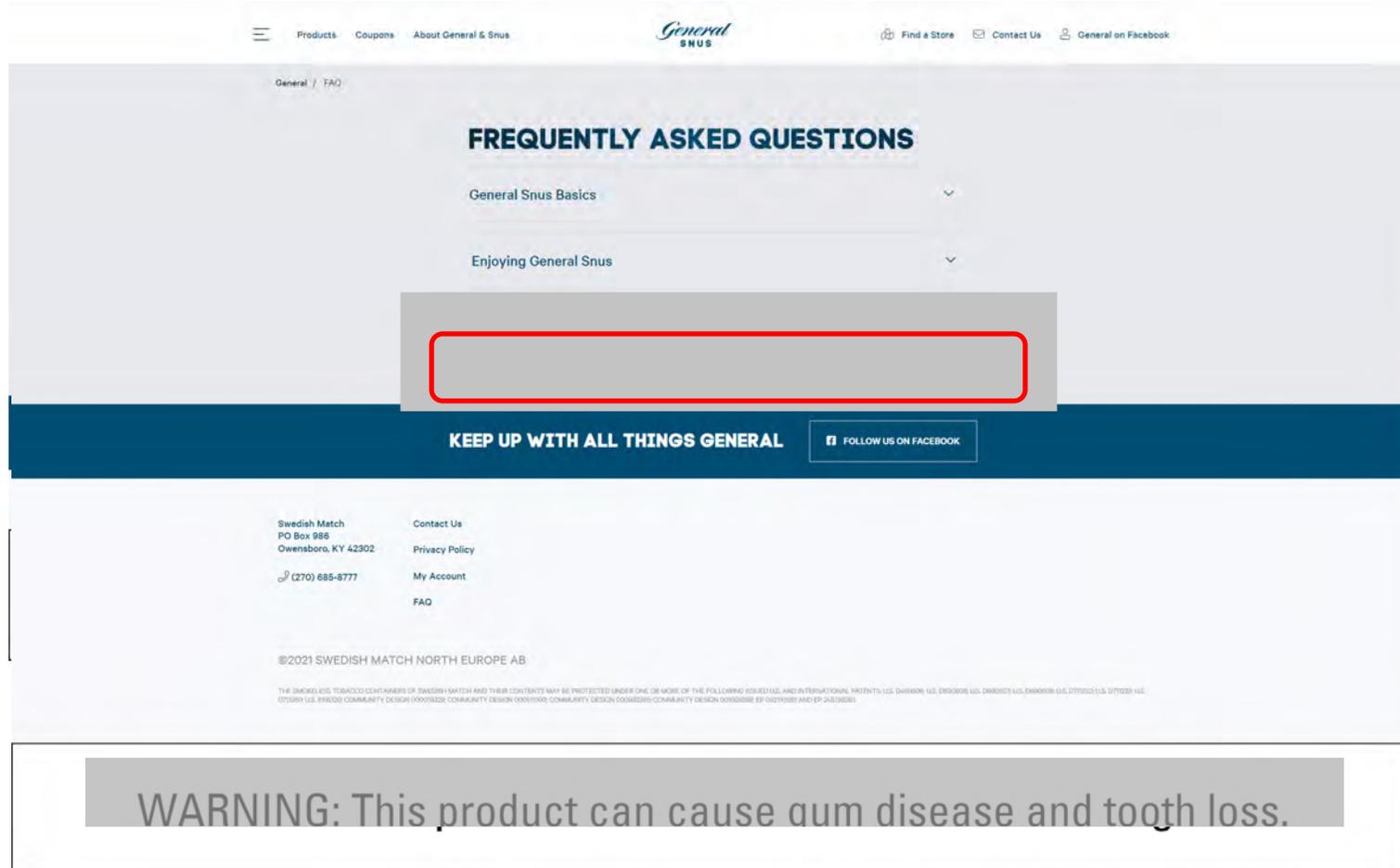
If images are not appearing on the site, make sure you are viewing the site in one of the supported browsers:

- Internet Explorer 11+ or Edge 12+ (WIN)
- Firefox 40+ (WIN/MAC)
- Safari 9+ (MAC)
- Google Chrome 50+ (WIN/MAC)

Modified Risk

GENERAL WEBSITE REFRESH - FAQs [BEHIND AGE GATE]

Nov. 2021 – March 2022



SEE NEXT PAGE FOR DETAIL

GENERAL WEBSITE REFRESH - FAQs: GENERAL SNUS BASICS [BEHIND AGE GATE]

Nov. 2021 - Current

The screenshot shows the 'FREQUENTLY ASKED QUESTIONS' page for General Snus. The page is organized into sections with expandable/collapsible headers. The visible sections include:

- General Snus Basics** (expanded):
 - What is Snus?**: Snus is a discreet, spitless, smokeless tobacco pouch that is placed under the upper lip. Visit the [What is Swedish Snus?](#) Page for more details.
 - What is Swedish Snus?**: Swedish Snus is smokeless tobacco that has been in Sweden for more than 200 years. Swedish snus is steam-heated and cooled to ensure consistent quality and it is served chilled to maintain freshness and taste. Whether pouched or loose snus, it is characterized by a strong tobacco flavor. Even brands labeled as mint or another flavor, the tobacco is very prevalent in the original product. Visit the [What is Swedish Snus?](#) Page for more details.
 - How is General Snus different from American moist snuff?**: The main difference is that General Snus doesn't require you to spit while using it.
 - Does General Snus have nicotine in it?**: Yes, General Snus is made from a blend of 22 premium tobaccos and does contain nicotine.
 - Who is Swedish Match?**: Swedish Match is the worldwide leader in Swedish snus and manufactures General, the #1 selling snus in the world.
 - Where does Swedish Match manufacture General Snus?**: It is manufactured in Gothenburg and Kungälv, Sweden.
 - Is the snus purchased in the U.S. the same as the snus in Sweden?**: Yes, All General products are 100% authentic Swedish snus manufactured in Gothenburg and Kungälv, Sweden.
 - How is General Snus manufactured?**: Refined over 150 years, the production of General Snus is the perfect combination of cutting-edge science and old-world craft - all to make a product that meets strict Swedish food-grade standards.

See following page for copy detail.

The screenshot shows the bottom half of the 'FREQUENTLY ASKED QUESTIONS' page. The visible sections include:

- What is the date labeling code on the bottom of the pack?**: Because General is manufactured in Sweden, it is classified as a food product. This means only ingredients approved under Swedish food and health laws can be used.
- Why aren't all General Snus flavors available in the U.S.?**: Only the flavors with the highest customer demand are available at retail in the U.S. If there's a General Snus flavor that you would like brought over to the States, go to the [Contact Us](#) page and let us know.
- Can I get a free General Snus sample?**: Sorry, General Snus doesn't provide samples of any product.
- Can I get a coupon for General Snus?**: Yes! Visit the [Coupons](#) page to request monthly savings. You can also opt-in to receive email and direct mail communication for additional special offers.
- My local tobacco retailer doesn't carry General Snus. Where can I buy it?**: General Snus is available nationwide. Check the [Find A Store](#) tool to see where you can find it in your area. If it's not available near you, you can purchase General Snus online by visiting [northerner.com](#), [lovsnus.com](#) or [mvsnus.com](#).

Below the questions are three expandable/collapsible sections: 'Enjoying General Snus', 'Website & Account', and 'Modified Risk'. At the bottom of the page, there is a dark blue banner with the text 'KEEP UP WITH ALL THINGS GENERAL' and a 'FOLLOW US ON FACEBOOK' button. Below the banner is a footer area with contact information for Swedish Match, including the address (PO Box 956, Orensbo, KY 42302), phone number ((270) 885-6777), and links for 'Contact Us', 'Privacy Policy', 'My Account', and 'FAQ'. The footer also includes the company name '©2021 SWEDISH MATCH NORTH EURDPE, LLC' and a small disclaimer.

WARNING: This product can cause gum disease and tooth loss.

GENERAL WEBSITE REFRESH - FAQs: GENERAL SNUS BASICS COPY DETAIL

[BEHIND AGE GATE] Nov. 2021 - Current

FREQUENTLY ASKED QUESTIONS

General Snus Basics

What is Snus?

Snus is a discreet, spitless, smokeless tobacco pouch that is placed under the upper lip. Visit the [What is Swedish Snus?](#) Page for more details.

What is Swedish Snus?

Swedish Snus is smokeless tobacco that has been in Sweden for more than 200 years. Swedish snus is steam-heated and cooled to ensure consistent quality and it is served chilled to maintain freshness and taste. Whether pouched or loose snus, it is characterized by a strong tobacco flavor. Even brands labeled as mint or another flavor, the tobacco is very prevalent in the original product. Visit the [What is Swedish Snus?](#) Page for more details.

How is General Snus different from American moist snuff?

The main difference is that General Snus doesn't require you to spit while using it.

Unlike moist snuff, snus is an upper lip tobacco pouch product. Swedish snus is also steamed-heated and cooled to ensure consistent quality. Moist snuff, on the other hand, is fermented.

General Snus is also chilled to maintain freshness.

Does General Snus have nicotine in it?

Yes, General Snus is made from a blend of 22 premium tobaccos and does contain nicotine.

Who is Swedish Match?

Swedish Match is the worldwide leader in Swedish snus and manufactures General, the #1 selling snus in the world.

Where does Swedish Match manufacture General Snus?

It is manufactured in Gothenburg and Kungälv, Sweden.

Is the snus purchased in the U.S. the same as the snus in Sweden?

Yes. All General products are 100% authentic Swedish snus manufactured in Gothenburg and Kungälv, Sweden. Swedish Match PMTA MRTP Annual Rpt 2022 Page 350 of 763

How is General Snus manufactured?

Refined over 150 years, the production of General Snus is the perfect combination of cutting-edge science and old-world craft – all to make a product that meets strict Swedish food-grade standards.

- First, only the most premium tobacco seeds are sourced from around the world and then grown under strict supervision for a full two months.
- The harvested tobacco is air cured for up to eight weeks and then fed into a mill to be ground into fine grains.
- Salt and water are added to the fine tobacco powder for moisture, flavor and to preserve freshness.
- The tobacco blend is then steam-heated and immediately cooled to ensure consistent quality.
- Natural and artificial flavors found in everyday food products are added to enhance flavor and aroma.
- Samples of the blend undergo a strict quality check before pouches are filled, sealed, cut and arranged into our signature star formation.
- The snus is stored in refrigeration for several days, allowing it to mature, and each can is then chilled in-store for ideal flavor and freshness.

Because General is manufactured in Sweden, it is classified as a food product. This means only ingredients approved under Swedish food and health laws can be used.

What is the date labeling code on the bottom of the pack?

This is the "Best Before" date.

What types of General Snus are available in the U.S.?

There are five unique blends available in the U.S.: Original, White, Mint, Mini Mint, and Wintergreen.

Why aren't all General Snus flavors available in the U.S.?

Only the flavors with the highest customer demand are available at retail in the U.S. If there's a General Snus flavor that you would like brought over to the States, go to the [Contact Us](#) page and let us know.

Can I get a free General Snus sample?

Sorry, General Snus doesn't provide samples of any product.

Can I get a coupon for General Snus?

Yes! Visit the [Coupons](#) page to request monthly savings. You can also opt-in to receive email and direct mail communication for additional special offers.

My local tobacco retailer doesn't carry General Snus. Where can I buy it?

General Snus is available nationwide. Check the [Find A Store](#) tool to see where you can find it in your area. If it's not available near you, you can purchase General Snus online by visiting [northerner.com](#), [buysnus.com](#) or [mysnus.com](#).

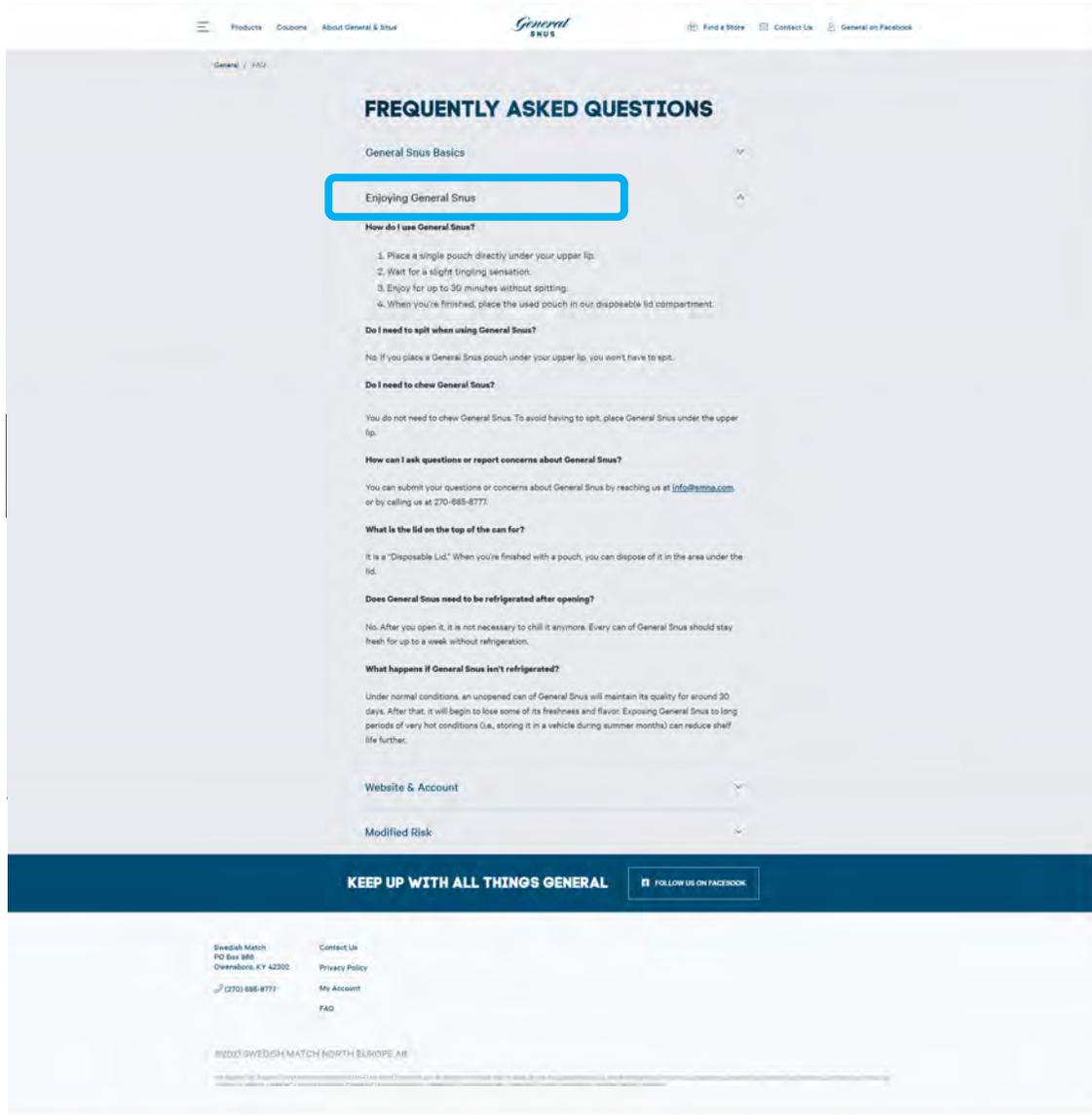
Enjoying General Snus

Website & Account

Modified Risk

GENERAL WEBSITE REFRESH - FAQs: ENJOYING GENERAL SNUS [BEHIND AGE GATE]

Nov. 2021 - Current



General Snus Basics

Enjoying General Snus

How do I use General Snus?

1. Place a single pouch directly under your upper lip.
2. Wait for a slight tingling sensation.
3. Enjoy for up to 30 minutes without spitting.
4. When you're finished, place the used pouch in our disposable lid compartment.

Do I need to spit when using General Snus?

No. If you place a General Snus pouch under your upper lip, you won't have to spit.

Do I need to chew General Snus?

You do not need to chew General Snus. To avoid having to spit, place General Snus under the upper lip.

How can I ask questions or report concerns about General Snus?

You can submit your questions or concerns about General Snus by reaching us at info@smna.com or by calling us at 270-685-8777.

What is the lid on the top of the can for?

It is a "Disposable Lid." When you're finished with a pouch, you can dispose of it in the area under the lid.

Does General Snus need to be refrigerated after opening?

No. After you open it, it is not necessary to chill it anymore. Every can of General Snus should stay fresh for up to a week without refrigeration.

What happens if General Snus isn't refrigerated?

Under normal conditions, an unopened can of General Snus will maintain its quality for around 30 days. After that, it will begin to lose some of its freshness and flavor. Exposing General Snus to long periods of very hot conditions (i.e., storing it in a vehicle during summer months) can reduce shelf life further.

Website & Account

WARNING: This product can cause gum disease and tooth loss.

GENERAL WEBSITE REFRESH - FAQs – WEBSITE & ACCOUNT [BEHIND AGE GATE]

Nov. 2021 – Current

See following page for copy detail.

Products Coupons About General & Bios **General** SMIS [Find a Store](#) [Contact Us](#) [General on Facebook](#)

General (FAQ)

FREQUENTLY ASKED QUESTIONS

General Status Basics

Enjoying General Status

Website & Account

I forgot my password. What can I do?

Follow these steps and your password will be emailed to you:

1. Go to [Forgot Password](#) page
2. Enter your email address and hit submit.
3. Check your inbox. A secure link will be sent for you to reset your password.

I've entered my login info but can't get into the site. What should I do?

If you receive a message saying that your email address/password has been entered incorrectly, try again.

If you still cannot log in, visit our [Contact Us](#) page and send us a message. We will get back to you shortly.

My age can't be verified. What can I do?

To register, you must be 21 years of age or meet the legal age requirements dictated by state or local law. Ensure the information you entered during registration is correct. If you're still having issues, follow the instructions on this [FAQ](#).

What if I don't own a computer?

Our site is accessible through public computers with internet access.

Can I opt out of receiving emails in the future?

Yes. There are three ways to opt out:

1. Go to [My Account](#), then update your communication preferences by selecting "No" under the email section.
2. Send an email to info@smma.com. It may take 10 business days to process your request.
3. Send a written request to:

Swedish Match North Europe AB
Swedish Match North Europe AB
PO Box 888
Chesham, KY 42302

Provide your name and the email address to be removed from the mailing list in the request.

How is my privacy protected?

Visit our [Privacy Policy](#) for more information.

I'm having issues viewing images and messages on the site. What causes these issues?

If images are not appearing on the site, make sure you are viewing the site in one of the supported browsers:

- Internet Explorer 11+ or Edge 12+ (WIN)
- Firefox 40+ (WIN/MAC)
- Safari 9+ (MAC)
- Google Chrome 30+ (WIN/MAC)

Modified Risk

KEEP UP WITH ALL THINGS GENERAL [FOLLOW US ON FACEBOOK](#)

Swedish Match
PO Box 888
Chesham, KY 42302
(270) 646-8777

Contact Us
Privacy Policy
My Account
FAQ

©2021 SWEDISH MATCH NORTH EUROPE, S.M.

WARNING: This product can cause gum disease and tooth loss.

GENERAL WEBSITE REFRESH - FAQs – WEBSITE & ACCOUNT [BEHIND AGE GATE] COPY DETAIL

Nov. 2021 – Current

General Snus Basics

Enjoying General Snus

Website & Account

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Swedish Match North Europe AB

Swedish Match North Europe AB
PO Box 986
Owensboro, KY 42302

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- Internet Explorer 11+ or Edge 12+ (WIN)
- Firefox 40+ (WIN/MAC)
- Safari 9+ (MAC)
- Google Chrome 50+ (WIN/MAC)

Modified Risk

(b) (4)

(b) (4)

(b) (4)

GENERAL WEBSITE REFRESH – PRIVACY POLICY [OUTSIDE AGE GATE]

See following two pages for copy detail.

PRIVACY POLICY

This privacy policy sets out how Swedish Match North Europe AB ("Swedish Match") uses and protects any information that you provide Swedish Match through its website.

Swedish Match is committed to ensuring that our consumers' privacy is protected and you can be assured that such information will only be used in accordance with this privacy statement.

Swedish Match has a policy of protecting the confidentiality and security of information we collect from consumers and does not share your non-public personal information with unaffiliated third parties. Information is only shared with your consent except for the specific purposes below, in accordance with all applicable laws.

This privacy policy was last updated on March 26, 2019. Please review it carefully and check this page periodically, as Swedish Match may modify its privacy policy from time to time and use customer information for new, unanticipated uses not previously disclosed.

INFORMATION WE COLLECT

Swedish Match is committed to responsible marketing practices of quality tobacco products and restricts access to our web site and marketing communications to adult tobacco consumers who are 21 years of age or older.

For each visitor, our web server automatically recognizes only the consumer's domain name. We collect the domain name, personal and contact information (including name, address, date of birth, email address and telephone number, where possible) of visitors to our web site, aggregate information on what pages consumers access or visit, and information volunteered by the consumer, such as survey information and/or site registrations.

This site uses Google Analytics, which places a cookie on your computer to track site usage when you visit this site. Additionally, Swedish Match has implemented Google Analytics Advertising Features for tracking demographic information. Google Analytics Advertising Features may place a cookie on your computer when you are shown ads through the Google Advertising network, such as on Google.com or elsewhere. All information provided to us through these networks is provided in aggregate — or in totals or sums of numbers — rather than on an individual user basis. Aggregate information provided to us through these networks is never tied to a specific user, if provided to us through registration or other channels.

You may opt-out of having your information used in aggregate for Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout/>.

USE AND SHARING OF INFORMATION

The information we collect is used to help Swedish Match contact consumers for marketing purposes. For example, Swedish Match may use your personal information to provide advertising, promotions, and content. We may also share your personal information with Swedish Match affiliates. We will not, however, sell, rent, trade or otherwise transfer the personally identifiable information you provide to any third party for marketing purposes and Swedish Match does not partner with any ad server companies.

TRACKING TECHNOLOGIES

Swedish Match uses cookies and similar technologies to analyze trends, administer the website, and track users' movements around the website. Cookies are small text files containing information that is sent to us from your computer or mobile device. They are unique to your account or browser and store non-personally identifiable information related to your navigation on our website. Our website also uses web beacons, which are embedded invisibly on Web pages and help us better manage content on our site by informing us what content is effective. Swedish Match uses these technologies to customize web page content based on information that the visitor sends and to record past activity at a site in order to provide better service when visitors return to our site. You can control the use of cookies and other technologies in your browser settings, but if you choose to

SECURITY

Swedish Match is committed to ensuring that your information is secure. In order to prevent unauthorized access, use, or disclosure, we always use the industry-standard encryption technologies when transferring and receiving consumer data. Swedish Match has also put in place suitable physical and managerial procedures to safeguard information we collect.

OPTING OUT

If you no longer wish to receive e-mail from Swedish Match, you may opt out by letting us know using any of the following options: visiting the **My Account** section of this website, via email to info@smna.com; calling us at (270) 685-8777; or, writing us at Swedish Match North Europe AB, PO Box 986, Owensboro, KY 42302.

If you supplied us with your postal address, you may receive periodic mailings from us with information on new products and services or upcoming events. You can request to have your name removed from our mailing list by any of the methods above. Please make sure to provide us with your proper name and address when doing so.

YOUR CALIFORNIA PRIVACY RIGHTS

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please email or write to us at Swedish Match North Europe AB, PO Box 986 Owensboro, KY 42302. Indicate in your letter that you are a California resident making a "Shine the Light" inquiry.



Continued on next page

GENERAL WEBSITE REFRESH – PRIVACY POLICY CON'T

[OUTSIDE AGE GATE]

PRIVACY POLICY FOR CALIFORNIA RESIDENTS

Effective Date: 1/1/2020
 Last Reviewed on: 12/06/2019

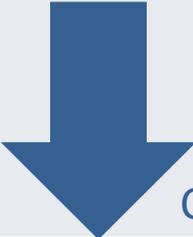
This **Privacy Notice for California Residents** supplements the information contained in the [Generalsnus.com Privacy Policy](#) and applies solely to all visitors, users, and others who reside in the State of California ("consumers" or "you"). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (**CCPA**) and terms defined in the **CCPA** have the same meaning when used in this notice.

INFORMATION WE COLLECT

Our website collects information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device ("**personal information**"). In particular, GENERALSNUS.COM has collected the following categories of personal information from its consumers within the last twelve (12) months:

CATEGORY	EXAMPLES	COLLECTED
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, education, employment or employment history. Some personal information in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	NO
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES

See following page for copy detail.



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GENERAL WEBSITE REFRESH PRIVACY POLICY CON'T [OUTSIDE AGE GATE]

See following page for copy detail.

General / Privacy Policy

E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, irises or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history or performance evaluations.	NO
J. Non-public education information (per the Family Rights and Privacy Act (20 U.S.C. § 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO

Personal information does not include:

- Publicly available information from government records.
- Deidentified or aggregated consumer information.
- Information excluded from the **CCPA's** scope, like:
 - health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data;
 - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

We obtain the categories of personal information listed above from the following categories of sources:

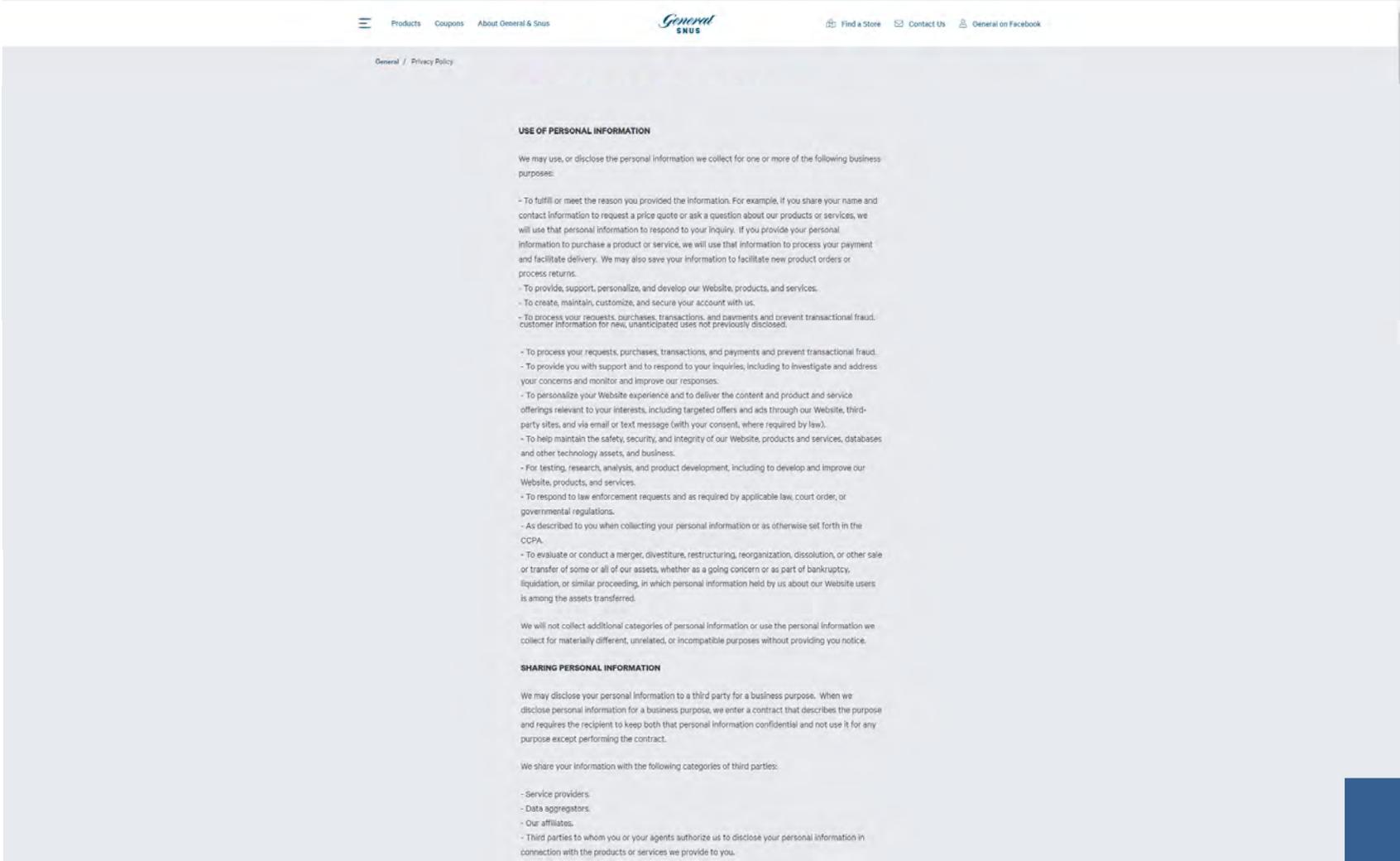
- Directly from you. For example, the personal and contact information provided by visitors to our web site and information volunteered by the consumer, such as survey information and/or site registrations.
- Directly and indirectly from activity on our website (generalsnus.com). For example, from submissions through our website portal or website usage details collected automatically.



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GENERAL WEBSITE REFRESH – PRIVACY POLICY CON'T [OUTSIDE AGE GATE]



See following page for copy detail.



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GENERAL WEBSITE REFRESH – PRIVACY POLICY CON'T [OUTSIDE AGE GATE]

YOUR RIGHTS AND CHOICES

The **CCPA** provides consumers (California residents) with specific rights regarding their personal information. This section describes your **CCPA** rights and explains how to exercise those rights.

Access to Specific Information and Data Portability Rights

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past twelve (12) months. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling the personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:

- sales, identifying the personal information categories that each category of recipient purchase, and
- disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Deletion Request Rights

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary to us or our service provider(s) to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug product to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et seq.).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Exercising Access, Data Portability, and Deletion Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

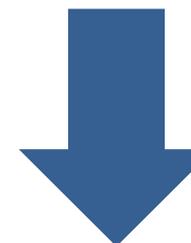
- Calling us at (270) 695-8777
- Emailing us at info@ema.com

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a twelve (12) month period. The verifiable consumer request must:

include sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.

See following page for copy detail.



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GENERAL WEBSITE REFRESH – PRIVACY POLICY CON'T

[OUTSIDE AGE GATE]

- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the twelve (12) month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless its excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

NON-DISCRIMINATION

We will not discriminate against you for exercising any of your **CCPA** rights. Unless permitted by the **CCPA**, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including granting discounts or other benefits, or imposing penalties.
- Provide you a different level of quality of goods or services.
- Suggest that you may receive a different price or rate for goods or service or a different level or quality of goods or services.

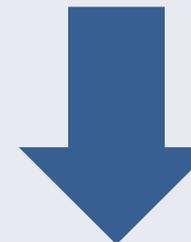
OTHER CALIFORNIA PRIVACY RIGHTS

California's "Shine the Light" law (Civil Code § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to info@smna.com or write us at Swedish Match, P.O. Box 986, Owensboro, KY 42302.

CHANGES TO OUR PRIVACY NOTICE

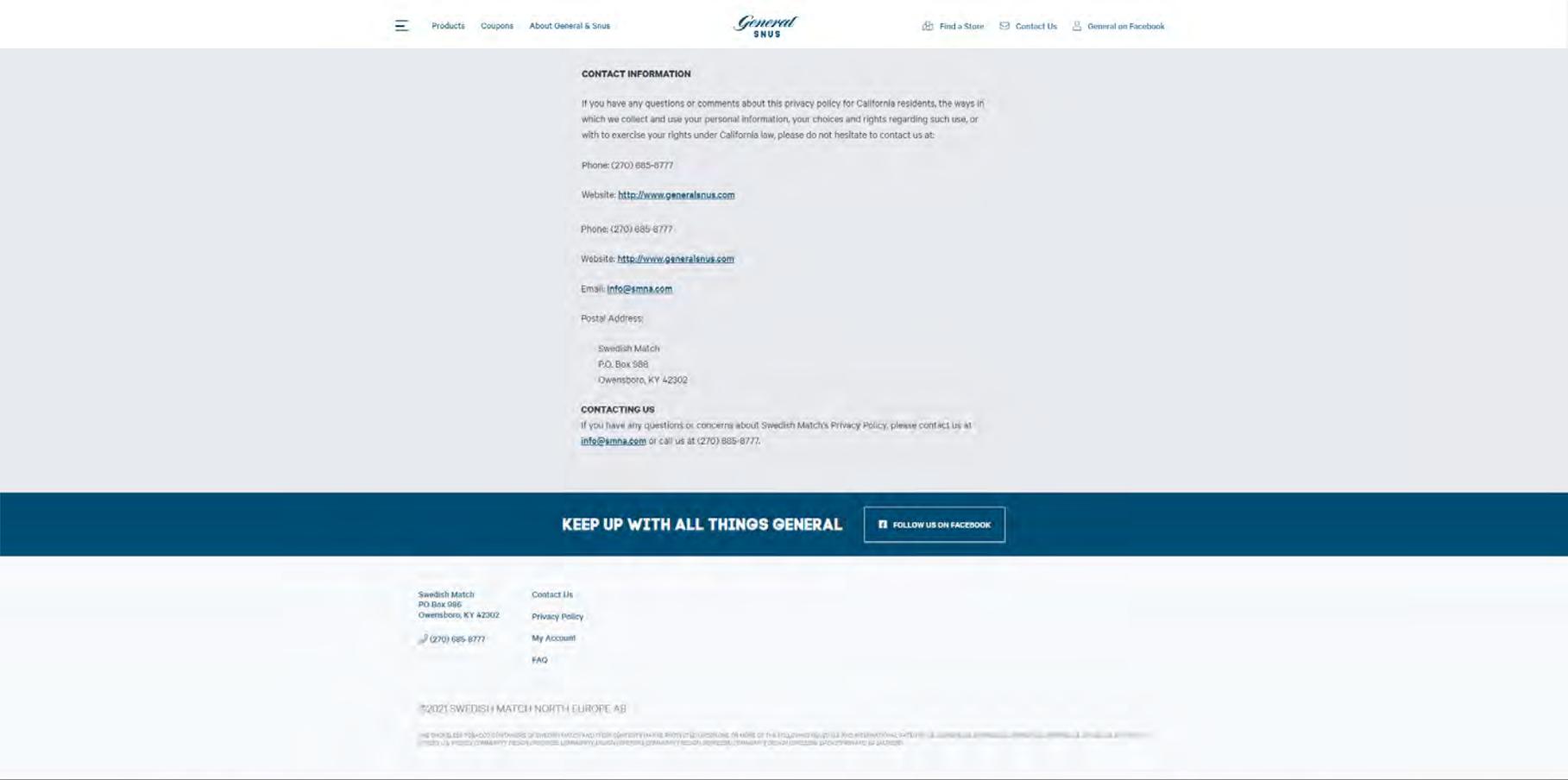
We reserve the right to amend this privacy notice at our discretion at any time. When we make changes to this privacy notice, we will notify you by email or through a notice on our website homepage.

See following page for copy detail.



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GENERAL WEBSITE REFRESH – PRIVACY POLICY CON'T [OUTSIDE AGE GATE]



WARNING: This product can cause gum disease and tooth loss.

GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL

[OUTSIDE AGE GATE]

This privacy policy sets out how Swedish Match North Europe AB (“Swedish Match”) uses and protects any information that you provide Swedish Match through its website.

Swedish Match is committed to ensuring that our consumers' privacy is protected and you can be assured that such information will only be used in accordance with this privacy statement.

Swedish Match has a policy of protecting the confidentiality and security of information we collect from consumers and does not share your non-public personal information with unaffiliated third parties. Information is only shared with your consent except for the specific purposes below, in accordance with all applicable laws.

This privacy policy was last updated on March 26, 2019. Please review it carefully and check this page periodically, as Swedish Match may modify its privacy policy from time to time and use customer information for new, unanticipated uses not previously disclosed.

INFORMATION WE COLLECT

Swedish Match is committed to responsible marketing practices of quality tobacco products and restricts access to our web site and marketing communications to adult tobacco consumers who are 21 years of age or older.

For each visitor, our web server automatically recognizes only the consumer's domain name. We collect the domain name, personal and contact information (including name, address, date of birth, email address and telephone number, where possible) of visitors to our web site, aggregate information on what pages consumers access or visit, and information volunteered by the consumer, such as survey information and/or site registrations.

This site uses Google Analytics, which places a cookie on your computer to track site usage when you visit this site. Additionally, Swedish Match has implemented Google Analytics Advertising Features for tracking demographic information. Google Analytics Advertising Features may place a cookie on your computer when you are shown ads through the Google Advertising network, such as on Google.com or elsewhere. All information provided to us through these networks is provided in aggregate — or in totals or sums of numbers — rather than on an individual user basis. Aggregate information provided to us through these networks is never tied to a specific user, if provided to us through registration or other channels.

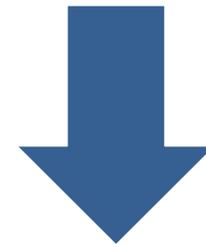
You may opt-out of having your information used in aggregate for Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout/>.

USE AND SHARING OF INFORMATION

The information we collect is used to help Swedish Match contact consumers for marketing purposes. For example, Swedish Match may use your personal information to provide advertising, promotions, and content. We may also share your personal information with Swedish Match affiliates. We will not, however, sell, rent, trade or otherwise transfer the personally identifiable information you provide to any third party for marketing purposes and Swedish Match does not partner with any ad server companies.

TRACKING TECHNOLOGIES

Swedish Match uses cookies and similar technologies to analyze trends, administer the website, and track users' movements around the website. Cookies are small text files containing information that is sent to us from your computer or mobile device. They are unique to your account or browser and store non-personally identifiable information related to your navigation on our website. Our website also uses web beacons, which are embedded invisibly on Web pages and help us better manage content on our site by informing us what content is effective. Swedish match uses these technologies to customize web page content based on information that the visitor sends and to record past activity at a site in order to provide better service when visitors return to our site. You can control the use of cookies and other technologies in your browser settings, but if you choose to disable them, it may limit your use of certain features or functions on our website.



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GENERAL WEBSITE REFRESH - PRIVACY POLICY COPY DETAIL CON'T

[OUTSIDE AGE GATE]

SECURITY

Swedish Match is committed to ensuring that your information is secure. In order to prevent unauthorized access, use, or disclosure, we always use the industry-standard encryption technologies when transferring and receiving consumer data. Swedish Match has also put in place suitable physical and managerial procedures to safeguard information we collect.

OPTING OUT

If you no longer wish to receive e-mail from Swedish Match, you may opt out by letting us know using any of the following options: visiting the [My Account](#) section of this website, via email to info@smna.com; calling us at (270) 685-8777; or, writing us at Swedish Match North Europe AB, PO Box 986, Owensboro, KY 42302.

If you supplied us with your postal address, you may receive periodic mailings from us with information on new products and services or upcoming events. You can request to have your name removed from our mailing list by any of the methods above. Please make sure to provide us with your proper name and address when doing so.

YOUR CALIFORNIA PRIVACY RIGHTS

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please email or write to us at Swedish Match North Europe AB, PO Box 986 Owensboro, KY 42302. Indicate in your letter that you are a California resident making a "Shine the Light" inquiry.

PRIVACY POLICY FOR CALIFORNIA RESIDENTS

Effective Date: 1/1/2020

Last Reviewed on: 12/05/2019

This **Privacy Notice for California Residents** supplements the information contained in the [Generalsnus.com Privacy Policy](#) and applies solely to all visitors, users, and others who reside in the State of California ("consumers" or "you"). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (**CCPA**) and terms defined in the **CCPA** have the same meaning when used in this notice.



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GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL CON'T

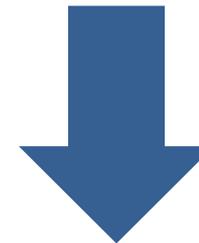
[OUTSIDE AGE GATE]

INFORMATION WE COLLECT

Our website collects information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“**personal information**”). In particular, GENERALSNU.S.COM has collected the following categories of personal information from its consumers within the last twelve (12) months:

CATEGORY	EXAMPLES	COLLECTED
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, education, employment or employment history. Some personal information in this category may overlap with other categories.	YES

C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	NO
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES



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GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL CON'T

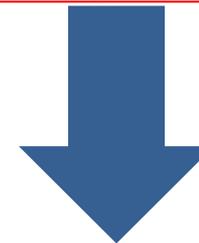
[OUTSIDE AGE GATE]

Oct. 2021 - current

E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
G. Geolocation data.	Physical location or movements.	YES

H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history or performance evaluations.	NO
J. Non-public education information (per the Family Rights and Privacy Act (20 U.S.C. § 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO

K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	NO
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GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL CON'T

[OUTSIDE AGE GATE]

Personal information does not include:

- Publicly available information from government records.
- Deidentified or aggregated consumer information.
- Information excluded from the **CCPA's** scope, like:
 - health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data;
 - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, the personal and contact information provided by visitors to our web site and information volunteered by the consumer, such as survey information and/or site registrations.
- Directly and indirectly from activity on our website (generalsnus.com). For example, from submissions through our website portal or website usage details collected automatically

USE OF PERSONAL INFORMATION

We may use, or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery. We may also save your information to facilitate new product orders or process returns.
- To provide, support, personalize, and develop our Website, products, and services.
- To create, maintain, customize, and secure your account with us.

- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your Website experience and to deliver the content and product and service offerings relevant to your interests, including targeted offers and ads through our Website, third-party sites, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Website, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Website, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Website users is among the assets transferred.

We will not collect additional categories of personal information or use the personal information we collect for materially different, unrelated, or incompatible purposes without providing you notice.

SHARING PERSONAL INFORMATION

We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to keep both that personal information confidential and not use it for any purpose except performing the contract.

We share your information with the following categories of third parties:

- Service providers.
- Data aggregators.
- Our affiliates.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with the products or services we provide to you.



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GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL CON'T

[OUTSIDE AGE GATE]

YOUR RIGHTS AND CHOICES

The **CCPA** provides consumers (California residents) with specific rights regarding their personal information. This section describes your **CCPA** rights and explains how to exercise those rights.

Access to Specific Information and Data Portability Rights

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past twelve (12) months. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling the personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchase; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Deletion Request Rights

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary to us or our service provider(s) to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug product to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 *et seq.*).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Exercising Access, Data Portability, and Deletion Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us at (270) 685-8777
- Emailing us at info@smna.com

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a twelve (12) month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.



GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL CON'T

[OUTSIDE AGE GATE]

- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing.

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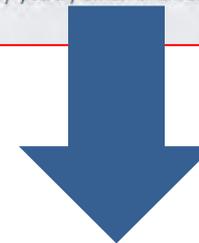
- Deny you goods or services.
- Charge you different prices or rates for goods or services, including granting discounts or other benefits, or imposing penalties.
- Provide you a different level of quality of goods or services.
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GENERAL WEBSITE REFRESH – PRIVACY POLICY COPY DETAIL CON'T

[OUTSIDE AGE GATE]

CONTACT INFORMATION

If you have any questions or comments about this privacy policy for California residents, the ways in which we collect and use your personal information, your choices and rights regarding such use, or with to exercise your rights under California law, please do not hesitate to contact us at:

Phone: (270) 685-8777

Website: <http://www.generalsnus.com>

Email: info@smna.com

Postal Address:

Swedish Match
P.O. Box 986
Owensboro, KY 42302

CONTACTING US

If you have any questions or concerns about Swedish Match's Privacy Policy, please contact us at info@smna.com or call us at (270) 685-8777.



General Snus Website My Account: Personal Information [BEHIND AGE GATE]

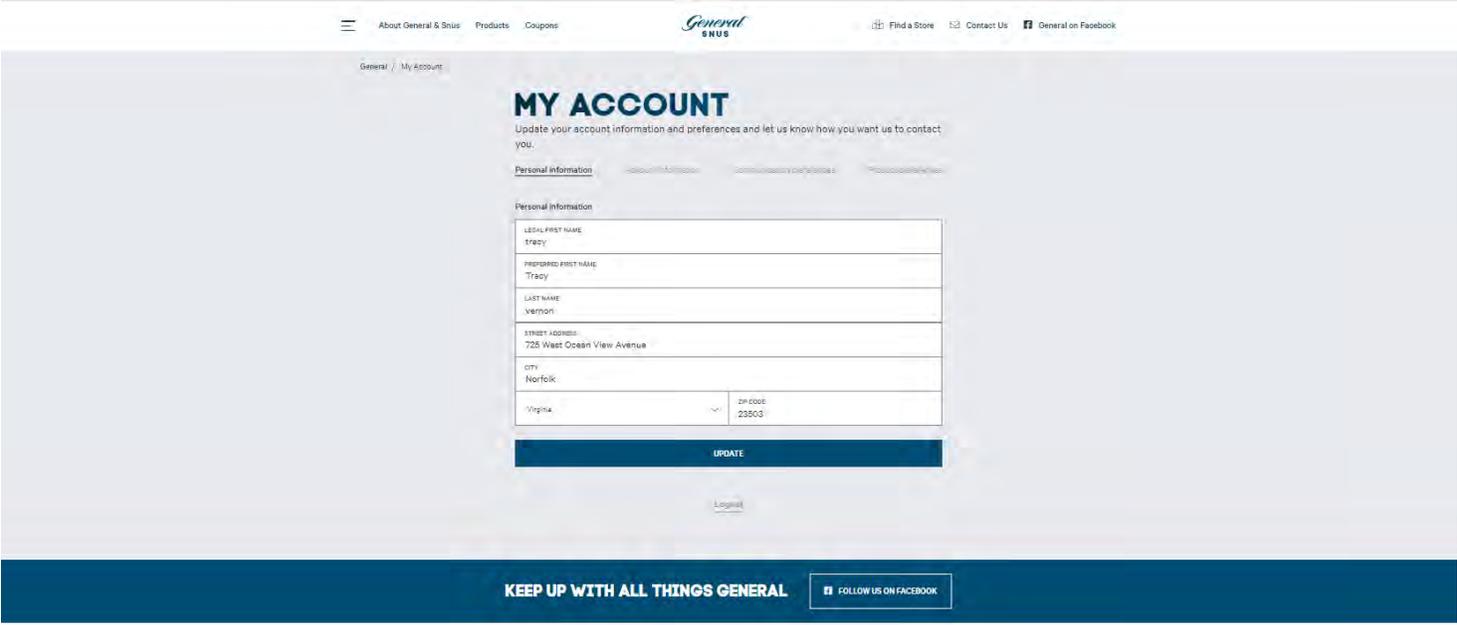
Update your account information and preferences and let us know how you want us to contact you.

Personal information Account information Communication preferences Product preferences

Personal information

LEGAL FIRST NAME tracy
PREFERRED FIRST NAME Tracy
LAST NAME vernon
STREET ADDRESS 725 West Ocean View Avenue
CITY Norfolk
Virginia ZIP CODE 23503

UPDATE



WARNING: This product is not a safe alternative to cigarettes.



General Snus Website My Account: Account Information [BEHIND AGE GATE]

Personal information | **Account information** | Communication preferences | Product preferences

New email
Current Email: fremir11@hotmail.com

NEW EMAIL

CONFIRM EMAIL

Edit your phone number

PHONE NUMBER (OPTIONAL)
(804) 727-9159

Change your password

CURRENT PASSWORD

NEW PASSWORD

CONFIRM PASSWORD

UPDATE

General / My Account

MY ACCOUNT
Update your account information and preferences and let us know how you want us to contact you.

Account information | Product preferences

New email
Current Email: fremir11@hotmail.com

NEW EMAIL

CONFIRM EMAIL

Edit your phone number

PHONE NUMBER (OPTIONAL)
(804) 727-9159

Change your password

CURRENT PASSWORD

NEW PASSWORD

CONFIRM PASSWORD

UPDATE

[Logout](#)

WARNING: This product is not a safe alternative to cigarettes.

General Snus Website My Account: Communication Preferences [BEHIND AGE GATE]

Personal information Account information **Communication preferences** Product preferences

Send me General special offers and discounts through

<input checked="" type="checkbox"/> Email	<input checked="" type="checkbox"/> Mail
---	--

Send me special offers and discounts from other *Pinkerton Tobacco and *Swedish Match brands through

<input checked="" type="checkbox"/> Email	<input checked="" type="checkbox"/> Mail
---	--

I understand my contact information and email preference will be updated across all *Swedish Match and *Pinkerton brands. *Swedish Match brands include, but may not be limited to General Snus, Thunder Xirens and ZYN. *Pinkerton Tobacco brands include, but may not be limited to Longhorn Moist Snuff, Red Man Chew, Red Man Moist Snuff and Timber Wolf Moist Snuff. Your request may take up to 10 business days to process.

UPDATE

[Logout](#)

General / My Account

MY ACCOUNT
Update your account information and preferences and let us know how you want us to contact you.

Personal information Account information **Communication preferences** Product preferences

Send me General special offers and discounts through

<input checked="" type="checkbox"/> Email	<input checked="" type="checkbox"/> Mail
---	--

Send me special offers and discounts from other *Pinkerton Tobacco and *Swedish Match brands through

<input checked="" type="checkbox"/> Email	<input checked="" type="checkbox"/> Mail
---	--

I understand my contact information and email preference will be updated across all *Swedish Match and *Pinkerton brands. *Swedish Match brands include, but may not be limited to General Snus, Thunder Xirens and ZYN. *Pinkerton Tobacco brands include, but may not be limited to Longhorn Moist Snuff, Red Man Chew, Red Man Moist Snuff and Timber Wolf Moist Snuff. Your request may take up to 10 business days to process.

UPDATE

[Logout](#)

KEEP UP WITH ALL THINGS GENERAL [FOLLOW US ON FACEBOOK](#)

Swedish Match
PO Box 986
Owensboro, KY 42302
(270) 885-8777

Contact Us
Privacy Policy
My Account
FAQ

©2022 SWEDISH MATCH NORTH EUROPE AB

WARNING: This product is not a safe alternative to cigarettes.

Swedish Match

General Snus Website My Account: Product Preferences [BEHIND AGE GATE]

Personal information Account information Communication preferences **Product preferences**

Tobacco usage

Do you use tobacco or nicotine products?

Moist Snuff

MOIST SNUFF - BRAND USED MOST OFTEN ▾

Grizzly ▾

2 ▾

Wintargreen ▾

Pouches ▾

Yes ▾

No ▾

Chewing Tobacco

Snus

SNUS - BRAND USED MOST OFTEN ▾

SNUS - BRAND USED SECOND MOST OFTEN ▾

SNUS - NUMBER OF CANS USED PER WEEK ▾

Nicotine Pouches

Cigars

Cigarettes

Vapor

Nicotine Replacement

Home / My Account

MY ACCOUNT

Update your account information and preferences and let us know how you want us to contact you.

Product preferences

Tobacco usage

Do you use tobacco or nicotine products?

Moist Snuff

MOIST SNUFF - BRAND USED MOST OFTEN ▾

Grizzly ▾

2 ▾

Wintargreen ▾

Pouches ▾

Yes ▾

No ▾

Chewing Tobacco

Snus

SNUS - BRAND USED MOST OFTEN ▾

SNUS - BRAND USED SECOND MOST OFTEN ▾

SNUS - NUMBER OF CANS USED PER WEEK ▾

Nicotine Pouches

Cigars

Cigarettes

Vapor

Nicotine Replacement

UPDATE

KEEP UP WITH ALL THINGS GENERAL FOLLOW US ON FACEBOOK

Swedish Match
170 Blue Bell
Columbus, OH 43230
(614) 865-8777

Contact Us
Privacy Policy
My Account
FAQ

SWEDISH MATCH IS A MATCH WITH SWEDEN

WARNING: This product is not a safe alternative to cigarettes.

General Snus Digital Website .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



General Snus Brand Original Website Video.mp4

00:00:50



General_MRTP_Explainer_Final_V3.mp4

00:03:02

(b) (4)

General Snus Digital Website Google Analytics: TTL US Topline

(b) (4)

General Snus Digital Website Google Analytics: Demographics

(b) (4)

(b) (4)

(b) (4)

2022 MRTP Annual Report

CATEGORY: SNUS

BRAND: GENERAL SNUS

November 2021 – October 2022

Appendix 2A (2)

Website Page with MRTP Content

General Snus Website Header & Footer

Header Outside Age Gate

 [About General & Snus](#) [Products](#) [Coupons](#)  [Find a Store](#) [Contact Us](#) [General on Facebook](#)

Links Behind Age Gate

Links Outside Age Gate

Footer Behind Age Gate

KEEP UP WITH ALL THINGS GENERAL [FOLLOW US ON FACEBOOK](#)

Swedish Match
PO Box 986
Owensboro, KY 42302
 (270) 685-8777

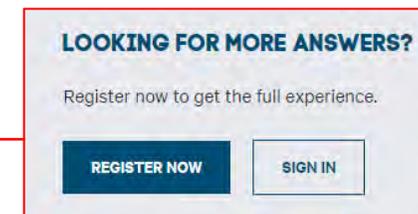
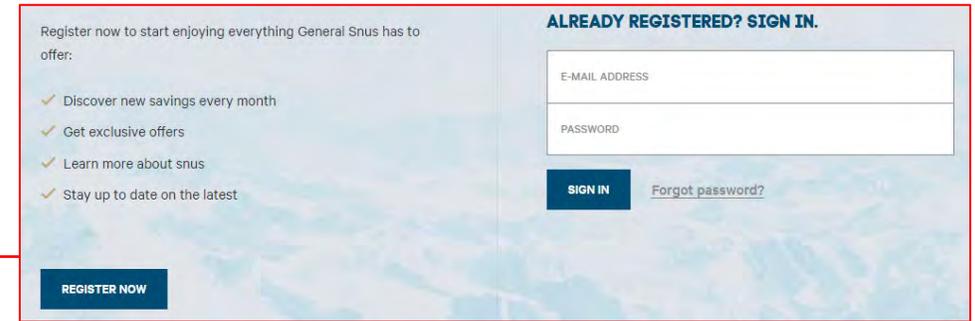
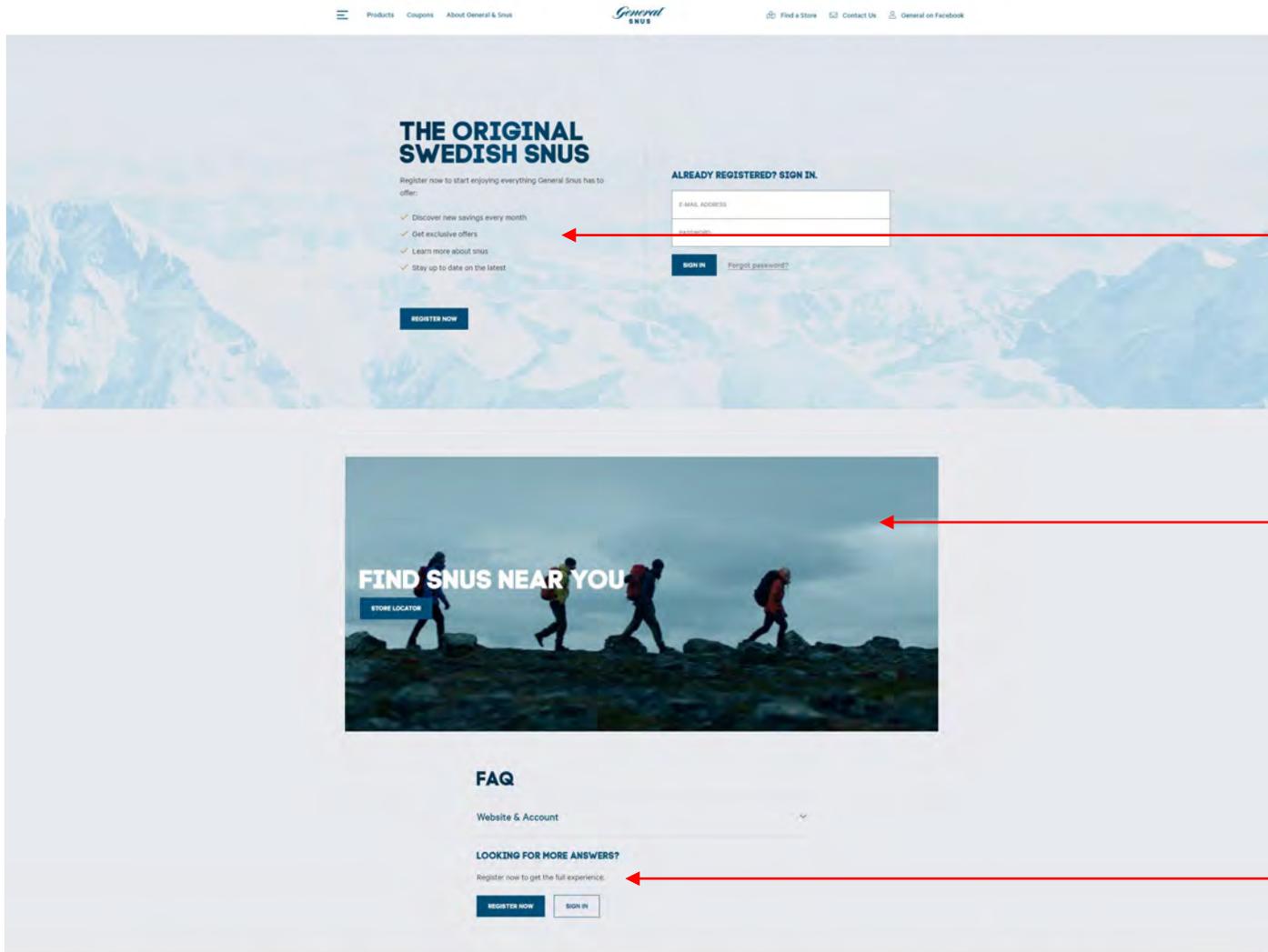
[Contact Us](#)
[Privacy Policy](#)
[My Account](#)
[FAQ](#)

©2022 SWEDISH MATCH NORTH EUROPE AB

THE SMOKELESS TOBACCO CONTAINERS OF SWEDISH MATCH AND THEIR CONTENTS MAY BE PROTECTED UNDER ONE OR MORE OF THE FOLLOWING ISSUED U.S. AND INTERNATIONAL PATENTS: U.S. D489606; U.S. D690606; U.S. D690607; U.S. D690608; U.S. D711232; U.S. D711233; U.S. D711250; U.S. 6135120; COMMUNITY DESIGN 000019328; COMMUNITY DESIGN 000511993; COMMUNITY DESIGN 000933395; COMMUNITY DESIGN 001035398; EP 0921978B1 AND EP 2457833B1.

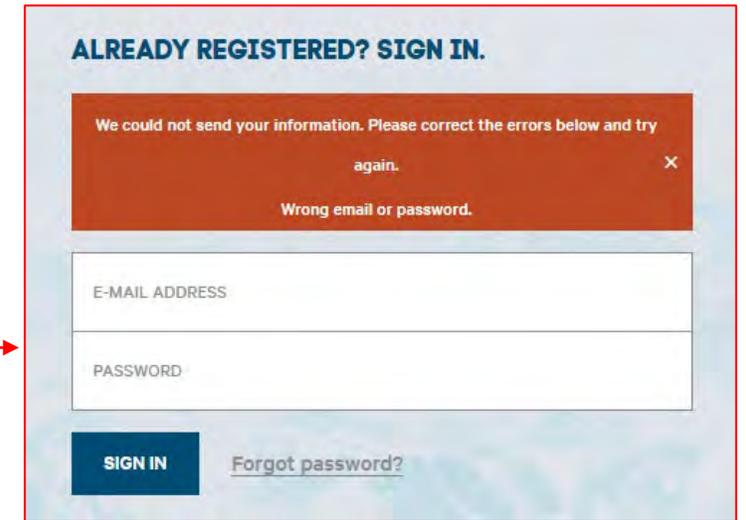
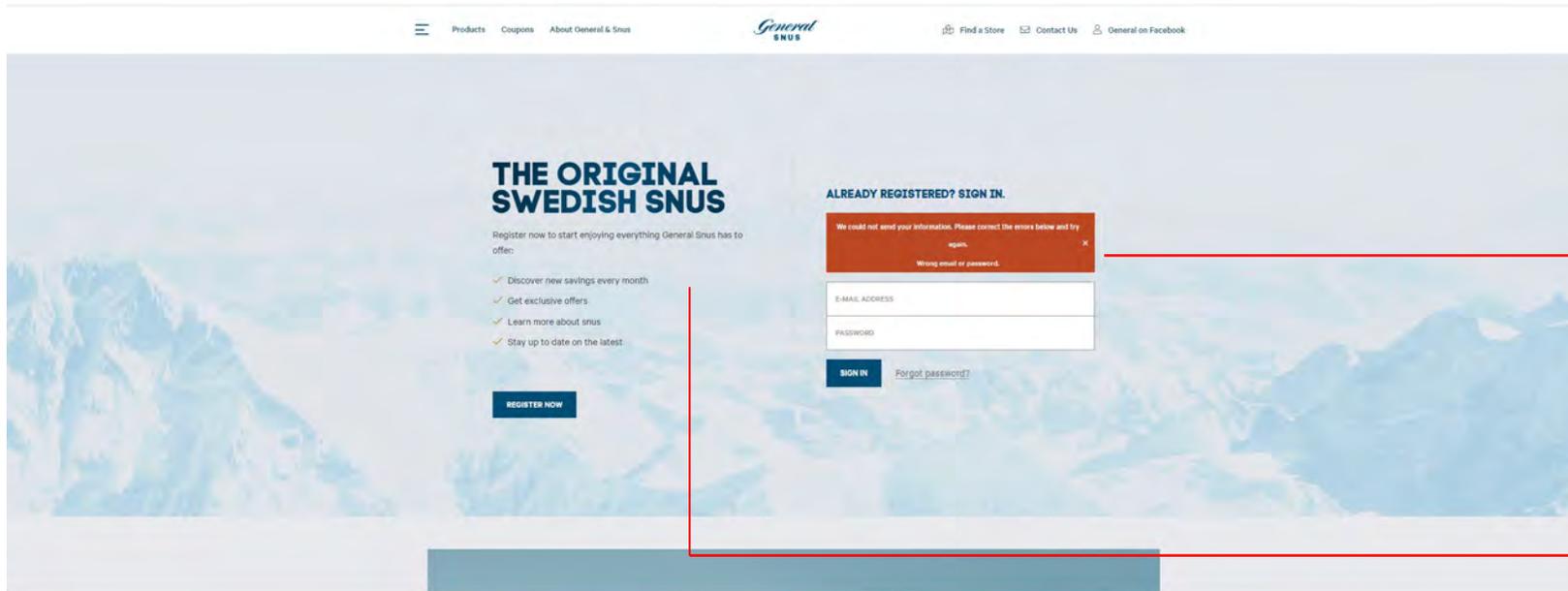


General Snus Website Registration/Log-In [OUTSIDE AGE GATE]

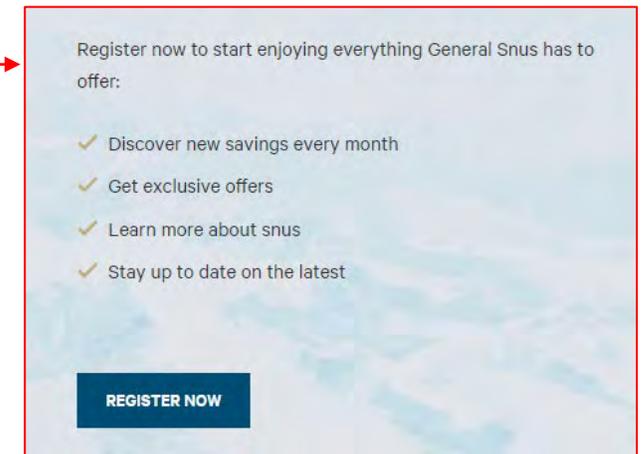


WARNING: This product can cause gum disease and tooth loss.

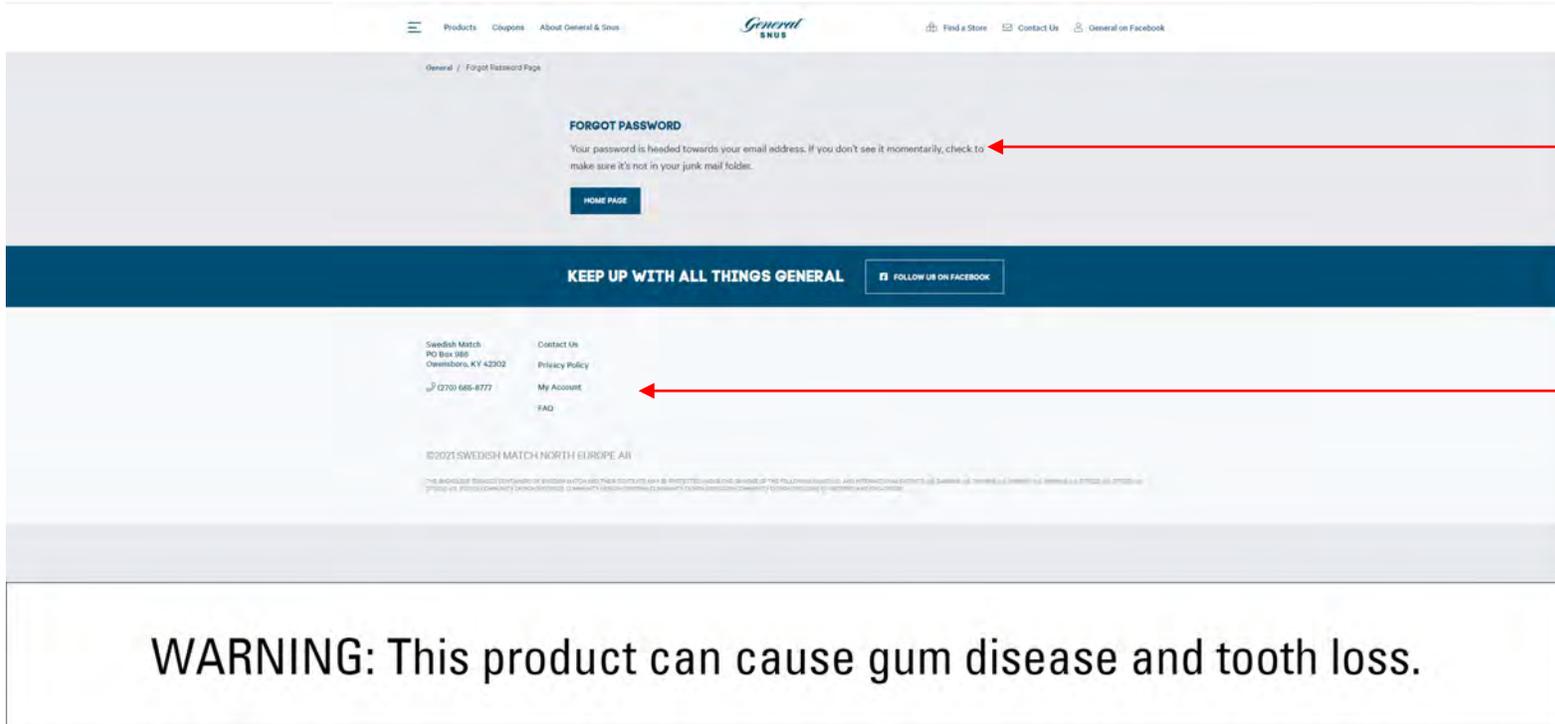
General Snus Website Forgot Password [OUTSIDE AGE GATE]



WARNING: This product can cause gum disease and tooth loss.



GENERAL WEBSITE - FORGOT PASSWORD: RESET ON THE WAY [OUTSIDE AGE GATE]



FORGOT PASSWORD

Your password is headed towards your email address. If you don't see it momentarily, check to make sure it's not in your junk mail folder.

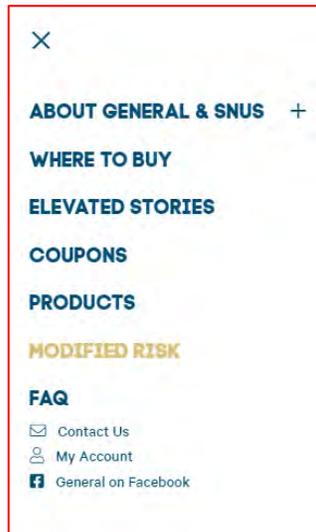
[HOME PAGE](#)

Swedish Match PO Box 986 Owensboro, KY 42302 (270) 685-8777	Contact Us Privacy Policy My Account FAQ
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GENERAL MENU: COLLAPSED & EXPANDED

[OUTSIDE AGE GATE] Nov. 2021 – March 2022



Expanded menu



Links Behind Age Gate

Links Outside Age Gate

Links Behind Age Gate

Some outside/behind age gate

Links Outside Age Gate



WARNING: This product is not a safe alternative to cigarettes.



WARNING: This product is not a safe alternative to cigarettes.

Warning shown represents what was on the website at the time the screen image was taken.

General Snus Website Menu

[OUTSIDE AGE GATE]

March 1, 2022 – March 9, 2022

The image shows a screenshot of the General Snus website menu and a promotional banner. The menu is on the left, and the banner is on the right. The menu items are categorized by their accessibility relative to an age gate:

- Links Behind Age Gate:** MOST CHILL GIVEAWAY, ABOUT GENERAL & SNUS, ELEVATED STORIES, COUPONS, PRODUCTS, MODIFIED RISK.
- Links Outside Age Gate:** FIND A STORE, FAQ, Contact Us, My Account, General on Facebook, Privacy Policy.
- Some outside/behind age gate:** (indicated by an arrow pointing to the FAQ link).

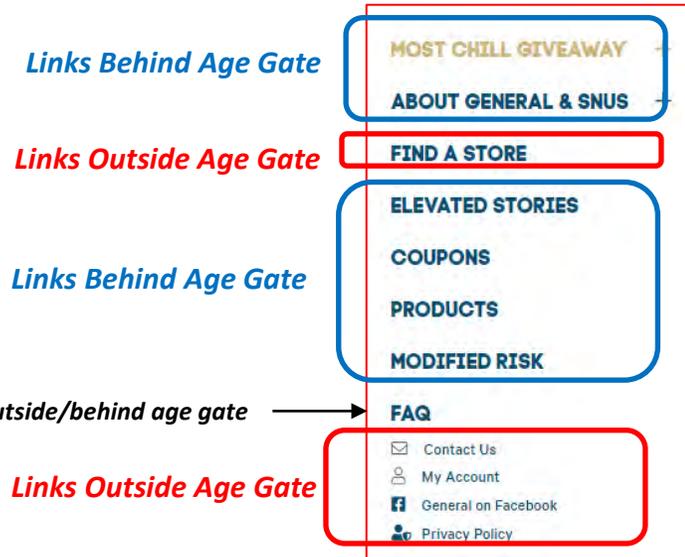
The promotional banner for 'THE MOST Chill GIVEAWAY' features four product images: CRISP ADVENTURE, WARM SPIRIT, LUSH GREEN, and SERENE SNOW. Below the banner is a warning: 'WARNING: Smokeless tobacco is addictive.' At the bottom of the banner is a disclaimer: 'No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. including residents of MA, MI & VA who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins on 11:00 a.m., ET on 3/1/22 and ends 11:00 a.m., EST on 5/27/22.'



General Snus Website Menu

[OUTSIDE AGE GATE]

March 9, 2022 – current



WARNING: Smokeless tobacco is addictive.



GENERAL HOME PAGE [BEHIND AGE GATE]

Nov. 2021 – March 1, 2022

WHAT IS SNUS & HOW TO USE
Learn more about how to use Swedish Snus.
[WHAT IS SNUS](#)

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.
[READ MORE](#)

Links to 'About General & Snus' page

Links to 'Find a Store' page

FIND SNUS NEAR YOU
[STORE LOCATOR](#)

EXCLUSIVE SAVINGS
Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.
[VIEW AVAILABLE COUPONS](#)

Links to 'Coupons' page

PRODUCTS
The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.
[VIEW PRODUCTS](#)

Links to 'Products' page

(b) (4)

Links to 'Modified Risk' page

ELEVATE YOUR FALL BBQ GAME We've got a recipe + tips that will take your fall barbeque to the next level.	SIX U.S. TOWNS WITH SWEDISH ROOTS These American destinations deliver a taste of Sweden right here at home.	THE SWEDISH SNUS STORY Discover the path that led to the Original Swedish Snus™
---	---	---

Links to 'Elevated Stories' page



General Snus Home Page [OUTSIDE AGE GATE]

March 1, 2022 – March 14, 2022

Links to 'About General & Snus' page

Links to 'Find a Store' page

Links to 'Coupons' page

Links to 'Products' page

Links to 'Modified Risk' page

FIND SNUS NEAR YOU
STORE LOCATOR

EXCLUSIVE SAVINGS
Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.
VIEW AVAILABLE COUPONS

PRODUCTS
The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.



YOUR CHANCE TO WIN!
You have the chance to win a custom chiller and weekly prizes. Vote for your favorite design now!
ENTER NOW

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

ABOUT GENERAL & SNUS
Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.
READ MORE

(b) (4)



General Snus Home Page [BEHIND AGE GATE]

March 14, 2022 – June 1, 2022

YOUR CHANCE TO WIN!

You have the chance to win a custom chiller and weekly prizes. Vote for your favorite design now!

ENTER NOW

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

ABOUT GENERAL & SNUS

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

READ MORE

FIND SNUS NEAR YOU

STORE LOCATOR

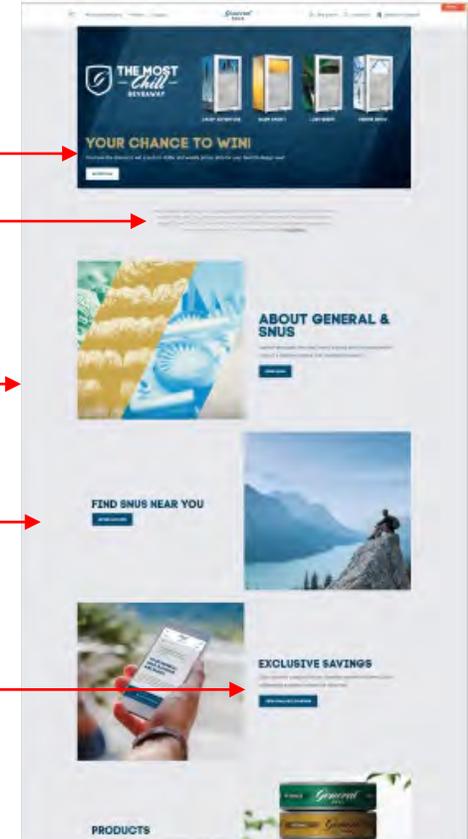
EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

VIEW AVAILABLE COUPONS

PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.



(b) (4)

General Snus Home Page

[BEHIND AGE GATE] June 1, 2022 – Aug. 1, 2022

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[EXPLORE PRODUCTS](#)

ELEVATED STORIES



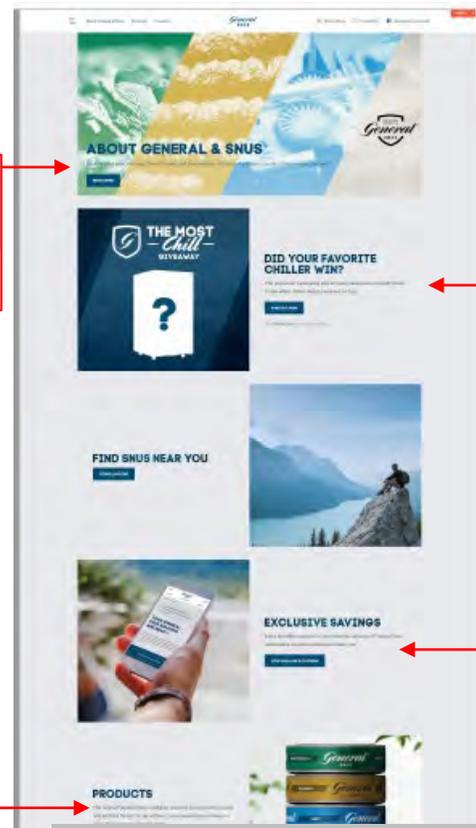
FIVE FUNNY SWEDISH SAYINGS
A short (and seriously silly) guide to sounding like a Swede



THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF
Plus a Quick Look at Golf in the Land of the Original Swedish Snus



ORGANIZE YOUR SPACE: SWEDISH STYLE
Enjoy the Benefits of a Less-Stuff Life



The screenshot shows the General Snus website home page with several promotional tiles: 'ABOUT GENERAL & SNUS', 'THE MOST Chill MEYEMAY' with a question mark, 'DID YOUR FAVORITE CHILLER WIN?', 'FIND SNUS NEAR YOU', 'EXCLUSIVE SAVINGS', and 'PRODUCTS'. Red arrows point from the callout boxes to these specific sections.

The promotion has ended, and all votes have been counted! Check to see which chiller design came out on top.

[FIND OUT NOW](#)

See Official Rules for complete details.

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)

(b) (4)

General Snus Home Page [OUTSIDE AGE GATE]

Aug. 1, 2022 – Sept. 17, 2022

Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

No purchase necessary. Open only to legal residents of, and currently residing in, the 50 U.S. and D.C. (excluding residents of MA, MI & VA), who are tobacco consumers, 21 & older. Void in MA, MI, VA and where prohibited. Begins 11:00 am. ET on 3/1/22 and ends 11:00 am. ET on 5/27/22. The Most Chill Giveaway is sponsored by Swedish Match North America, LLC. For complete details, see [Official Rules](#).

FIND SNUS NEAR YOU

[STORE LOCATOR](#)

EXCLUSIVE SAVINGS

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)

PRODUCTS

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.



ELEVATED STORIES

FIVE FUNNY SWEDISH SAYINGS
A short (and seriously silly) guide to sounding like a Swede

THE UNSPOKEN RULES & CURIOUS CUSTOMS OF GOLF
Plus a Quick Look at Golf in the Land of the Original Swedish Snus

ORGANIZE YOUR SPACE: SWEDISH STYLE
Enjoy the Benefits of a Less-Stuff Life

(b) (4)



General Snus Home Page

[BEHIND AGE GATE]

Sept. 17, 2022 - current

General Snus Brand Original Website Video.mp4

See media file:



Explore what goes into snus, how it's made, and the centuries-old story of a tobacco product that changed the world.

[READ MORE](#)

The original General Snus combines premium tobacco with natural and artificial flavors for an authentic snus experience unlike any other. Discover your favorite today.

[EXPLORE PRODUCTS](#)

Enjoy monthly coupons for your favorite varieties of General Snus, redeemable anywhere adventure takes you.

[VIEW AVAILABLE COUPONS](#)



APPLE ALE BBQ SAUCE

ELEVATE YOUR FALL BBQ GAME

We've got a recipe + tips that will take your fall barbecue to the next level.



6 U.S. TOWNS WITH SWEDISH ROOTS

- Litchfield, Minnesota
- Lindbergh, Kansas
- Osaka, Nebraska
- Swedesboro, New Jersey
- New Sweden, Maine
- Kingsburg, California

SIX U.S. TOWNS WITH SWEDISH ROOTS

These American destinations deliver a taste of Sweden right here at home.



THE SWEDISH SNUS STORY

Discover the path that led to the Original Swedish Snus™

(b) (4)



General Snus Website Legacy Page

[BEHIND AGE GATE]

Q4 2021 – March 14, 2022



This is a centuries-old story of a tobacco that changed the world, and the way people experienced it. A tale of potential, and what it means to see it and make the most of it, at every possible turn. This is the story of elevating every experience.

1866
GENERAL DEBUTS
After four years of painstakingly crafting his recipe, Boman introduces an elevated tobacco experience to his home country. Crafted using only the finest ingredients, it was an upper-lip snus unlike anything seen before.

1862
THE JOURNEY BEGINS
After four years of painstakingly crafting his recipe, Boman introduces an elevated tobacco experience to his home country. Crafted using only the finest ingredients, it was an upper-lip snus unlike anything seen before.

Late 1800s
COMING TO AMERICA
Snus becomes an identifying mark for the millions of Swedes immigrating to America. Main streets in Swedish neighborhoods even earn the name "Snus Boulevard."

1970
THE PERFECT PORTION
The first portion-packed pouch is developed in Sweden, making snus convenient and more appealing to the broader public.

1982
CHILLED TO PERFECTION
General Snus begins selling its snus in temperature-controlled chillers, ensuring the product is at its freshest, the very moment it's purchased. Once opened, it will stay fresh for up to a week without refrigeration.

Late 1990s
A HIGHER STANDARD
Swedish Match introduces the Gothiatek Standard, which guarantees that every can of General Snus exceeds even the toughest Swedish food-grade requirements. It also promises to ensure every can meets our standards through a quality-controlled process, starting with the very soil where the tobacco seed is planted.

2003
NEXT LEVEL CLEAN
General Snus is the first to take cleanliness to the next level by introducing "white portions" - a new process that delivers cleaner, white pouches that are still sold today in wintergreen, white and mint.

CONTINUED ON NEXT PAGE

General Snus Website

Legacy Page con't

[BEHIND AGE GATE]

Q4 2021 – March 14, 2022

2006 SNUS EXPANDS

General Snus is first introduced to retailers in the United States. Today, it can be found in more than 20,000 stores nationwide and has earned the title of best-selling snus in the world.

2004 THE FIRST OF ITS KIND

General develops a new type of can with a unique disposal compartment that holds used portions of snus.



2005 A STAR IS BORN

General's signature Star Formation makes its first appearance in select cans. Not only does it maximize the number of portions per can, but each pouch is shaped to fit more comfortably under the upper lip.



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2016 THE LEGACY CONTINUES

General Snus celebrates 150 years of elevating the tobacco experience, and pledges to continue its pursuit for years to come.

(b) (4)



KEEP UP WITH ALL THINGS GENERAL

ABOUT GENERAL & SNUS



Swedish Match

WARNING: This product is not a safe alternative to cigarettes.

General Snus Website Legacy Page

[BEHIND AGE GATE]

March 14, 2022 - current



1866
GENERAL DEBUTS
After four years of painstakingly crafting his recipe, Boman introduces an elevated tobacco experience to his home country. Crafted using only the finest ingredients, it was an upper-lip snus unlike anything seen before.

1862
THE JOURNEY BEGINS
Unsatisfied with the tobacco of his time, revered Swedish craftsman Johan A. Boman sets out to craft a higher quality product.

Late 1800s
COMING TO AMERICA
Snus becomes an identifying mark for the millions of Swedes immigrating to America. Main streets in Swedish neighborhoods even earn the name "Snus Boulevard."

1970
THE PERFECT PORTION
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CONTINUED ON NEXT PAGE

General Snus Website Legacy Page con't

[BEHIND AGE GATE]

March 14, 2022 - current

2005

A STAR IS BORN

General's signature Star Formation makes its first appearance in select cans. Not only does it maximize the number of portions per can, but each pouch is shaped to fit more comfortably under the upper lip.

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General Snus celebrates 150 years of elevating the tobacco experience, and pledges to continue its pursuit for years to come.



2004

THE FIRST OF ITS KIND

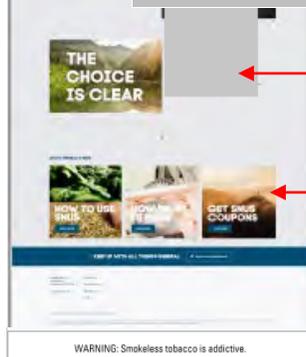
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SNUS EXPANDS

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(b) (4)



ABOUT GENERAL & SNUS



(b) (4)

(b) (4)

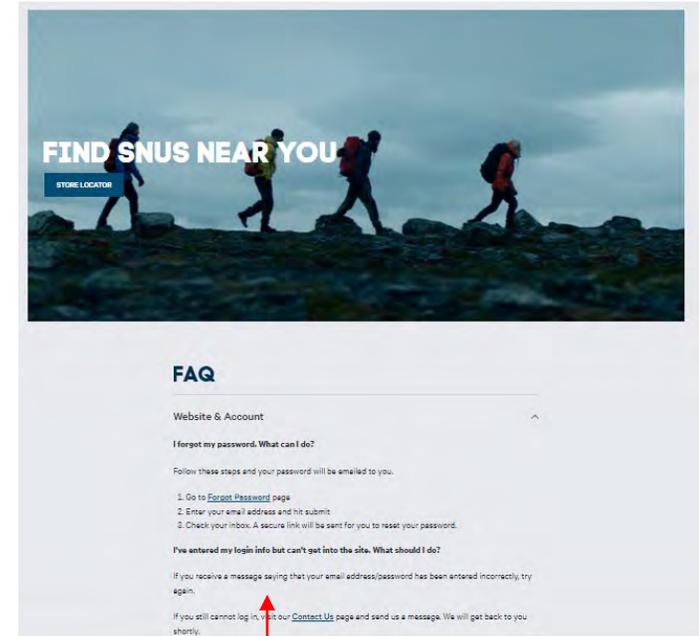
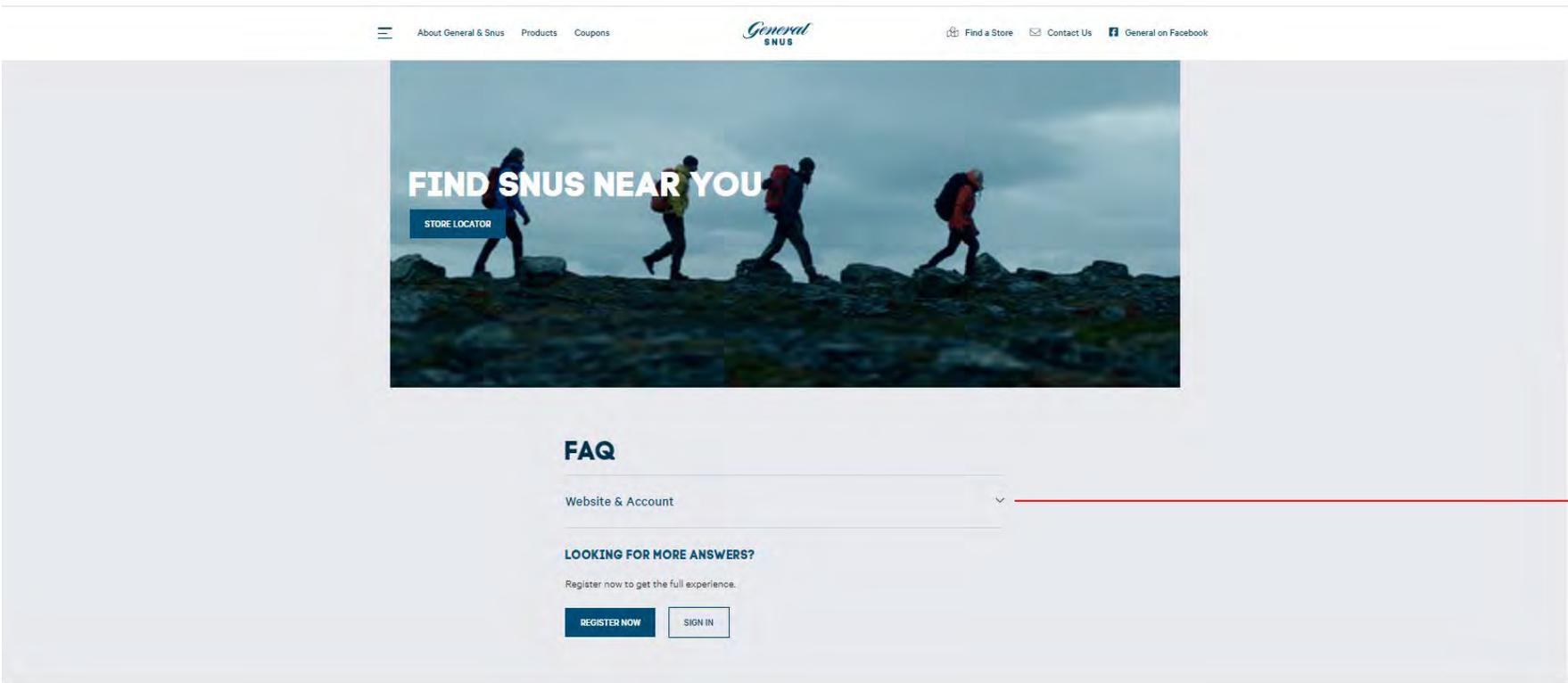
(b) (4)

(b) (4)

(b) (4) (b) (4)

GENERAL WEBSITE REFRESH - FAQs [OUTSIDE AGE GATE]

NOV. 2021 - Current

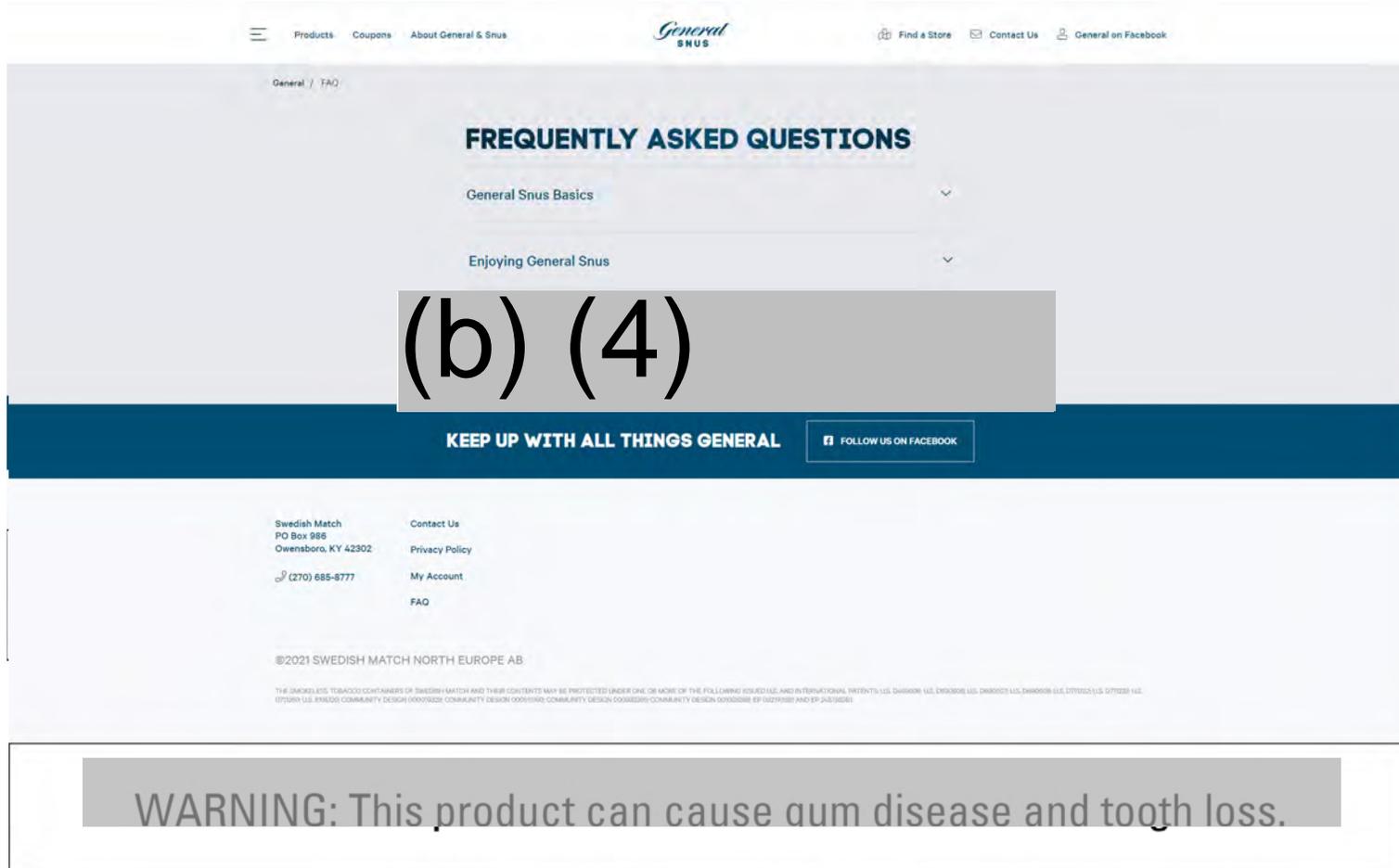


Website & Account expanded: see next page for details

WARNING: Smokeless tobacco is addictive.

GENERAL WEBSITE REFRESH - FAQs [BEHIND AGE GATE]

Nov. 2021 – March 2022



SEE NEXT PAGE FOR DETAIL

(b) (4)

(b) (4)

(b) (4)

(b) (4)

(b) (4)

(b) (4)



General Snus Digital Website .mp4 File Guide

.mp4 Image



.mp4 File Name and Length

 General Snus Brand Original Website Video.mp4

00:00:50

 General_MRTP_Explainer_Final_V3.mp4

00:03:02

.mp4 Descripton

(b) (4)

(b) (4)

(b) (4)

2022 MRTP Annual Report

CATEGORY: SNUS

BRAND: GENERAL SNUS

November 2021 – October 2022

Appendix 2A (3)

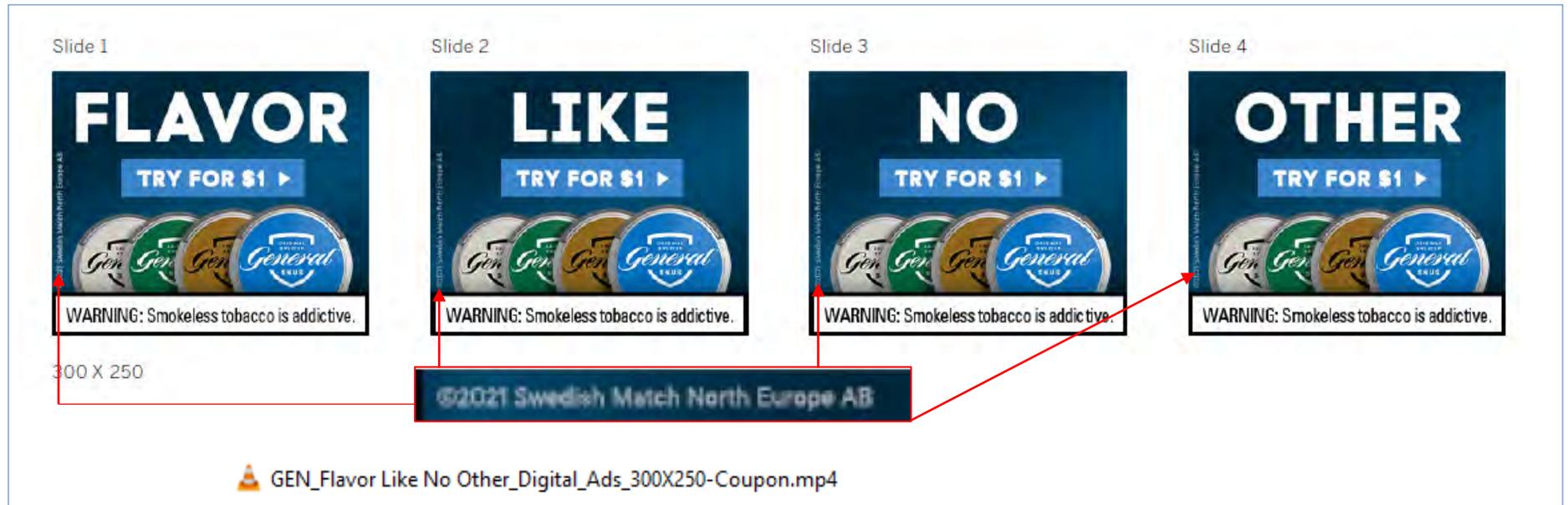
Consumer Advertising

CONSUMER ADVERTISING

General Snus Digital Ads: Display, Animated – Multi Frame 300 x 250



Warning reflects when artwork was created



General Snus Digital Ads: Display, Animated – Multi Frame 160 x 600



Warning reflects when artwork was created

160 X 600

©2021 Swedish Match North Europe AB

SWEDISH MATCH

GEN_Flavor Like No Other_Digital_Ads_160X600-StoreLocator.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 728 x 90

Slide 1



Slide 2



Slide 3



Slide 4



728 X 90



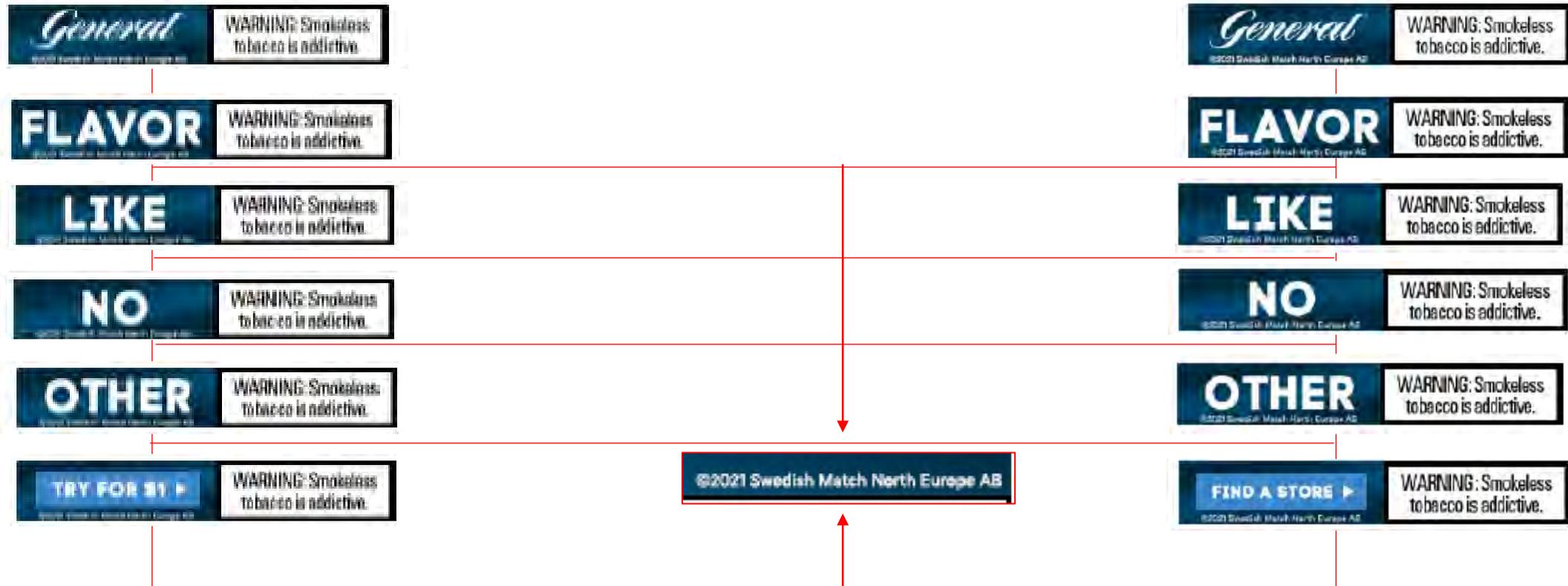
Red arrows point from the copyright notice in the bottom slide to the copyright notice in each of the four slides above.

Warning reflects when artwork was created



GEN_Flavor Like No Other_Digital_Ads_728x90-StoreLocator.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 320 x 50



GEN_Flavor Like No Other_Digital_Ads_320x50-Coupon.mp4

GEN_Flavor Like No Other_Digital_Ads_320x50-StoreLocator.mp4

Warning reflects when artwork was created

General Snus Digital Ads: Display, Static 300 x 250

Primary - Store



Alt - Coupon



300 X 250

©2021 Swedish Match North Europe AB



General Snus Digital Ads: Display, Static 728 x 90

Primary – Store



Alt – Coupon



728 X 90

©2021 Swedish Match North Europe AB



General Snus Digital Ads: Display, Static 300 x 600

Primary - Store

FLAVOR LIKE NO OTHER

FIND A STORE ▶

HYDROGREEN General SNUS

ORIGINAL

General ORIGINAL SWEDISH SNUS MINT

WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe AB

This is a vertical digital advertisement for General Snus. The top half features the slogan 'FLAVOR LIKE NO OTHER' in large white letters on a dark blue background. Below this is a blue button with the text 'FIND A STORE' and a right-pointing arrow. The middle section shows a stack of three General Snus tins: 'HYDROGREEN' (green), 'ORIGINAL' (yellow), and 'MINT' (blue). The 'MINT' tin is the largest and most prominent, showing the 'General ORIGINAL SWEDISH SNUS' logo. The bottom section contains a white box with the text 'WARNING: Smokeless tobacco is addictive.' and a small copyright notice '©2021 Swedish Match North Europe AB' on the left side.

Alt - Coupon

FLAVOR LIKE NO OTHER

TRY FOR \$1 ▶

HYDROGREEN General SNUS

ORIGINAL

General ORIGINAL SWEDISH SNUS MINT

WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe AB

This is a vertical digital advertisement for General Snus, similar to the primary version but with a different call to action. It features the same slogan 'FLAVOR LIKE NO OTHER' and the same stack of three General Snus tins. However, the blue button below the slogan says 'TRY FOR \$1' with a right-pointing arrow. The bottom section contains the same white box with the text 'WARNING: Smokeless tobacco is addictive.' and the copyright notice '©2021 Swedish Match North Europe AB' on the left side.

300 X 600

©2021 Swedish Match North Europe AB

Warning reflects when artwork was created



General Snus Digital Ads: Display, Static 320 x 50



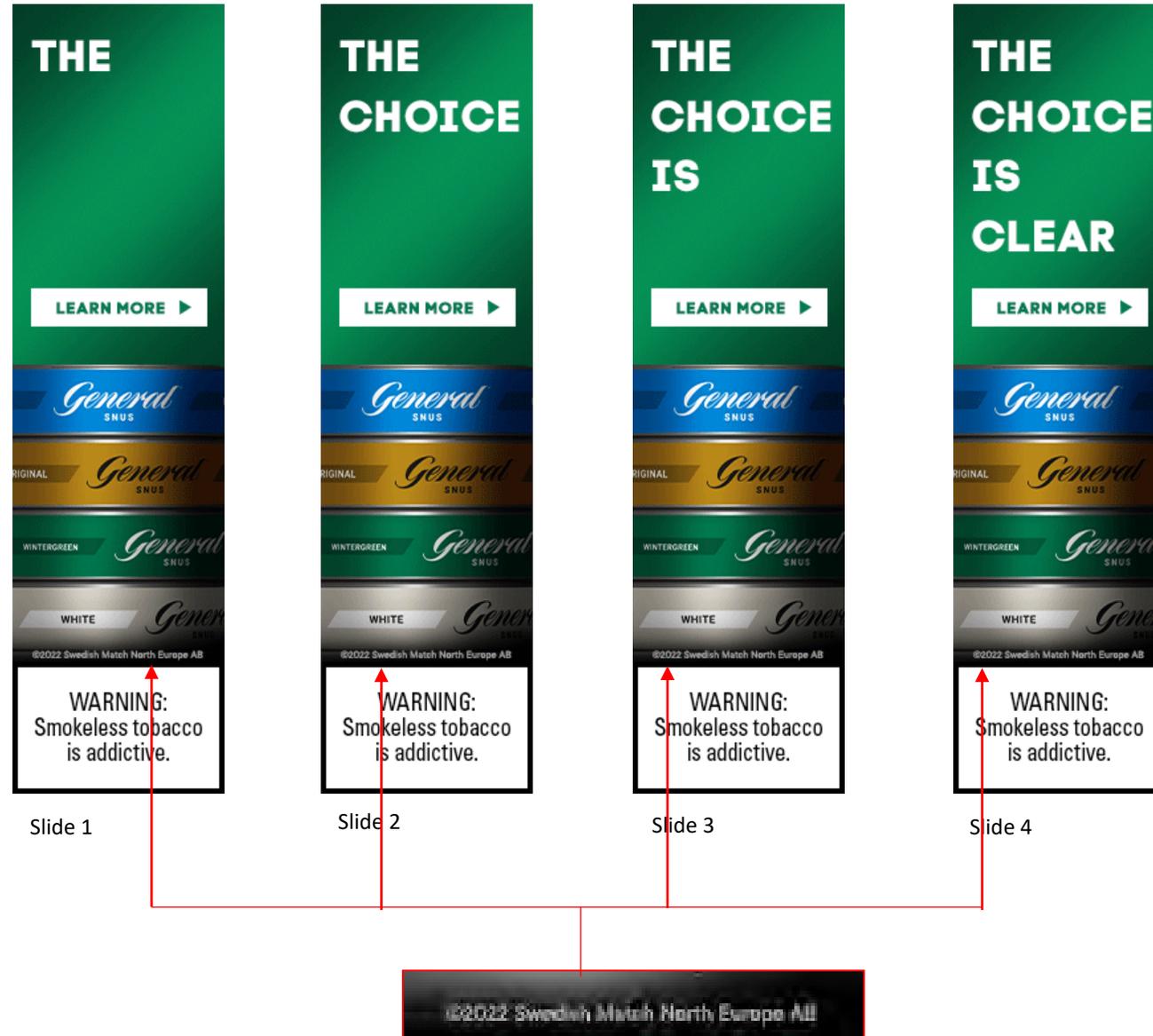
320 X 50 (mobile)

General Snus Digital Ads: Display, Animated – Multi Frame 160 x 600

Jan. - March 2022

See Digital media file:

GEN_Media_The-Choice-Is-Clear WTG_160X600.mp4



General Snus Digital Ads: Display, Animated – Multi Frame 300 x 600

Jan. - March 2022

See Digital media file:

GEN_Media_The-Choice-Is-Clear WTG_300X600.mp4

THE CHOICE IS CLEAR

LEARN MORE ▶

ORIGINAL SWEDISH
General
SNUS
WINTERGREEN

WARNING: Smokeless tobacco is addictive.

©2022 Swedish Match North Europe AB

Frame1 Frame2 Frame3 Frame4

©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Animated – Multi Frame 728 x 90

Jan. - March 2022

Slide 1



Slide 2



See Digital media file:

 GEN_Media_The-Choice-Is-Clear-WTG 728x90.mp4

Slide 3



Slide 4

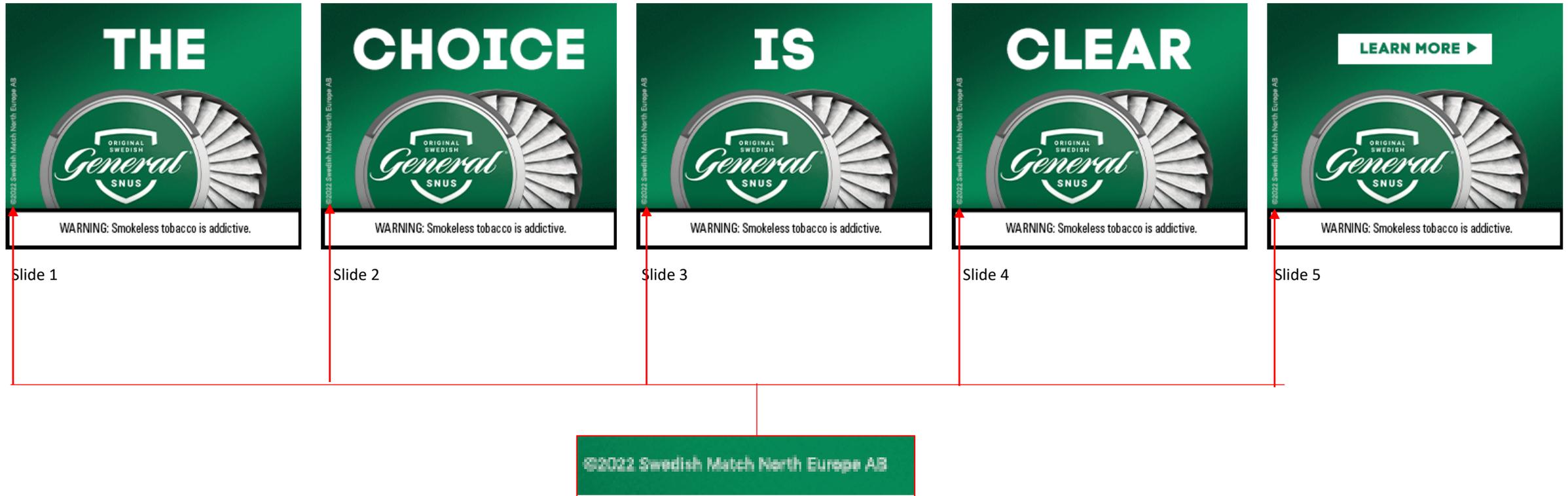


General Snus Digital Ads: Display, Animated – Multi Frame 300 x 250

Jan. - March 2022

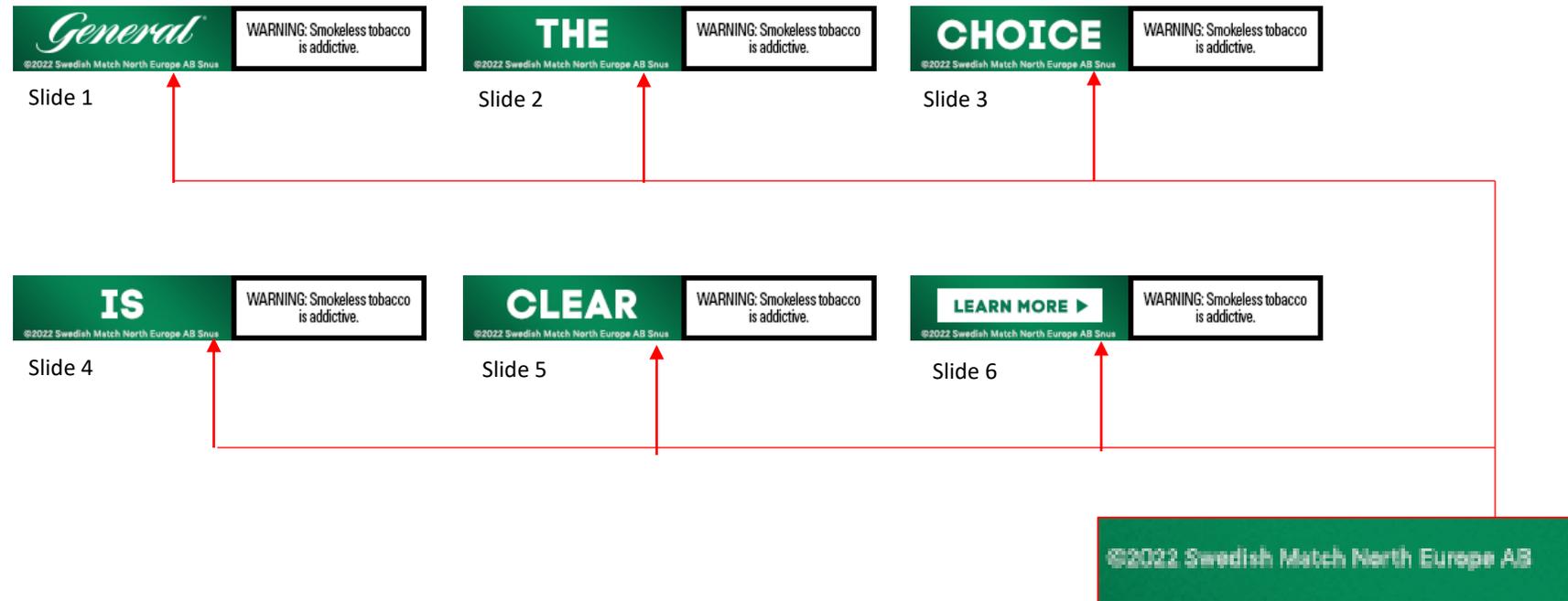
See Digital media file:

GEN_Media_The-Choice-Is-Clear WTG_300X250.mp4



General Snus Digital Ads: Display, Animated – Multi Frame 320 x 50

Jan. - March 2022



See Digital media file:

 GEN_Media_The-Choice-Is-Clear WTG_320x50.mp4

General Snus Digital Ads: Display, Static 300 x 600

Jan. - March 2022

©2022 Swedish Match North Europe AB



THE CHOICE IS CLEAR

LEARN MORE ►

ORIGINAL SWEDISH
General
SNUS
WINTERGREEN

WARNING: Smokeless tobacco is addictive.

©2022 Swedish Match North Europe AB

The advertisement is a vertical static display ad with a green background. At the top, the text 'THE CHOICE IS CLEAR' is written in large, white, bold, sans-serif capital letters. Below this text is a white rectangular button with the text 'LEARN MORE' in green, followed by a right-pointing triangle. In the center, there is a circular image of a General Snus tin. The tin is silver with a green lid that features the 'General SNUS' logo and the word 'WINTERGREEN' below it. The tin is shown from a slightly elevated angle, revealing the white snus pouches inside. At the bottom of the ad, there is a white rectangular box with a black border containing the text 'WARNING: Smokeless tobacco is addictive.' in black, sans-serif font. On the left side of the tin, there is a small vertical copyright notice: '©2022 Swedish Match North Europe AB'.

General Snus Digital Ads: Display, Static 160 x 600

Jan. - March 2022



General Snus Digital Ads: Display, Static 300 x 250

Jan. - March 2022

©2022 Swedish Match North Europe AB



General Snus Digital Ads: Display, Static 728 x 90

Jan. - March 2022



General Snus Digital Ads: Display, Static 320 x 50

Jan. - March 2022



General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 600

Nov. 2021 - March 2022

Slide 1



300 X 600

(b) (4)

©2021 Swedish Match North Europe AB

Warning reflects when artwork was created



GEN_The Choice Is Clear.Banner_Ads_300x600_1.mp4

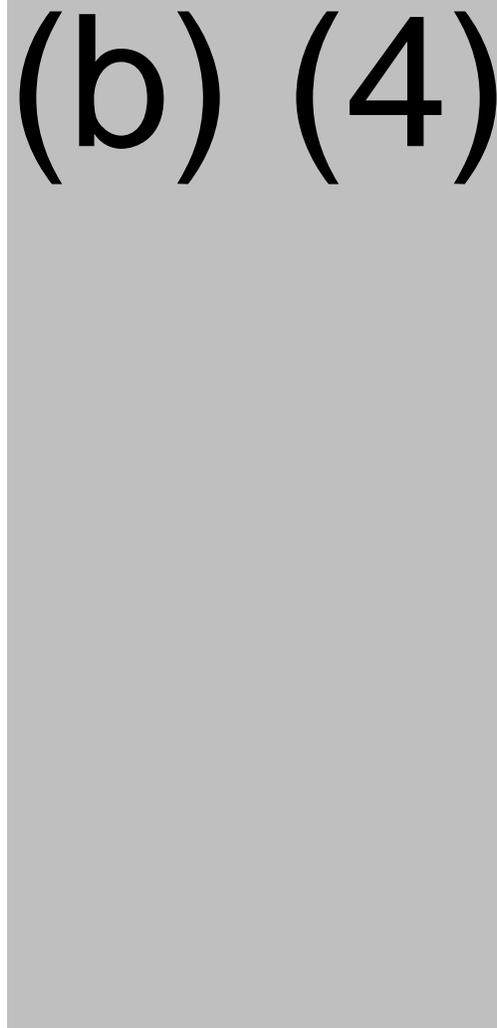
General Snus Digital Ads: Display – Animated, Multi-Frame 160 x 600

Nov. 2021 - March 2022

Slide 1



160 X 600



Warning reflects when artwork was created



GEN_The Choice Is Clear_Banner_Ads_160x600_1.mp4

General Snus Digital Ads: Display – Animated, Multi-Frame 728 x 90

Nov. 2021 - March 2022

Slide 1

©2021 Swedish Match North Europe AB

©2021 Swedish Match North Europe AB

THE CHOICE IS CLEAR General Snus

WARNING: This product can cause mouth cancer.

728 X 90

(b) (4)

©2021 Swedish Match North Europe AB

GEN_The Choice Is Clear.Banner_Ads_728x90_1.mp4

General Snus Digital Ads: Display – Animated, Multi-Frame 320 x 50

Nov. 2021 - March 2022

Slide 1

©2021 Swedish Match North Europe AB



©2021 Swedish Match North Europe AB

🔔 GEN_The Choice Is Clear.Banner_Ads_320x50_1.mp4

General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 250

Nov. 2021 - March 2022

Slide 1



©2021 Swedish Match North Europe AB

(b) (4)

🚧 GEN_The Choice Is Clear.Banner_Ads_300x250_1.mp4

☆☆☆
Swedish Match.

General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 600

Nov. 2021 - March 2022

Slide 1



300 X 600

(b) (4)

Warning reflects when artwork was created

©2021 Swedish Match North Europe AB

General Snus Digital Ads: Display – Animated, Multi-Frame 160 x 600

Nov. 2021 - March 2022

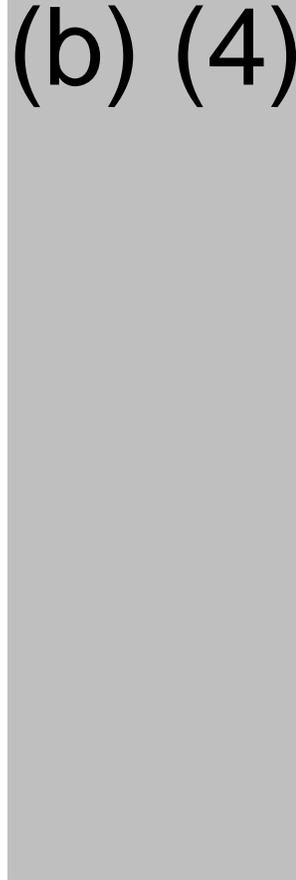
GEN_First Ever.Banner_Ads_160x600_2.mp4

Slide 1



160 X 600

Slide 2



©2021 Swedish Match North Europe AB

General Snus Digital Ads: Display – Animated, Multi-Frame 728 x 90

Nov. 2021 - March 2022

Slide 1



728 X 90



©2021 Swedish Match North Europe AB

 GEN_First Ever.Banner_Ads_728x90_2.mp4

General Snus Digital Ads: Display – Animated, Multi-Frame 320 x 50

Nov. 2021 - March 2022

Slide 1



320 X 50

©2021 Swedish Match North Europe AB

(b) (4)

©2021 Swedish Match North Europe AB

GEN_First Ever.Banner_Ads_320x50_2.mp4

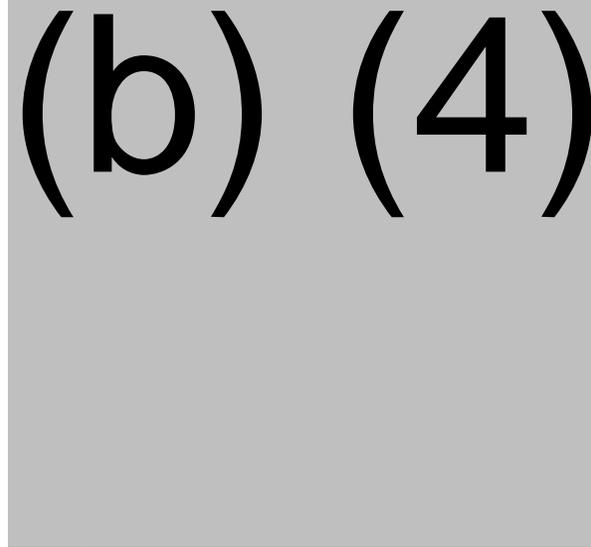
General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 250

Nov. 2021 - March 2022

Slide 1



300 X 250



©2021 Swedish Match North Europe AB

🚧 GEN_First Ever.Banner_Ads_300x250_2.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 300 x 250

Jan. - March 2022

See Digital media file:

 SWED_GEN_FirstEver_DISPLAY_300X250_Animated.mp4



General Snus Digital Ads: Display, Static 300 x 250

Jan. - March 2022

A vertical digital advertisement for General Snus. The top half has a blue background with the text "FIRST EVER." in large white letters. Below this is a white button with the text "GET THE FACTS" and a right-pointing arrow. The middle section features a photograph of a person in a red jacket standing on a snowy mountain peak. In the foreground, there is a large, circular image of a General Snus tin, labeled "ORIGINAL SWEDISH General SNUS MINT". The bottom section is a white box with a black border containing the text "WARNING: Smokeless tobacco is addictive.".

**FIRST
EVER.**

GET THE FACTS ▶

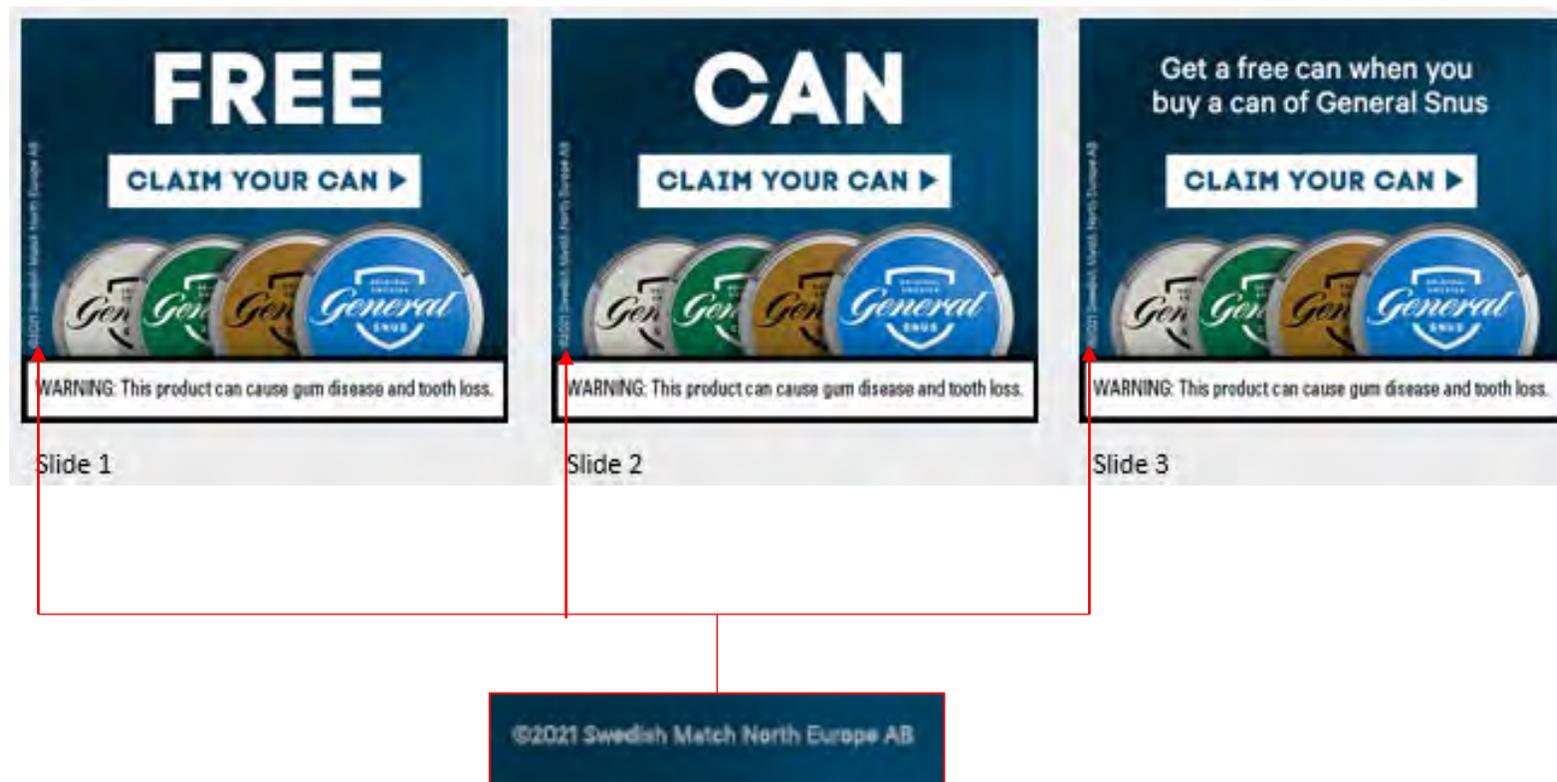
©2022 Swedish Match, LLC

ORIGINAL SWEDISH
General
SNUS
MINT

WARNING: Smokeless tobacco is addictive.

General Snus Digital Ads: Display, Animated – Multi Frame 300 x 250

Nov. 2021 - March 2022

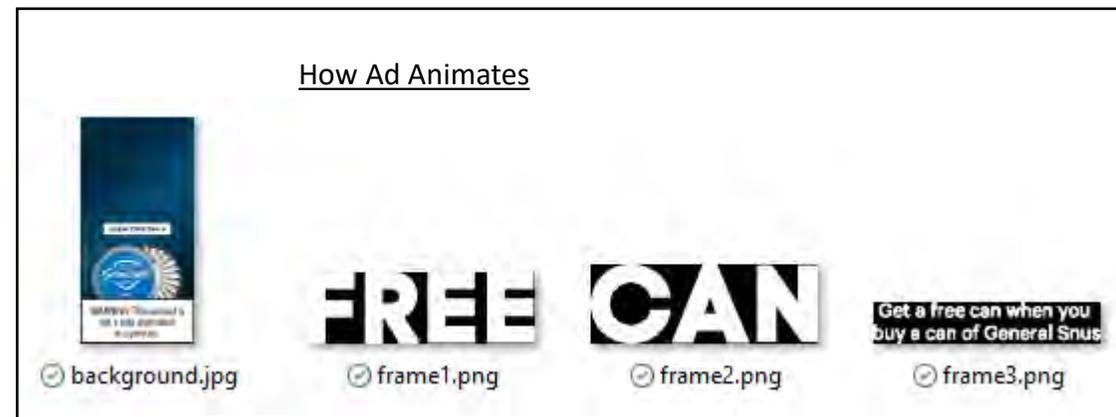


See Digital media file:

 swdm_gen_q421_bogo_animated_300X250.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 300 x 600

Nov. 2021 - March 2022

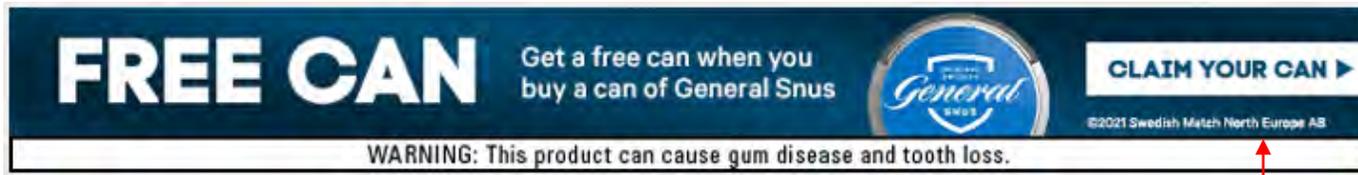


See Digital media file:

 swdm_gen_q421_bogo_animated_300x600.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 728 x 90

Nov. 2021 - March 2022



See Digital media file:

🔔 swdm_gen_q421_bogo_animated_728x90.mp4

©2021 Swedish Match North Europe AB

How Ad Animates

background.jpg

FREE

CAN

Get a free can when you buy a can of General Snus

General Snus Digital Ads: Display, Animated – Multi Frame 160 x 600

Nov. 2021 - March 2022

See Digital media file:

🔗 swdm_gen_q421_bogo_animated160X600.mp4



©2021 Swedish Match North Europe AB

General Snus Digital Ads: Display, Static 300 x 250

Nov. 2021 - March 2022

©2021 Swedish Match North Europe AB



General Snus Digital Ads: Display, Static 300 x 600

Nov. 2021 - March 2022

©2021 Swedish Match North Europe AB

FREE CAN

Get a free can when you buy a can of General Snus

CLAIM YOUR CAN ►

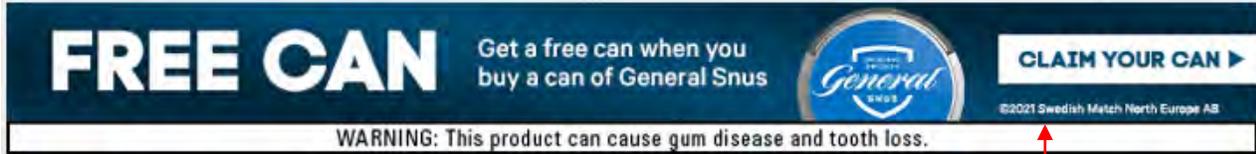
©2021 Swedish Match North Europe AB

ORIGINAL SWEDISH
General
SNUS
MINT

WARNING: This product can cause gum disease and tooth loss.

General Snus Digital Ads: Display, Static 728 x 90

Nov. 2021 - March 2022



©2021 Swedish Match North Europe AB

General Snus Digital Ads: Display – Static 160 x 600

Nov. 2021 - March 2022



©2021 Swedish Match North Europe AB

General Snus Digital Ads: Interactive, Pad Squad – Animated SuperScape

Animation 1



Animation 2



Animation 3



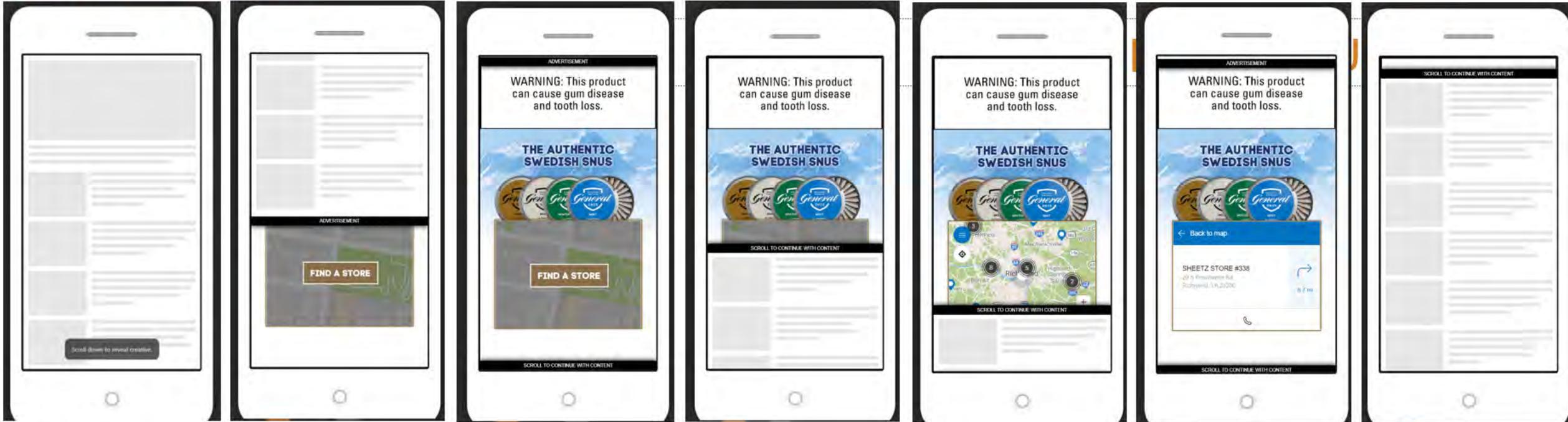
Animation 4



General Snus Digital Ads: Display – Animated, Multi-Frame Tap to Scroll

Nov. 2021 – March 2022

Appears when scrolling on the screen.



🚧 General Snus Tap to Map Scroller Q3 2021 Digital Ad.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 300 x 600

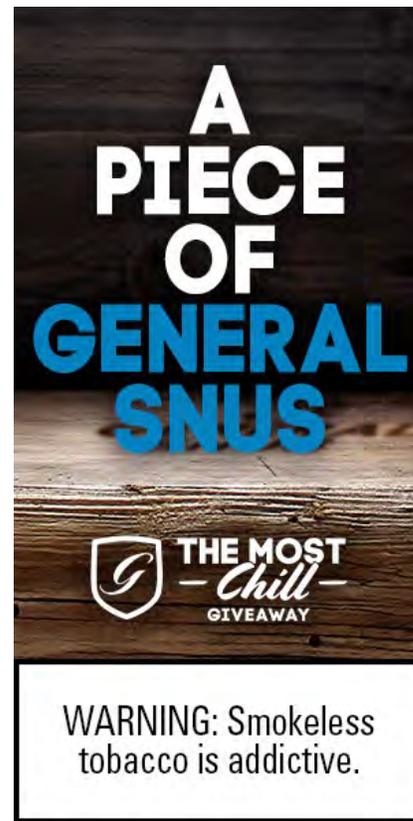
March - May 28, 2022



Frame1



Frame2



Frame3



Frame 4

See Digital media file:

 SWED_GEN_TMCG_DISPLAY_300x600_Animation.mp4

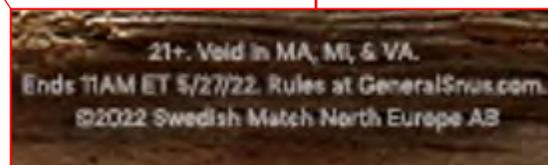
21+ Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.
©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Animated – Multi Frame 160 x 600

March - May 28, 2022

See Digital media file:

SWED_GEN_TMCG_DISPLAY_160X600_Animation.mp4



General Snus Digital Ads: Display, Animated – Multi Frame 300 x 250

March - May 28, 2022



Frame1



Frame2



Frame3

See Digital media file:

 SWED_GEN_TMCG_DISPLAY_300x250_Animation.mp4

21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.
©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Animated – Multi Frame 728 x 90

March – May 28, 2022



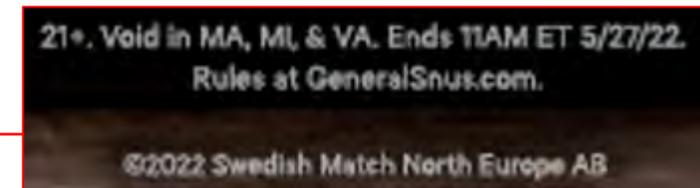
Frame1



Frame2



Frame3



See Digital media file:

 SWED_GEN_TMCG_DISPLAY_728x90_Animation.mp4

General Snus Digital Ads: Display, Static - 300 x 600

March - May 28, 2022

THE MOST
— Chill —
GIVEAWAY

OWN A PIECE OF
GENERAL SNUS

ENTER NOW ►

WARNING: Smokeless tobacco is addictive.

©2022 Swedish Match North Europe AB. 21+. Void in MA, HI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.

©2022 Swedish Match North Europe AB
21+. Void in MA, HI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.

General Snus Digital Ads: Display, Static - 160 x 600

March - May 28, 2022

THE MOST
Chill
GIVEAWAY

**OWN A
PIECE OF
GENERAL SNUS**

ENTER NOW ▶

21+. Void in MA, MI, & VA.
Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.
©2022 Swedish Match North Europe AB

**WARNING:
Smokeless tobacco
is addictive.**

21+. Void in MA, MI, & VA.
Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.
©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Static – 300 x 250

March - May 28, 2022



21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com.
©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Static – 320 x 50

March - May 28, 2022

THE MOST
– *Chill* –
GIVEAWAY

21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

WARNING: Smokeless tobacco is addictive.

21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Static – 728 x 90

March - May 28, 2022

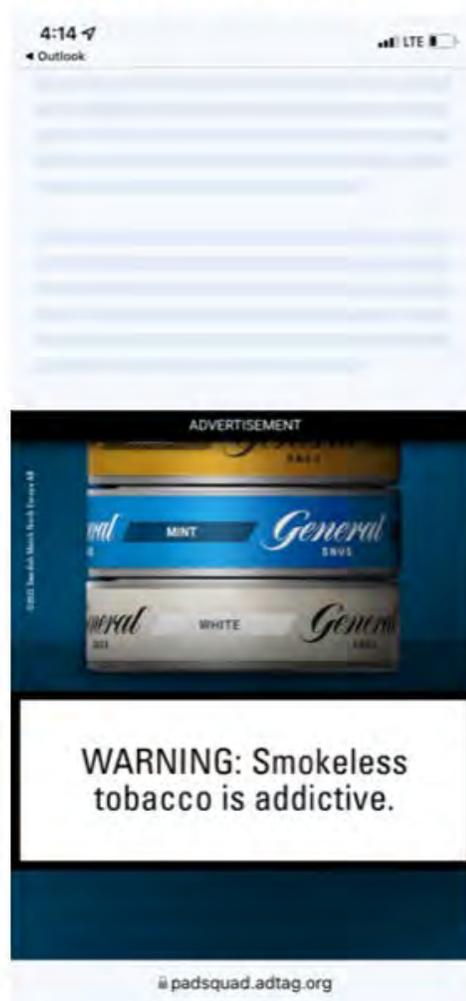
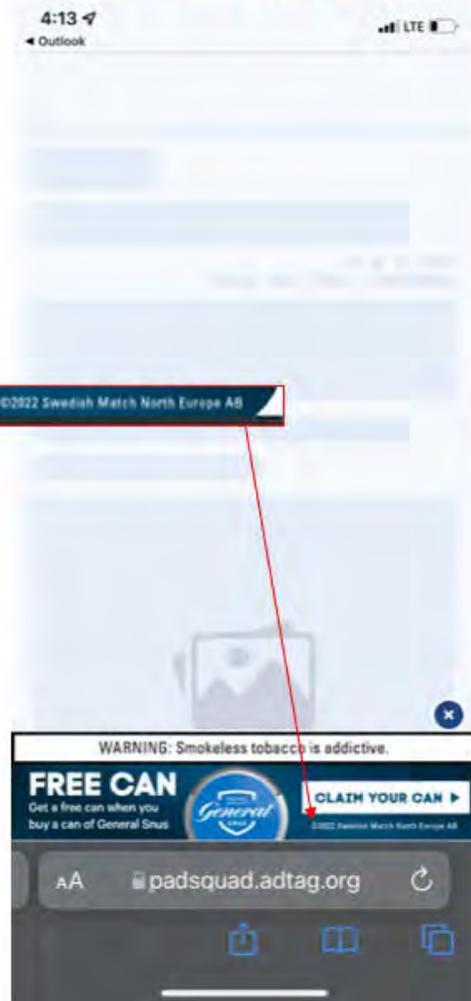


The image shows a horizontal digital advertisement banner for General Snus. On the left, there is a logo for 'THE MOST - Chill - GIVEAWAY' featuring a shield with a stylized 'S'. To the right of the logo, the text 'OWN A PIECE OF GENERAL SNUS' is displayed in large, bold, yellow and white letters. Further right is a small image of a General Snus product pack. On the far right, there is a white button with the text 'ENTER NOW' and a right-pointing arrow. Below the main banner area, there is a smaller white box containing the text 'WARNING: Smokeless tobacco is addictive.' A red arrow points from the bottom of this warning box up to the bottom edge of the main banner.

21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

General Snus Digital Ads: High Impact Duo Scroller

Jan. - March 2022



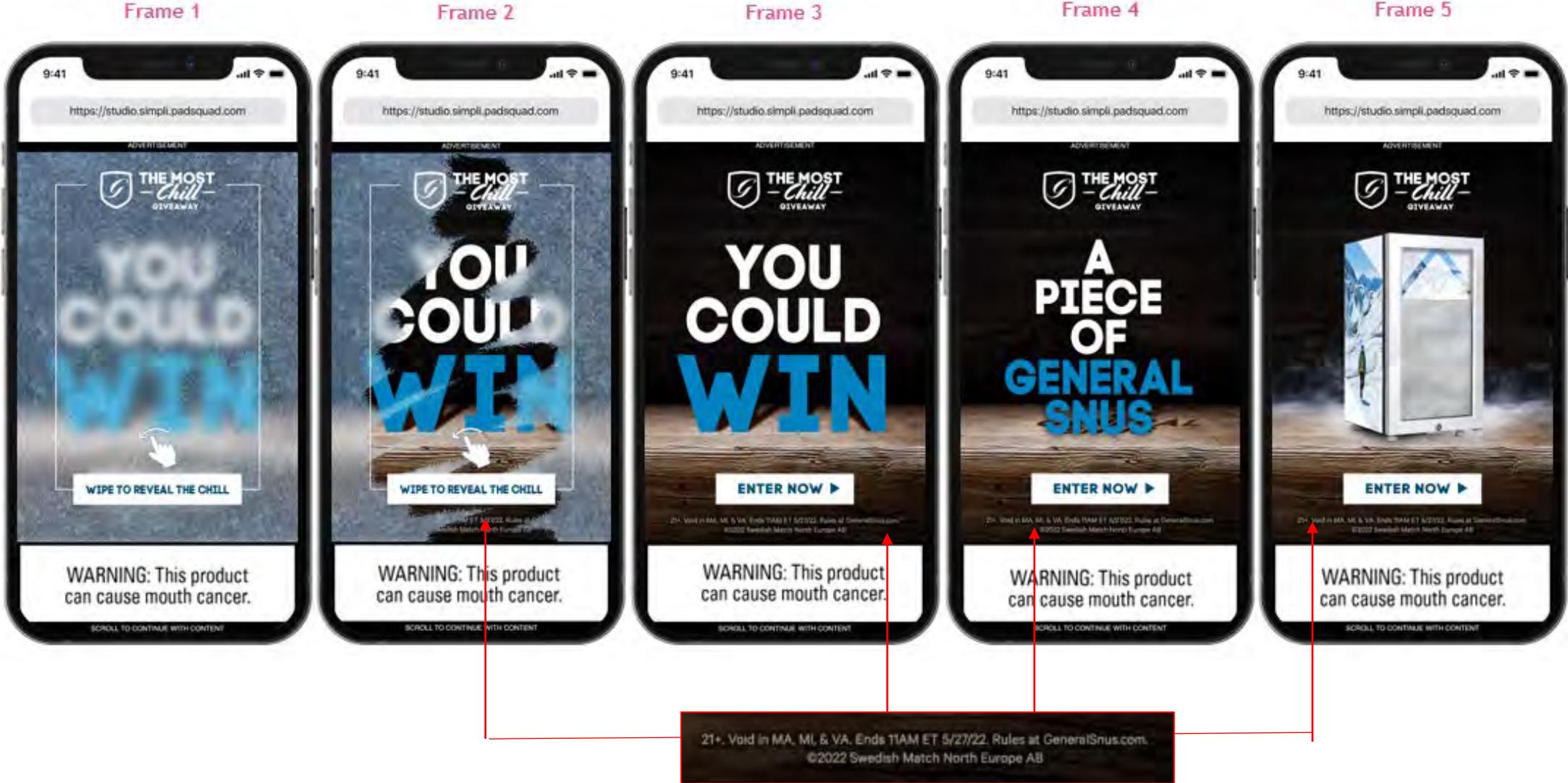
Swedish Match

See Digital media file:

🔔 PadSquad_GS2022_BOGO_mp4.mp4

General Snus Digital Ads: High Impact, Wipe to Reveal

April – May 28, 2022



See Digital media file:

🔗 TMCg High Impact_Image_from_iOS_4_AdobeCreativeCloudExpress.mp4

General Snus Digital Ads: Interactive, Pad Squad – Animated Press & Duo Hold

Animation 1



Animation 2



Animation 3



Animation 4



General Snus Digital Ads: Display, Animated – Multi Frame 300 x 250

Sept. 2022 - current

See media file:

SWDM_GEN_ShelfStable_DISPLAY_300x250_Animated.mp4

Re-Targeting



©2022 Swedish Match North Europe AB

See media file:

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x250_Animated.mp4

Prospecting



General Snus Digital Ads: Display, Animated – Multi Frame 300 x 600

Sept. 2022 - current

Re-Targeting

©2022 Swedish Match North Europe AB

SINCE 1866

AN ORIGINAL

NOW AVAILABLE IN MORE LOCATIONS

FIND STORE ►

ORIGINAL SWEDISH
General
SNUS
MINT
24 PORTIONS

WARNING: This product can cause gum disease and tooth loss.

©2022 Swedish Match North Europe AB

See media file:

SWDM_GEN_ShelfStable_DISPLAY_300x600_Animated.mp4

Prospecting

AN ORIGINAL

SINCE 1866

General

ORIGINAL SWEDISH
General
SNUS
MINT
24 PORTIONS

DISCOVER GENERAL ►

WARNING: This product can cause gum disease and tooth loss.

See media file:

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x600_Animated.mp4

General Snus Digital Ads: Display, Animated – Multi Frame 728 x 90

Re-Targeting



Sept. 2022 - current

See media file:

SWDM_GEN_ShelfStable_DISPLAY_728x90_Animated.mp4



Prospecting



See media file:

SWDM_GEN_ShelfStable_Prospecting_DISPLAY_728x90_Animated.mp4

General Snus Digital Ads: Display, Static 728 x 90

Sept. 2022 - current

Re-Targeting



Prospecting



©2022 Swedish Match North Europe AB

General Snus Digital Ads: Display, Static 300 x 250

Sept. 2022 - current

Prospecting



©2022 Swedish Match North Europe AB

AN ORIGINAL
SINCE 1866



**TOBACCO FOR
TOBACCO FANS**

DISCOVER GENERAL ▶

WARNING: This product can cause gum disease and tooth loss.

Re-Targeting



©2022 Swedish Match North Europe AB

AN ORIGINAL
SINCE 1866



**NOW AVAILABLE
IN MORE
LOCATIONS**

FIND STORE ▶

WARNING: This product can cause gum disease and tooth loss.

General Snus Digital Ads: Display, Static 300 x 600

Sept. 2022 - current

Re-Targeting



AN ORIGINAL
SINCE 1866



ORIGINAL SWEDISH
General
SNUS
MINT
24 PORTIONS

FIND STORE ▶

WARNING: This product can cause gum disease and tooth loss.

©2022 Swedish Match North Europe AB

Prospecting



AN ORIGINAL
SINCE 1866



ORIGINAL SWEDISH
General
SNUS
MINT
24 PORTIONS

DISCOVER GENERAL ▶

WARNING: This product can cause gum disease and tooth loss.

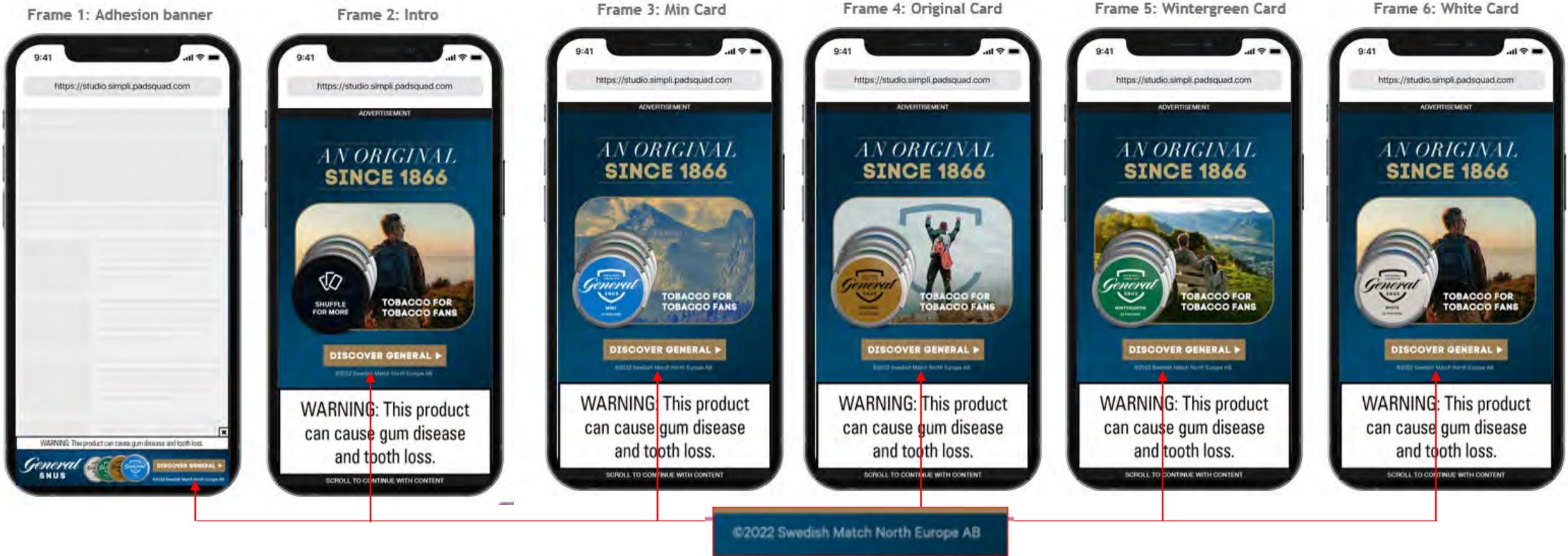
©2022 Swedish Match North Europe AB

©2022 Swedish Match North Europe AB

General Snus Digital Ads: Product - Duo, Animated

Sept. 2022 - current

PRO version shown for reference

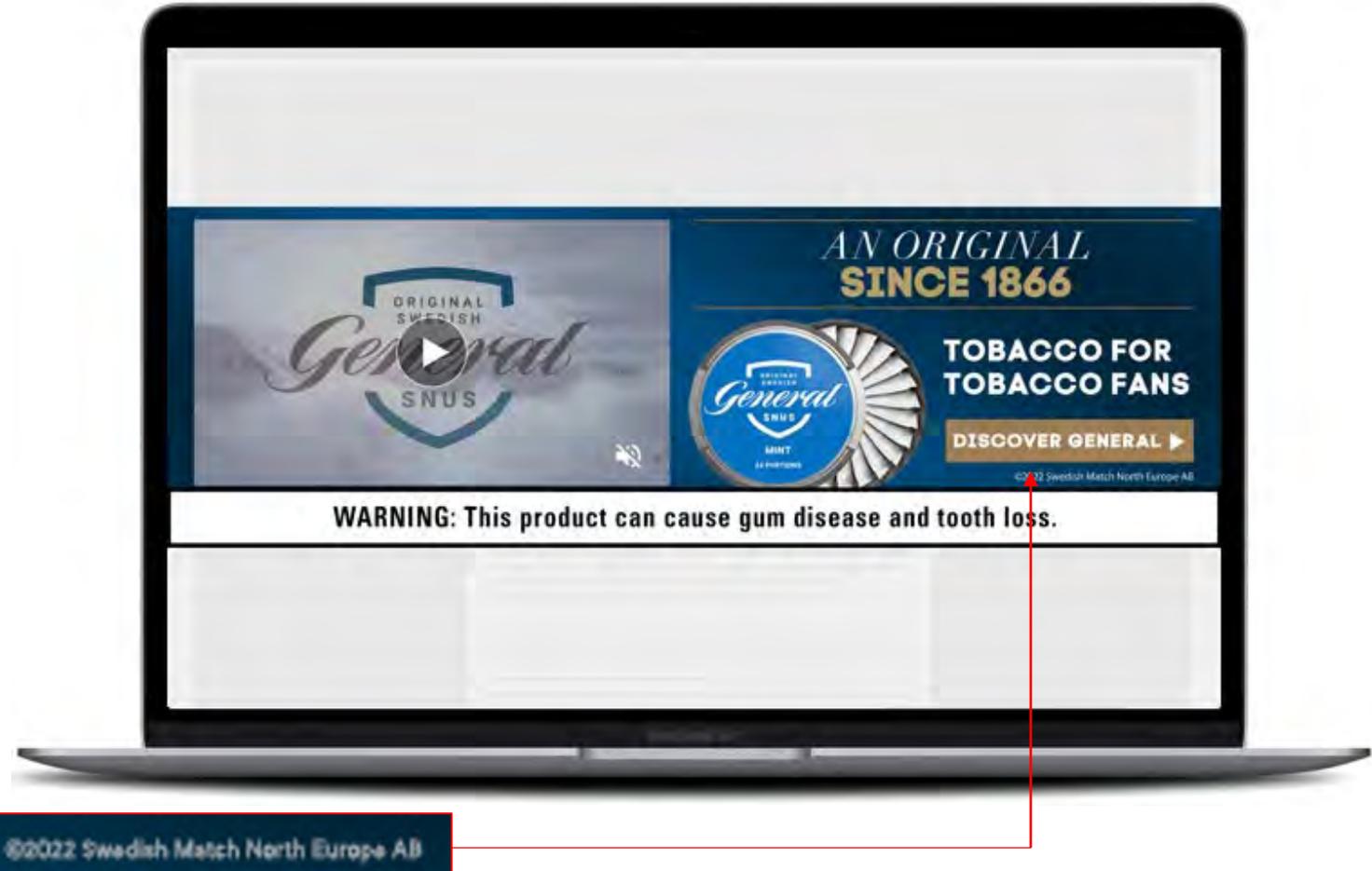


See media file:  RTG_-_General_Snus_-_Product_Cards_-_Duo_AdobeExpress.mp4

See media file:  PRO - General Snus - Product Cards - Duo.MP4

General Snus Digital Ads: Product – OLV VidTile, Animated

Sept. 2022 - current



©2022 Swedish Match North Europe AB

See media file:

Q3 2022 VidTile_-_Mobile_-_CrossScreen_-_General_Snus_-_OLV_AdobeExpress.mp4

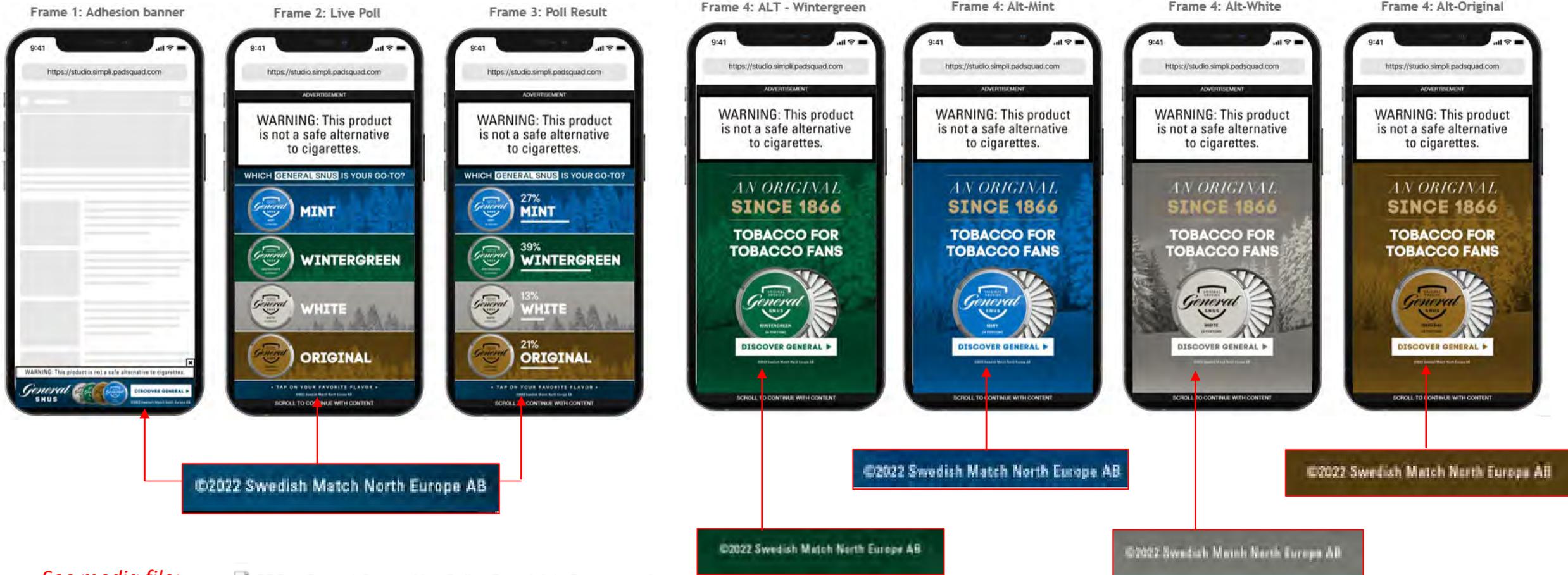
See media file:

Q3 2022 VidTile_-_Desktop_-_CrossScreen_-_General_Snus_-_OLV_AdobeExpress.mp4

General Snus Digital Ads: Product – Live Poll, Animated

Oct. 2022 - current

PRO version shown for reference



See media file:

PRO_-_General_Snus_-_Live_Poll_-_Duo_AdobeExpress.mp4

See media file:

RTG - General Snus – Live Poll – Duo.MP4

General Snus Digital Ads: Native - Static



WARNING: This product can cause mouth cancer.

©2021 Swedish Match North Europe AB

1200 x 628



WARNING: This product can cause mouth cancer.

©2021 Swedish Match North Europe AB

800 x 600



WARNING: This product can cause mouth cancer.

©2021 Swedish Match North Europe AB

600 x 600

(b) (4)

©2021 Swedish Match North Europe AB

General Snus Digital Ads: Native - Static



WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe All

1200 x 628



WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe All

800 x 600



WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe All

600 x 600

As seen online



WARNING: Smokeless tobacco is addictive.

Elevate Any Experience with Flavor Like No Other

Whether you prefer notes of fresh peppermint or a natural tobacco finish, experience more with General Snus.

Sponsored by [General Snus](#).

©2021 Swedish Match North Europe All

General Snus Digital Ads: Native – Static



WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe AB

1200 x 628



WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe AB

800 x 600



WARNING: Smokeless tobacco is addictive.

©2021 Swedish Match North Europe AB

600 x 600

As seen online



WARNING: Smokeless tobacco is addictive.

**Experience Tobacco Flavor
150 Years in the Making**

Since 1866, General Snus has blended premium tobaccos from around the globe for elevated flavor in every portion.

Sponsored by [General Snus](#).

©2021 Swedish Match North Europe AB

General Snus Digital Ads: Native – Static

600 x 800



800 x 600



1200 x 627



300 x 600

600 x 600

1200 x 628

Don't Get Fooled by Fake Snus

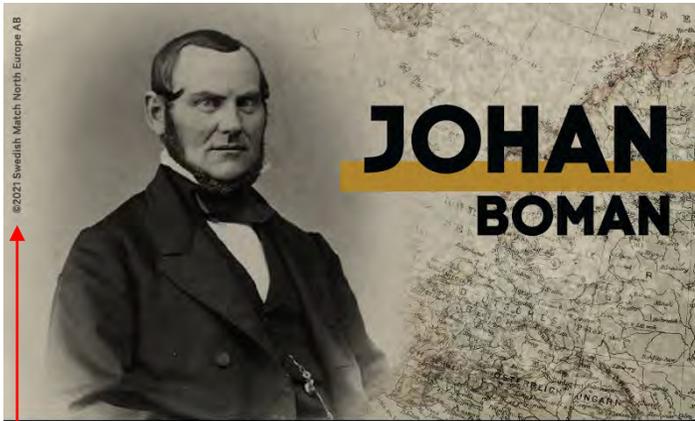
Authentic Swedish snus offers a premium tobacco experience. But fake snus is easy to spot when you know the differences.

©2021 Swedish Match North Europe AB



General Snus Digital Ads: Native – Static

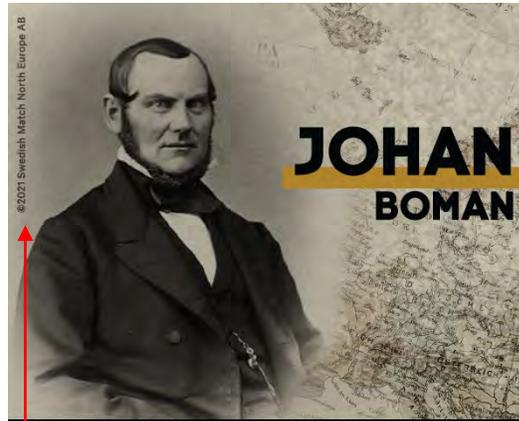
600 x 800



WARNING: This product can cause gum disease and tooth loss.

800 x 600

800 x 600



WARNING: This product can cause gum disease and tooth loss.

600 x 600

1200 x 627



WARNING: This product can cause gum disease and tooth loss.

200 x 628

He Created the World's Most Storied Tobacco Brand

Johan Boman invented a better tobacco experience. Today General Snus meets Sweden's food-grade standards and more.

©2021 Swedish Match North Europe AB



General Snus Digital Ads: Native – Static

COPY BLOCK:
Meet a Community of Tobacco Enthusiasts Like No Other

General Snus—the world’s #1 selling snus—inspires loyalty and love from its fans. Find out what makes them different.

600 x 800



800 x 600

800 x 600

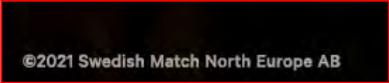


600 x 600

1200 x 627



1200 x 628



General Snus Digital Ads: Native – Static

COPY BLOCK:

Only One Tobacco Experience Meets All These Standards

General Snus meets strict quality Swedish food grade standards. Learn what makes it the world's #1 selling snus.

600 x 800

800 x 600

1200 x 627



800 x 600

600 x 600

1200 x 628

Swedish Match®



General Snus Digital Ads: Native Ads, Static – 600 x 600

March – May 28, 2022



21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22.
Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

WARNING: Smokeless tobacco is addictive.

21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22.
Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

Around the world

The latest from Africa



Former sworn enemies Ethiopia and Eritrea have declared end of war

Beyonce and Jay-Z among headliners at Mandela concert in South Africa

Son of South Africa ex-president Jacob Zuma charged with corruption

The latest from the Americas



Haiti unrest leaves US missionaries stranded

As Haiti protests continue, US citizens warned to shelter in place

Mexico's new leader wants a reboot with the US: How long will the honeymoon last?



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Own a Piece of the General Snus Brand

Snus fans are entering for a chance to bring home a real General chiller. You can enter to win once per day!

Snus fans are entering for a chance to bring home a real General chiller. You can enter to win once per day!

General Snus Digital Ads: Native Ads, Static – 800 x 600

March – May 28, 2022



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General Snus Digital Ads: Native Ads, Static – 1200 x 627

March – May 28, 2022



21+ Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

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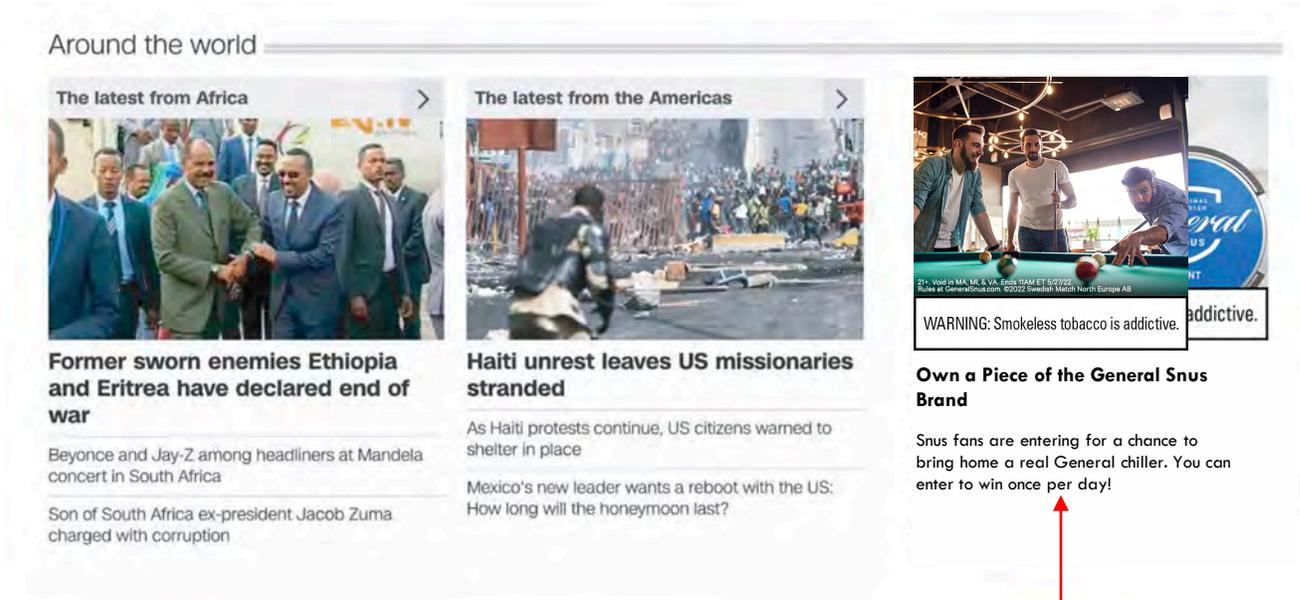
Snus fans are entering for a chance to bring home a real General chiller. You can enter to win once per day!

General Snus Digital Ads: Native Ads, Static – 600 x 600

March – May 28, 2022



21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22.
Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB



Snus fans are entering for a chance to bring home a real General chiller. You can enter to win once per day!

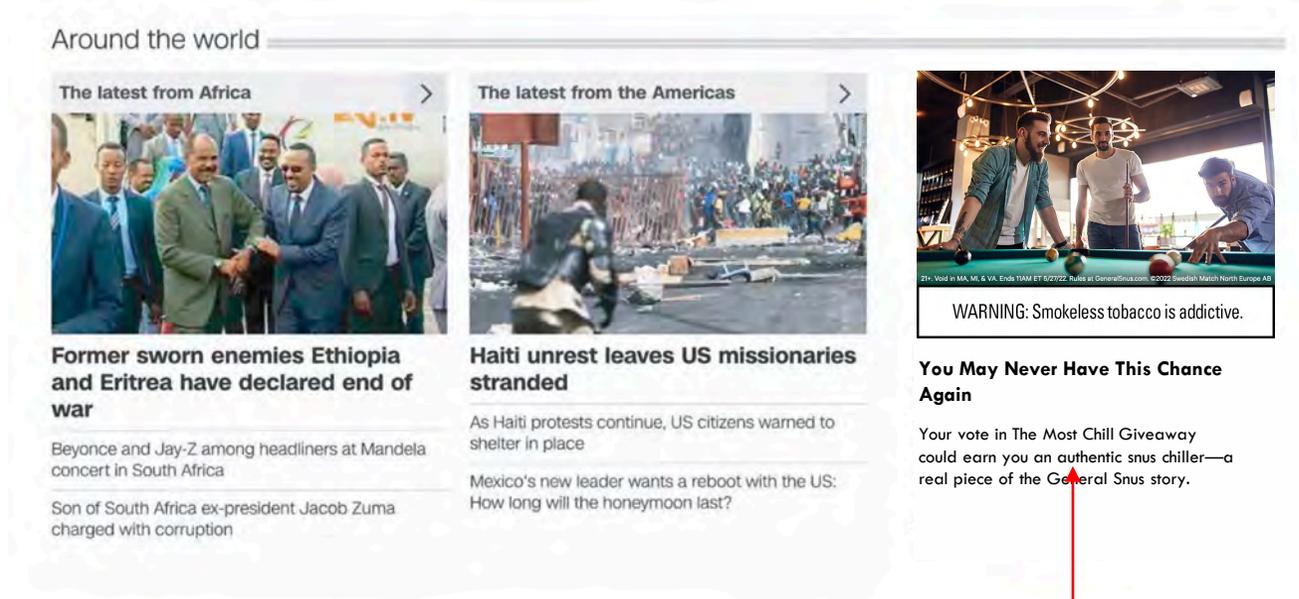
General Snus Digital Ads: Native Ads, Static – 800 x 600

March – May 28, 2022



You May Never Have This Chance Again

21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB



You May Never Have This Chance Again

Your vote in The Most Chill Giveaway could earn you an authentic snus chiller—a real piece of the General Snus story.

Your vote in The Most Chill Giveaway could earn you an authentic snus chiller—a real piece of the General Snus story.

General Snus Digital Ads: Native Ads, Static – 1200 x 627

March – May 28, 2022



21+. Void in MA, MI, & VA. Ends 11AM ET 5/27/22. Rules at GeneralSnus.com. ©2022 Swedish Match North Europe AB

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General Snus Digital Ad .mp4 File Guide, Animated Display

One size ad shown for reference

.mp4 Image



.mp4 Description

Shows the four flavor cans of General Snus and states “Flavor Like No Other” with a call-to-action that directs consumers to the store locator on the General Snus website.

.mp4 File Name and Length

🚧 GEN_Flavor Like No Other_Digital_Ads_160X600-StoreLocator.mp4	00:00:09
🚧 GEN_Flavor Like No Other_Digital_Ads_300X250-StoreLocator.mp4	00:00:10
🚧 GEN_Flavor Like No Other_Digital_Ads_300X600-StoreLocator.mp4	00:00:09
🚧 GEN_Flavor Like No Other_Digital_Ads_320x50-StoreLocator.mp4	00:00:09
🚧 GEN_Flavor Like No Other_Digital_Ads_728x90-StoreLocator.mp4	00:00:09



🚧 GEN_Flavor Like No Other_Digital_Ads_300X250-Coupon.mp4	00:00:09
🚧 GEN_Flavor Like No Other_Digital_Ads_320x50-Coupon.mp4	00:00:09

Only one size two size ads were done.

Shows the four flavor cans of General Snus and states “Flavor Like No Other” with a call-to-action that directs consumers to register/age-verification or log-in and then to the coupon page on the General Snus website.

General Snus Digital Media .mp4 File Guide, Animated Display

.mp4 Image

.mp4 File Name and Length

.mp4 Description

 GEN_Q3_The-Choice-Is-Clear_160X600-Animated.mp4	 GEN_Media_The-Choice-Is-Clear_WTG_160X600.mp4 00:00:02	States “the choice is clear” with the WTG can animating into the frame
 GEN_Q3_The-Choice-Is-Clear_300X250-Animated.mp4	 GEN_Media_The-Choice-Is-Clear_WTG_300X250.mp4 00:00:04	States “the choice is clear” with the WTG can animating into the frame
 GEN_Q3_The-Choice-Is-Clear_300X600.mp4	 GEN_Media_The-Choice-Is-Clear_WTG_300X600.mp4 00:00:02	States “the choice is clear” with the WTG can animating into the frame
 GEN_Q3_The-Choice-Is-Clear_320x50-Animated.mp4	 GEN_Media_The-Choice-Is-Clear_WTG_320x50.mp4 00:00:06	States “the choice is clear”
 GEN_Q3_The-Choice-Is-Clear-728x90_Animated.mp4	 GEN_Media_The-Choice-Is-Clear-WTG_728x90.mp4 00:00:05	States “the choice is clear” with the WTG can animating into the frame

General Snus Digital Ad .mp4 File Guide, Animated Display

One size ad shown for reference

.mp4 Image



.mp4 File Name and Length

🚧 GEN_The Choice Is Clear.Banner_Ads_300x250_1.mp4	00:00:08
🚧 GEN_The Choice Is Clear.Banner_Ads_300x600_1.mp4	00:00:08
🚧 GEN_The Choice Is Clear.Banner_Ads_320x50_1.mp4	00:00:08
🚧 GEN_The Choice Is Clear.Banner_Ads_728x90_1.mp4	00:00:08
🚧 GEN_The Choice Is Clear_Banner_Ads_160x600_1.mp4	00:00:08

.mp4 Descripton

(b) (4)

General Snus Digital Ad .mp4 File Guide, Animated Display

One size ad shown for reference

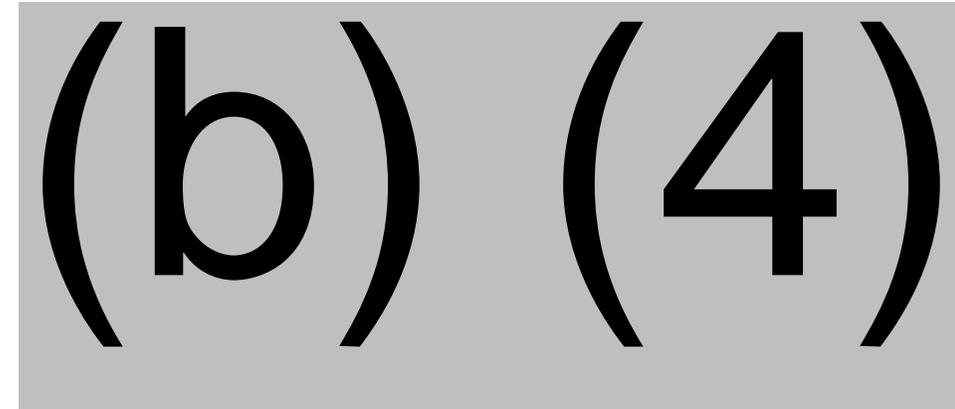
.mp4 Image



.mp4 File Name and Length

GEN_First Ever.Banner_Ads_160x600_2.mp4	00:00:08
GEN_First Ever.Banner_Ads_300x250_2.mp4	00:00:08
GEN_First Ever.Banner_Ads_300x600_2.mp4	00:00:08
GEN_First Ever.Banner_Ads_320x50_2.mp4	00:00:08
GEN_First Ever.Banner_Ads_728x90_2.mp4	00:00:08

.mp4 Descripton



SWED_GEN_FirstEver_DISPLAY_300X250_Animated.mp4

00:00:03

SWED_GEN_FirstEver_DISPLAY_300X250_Animated.mp4

Swedish Match.

Shows mountain landscape and image of closed mint can, states "First Ever"

Swedish Match.

General Snus Digital Media .mp4 File Guide Animated, Display

.mp4 Description

.mp4 Image

.mp4 File Name and Length



swdm_gen_q421_bogo_animated_300X250.mp4

swdm_gen_q421_bogo_animated_300X250.mp4
00:00:05

States “free can, claim your can” with cans entering.



swdm_gen_q421_bogo_animated_300x600.mp4

swdm_gen_q421_bogo_animated_300x600.mp4
00:00:04

States “free can with a purchase of a can, claim your can” with cans entering.



swdm_gen_q421_bogo_animated_728x90.mp4

swdm_gen_q421_bogo_animated_728x90.mp4
00:00:04

States “free can, claim your can” with General Snus logo entering.



swdm_gen_q421_bogo_animated160X600.mp4

swdm_gen_q421_bogo_animated160X600.mp4
00:00:06

States “free can with a purchase of a can, claim your can” with cans entering.

General Snus Digital Ad .mp4 File Guide, Animated High Impact

.mp4 Image

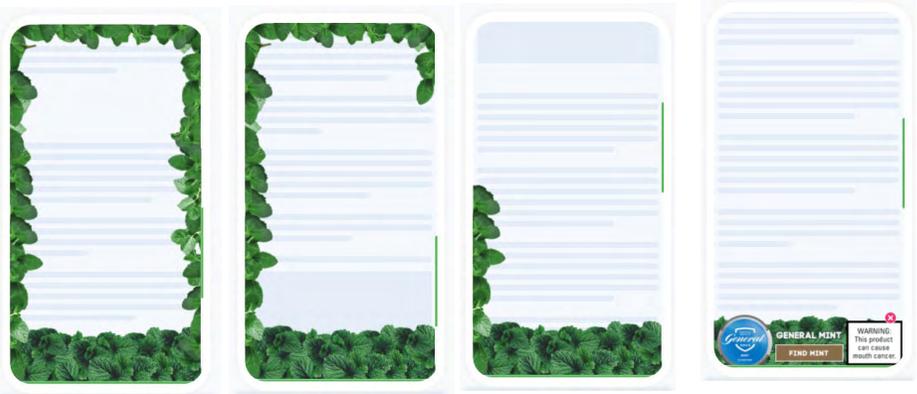
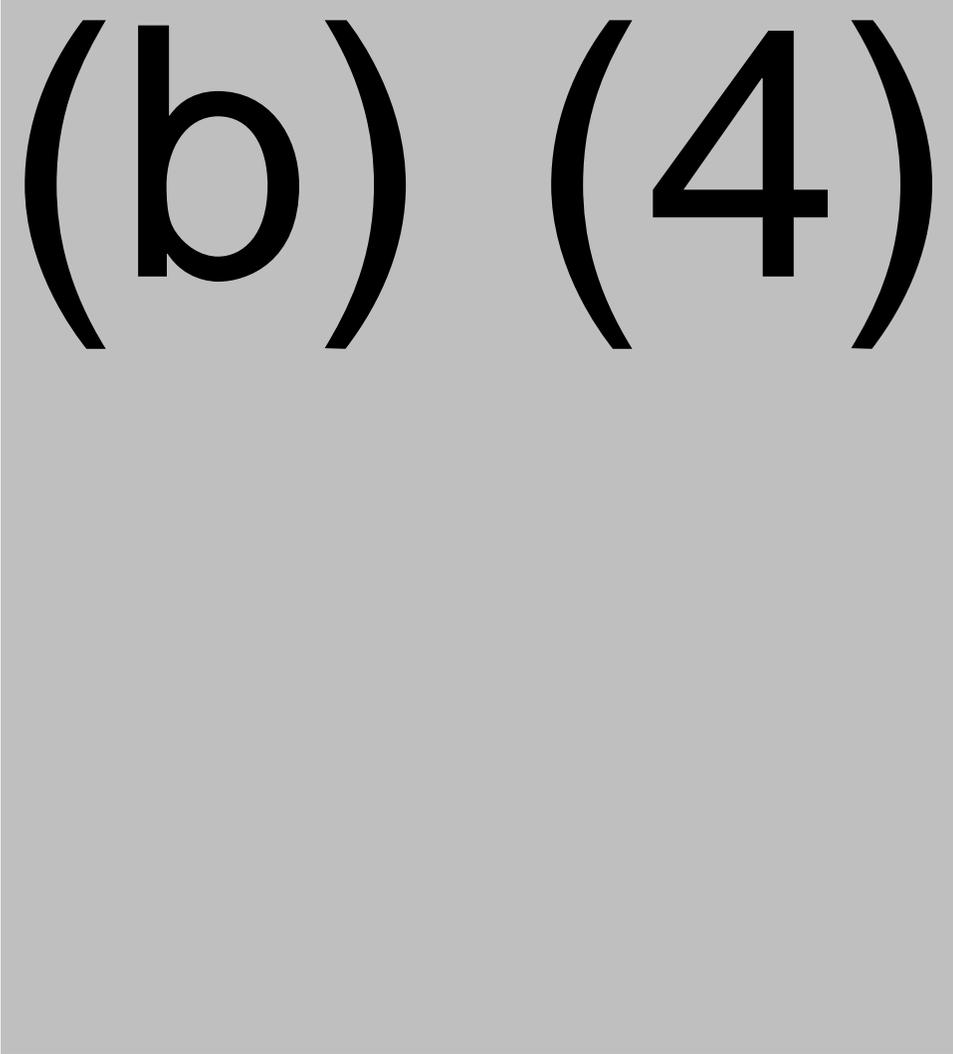


.mp4 File Name and Length

🚧 General Snus MINT Press&Hold Duo.mp4

00:00:08

.mp4 Description

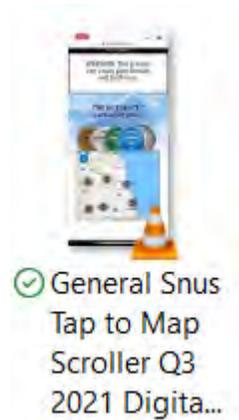


🚧 General Snus MINT Superscape.mp4

00:00:15

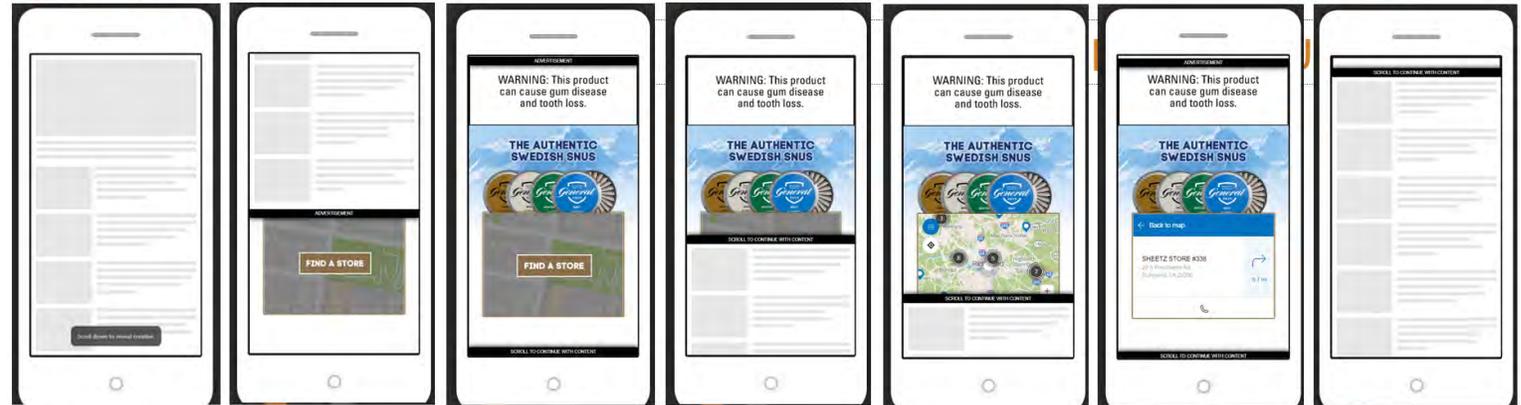
General Snus Digital Media .mp4 File Guide, Animated High Impact

.mp4 File Name and Length:



00:00:15

Appears when scrolling on the screen.



 General Snus Tap to Map Scroller Q3 2021 Digital Ad.mp4 

.mp4 Description

Shows image of four varieties of General Snus. As consumer scrolls on the page, an image of the store locator appears to find the product in stores.

General Snus Digital Media .mp4 File Guide, Animated Display

.mp4 Image

.mp4 File Name and Length

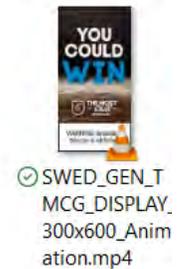
.mp4 Description



SWED_GEN_TMCG_DISPLAY_160X600_Animation.mp4
00:00:06



SWED_GEN_TMCG_DISPLAY_300x250_Animation.mp4
00:00:05



SWED_GEN_TMCG_DISPLAY_300x600_Animation.mp4
00:00:08



SWED_GEN_TMCG_DISPLAY_728x90_Animation.mp4
00:00:08

Animates “you could win” and the General Snus logo and The Most Chill Giveaway logo.

General Snus Digital Media .mp4 File Guide, Animated High Impact

.mp4 File Name and Length



00:00:17

 PadSquad_GS2022_BOGO_mp4.mp4

.mp4 Description

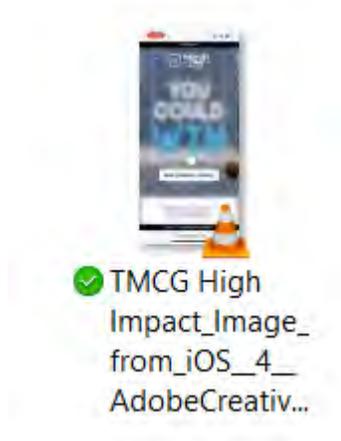
Shows animation of “free can when you buy a can of General Snus” with image of stacked cans of four General Snus varieties.

General Snus Digital Media .mp4 File Guide Animated, Display

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



🚧 TMCG High Impact_Image_from_iOS_4_AdobeCreativeCloudExpress.mp4

00:00:20

(b) (4)

General Snus Digital Media .mp4 File Guide, Animated Display, 300x250

.mp4 Image

.mp4 File Name and Length

.mp4 Description



 SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x250_Animated.mp4

00:00:06

Shows image of open mint can and states
“The Original Since 1866”
Directs to Home Page

 SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x250_...



 SWDM_GEN_ShelfStable_DISPLAY_300x250_Animated.mp4

00:00:06

Shows image of open mint can and states
“The Original Since 1866”
Directs to Store Locator

 SWDM_GEN_ShelfStable_DISPLAY_300x250_Animated.mp4

General Snus Digital Media .mp4 File Guide, Animated Display

.mp4 Image

.mp4 File Name and Length

.mp4 Description



 SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x600_Animated.mp4
00:00:07

Shows image of open mint can and states
“The Original Since 1866”
Directs to Home Page

✔ SWDM_GEN_ShelfStable_Prospecting_DISPLAY_300x600_...



 SWDM_GEN_ShelfStable_DISPLAY_300x600_Animated.mp4
00:00:11

Shows image of open mint can and states
“The Original Since 1866”
Directs to Store Locator

✔ SWDM_GEN_ShelfStable_DISPLAY_300x600_Animated.mp4

General Snus Digital Media .mp4 File Guide, Animated Display

.mp4 Image

.mp4 File Name and Length

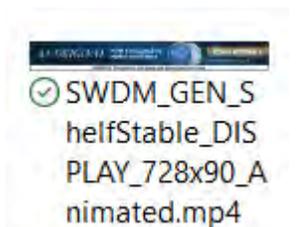
.mp4 Descripton



 SWDM_GEN_ShelfStable_Prospecting_DISPLAY_728x90_Animated.mp4

00:00:09

Shows image of open mint can and states
“The Original Since 1866”
Directs to Home Page



 SWDM_GEN_ShelfStable_DISPLAY_728x90_Animated.mp4

00:00:09

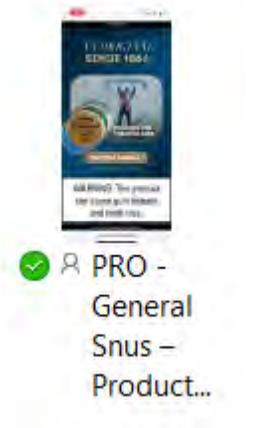
Shows image of open mint can and states
“The Original Since 1866”
Directs to Store Locator

General Snus Digital Media .mp4 File Guide, Animated High Impact

.mp4 Image

.mp4 File Name and Length

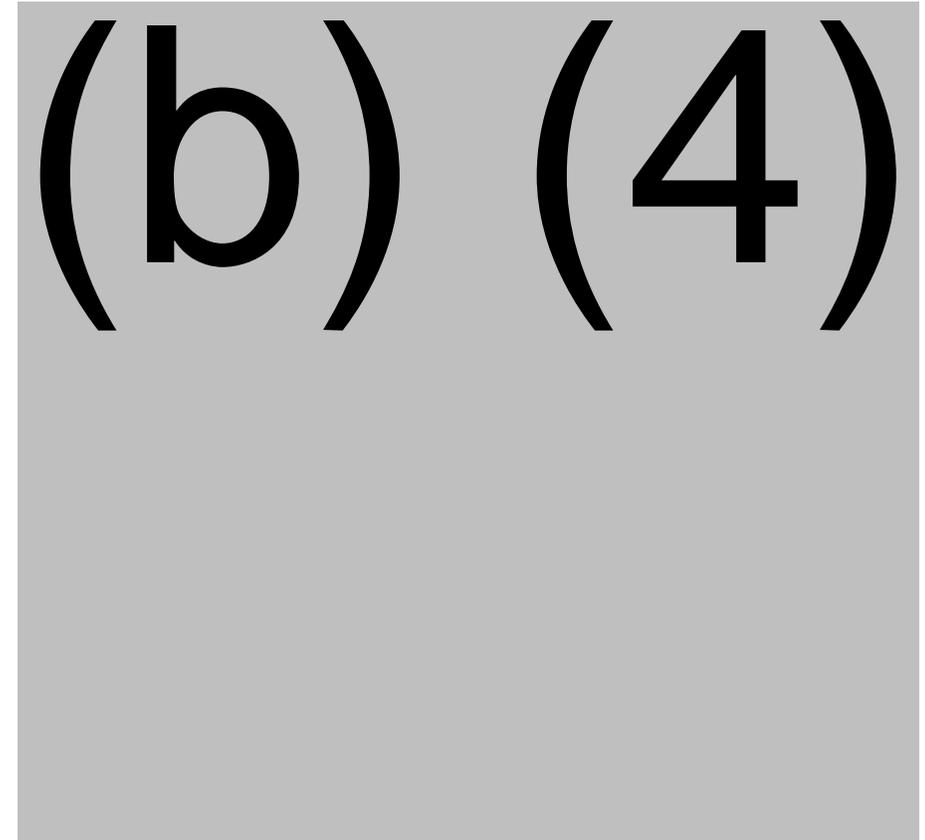
.mp4 Description



PRO - General Snus - Product Cards - Duo.MP4
00:00:18



RTG_- General Snus_- Product_Cards_- Duo_AdobeExpress.mp4
00:00:18



General Snus Digital Media .mp4 File Guide - OLV

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



Q3 2022 VidTile_-_Mobile_-_CrossScreen_-_General_Snus_-_OLV_AdobeEx..

00:00:33

Video that shows the four ingredients of General Snus then states “The original since 1866”

✓ Q VidTile -
Mobile -
CrossScreen
- General ...



Q3 2022 VidTile_-_Desktop_-_CrossScreen_-_General_Snus_-_OLV_AdobeE..

00:00:32

Video that shows landscape, history and states “An original since 1866”

✓ Q3 2022
VidTile_-_D
esktop_-_Cr
ossScreen_...

General Snus Digital Media .mp4 File Guide – Animated, Poll

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



 PRO_-_General_Snus_-_Live_Poll_-_Duo_AdobeExpress.mp4

00:01:16

Animation of four varieties of General Snus, each with a corresponding landscape image.

  PRO_-_General_Snus_-_Live_Poll_-_Duo_Adobe...



 RTG - General Snus – Live Poll – Duo.MP4

00:01:25

Animation of four varieties of General Snus, each with a corresponding landscape image.

  RTG - General Snus – Live Poll – Du...

General Snus Digital 2021 Media Plan (no digital media in December 2021)

(b) (4)

(b) (4)

General Snus Digital 2022 Media Plan con't

(b) (4)

General Snus Digital 2022 Media Plan con't

(b) (4)

General Snus Digital 2022 Media Plan con't

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General Snus Digital 2022 Media (Havas) Brand Safety Reporting

(b) (4)

General Snus Digital 2022 Media (Havas) Vendor Reporting

(b) (4)

General Snus Digital 2022 Media (Havas) Ad Size Report

(b) (4)

General Snus Digital 2022 Media (Havas) Vendor/Size Report

(b) (4)

General Snus Digital 2022 Media (Havas) Reach by State

(b) (4)

General Snus Digital 2022 Media (Havas) Impressions & Clicks by State

(b) (4)