December 14, 2023

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Building 71, Room G335
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Submitted via CTP Portal

SUBJECT: MP4 (Video) files for General Snus Brand Consumer Communications – Periodic Report (Jul – Dec 2023) 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 2023) 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/

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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.

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Vice President, General Counsel & Secretary

Media File Guide Outline

See Index Table on Next Page:

94
95

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 July 23 FB Posts	Page 3	07-05-23_FB_Post.mp4	(b) (4)
General Snus July 23 FB Posts	Page 4	07-21-23_FB_Post.mp4	
General Snus Aug 23 FB Posts	Page 5	8-11-23_FB_Post.mp4	
General Snus Aug 23 FB Posts	Page 6	8-29-23_FB_Post.mp4	
General Snus Aug 23 FB Posts	Page 6	8-30-23_FB_Post.mp4	
General Snus Sept 23 FB Posts	Page 7	9-12-23_FB_Post.mp4	
General Snus Sept 23 FB Posts	Page 8	9-29-23_FB_Post.mp4	
General Snus Dec 23 FB Posts	Page 14	12-5-23_FB_POST.mp4	
General Snus Dec 23 FB Posts	Page 14	12-19-23_FB_POST.mp4	
Report Page Description Webpages	**Report Page Number**	**Affiliated Video File Title**	
General Snus Dec 23 Webpage Posts	Page 74	Gen_RollingCans_No3_v1c (1).mp4	
Report Page Description Consumer Ad (Digital) Videos	**Report Page Number**	**Affiliated Video File Title**	

General Snus Dec 23 Digital Ad Posts	Page 104	1_SWED_GEN_23Q1_Equity1B_300 x250_Display_Animated.mp4	(b) (4)
General Snus Dec 23 Digital Ad Posts	Page 106	2_SWED_GEN_23Q1_Equity1B_ 300x600_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 105	3_SWED_GEN_23Q1_Equity2A_ 300x250_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 107	4_SWED_GEN_23Q1_Equity2A_ 300x600_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 104	5_SWED_GEN_23Q1_Equity2B_ 300x250_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 106	6_SWED_GEN_23Q1_Equity2B_ 300x600_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 105	7_SWED_GEN_23Q1_Equity1A_ 300x250_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 107	8_SWED_GEN_23Q1_Equity1A_ 300x600_Display_Animated.mp 4	
General Snus Dec 23 Digital Ad Posts	Page 108	9_SWED_GEN_23Q1_Equity1B_ 728x90_ Display_Animated.mp4	
General Snus Dec 23 Digital Ad Posts	Page 108	10_SWED_GEN_23Q1_Equity2A _728x90_ Display_Animated.mp4	

General Snus Dec 23 Digital Ad Posts	Page 109	11_SWED_GEN_23Q1_Equity2B_728x90_ Display_Animated.mp4	(b) (4)
General Snus Dec 23 Digital Ad Posts	Page 109	12_SWED_GEN_23Q1_Equity1A_728x90_ Display_Animated.mp4	
General Snus Dec 23 Digital Ad Posts	Page 114	11875591_23_Gen_Q1_2023_Media_16x9_q2_v4a.mp4	
General Snus Dec 23 Digital Ad Posts	Page 113	11875591_23_Gen_Q1_Media_padsquad.mp4	