

1 November 10, 2021

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3
4 Gerard J. Roerty, Jr.
5 Vice President, General Counsel & Secretary
6 Swedish Match USA, Inc.
7 Two James Center
8 1021 East Cary Street, Suite 1600
9 Richmond, VA 23219
10 Phone: (b) (6)
11 Email: (b) (6)

12
13 Submitted via CTP Portal

14 **SUBMISSION TRACKING NUMBERS (STNs): PM0000011/MR0000022, PM0000014/MR0000025 and**
15 **PM0000016/MR0000028-PM0000017/MR0000029**

16
17 Food and Drug Administration
18 Center for Tobacco Products
19 Document Control Center
20 Building 71, Room G335
21 10903 New Hampshire Avenue
22 Silver Spring, MD 20993-0002

23
24 **Subject: MP4 (Video) files for General Snus Brand Consumer Communications – Annual Report**
25 **Submission**

26
27 Dear Sir or Madam:

28 Please find our most recent General Snus Consumer Communications media .mp4 (video) files,
29 submitted as part of the Swedish Match USA, Inc. ("Swedish Match", "our" or "us") General Snus Annual
30 Report submission.

31 We submit the attached files as a separate transmission. This is due to the size of the media/video files
32 and previous difficulty with the inability of Adobe format to link the media files to the final submission.

33 In addition, please find the following website address and credentials to access the General Snus
34 website:

35
36 General Snus website address
37 <https://www.generalsnus.com/>

38
39 Credentials

40 (b)(4)
41 (b)(4)

42
43 Per FDA request, we are submitting the files through the CTP Portal, in acceptable format outlined on
44 the FDA *Electronic Submission File Formats and Specifications* document, dated January 2018.

Please do not hesitate to contact us if you have any questions or if there is anything further that we can provide.

Sincerely yours,

(b) (6)

Gerard J. Roarty, III

Vice President, General Counsel & Secretary

Media File Guide Outline

See Index Table on Next Page:

Index of Media/Video .mp4 Files

Report Page Description Facebook – Appendix 2A (4)	Report Page Number	Affiliated Video File Title	.mp4 Video Description (Files have NO sound unless otherwise noted)
General Snus Oct 20 FB Posts	Page 641	10-06-20 Gen LAGOM-FB.mp4	(b)(4)
General Snus Oct 20 FB Posts	Page 642	10-15-20 Gen Snus was born- FB.mp4	
General Snus Oct 20 FB Posts	Page 643	10-28-20 LNT Thank you Gen- FB.mp4	
General Snus Nov 20 FB Posts	Page 645	11-12-20 Sustainability Gen- FB.mp4	
General Snus Nov 20 FB Posts	Page 645	11-18-20 Ticket 1890 Gen- FB.mp4	
General Snus Nov 20 FB Posts	Page 647	11-30-20 Arctic Gen-FB.mp4	
General Snus Dec 20 FB Posts	Page 649	12-09-20 Every Season Gen- FB.mp4	
General Snus Dec 20 FB Posts	Page 650	12-18-20 Fairyland Gen- FB.mp4	
General Snus Dec 20 FB Posts	Page 652	12-26-20 A star is born Gen- FB.mp4	
General Snus Jan 21 FB Posts	Page 654	1-7 Growing Herbs_GEN_FB	
General Snus Jan 21 FB Posts	Page 655	1-9 Breathing Technique_GEN_FB	
General Snus Jan 21 FB Posts	Page 655	1-17 Lower Risk Table_GEN_FB.mp4	

General Snus Feb 21 FB Posts	Page 660	2-18 Ingredients Perfection_GEN_FB.mp4
General Snus Feb 21 FB Posts	Page 660	2-21 All Cans_GEN_FB.mp4
General Snus Mar 21 FB Posts	Page 663	3-9 Seasons_GEN_FB.mp4
General Snus Mar 21 FB Posts	Page 664	3-15 How To Spot Fake Snus_GEN_FB.mp4
General Snus Mar 21 FB Posts	Page 665	3-18 Adventure is in the Air_GEN_FB.mp4
General Snus Mar 21 FB Posts	Page 666	3-30 Weekender_GEN_FB.mp4
General Snus Apr 21 FB Posts	Page 667	4-10_Dig Deeper_GEN_FB.mp4
General Snus Apr 21 FB Posts	Page 669	4-22_Earth Day_GEN_FB.mp4
General Snus Apr 21 FB Posts	Page 669	4-24_Record Player_GEN_FB.mp4
General Snus May 21 FB Posts	Page 671	5-1_GEN_May_FB. First Race Takes Place.mp4
General Snus May 21 FB Posts	Page 671	5-4_GEN_May_FB.be happy.mp4
General Snus May 21 FB Posts	Page 671	5-7_GEN_May_FB. jetski the blend.mp4
General Snus May 21 FB Posts	Page 672	5-12_Post_Ingredient- Infographic.mp4

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General Snus June 21 FB Posts	Page 675	6-11_GEN_June_FB.Fishing.mp4
General Snus June 21 FB Posts	Page 675	6-15_GEN_June_FB.Best Selling Snus.mp4
General Snus June 21 FB Posts	Page 676	6-23_GEN_June_FB.silboat and can.mp4
General Snus July 21 FB Posts	Page 679	7-2-21 July4 What Swedes Love_Gen FB.mp4
General Snus July 21 FB Posts	Page 681	7-19-21 Wintergreen_Gen FB.mp4
General Snus July 21 FB Posts	Page 683	7-23-21 Social_Adventure_Gen FB.mp4
General Snus Aug 21 FB Posts	Page 686	8-6-21 Real Story Electricity_Gen FB.mp4
General Snus Aug 21 FB Posts	Page 686	8-9-21 How To Spot Fake Snus Pt 2_Gen FB.mp4
General Snus Aug 21 FB Posts	Page 686	8-12-21 Map For Living_Gen FB.mp4
General Snus Aug 21 FB Posts	Page 687	8-17-21 _Social Can Reveal Gen.mp4
General Snus Aug 21 FB Posts	Page 688	8-24-21 General Is Gen_FB_8-24.mp4
General Snus Aug 21 FB Posts	Page 688	8-26-21 Intrnl Dog Day_Gen FB.mp4
General Snus Aug 21 FB Posts	Page 688	8-31-21 Greatest Summer Adventure_Gen FB.mp4
General Snus Sept 21 FB Posts	Page 689	9-1_GEN_September-Social_Morning.mp4
General Snus Sept 21 FB Posts	Page 690	9-10_GEN_September-Snus_Facts.mp4
General Snus Sept 21 FB Posts	Page 691	9-21_GEN_September-Social_Ask-Johan.mp4
General Snus Oct 21 FB Posts	Page 694	10-6-21. Feels Like Fall Campfire Gen FB.mp4
General Snus Oct 21 FB Posts	Page 694	10-8-21 Ask Johan Pumpkin Spice Gen FB.mp4
General Snus Oct 21 FB Posts	Page 697	10-26-21 TheOriginalStory Frankenstein Gen FB.mp4

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Report Page Description Digital Ads – Appendix 2A (3)	Report Page Number	Affiliated Video File Title	.mp4 Video Description (Files have NO sound unless otherwise noted)
General Snus Q1 Digital Ads: Display, Animated – Multi Frame	Page 581	GEN_Flavor Like No Other_Digital_Ads_300X250- StoreLocator.mp4	(b)(4)
General Snus Q1 Digital Ads: Display, Animated – Multi Frame	Page 581	GEN_Flavor Like No Other_Digital_Ads_300X250- Coupon.mp4	
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 300 x 600	Page 582	GEN_Flavor Like No Other_Digital_Ads_300X600- StoreLocator.mp4	
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 160 x 600	Page 583	GEN_Flavor Like No Other_Digital_Ads_160X600- StoreLocator.mp4	Ibid
General Snus Q1 Digital Ads: Display, Animated – Multi Frame	Page 584	GEN_Flavor Like No Other_Digital_Ads_728x90- StoreLocator.mp4	Ibid
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 320 x 50	Page 585	GEN_Flavor Like No Other_Digital_Ads_320x50- Coupon.mp4	(b)(4)
General Snus Q1 Digital Ads: Display, Animated – Multi Frame 320 x 50	Page 585	GEN_Flavor Like No Other_Digital_Ads_320x50- StoreLocator.mp4	
General Snus Q2 Digital Ads: Display – Animated, Multi- Frame 300 x 600	Page 591	GEN_First Ever.Banner_Ads_300x600_2. mp4	
General Snus Q2 Digital Ads: Display – Animated, Multi- Frame 160 x 600	Page 592	GEN_First Ever.Banner_Ads_160x600_2. mp4	Ibid

General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 728 x 90	Page 593	GEN_First Ever.Banner_Ads_728x90_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 320 x 50	Page 594	GEN_First Ever.Banner_Ads_320x50_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 250	Page 595	GEN_First Ever.Banner_Ads_300x250_2.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 600	Page 596	GEN_The Choice Is Clear.Banner_Ads_300x600_1.mp4	(b)(4)
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 160 x 600	Page 597	GEN_The Choice Is Clear.Banner_Ads_160x600_1.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 728 x 90	Page 598	GEN_The Choice Is Clear.Banner_Ads_728x90_1.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 320 x 50	Page 599	GEN_The Choice Is Clear.Banner_Ads_320x50_1.mp4	Ibid
General Snus Q2 Digital Ads: Display – Animated, Multi-Frame 300 x 250	Page 600	GEN_The Choice Is Clear.Banner_Ads_300x250_1.mp4	Ibid
General Snus Q2 Digital Ads: Interactive, Pad Squad - Animated	Page 605	General Snus MINT Press&Hold Duo.mp4	(b)(4)
General Snus Q2 Digital Ads: Interactive, Pad Squad - Animated	Page 606	General Snus MINT Superscape.mp4	(b)(4)

			(b)(4)
General Snus Q2 Digital Ads: Interactive, Pad Squad - Animated	Page 607	General Snus Tap to Map Scroller Q3 2021 Digital Ad.mp4	
General Snus Q4 Digital Ads: Animated, 160 x 600	Page 612	GEN_Media_The-Choice-Is-Clear WTG_160X600.mp4	
General Snus Q4 Digital Ads: Animated, 300 x 600	Page 612	GEN_Media_The-Choice-Is-Clear WTG_300X600.mp4	Ibid
General Snus Q4 Digital Ads: Animated, 320 x 50	Page 613	GEN_Media_The-Choice-Is-Clear WTG_320x50.mp4	Ibid
General Snus Q4 Digital Ads: Animated, 728 x 90	Page 613	GEN_Media_The-Choice-Is-Clear-WTG 728x90.mp4	Ibid
General Snus Q4 Digital Ads: Animated, 300 x 250	Page 614	GEN_Media_The-Choice-Is-Clear WTG_300x250.mp4	Ibid
General Snus Q2 Digital Ads: Animated, 300 x 600	Page 615	GEN_Media_First_Ever_300X600.mp4	(b)(4)

Report Page Description Website Videos - Appendix 2A (1)	Report Page Number	Affiliated Video File Title	.mp4 Video Description (Files have NO sound unless otherwise noted)
MRTTP News & Information Video	Page 383,389,391, 395-398	GeneralSnus_MRTTP_2019_Q3_ WebVideo.mp4	(b)(4)
Home Page	Page 384	gen_website_2019_desktop_h omepage-video.mp4	
Process: Heating & Cooling	Page 408	OurProcess_HeatingCooling.m p4	
Process: Salt & Water	Page 407	OurProcess_SaltWater.mp4	
Animated landscape	Page 404	OurProcess_Path_to_Perfectio n.mp4	
Process: Harvest in tobacco field	Page 405	OurProcess_Harvest.mp4	
Process: Curing & Grinding	Page 406	OurProcess_CuringGrinding.mp 4	
Process: Packaging	Page 410	OurProcess_Packaging.mp4	
Process: Chilled	Page 411	OurProcess_Chilled.mp4	
Our Story: Intro	Page 412	OurStory_this_is_Sweden_NOP RODUCT_1.mp4	