

1 June 1, 2022

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4 Gerard J. Roerty, Jr.  
5 Vice President, General Counsel & Secretary  
6 Swedish Match USA, Inc.  
7 Two James Center  
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12  
13  
14 Food and Drug Administration  
15 Center for Tobacco Products  
16 Document Control Center  
17 Building 71, Room G335  
18 10903 New Hampshire Avenue  
19 Silver Spring, MD 20993-0002

20  
21 Submitted via CTP Portal

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23 **SUBJECT: MP4 (Video) files for General Snus Brand Consumer Communications – Periodic Report (Jan**  
24 **– June 2022) for Submission Tracking Numbers (STNs): MR0000022, MR0000025 and MR0000028-**  
25 **MR0000029**

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  
30 Periodic Report (Jan – June 2022) 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

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41 (b) (4)

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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

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Gerard J. Roerty, Jr.

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	Report Page Number	Affiliated Video File Title	.mp4 Video Description (Files have NO sound unless otherwise noted)
General Snus Jan. 22 FB Posts	Page 4	1-07_GEN_January2022-Social_WeFixedIt.mp4	(b)(4)
General Snus Jan. 22 FB Posts	Page 5	1-9_GEN_January_IfYouHaveAGift_Uselt.mp4	
General Snus Jan. 22 FB Posts	Page 5	1-11_General_MRTP_Explainer_Final.mp4	
General Snus Jan. 22 FB Posts	Page 8	1-28_GEN_January2022-Social_InterestingFact.mp4	
General Snus Feb. 22 FB Posts	Page 9	2-4_Gen_Feb_Elevate2022_WithAFIavor.mp4	
General Snus Feb. 22 FB Posts	Page 11	2-13_GEN_February2022-Social_TheBigGame.mp4	
General Snus Feb. 22 FB Posts	Page 12	2-28_GEN_Feb_Social_TheGreatIndoors.mp4	
General Snus Mar. 22 FB Posts	Page 15	3-1_GEN_TMCG_Social_Announcement.mp4	
General Snus Mar. 22 FB Posts	Page 16	3-9-22 Found Snus FB.mp4	
General Snus Mar. 22 FB Posts	Page 17	3-16-22 Johan's Feed FB.mpr	
General Snus Mar. 22 FB Posts	Page 18	3-29_GEN_TMCG_Social_WhereWouldYouPutIt.mp4	
General Snus Apr. 22 FB Posts	Page 20	4-12-22 FB TMCG Reminder.mp4	
General Snus Apr. 22 FB Posts	Page 20	4-13-22 FB PKWS.mp4	
General Snus Apr. 22 FB Posts	Page 21	4-20-22 Rules of Golf FB.mp4	
General Snus May 22 FB Posts	Page 23	Gen_5-6-22_Mother's Day FB.mp4	
General Snus May 22 FB Posts	Page 23	Gen_5-10_Johan's Daydream FB.mp4	

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General Snus May 22 FB Posts	Page 24	05-13_Gen_22_May_Social_SnusStats.mp4	
General Snus May 22 FB Posts	Page 25	05-17_GEN_22_May_Social_Wintergreen.mp4	
General Snus May 22 FB Posts	Page 25	Gen_5-19-22_DM Coupons FB.mp4	
General Snus May 22 FB Posts	Page 26	Gen_5-24-22_Summer Road Trip FB.mp4	(b)(4)
<b>Report Page Description E-Mail Animation</b>	<b>Report Page Number</b>	<b>Affiliated Video File Title</b>	
General Snus Jan 22 Email Focus area	Page 37	GEN_January-Email_MRTP_Focused_Area.mp4	
General Snus Apr. 22 Email Focus area	Page 43	GEN_22_April-Email_Downtime.mp4	
<b>Report Page Description Display Digital Ads</b>	<b>Report Page Number</b>	<b>Affiliated Video File Title</b>	<b>.mp4 Video Description (Files have NO sound unless otherwise noted)</b>
General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 250	Page 59	Swdm_gen_q421_bogo-animated_300x250.mp4	(b)(4)
General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 600	Page 61	Swdm_genq421_bogo_animated_300x600.mp4	
General Snus Digital Ads: Display – Animated, Multi-Frame 728x90	Page 63	Swdm_gen_q421_bogo_animated_728x90.mp4	
General Snus Digital Ads: Display – Animated, Multi-Frame 100 x 600	Page 65	Swdm_gen_q421_bogo_animated_160x600.mp4	
General Snus Digital Ads: Display – Animated, Multi-Frame 100 x 600	Page 66	SWED_GEN_TMCG_DISPLAY_160x600_Animation.mp4	
General Snus Digital Ads: Display – Animated, Multi-Frame 300x250	Page 68	SWED_GEN_TMCG_DISPLAY_300x250_Animation.mp4	

General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 600	Page 70	SWED_GEN_TMCG_DISPLAY_300x600_Animation.mp4
General Snus Digital Ads: Display – Animated, Multi-Frame 320x50	Page 72	SWED_GEN_TMCG_DISPLAY_320x50_Animation.mp4
General Snus Digital Ads: Display – Animated, Multi-Frame 728x90	Page 74	SWED_GEN_TMCG_DISPLAY_728x90_Animation.mp4
General Snus Digital Ads: Display – Animated, Multi-Frame 160 x 600	Page 76	GEN_Q3_The-Choice-is_clear_160x600-Animated.mp4
General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 250	Page 78	GEN_Q3_The-Choice-is-Clear_300x250-Animated.mp4
General Snus Digital Ads: Display – Animated, Multi-Frame 300 x 600	Page 80	GEN_Q3_The-Choice-Is-Clear_300x0600.mp4
General Snus Digital Ads: Display – Animated, Multi-Frame 728 x 90	Page 82	GEN_Q3_The-Choice-Is-Clear-728x90_Animated).mp4
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General Snus Digital Ads: Display – Animated, Multi-Frame 160 x 600	Page 86	SWED_GEN_FirstEver_DISPLAY_160x600_Animated.mp4
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General Snus Digital Ads: Display – Animated, Multi-Frame 728 x 90	Page 90	SWED_GEN_FlrstEver_728x90_Animated.mp4
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General Snus Digital Ads: High Impact – Animated	Page 93	TMCG High Impact_Image_from_iOS_4_AdobeCreativeCloudExpress.mp4
<b>Report Page Description Website Video</b>	<b>Report Page Number</b>	<b>Affiliated Video File Title</b>
General Snus Website Video <i>[PLEASE NOTE: Video removed from website on 3/15/22]</i>	Page 116	General_MRTP_Explainer_final_V3.mp4

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.mp4 Video Description  
(File has sound)

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