

December 6, 2022

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Center for Tobacco Products
Document Control Center
Building 71, Room G335
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Silver Spring, MD 20993-0002

Submitted via CTP Portal

SUBJECT: MP4 (Video) files for General Snus Brand Consumer Communications – Periodic Report (July – December 2022) for Submission Tracking Numbers (STNs): MR0000022, MR0000025 and MR0000028-MR0000029

Dear Sir or Madam:

Please find our most recent General Snus Consumer Communications media .mp4 (video) files, submitted as part of the Swedish Match USA, Inc. ("Swedish Match", "our" or "us") General Snus Periodic Report (July – December 2022) submission.

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

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

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

Credentials

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Per FDA request, we are submitting the files through the CTP Portal, in acceptable format outlined on 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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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)
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General Snus June 22 FB Posts	Page 5	06-6-22_GEN FB Grab a can to your favorite spot.mp4	(b) (4)
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General Snus June 22 FB Posts	Page 9	06-24-22_GEN FB Summer Cocktail Playing Pool.mp4	(b) (4)
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General Snus Aug 22 FB Posts	Page 16	08-12-22_GEN FB Daydream.mp4	(b) (4)
General Snus Aug 22 FB Posts	Page 16	08-17-22_GEN FB Evolution of Beards.mp4	(b) (4)
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General Snus Sept 22 FB Posts	Page 19	09-2-22_GEN FB Labor Day.mp4	(b) (4)

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General Snus Nov 22 FB Posts	Page 27	11-4-22_GEN FB_Variety Showcase.mp4	(b) (4)
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General Snus Dec 22 FB Posts	Page 29	12-9-22 GEN FB_Seasons with the Original.,p4	(b) (4)

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November EM 1	Page 52	Nov 2022 EM1_Leaves.mp4	(b) (4)
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