

December 14, 2023

Gerard J. Roerty, Jr.
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FOOD AND DRUG ADMINISTRATION
CENTER FOR TOBACCO PRODUCTS
Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Spring, MD 20993-0002

Submitted via CTP Portal

SUBJECT: PERIODIC REPORT (July - December 2023) for Submission Tracking Numbers - MR0000022, MR0000025 and MR0000028-MR0000029

Dear Sir or Madam:

Swedish Match USA, Inc. ("Swedish Match", "our" or "we") writes regarding our Periodic Report requirements under FDA's Modified Risk Granted Orders

Swedish Match acknowledges the obligation per Appendix C, Section III, Page 12 of the Granted Orders, the requirement that every 6 months (June and December of each year), a Periodic Report must be submitted to FDA, as required under section 911(i)(2) of the FD&C Act.

For recordkeeping purposes, Swedish Match provides the following information relative to MR0000022, MR0000025 and MR0000028-MR0000029.

If further information is required, please contact us.

(b) (6)

Gerard J. Roerty, Jr.
Vice President, General Counsel & Secretary

43 **Document Attachments:**

44 Attachment A. – Periodic Summary of Brand Consumer Communications

2023 MRTP 2nd Half Submission

CATEGORY: SNUS

BRAND: GENERAL SNUS

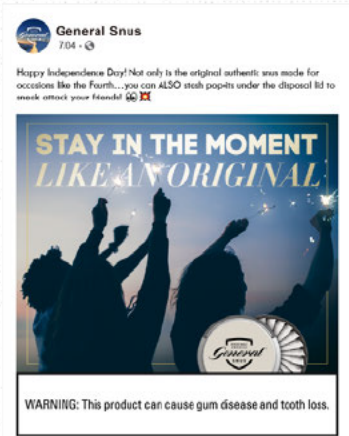
July 2023 – December 2023



GENERAL SNUS SOCIAL MEDIA

General Snus July 2023 Facebook Posts

7-4-23



7-7-23



7-12-23



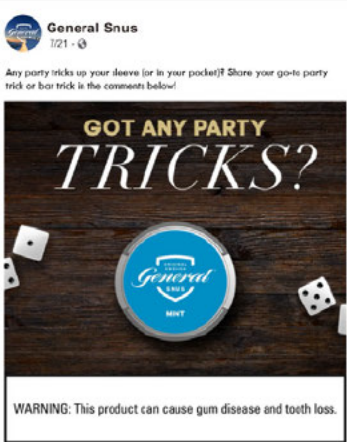
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General Snus July 2023 Facebook Posts con't

7-21-23

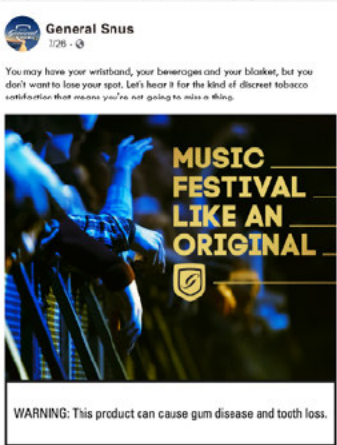


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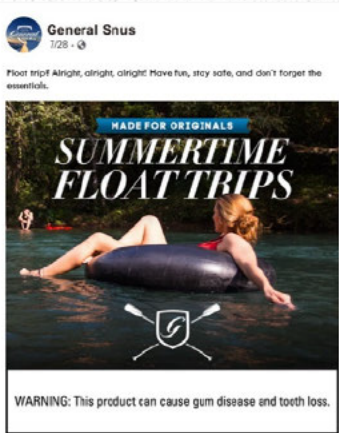


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7-26-23



7-28-23



General Snus August 2023 Facebook Posts

8-4-23



8-8-23

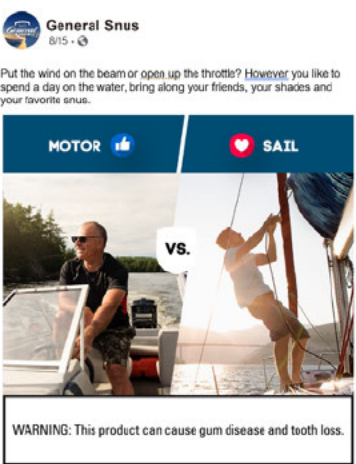


8-11-23



See file: 8-11-23_FB_Post.mp4

8-15-23



General Snus August 2023 Facebook Posts con't

8-22-23




8-25-23




8-29-23



See file:  8-29-23_FB_Post.mp4

8-30-23

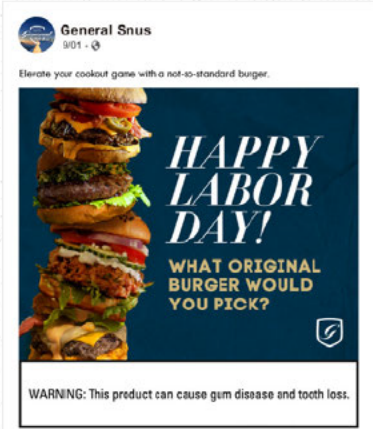


See file:  8-30-23_FB_Post.mp4

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General Snus September 2023 Facebook Posts

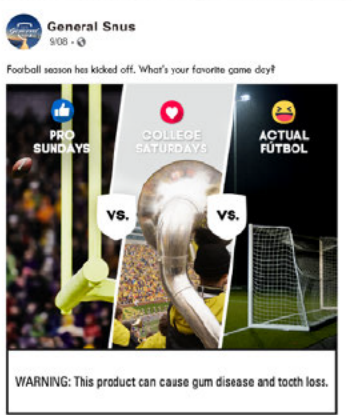
9-01-23



9-06-23




9-08-23



9-12-23

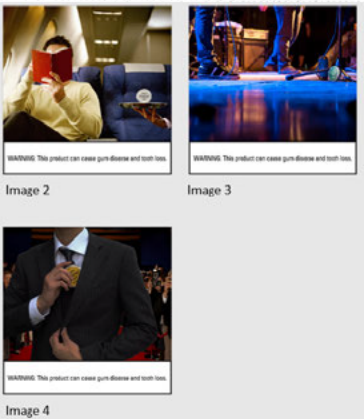


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General Snus September 2023 Facebook Posts con't

9-15-23



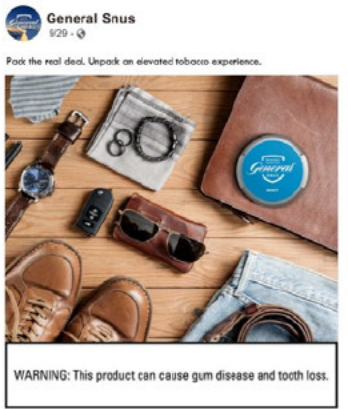
9-22-23



9-26-23



9-29-23



See file: 9-29-23_FB_Post.mp4

General Snus October 2023 Facebook Posts

9-29-23



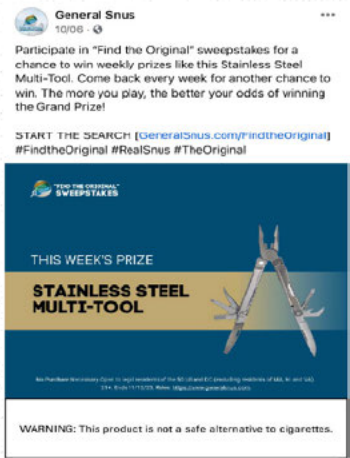
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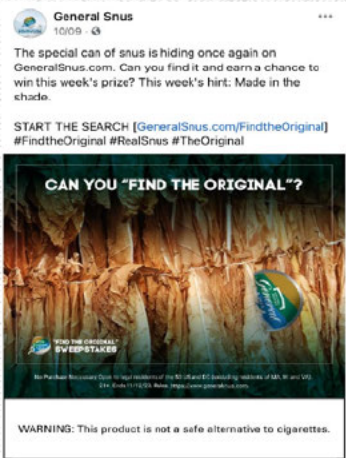
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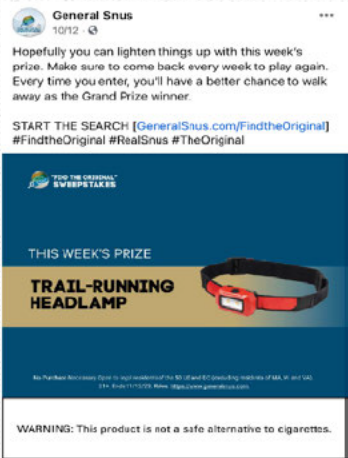
10-6-23



10-9-23



10-12-23




General Snus October 2023 Facebook Posts con't

10-16-23

General Snus
9/29 · 🌐

You're invited to a snus hunt. Starting October 2nd, you'll be able to search [GeneralSnus.com](https://www.GeneralSnus.com) for a hidden, one-of-a-kind can of snus. Find it for a chance to win handsome rewards. So, start counting down the days.



THE "FIND THE ORIGINAL" SWEEPSTAKES IS COMING SOON!
THE HUNT BEGINS OCTOBER 2ND

No Purchase Necessary. Open to legal residents of the 48 US and DC excluding territories of MA, HI and VI. Ends 11/1/23. Rules: <https://www.general.com/rules>


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

10-19-23

General Snus
10/19 · 🌐

This week play for your chance to win the perfect prize for any search—8x42 Binoculars. Remember to come back next week to play again.

START THE SEARCH [[GeneralSnus.com/FindtheOriginal](https://www.GeneralSnus.com/FindtheOriginal)]
#FindtheOriginal #RealSnus #TheOriginal



THIS WEEK'S PRIZE
8x42 BINOCULARS

No Purchase Necessary. Open to legal residents of the 48 US and DC excluding territories of MA, HI and VI. Ends 11/1/23. Rules: <https://www.general.com/rules>


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

10-23-23

General Snus
10/23 · 🌐

Where is the can of snus hiding this week? Maybe learning more about a smoke-free future will get you close.

START THE SEARCH [[GeneralSnus.com/FindtheOriginal](https://www.GeneralSnus.com/FindtheOriginal)]
#FindtheOriginal #RealSnus #TheOriginal



CAN YOU "FIND THE ORIGINAL"?

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

10-26-23

General Snus
10/26 · 🌐

There are still a couple more weeks to play. So that means a couple more weeks for a chance to win.

START THE SEARCH [[GeneralSnus.com/FindtheOriginal](https://www.GeneralSnus.com/FindtheOriginal)]
#FindtheOriginal #RealSnus #TheOriginal



THIS WEEK'S PRIZE
HIKING BACKPACK

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

10-30-23

General Snus
10/30 · 🌐

The "Find the Original" Sweepstakes search continues. To find the hidden snus this week, you should learn about all the places you can't snus.

START THE SEARCH [[GeneralSnus.com/FindtheOriginal](https://www.GeneralSnus.com/FindtheOriginal)]
#FindtheOriginal #RealSnus #TheOriginal

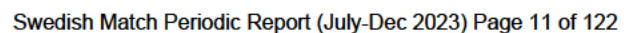
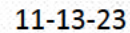
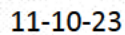
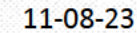
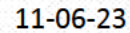


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WARNING: This product is not a safe alternative to cigarettes.

11-02-23



General Snus November 2023 Facebook Posts con't

11-15-23






General Snus
11/15

Now's the time of year for family gatherings and longstanding holidays. But if we authentic-snus-loving Originals could have our OWN seasonal tradition, what would it be? Let us know in the comments!

A HOLIDAY FOR ORIGINALS?


Select your fave: A, B, or C



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

A. SNUSGIVING

Tobacco lovers (21+) convene at a big table and try each other's varieties, potluck style.



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

B. SNUSMAS

Snus fans skip the carols and race old-school slot cars around the tree.



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

C. THE SNUSTER SOLSTICE

Snusers gather in the driveway, gaze up at the night sky, and sing metal ballads to the stars.



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

11-18-23



General Snus
11/18

One option for Thanksgiving is to do exactly everything Meemaw would've done in 1987. Now — the Original option? Give your guests the Thanksgiving you always secretly wanted. Here's some inspo:

ORIGINAL-IZE your Thanksgiving



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

What if Thanksgiving dinner became **Thanksgiving BRUNCH?**



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

Or, instead of turkey, why not **TAKEOUT?** (Seriously!)



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

First slice of pie goes to the guest who tells the **BEST JOKE.**



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

Invent an honorary **FAMILY DRINK.**



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

General Snus November 2023 Facebook Posts con't

11-21-23

General Snus
11/21/23

Everybody has an opinion about Thanksgiving side dishes. But do you know which sides to chase with your favorite variety of General Snus? Check out our list:



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




GREEN BEAN CASSEROLE
+ Wintergreen

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



CRANBERRY SAUCE
+ Mint

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



MAC & CHEESE
+ White

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




SWEET POTATO CASSEROLE
+ Original

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

11-23-23

General Snus
11/23/23

Happy Thanksgiving! How are you kicking off your holiday shopping?



ONLINE vs. IN STORE

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

11-25-23

General Snus
11/25/23

True originals recognize the work and innovation that goes into running a small business. Make a plan to shop a local small business this Saturday...and tag them in the comments below!



ORIGINALS SUPPORT
SMALL BUSINESS SATURDAY

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

11-29-23

General Snus
11/29/23

In this season of putting holiday lights up, let's respect the kings and queens who never bother to take them down.



"It's December Somewhere!"

HERE'S TO YEAR-ROUND-HOLIDAY-LIGHTS PEOPLE

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

General Snus December 2023 Facebook Posts

12-02-23



General Snus
12/02


What's on your December shortlist? What's your plan for all the hulloaboo at the end of the year? Whatever you commit to, make sure you take time for YOU, your favorite snus, and simple moments of joy.



ORIGINALS
MAKE TIME
FOR THEMSELVES

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

12-05-23




General Snus
12/05

Just you, the woods, your ride...and your favorite snus.




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

12-07-23




General Snus
12/07

Just you, the woods, your ride...and your favorite snus.



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

See file:  12-5-23_FB_POST.mp4

12-12-23



General Snus
12/12


Look—if you're gonna shop, and wrap, and do a million other pre-holiday chores....you're gonna snus. Stock up today: [link](#)



STOCK UP
—for the—
SEASON


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

12-14-23



General Snus
12/14

Here's a seasonal conversation starter for next time you're kidding back with family and friends. What's your favorite unique winter sport?



CURLING
WHICH YOUR WAY TO VICTORY

BIATHLON
THE MOST SKILLFUL TWO-SKILL COMBO

KITE-SKIING
YEA, IT'S A THING

YUKIGASSEN
ALL COMPETITIVE SNOWBALL FIGHTS

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

12-19-23




General Snus
12/19

Just as there are 24 portions in your favorite General variety, we're thinking of our 24 favorite players in every football position—11 offense, 11 defense & 2 special teams. Who would you nominate? (Any league, any era!)



NOMINATE THE
STAR FORMATION ALL STARS
FOOTBALL EDITION

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

See file:  12-19-23_FB_POST.mp4

General Snus December 2023 Facebook Posts Con't

12-22-23



General Snus
12/22

You can like hockey for all sorts of reasons, but you've got to love the sheer originality of goaltending techniques.



TECHNIQUE 1
BUTTERFLY
THE WALL THAT ENDS IT ALL

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



TECHNIQUE 2
HYBRID
KEEP YOUR OPTIONS OPEN

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



TECHNIQUE 3
NARROW STANCE
BETTER THINK FAST!

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



HOCKEY GOALIES
ORIGINALS FOR US ALL

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

12-27-23



General Snus
12/27

What's your favorite cozy place in your home?



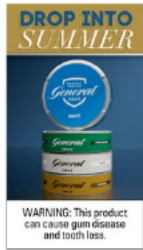
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July '23 General Snus Facebook .mp4 File Guide

.mp4 Image

.mp4 File Name and Length

.mp4 Description



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00:00:06









 07-21-23_FB_Post.mp4

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August '23 General Snus Facebook .mp4 File Guide

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September '23 General Snus Facebook .mp4 File Guide

.mp4 Image

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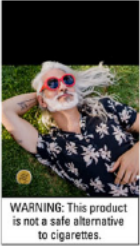

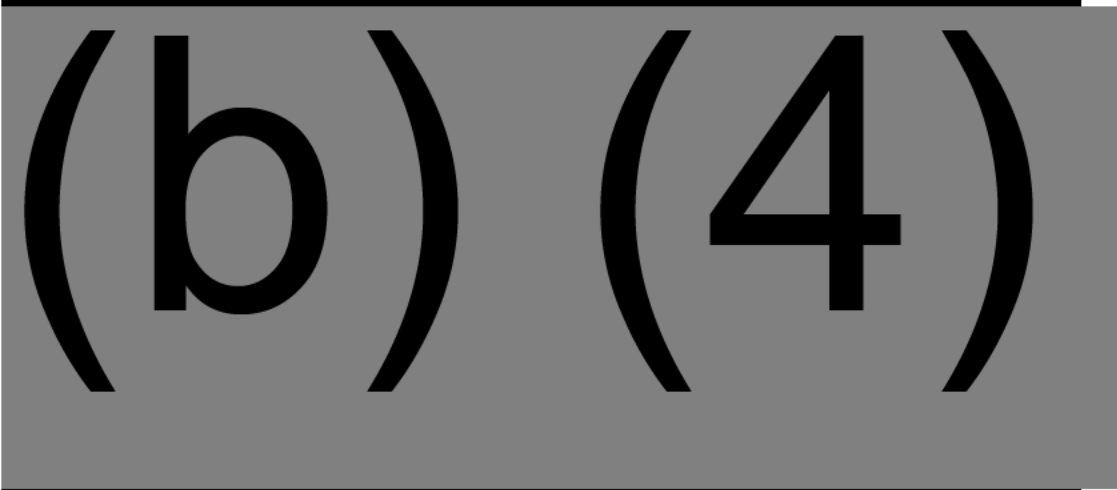


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☆☆☆
Swedish Match.

December '23 General Snus Facebook .mp4 File Guide

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	 12-19-23_FB_POST.mp4 00:00:08	

GENERAL SNUS EMAILS

General Snus July EM1


7-11-23



THE ULTIMATE
FLOAT TRIP ACCESSORY

The snus in your pocket will get you down the river, but do you have enough to share? Bring some extra, or maybe pick up a can of your second-favorite variety. There's always that one friend who will bum one!

FIND A STORE ►



Questions or want to report concerns about General Snus?

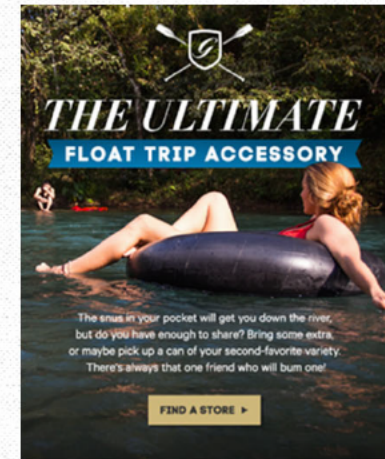
Contact us at info@swedishmatch.com,
or call (270) 685-8777.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add info@GeneralSnus.com to your address book.

NOTE: General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit BeTobaccoFree.gov for more information.

Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

©2023 Swedish Match North Europe AB
This email was sent by: **Swedish Match**
PO Box 586 Owensboro, KY 42302



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FIND A STORE ►

SAVINGS & SATISFACTION
GET \$5 OFF
CLAIM COUPON NOW ►

LIVE LIFE ELEVATED
Embrace the Original Lifestyle
with our Elevated Stories
READ BLOG ►

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PO Box 586 Owensboro, KY 42302

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

General Snus July EM2

7-25-23

ORIGINAL SWEDISH
General
SNUS

ULTRAMARATHONERS

*Our Latest
Elevated Story*

Even if we can't all keep up with these truly amazing Originals, we definitely appreciate them.

READ STORY ▶

ORIGINAL SWEDISH
General
SNUS



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PO Box 986 Owensboro, KY 42302

[illegible]

General Snus August EM1


8-8-23

THE LOST ART OF **CRASHING A PARTY**



You can find a lively gathering most weekends in any public space. Do you have the moxie to smile big, make a friend, score a burger, and maybe share your favorite snus?

FIND A STORE ►



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[FIND A STORE >](#)

- STOCK UP & SAVE -

GET \$4 OFF 2 CANS

[CLAIM COUPON NOW >](#)





**GOT QUESTIONS?
WE'VE GOT ANSWERS.**

[READ FAQS >](#)



Questions or want to report concerns about General Snus?

Contact us at info@weedsmatch.com, or call (202) 685-8777.

If you are unable to use this message, click here to view our standard delivery and shipping policies for your address based on ZIP Code.

NOTE: General Snus is a New York tobacco product. It may also not be available, or tobacco content may be different, in other states. General Snus is not for sale in Alaska, Hawaii, and Puerto Rico. The tobacco content of this product is not intended for use by persons under the age of 21.

Users of General Snus are advised that smoking tobacco for prolonged periods may be harmful. General Snus is a tobacco product and contains nicotine and tar. Nicotine is an addictive substance. Smoking tobacco may increase the risk of heart disease and lung cancer. General Snus is not for sale in Alaska, Hawaii, and Puerto Rico. The tobacco content of this product is not intended for use by persons under the age of 21.

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

General Snus August EM2

8-22-23





Questions or want to report concerns about General Snus?

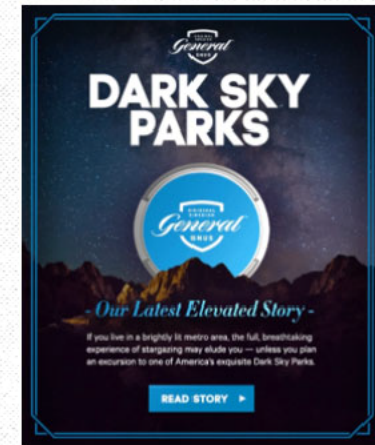
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**WARNING: This product
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and tooth loss.**

General Snus September EM1

9-12-23




**CELEBRATE
POSITIVE ORIGINALITY**

The true mavericks don't gatekeep originality. They live their life authentically, set high standards and invite others to do the same. And while originality isn't exclusive, it is unique. Just like your favorite snus. Stay Original.

General SNUS
ORIGINAL
24 PORTIONS

FIND A STORE ▶



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or call (270) 685-8777.

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**CELEBRATE
POSITIVE ORIGINALITY**


The true mavericks don't gatekeep originality. They live their life authentically, set high standards and invite others to do the same. And while originality isn't exclusive, it is unique. Just like your favorite snus. Stay Original.

General SNUS
ORIGINAL
24 PORTIONS

FIND A STORE ▶

FOR ORIGINALS ONLY
BUY 3 CANS, SAVE \$6

CLAIM COUPON NOW ▶



**READ
ELEVATED
STORIES**

WORDS & VIEWS FROM THE
ORIGINAL SWEDISH SNUS

OPEN ARTICLES ▶



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

General Snus September EM2

9-26-23





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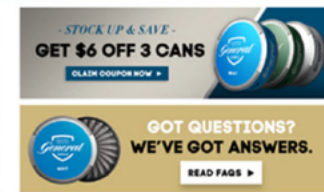
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WARNING: This product can cause gum disease and tooth loss.

General Snus Sweepstakes EM1

9-27-23



"FIND THE ORIGINAL" SWEEPSTAKES

You're invited to a snus hunt. Starting October 2nd, you'll be able to search GeneralSnus.com for a hidden, one-of-a-kind can of snus. Find it for a chance to win handsome rewards. So, start counting down the days.

THE HUNT BEGINS OCTOBER 2ND



WEEKLY PRIZES

Find the Original and you could walk away with one of these weekly prizes, or even the Grand Prize. Make sure to come back every week for another chance to play and another chance to win.

- WEEK 1** Multi-tool
- WEEK 2** Trail-Running Headlamp
- WEEK 3** 8x42 Binoculars
- WEEK 4** Hiking Backpack
- WEEK 5** 36-Can Cooler
- WEEK 6** Hammock



GRAND PRIZE

15' INFLATABLE BOAT

The more you play the better your chances of winning the Grand Prize.

As you wait for the hunt to begin, grab a can of General Snus at your local store then scout out our website to better know your hunting grounds.

FIND GENERAL SNUS NEAR YOU

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General Snus

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Get ready for the BIG hunt. BIG PRIZES await the winners.

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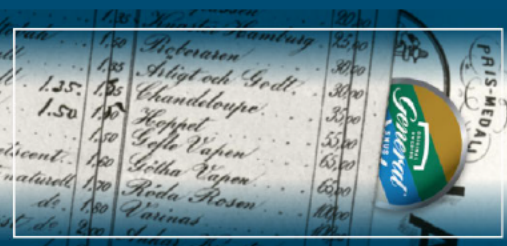
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General Snus Sweepstakes EM2

10-2-23



THE "FIND THE ORIGINAL" SWEEPSTAKES BEGINS TODAY!



PRIS-MEDALJ

Somewhere hidden on the pages of [GeneralSnus.com](https://www.GeneralSnus.com) is a one-of-a-kind can of snus. Track it down then enter to win the weekly prize.

Ready to start the search? There's a little hint below to get you pointed in the right direction.

THIS WEEK'S HINT:

Learn how we made history...literally.

START THE SEARCH ►

During each week of the Sweepstakes, we're giving away amazing gear, gadgets, and gizmos. All you have to do is find the special can (like in the image above) then enter to earn a chance to win prizes like the one you see below.

THIS WEEK'S PRIZE

STAINLESS STEEL MULTI-TOOL


START THE SEARCH ►



GRAND PRIZE

15' INFLATABLE BOAT

Make sure to come back every week to play again. Every time you play gives you a better chance at walking away as the Grand Prize winner.



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Find the Original Snus and Win!
Let the search begin. Earn a chance to win big prizes!

THE "FIND THE ORIGINAL" SWEEPSTAKES BEGINS TODAY!



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Learn how we made history...literally.

START THE SEARCH ►

THIS WEEK'S PRIZE

STAINLESS STEEL MULTI-TOOL


START THE SEARCH ►




GRAND PRIZE

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General Snus Sweepstakes EM3

10-9-23



"FIND THE ORIGINAL" SWEEPSTAKES



The special can of snus is hiding once again on GeneralSnus.com. Can you find it and earn a chance to win this week's prize?

THIS WEEK'S HINT:


Made in the shade.

START THE SEARCH ►

THIS WEEK'S PRIZE

TRAIL-RUNNING HEADLAMP


START THE SEARCH ►



GRAND PRIZE

15' INFLATABLE BOAT

After this week there are still 4 weeks (and prizes) left. Make sure to come back and play again to increase your chances of winning the Grand Prize.



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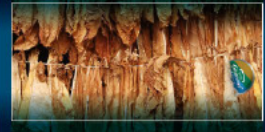
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There's only one original in our getting going. Could it be your week to win?

"FIND THE ORIGINAL" SWEEPSTAKES



The special can of snus is hiding once again on GeneralSnus.com. Can you find it and earn a chance to win this week's prize?

THIS WEEK'S HINT:


Made in the shade.

START THE SEARCH ►

THIS WEEK'S PRIZE

TRAIL-RUNNING HEADLAMP


START THE SEARCH ►



GRAND PRIZE

15' INFLATABLE BOAT

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General Snus Sweepstakes EM4

10-16-23



"FIND THE ORIGINAL" SWEEPSTAKES



This week you're playing for a chance to win these high-power binoculars, the perfect prize for any search.


THIS WEEK'S HINT:

Higher standards.

START THE SEARCH ►

THIS WEEK'S PRIZE

8X42 BINOCULARS




START THE SEARCH ►

GRAND PRIZE

15' INFLATABLE BOAT

And remember to come back every week to play again. The more you play the more you increase your chances of winning the Grand Prize.



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Another week. Another hint. Another chance to win. Find the Original for a chance to win this coveted prize.



"FIND THE ORIGINAL" SWEEPSTAKES



This week you're playing for a chance to win these high-power binoculars, the perfect prize for any search.


THIS WEEK'S HINT:

Higher standards.

START THE SEARCH ►

THIS WEEK'S PRIZE

8X42 BINOCULARS




START THE SEARCH ►

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General Snus Sweepstakes EM5

10-23-23



"FIND THE ORIGINAL" SWEEPSTAKES



There's another hidden can of General Snus to find. So start searching for your chance to win this week's prize.

THIS WEEK'S HINT:


A smoke-free future.

START THE SEARCH ►

THIS WEEK'S PRIZE

HIKING BACKPACK


START THE SEARCH ►



GRAND PRIZE

15' INFLATABLE BOAT

We're more than halfway through the "Find the Original" Sweepstakes. That means you still have a couple more weeks to play. The more you play, the more chances you have to win the Grand Prize.



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The hunt for the Original (and its well-placed contents) Paid the Original for a chance to win this week's prize.



"FIND THE ORIGINAL" SWEEPSTAKES



There's another hidden can of General Snus to find. So start searching for your chance to win this week's prize.

THIS WEEK'S HINT:


A smoke-free future.

START THE SEARCH ►

THIS WEEK'S PRIZE

HIKING BACKPACK


START THE SEARCH ►




GRAND PRIZE

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General Snus Sweepstakes EM6

10-30-23



"FIND THE ORIGINAL" SWEEPSTAKES



Where is the can of snus hiding this week?
Find it for a chance to win our coolest prize yet!

THIS WEEK'S HINT:


Where can't you snus?

START THE SEARCH ►

THIS WEEK'S PRIZE

36-CAN COOLER


START THE SEARCH ►



GRAND PRIZE

15' INFLATABLE BOAT

The "Find the Original" Sweepstakes is ending in just two weeks. So make sure to come back again for one last chance to win the Grand Prize.



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Track down the original snus to win the coolest prize yet.
Join the hunt again for another chance to win!



"FIND THE ORIGINAL" SWEEPSTAKES



Where is the can of snus hiding this week?
Find it for a chance to win our coolest prize yet!

THIS WEEK'S HINT:


Where can't you snus?

START THE SEARCH ►

THIS WEEK'S PRIZE

36-CAN COOLER


START THE SEARCH ►



GRAND PRIZE

15' INFLATABLE BOAT

The "Find the Original" Sweepstakes is ending in just two weeks. So make sure to come back again for one last chance to win the Grand Prize.



NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 United States and the District of Columbia (excluding residents of Massachusetts, Michigan and Virginia) who are tobacco consumers, 21 & older. Begins 10:00 AM ET on October 2, 2023 and ends 11:59 PM ET on November 12, 2023. For details, see [Official Rules](#). Sponsor: Swedish Match North America LLC.

Questions or want to report concerns about General Snus?

Contact us at info@swedishmatch.com,
or call (270) 685-8777.

If you are unable to see this message, [click to view in browser](#). For consistent delivery, add info@GeneralSnus.com to your address book.

NOTE: General Snus is for adult tobacco users. If you do not currently use tobacco, General Snus is not for you. If you use tobacco and would like to quit, discuss with your physician or visit BeTobaccoFree.gov for more information.


Every can of General Snus is crafted to meet your unwavering standards for greatness. Created in Sweden by entrepreneur and tobacco pioneer Johan Boman more than 150 years ago, today's General delivers on our founder's relentless pursuit of perfecting the tobacco experience. It is uncommonly satisfying for those who are never satisfied. General Snus, a smokeless and spitless upper lip tobacco, is the #1 snus brand in the world. So, if it's a distinctive and flavorful tobacco you seek, you deserve one that delivers a level of character that matches your own. Elevate your tobacco experience with General Snus.

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General Snus Sweepstakes EM7

11-6-23



"FIND THE ORIGINAL" SWEEPSTAKES



All good things must come to an end. So good luck in your search for the final hidden can—and one last chance to win a weekly prize.

THIS WEEK'S HINT:


Everyone needs a little originality.

START THE SEARCH ►

THIS WEEK'S PRIZE

HAMMOCK


START THE SEARCH ►




GRAND PRIZE

15' INFLATABLE BOAT

Make this your best hunt yet! Earn one more chance to enter to win the weekly and Grand Prize!



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Last chance to enter. Last chance to win. Join the hunt and enter to win a weekly prize.



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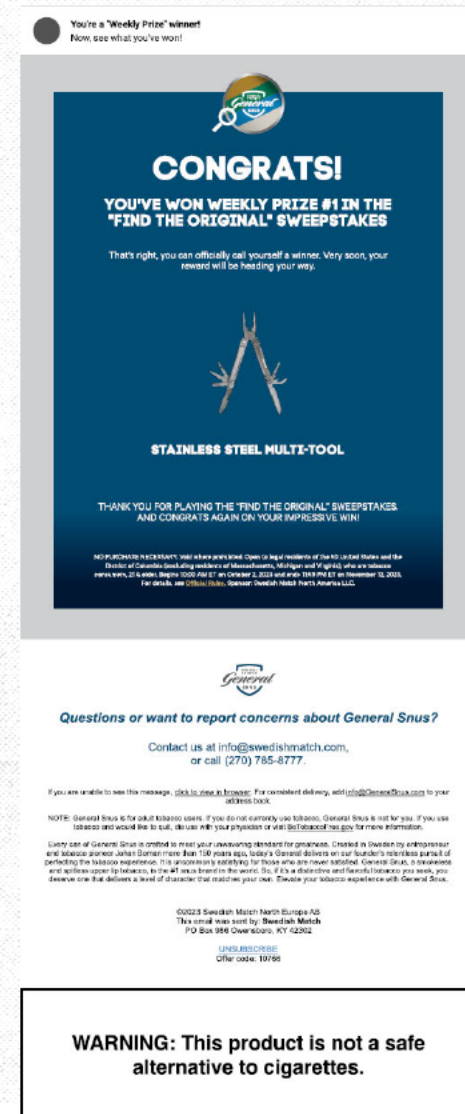
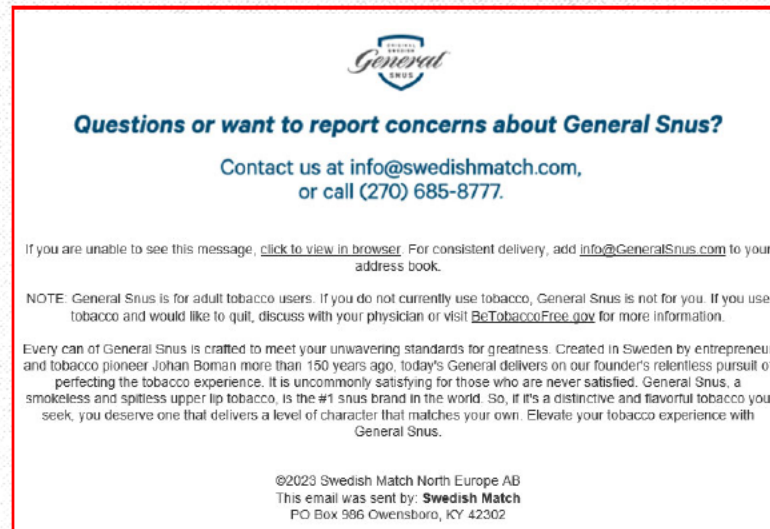
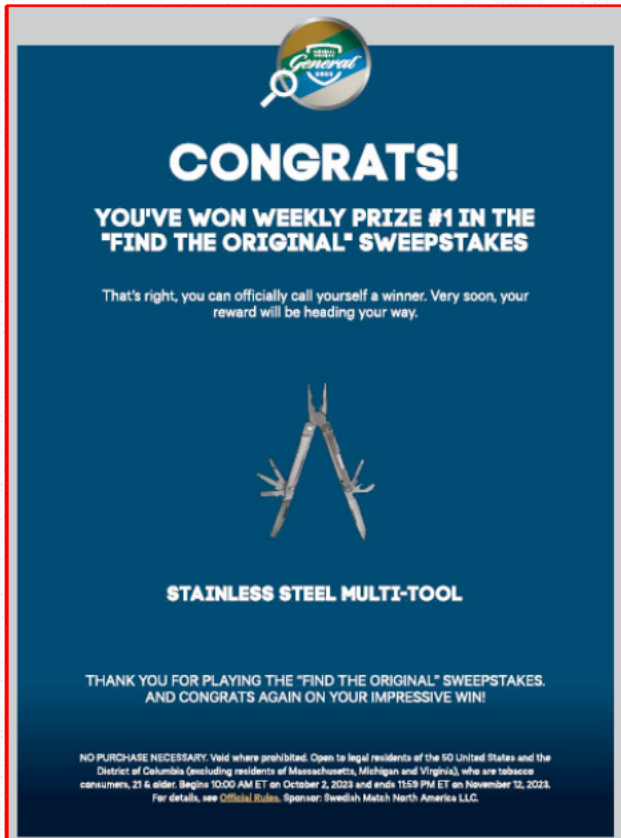
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General Snus Sweepstakes Winner EM1

10-13-23



General Snus Sweepstakes Winner EM2


10-20-23



CONGRATS!

YOU'VE WON WEEKLY PRIZE #2 IN THE "FIND THE ORIGINAL" SWEEPSTAKES


That's right, you can officially call yourself a winner. Very soon, your reward will be heading your way.



TRAIL-RUNNING HEADLAMP

THANK YOU FOR PLAYING THE "FIND THE ORIGINAL" SWEEPSTAKES. AND CONGRATS AGAIN ON YOUR IMPRESSIVE WIN!

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You're a "Weekly Prize" winner!
Now, see what you've won!



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General Snus Sweepstakes Winner EM3


10-27-23



CONGRATS!

**YOU'VE WON WEEKLY PRIZE #3 IN THE
"FIND THE ORIGINAL" SWEEPSTAKES**


That's right, you can officially call yourself a winner. Very soon, your reward will be heading your way.



8X42 BINOCULARS

THANK YOU FOR PLAYING THE "FIND THE ORIGINAL" SWEEPSTAKES.
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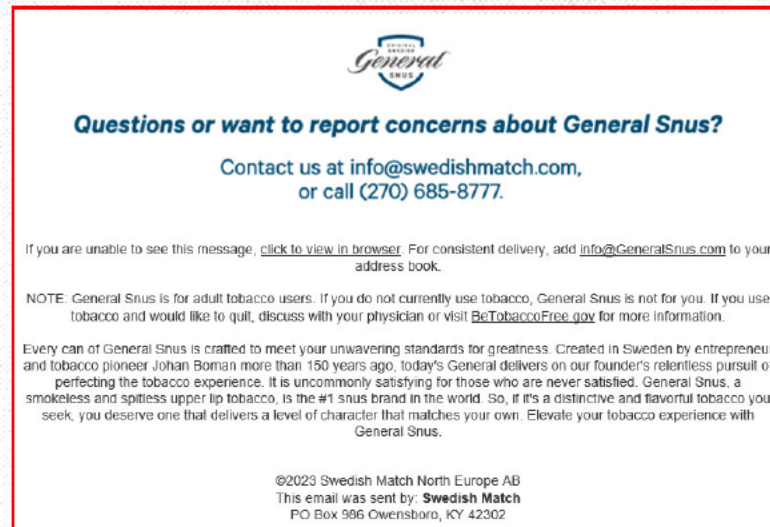
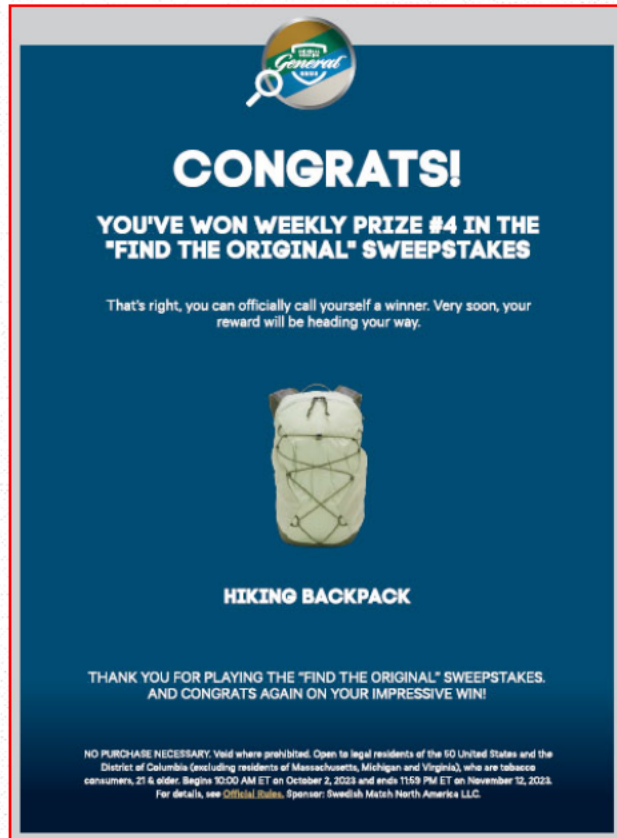
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General Snus Sweepstakes Winner EM4

11-3-23



General Snus Sweepstakes Winner EM5


11-10-23



CONGRATS!

YOU'VE WON WEEKLY PRIZE #5 IN THE "FIND THE ORIGINAL" SWEEPSTAKES


That's right, you can officially call yourself a winner. Very soon, your reward will be heading your way.



36-CAN COOLER

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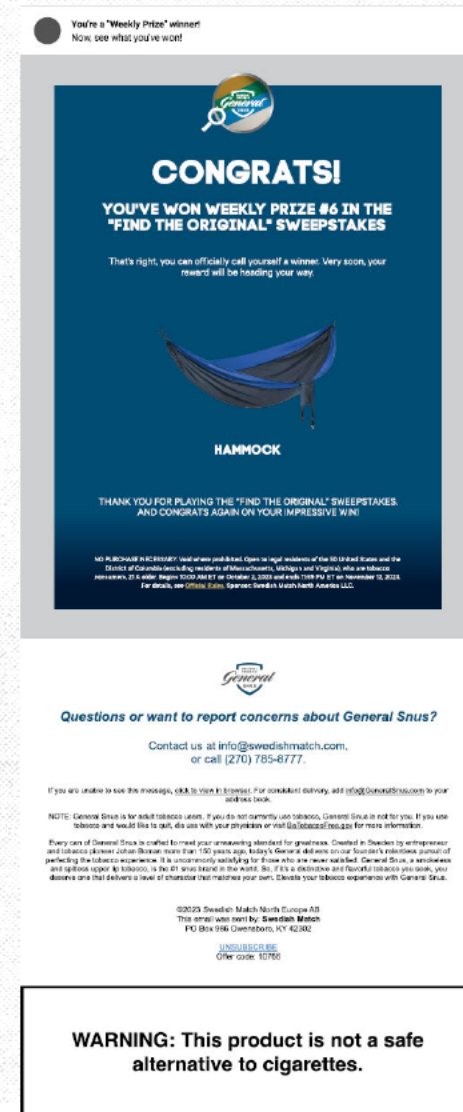
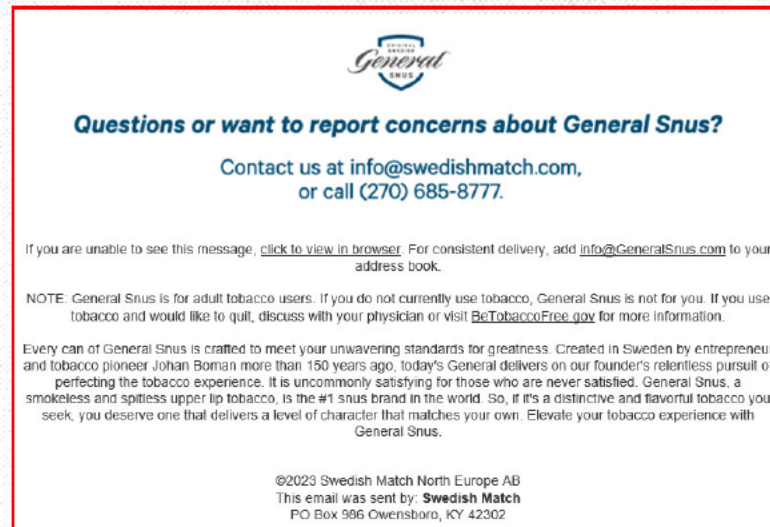
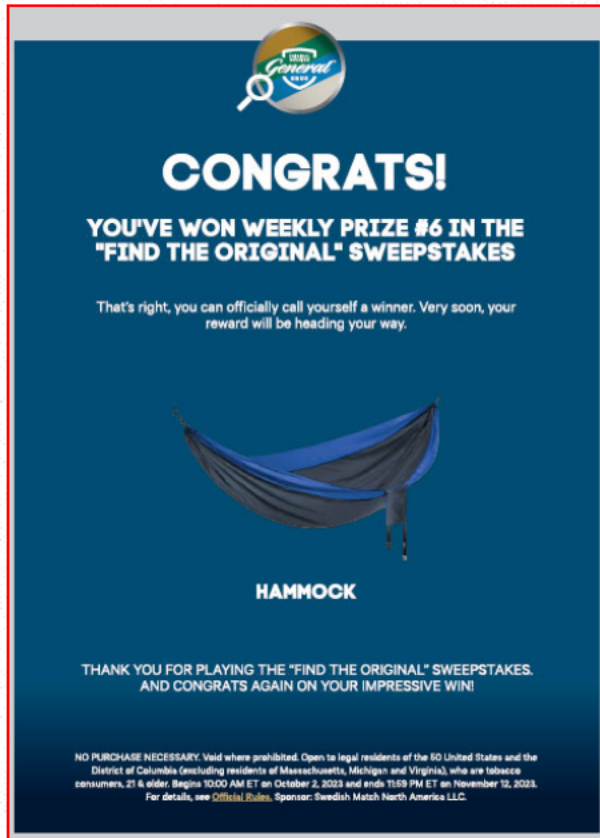
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General Snus Sweepstakes Winner EM6


11-17-23



General Snus November EM

11-21-23





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 **SAVE LIKE AN ORIGINAL**
GET \$4 OFF 2 CANS
[GET SAVINGS](#)

OUR HIGHER STANDARD
Learn what the principles and standards that guide us.
[DISCOVER MORE](#)



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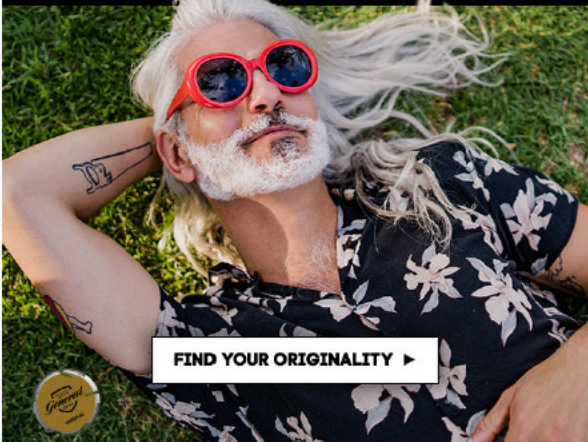
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General Snus December EM1


12-5-23

**— THIS IS HOW WE —
DECEMBER**

December is chock full of family and friends, occasions and obligations. Remember to make time for just you, your vibe, and the original authentic snus.



FIND YOUR ORIGINALITY ►



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FIND YOUR ORIGINALITY ►


**FOR ORIGINALS ONLY
BUY 3 CANS, SAVE \$6**

CLAIM COUPON NOW ►

LIVE LIFE ELEVATED

Elevate the Original Lifestyle with our Elevated Series

READ BLOG ►



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General Snus December EM2

12-19-23





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LINEUP
MADE FOR ORIGINALS

Four varieties. Classy, yet bold. Unique, yet approachable. How do these cans manage to pull it off? The answer has a lot to do with the people who choose General Snus—people who do things their own way.

[FIND A STORE](#)



 **EXCLUSIVE SAVINGS**
GET \$5 OFF
[CLAIM COUPON NOW](#)

A COMMUNITY LIKE NO OTHER
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GENERAL SNUS DIRECT MAIL

General Snus Specialty Mailer

10-2-23

VISIT [GENERALSNU.COM](https://generalsnus.com) EVERY WEEK FOR A CHANCE TO WIN!

While there are many imitations, knockoffs, and version 2.0s, **THERE'S ONLY ONE ORIGINAL LIKE GENERAL SNUS.** And there's only one special (and hidden) General Snus can. Find it and the riches could be yours.

THE HUNT BEGINS OCTOBER 2ND


STEP 1: FIND THE SPECIAL CAN

Somewhere hidden on the pages of GeneralSnus.com is a one-of-a-kind can of Snus. Track it down, and you could walk away with way more than a sense of accomplishment.



SHARE THE THRILL OF THE HUNT

DON'T KEEP ALL THE FUN TO YOURSELF. INVITE A FRIEND TO JOIN THE HUNT USING THIS QR CODE.



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Inside

VISIT [GENERALSNU.COM](https://generalsnus.com) EVERY WEEK FOR A CHANCE TO WIN!

While there are many imitations, knockoffs, and version 2.0s, **THERE'S ONLY ONE ORIGINAL LIKE GENERAL SNUS.** And there's only one special (and hidden) General Snus can. Find it and the riches could be yours.


THE HUNT BEGINS OCTOBER 2ND

STEP 1: FIND THE SPECIAL CAN

Somewhere hidden on the pages of GeneralSnus.com is a one-of-a-kind can of Snus. Track it down, and you could walk away with way more than a sense of accomplishment.

SHARE THE THRILL OF THE HUNT

DON'T KEEP ALL THE FUN TO YOURSELF. INVITE A FRIEND TO JOIN THE HUNT USING THE QR CODE.



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


Swedish Match.

General Snus Specialty Mailer Con't

10-2-23

STEP 2:
**ENTER
TO WIN**

CLICK ON
THE TREASURE
TO ENTER.



STEP 3:
**REPEAT
EACH WEEK**

Visit the site every week to "Find the Original" can. And each week you'll have more chances to enter — and that means more chances to walk away with great prizes.

You've found the special can. Click on it to enter the "Find the Original" Sweepstakes. You'll have a chance to win prizes from brands that are also true originals like General Snus.

PRIZES AWARDED WEEKLY

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	GRAND PRIZE
Multi-tool	Trail-Running Headlamp	8x42 Binoculars	Hiking Backpack	36-Can Cooler	Hammock	15' Inflatable Boat

PINKERTON TOBACCO CO. LP
PO BOX 22915
OWENSBORO, KY 42304-9701

To opt out of future promotional mailings and be removed from our mailing list, please contact the Consumer Call Center at (270) 685-8777.

READY TO SEEK THE TREASURE? START YOUR HUNT TODAY.

Outside

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"FIND THE ORIGINAL" SWEEPSTAKES



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FIND THE ORIGINAL SNUS AND WIN.

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GeneralSnus.com Webpages

July [BEHIND AGE GATE]

7-4-23 - current

ULTRAMARATHONS – LIKE MARATHONS BUT FOREVER

Most think marathons are a crazy feat. But let's meet a true sporting original: Ultramarathons.



For many casual runners and weekend road warriors, surviving the 26.2 miles of chaffing, exhaustion, and the constant "why did I do this again?" of a marathon is a great water cooler story and "fun" way of exploring cities and landscapes. However, some folks run marathons and think, "I should go...farther!" Thus, the invention of a true original: ultramarathons. These 50K, 100K, and 100+ mile races test physical and mental endurance and take runners through all sorts of terrains and elevations. Ultramarathons have become more popular in the last couple decades, and intrepid adventurers are taking up this extreme sport that even regular marathoners think is crazy.



ORIGINS

The modern history of ultramarathons is often dated back to around the 19th century when exploits of runners covering large distances were breathlessly reported as heroic stories of daredevil deeds and bravery. People like Edward Payson “The Pedestrian” Weston—who walked from Boston to Washington, DC in 10.5 days for Abraham Lincoln’s inauguration in 1861 and from New York to San Francisco in 100 days in 1909—were made into celebrities across the U.S.

One of the first official ultramarathons in the US took place in 1911, in Bellingham, Washington. The 50K race sent runners 10,000 ft up Mount Baker and back. In 1920, a 100K ultramarathon was part of the Central American Games in Mexico. The winners—two members of the Tarahumara (or *Rarámuri*) people indigenous to Mexico known for their long-distance running ability—finished first in a time of 9hrs 37min. The popularity of the race has since gained traction across the globe with numerous world sanctioned races of 50K and 100K as well as timed races (24hr and 48hr) set up by the International Association of Ultrarunners (IAU) founded in 1994.

[illegible]

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

7-4-23 - current



POPULAR RACES

The IAU organizes world championships in 50K, 100K, 24hr. and Trail distances, as well as European, Asian, and Americas championships, and other qualifying races around the world. There are also many popular ultramarathons that occur yearly. One of the oldest is the 55-mile Comrades Marathon in South Africa that's been run since 1921. The world's oldest 100-mile trail run is the Western States Endurance Run in California that's been held every year since 1977.

One of the most well-known—and infamous—races is the yearly Barkley Marathon in Morgan County, Tennessee. This trail course weaves a 20+ mile loop through hilly woods with participants tasked with doing 5 laps of the trail in 60hrs or less. The first race was held in 1986, but it wasn't until 1995 that someone actually finished all 5 laps with a time of 59:28:48—just 11 minutes and 12 seconds short of the time limit. Since then, the race has been completed only 21 times.


It takes a certain amount of grit and determination to run an ultramarathon, but the payoff can be extremely satisfying (we assume). If you're crazy and original enough to want to do it, [here is a link](#) for some gear tips, and just find the nearest race to start training. Godspeed. We'll be along the trail cheering you on from our lawn chair and waiting with a beer at the end.




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

7-4-23 - current


MORE FROM GENERAL




TO SLEEP IN NATURE IS TO KNOW NATURE
Camping can be a calming way to celebrate, and be one with nature




GARDEN LIKE AN ORIGINAL
Elevate your lifestyle with your own food and flowers.



SELF-IMPROVEMENT FOR ORIGINALS
Maverick hacks the world didn't see coming



HOW ORIGINALS LOVE THEIR GEAR
The gear we use says a lot about us...so does how we take care of it.



REALISTIC RESOLUTIONS
New Year's resolutions shouldn't be intimidating. We're making sure you stay cool and calm by setting realistic...

ULTRAMARATHONS = LIKE MARATHONS BUT FOREVER



TO SLEEP IN NATURE IS TO KNOW NATURE



GARDEN LIKE AN ORIGINAL



SELF-IMPROVEMENT FOR ORIGINALS



HOW ORIGINALS LOVE THEIR GEAR



REALISTIC RESOLUTIONS



KEEP UP WITH ALL THINGS ORIGINAL

WARNING: This product can cause gum disease and tooth loss. Smokeless tobacco is addictive.

General Snus Elevated Stories: August [BEHIND AGE GATE]

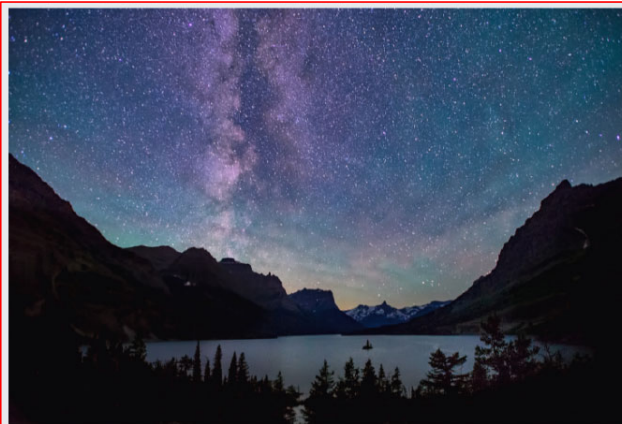
8-8-23 - current

DARK PARK, BRIGHT UNIVERSE

Get out beyond the city glow for stargazing like an Original

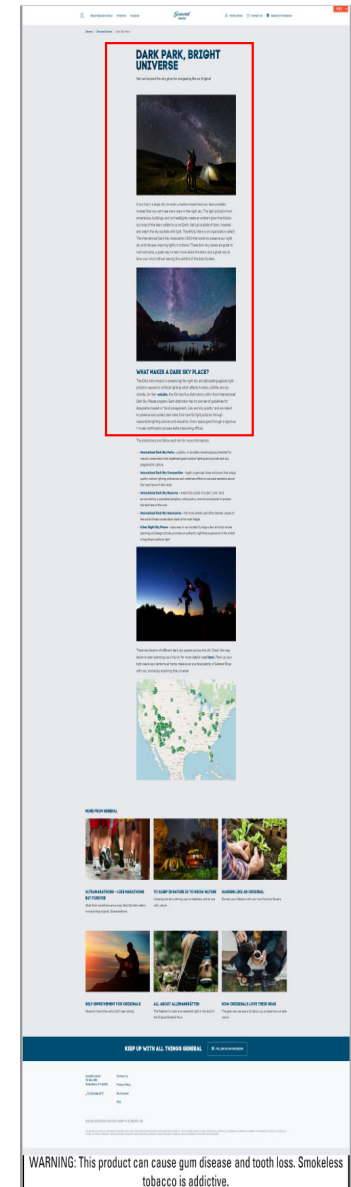


If you live in a large city (or even a medium-sized one) you have probably noticed that you can't see many stars in the night sky. The light pollution from streetlamps, buildings, and car headlights create an ambient glow that blocks out most of the stars visible to us on Earth. Get just outside of town, however, and watch the sky explode with light. Thankfully, there is an organization called The International Dark-Sky Association (IDA) that wants to preserve our night sky and the awe-inspiring lights it contains. These dark sky places are great to visit and camp, a great way to learn more about the stars, and a great way to blow your mind without leaving the comfort of the Solar System.



WHAT MAKES A DARK SKY PLACE?

The IDA's main mission is preserving the night sky and advocating against light pollution caused by artificial lighting which affects humans, wildlife, and our climate. On their [website](#), the IDA lists five distinctions within their International Dark Sky Places program. Each distinction has its own set of guidelines for designation based on "land management, size, and sky quality," and are meant to preserve and protect dark sites from harmful light pollution through responsible lighting policies and education. Every space goes through a rigorous 1-3 year certification process before becoming official.



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

8-8-23 - current

The distinctions are (follow each link for more information):

- **International Dark Sky Parks** – publicly- or privately-owned spaces protected for natural conservation that implement good outdoor lighting and provide dark sky programs for visitors
- **International Dark Sky Communities** – legally organized cities and towns that adopt quality outdoor lighting ordinances and undertake efforts to educate residents about the importance of dark skies
- **International Dark Sky Reserves** – areas that consist of a dark “core” zone surrounded by a populated periphery where policy controls are enacted to protect the darkness of the core
- **International Dark Sky Sanctuaries** – the more remote, and often darkest, places in the world whose conservation state is the most fragile
- **Urban Night Sky Places** – sites near or surrounded by large urban environs whose planning and design actively promote an authentic nighttime experience in the midst of significant artificial light




There are dozens of different dark sky spaces across the US. Check the map below to start planning your trip (or for more details head [here](#)). Pack up your tent, leave your lanterns at home, make sure you have plenty of General Snus with you, and enjoy exploring the universe!




General Snus Elevated Stories: August con't [BEHIND AGE GATE] 8-8-23 - current


MORE FROM GENERAL




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Elevate your lifestyle with your own food and flowers.



SELF-IMPROVEMENT FOR ORIGINALS
Maverick hacks the world didn't see coming



ALL ABOUT ALLEMANSRÄTTEN
The freedom to roam is an essential right in the land of the Original Swedish Snus



HOW ORIGINALS LOVE THEIR GEAR
The gear we use says a lot about us...so does how we take care of it.

DARK PARK, BRIGHT UNIVERSE



It's not just the stars that are shining in the Swedish forest at night. It's the stars of the Original Swedish Snus. The Original Swedish Snus is a true sporting original, and it's the only one that's been around for over 100 years. It's the only one that's been around for over 100 years. It's the only one that's been around for over 100 years.



SELF-IMPROVEMENT FOR ORIGINALS

Maverick hacks the world didn't see coming



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Maverick hacks the world didn't see coming

WARNING: This product can cause gum disease and tooth loss. Smokeless tobacco is addictive.

General Snus Elevated Stories: September [BEHIND AGE GATE]

9-5-23 - current

HONORING THE TRUE LEADER OF FALL - APPLES

Whether you bake them, juice them, or just eat them off the branch, apples are the rightful kings of Fall.



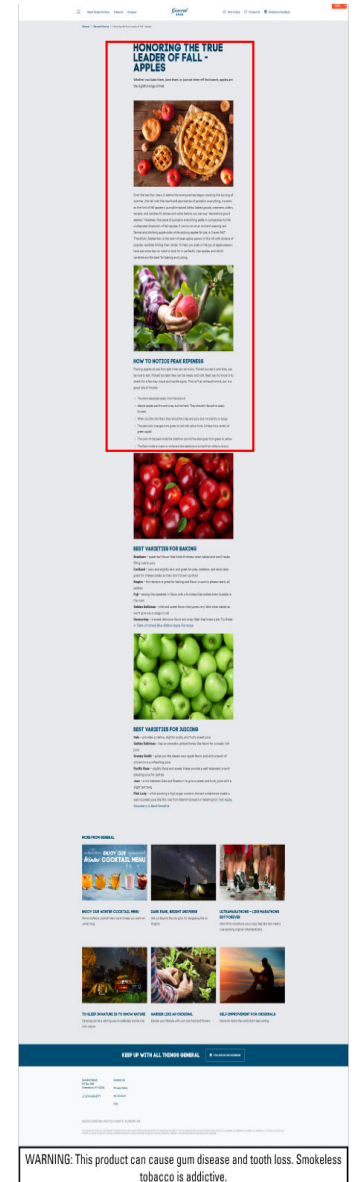
Over the last few years, it seems like everyone has begun marking the turning of summer into fall with the newfound abundance of pumpkin everything. As soon as the hint of fall appears, pumpkin-spiced lattes, baked goods, creamers, ciders, cereals, and candles fill stores and cafes before you can say “decorative gourd season.” However, this wave of pumpkin everything pales in comparison to the undisputed champion of fall: apples. If you’re not at an orchard wearing red flannel and drinking apple cider while picking apples for pie, is it even fall? Thankfully, September is the start of peak apple season in the US with dozens of popular varieties hitting their stride. To help you soak in the joy of apple season, here are some tips on what to look for in perfectly ripe apples, and which varieties are the best for baking and juicing.



HOW TO NOTICE PEAK RIPENESS

Picking apples at just the right time can be tricky. Picked too early and they can be overly tart. Picked too late they can be mealy and soft. Best way to know is to check for a few key visual and tactile signs. This isn't an exhaustive list, but is a good rule of thumb:

- The stem separates easily from the branch.
- Mature apples are firm and crisp, but not hard. They shouldn't be soft or easily bruised.
- When you bite into them, they should be crisp and juicy and not starchy or tangy.
- The peel color changes from green to red with yellow hints. (Unless it's a variety of green apple)
- The color of the peel inside the indentation around the stem goes from green to yellow.
- The flesh inside is cream or white and the seeds have turned from white to brown.



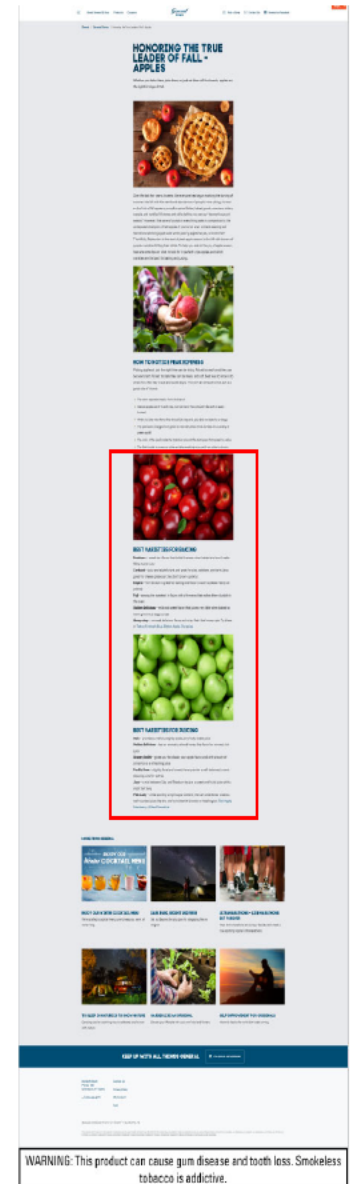
9-5-23 - current



Honeycrisp – a sweet, delicious flavor and crisp flesh that loves a pie. Try these in Taste of Home's Blue-Ribbon Apple Pie recipe



Pink Lady – while sporting a high sugar content, the tart undertones create a well-rounded juice like this one from Stemilt Growers in Washington: [Tart Apple, Strawberry, & Basil Smoothie](#)



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General Snus Website Privacy Policy

[OUTSIDE AGE GATE]

10-5-23 - current

General / Privacy Policy

PRIVACY POLICY

This Privacy Policy sets out how Swedish Match North America LLC and its subsidiaries and sister companies ("Affiliates") (collectively, "Swedish Match," "SMNA," "we," and "our") uses and protects any personal information that you provide Swedish Match through websites owned and operated by Swedish Match, including ZYN, General Snus, Pinkerton Tobacco, America's Best Chew, Timber Wolf Snuff and all related websites, web applications, mobile apps, or other web-connected services ("Websites"). This Privacy Policy also covers our collection, use, and sharing of personal information that may be collected through other channels in connection with Swedish Match's products and services, including via telephone, email, and other electronic communications, at events and otherwise in-person, and/or through electronic devices (together with Websites, our "Products and Services").

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 September 27, 2023. 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.

PRIVACY POLICY

INFORMATION WE COLLECT

HOW WE COLLECT INFORMATION

USE AND DISPOSITION OF INFORMATION

DISPATCH FROM

INTERNATIONAL DATA TRANSFER

COOKIES AND TRACKING TECHNOLOGIES

SECURITY

OPTING OUT

CONTACTING US

PRIVACY RIGHTS

CALIFORNIA RESIDENT NOTICE

CONTACT US

OFFICIAL DOCUMENTS

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

General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

INFORMATION WE COLLECT

Swedish Match is committed to responsible marketing practices of quality tobacco products and restricts access to our websites 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 website, aggregate information on what pages consumers access or visit, and information volunteered by the consumer, such as survey information and/or site registrations.

When registering on our websites, we collect certain personal information including your legal first name, preferred first name, last name, address (including street, city, state, and zip code), telephone number (if you choose to provide), your date of birth, email, and whether you use tobacco or nicotine products.

In addition, we may collect various types of personal information about you, whether through our Websites or in other contexts in connection with our Products and Services:

- information about your orders, including information necessary to fulfill them
- information necessary to verify your age
- information you give us in communications (e.g., calls, e-mails, chats) you have with contact centers
- information you give us to participate in loyalty rewards programs
- information about your experiences using our Products and Services
- information about your preferences and interests (including information that we infer from other information, for example from statistical information)
- statistical information about you (for example, statistical information about people in certain geographical areas)

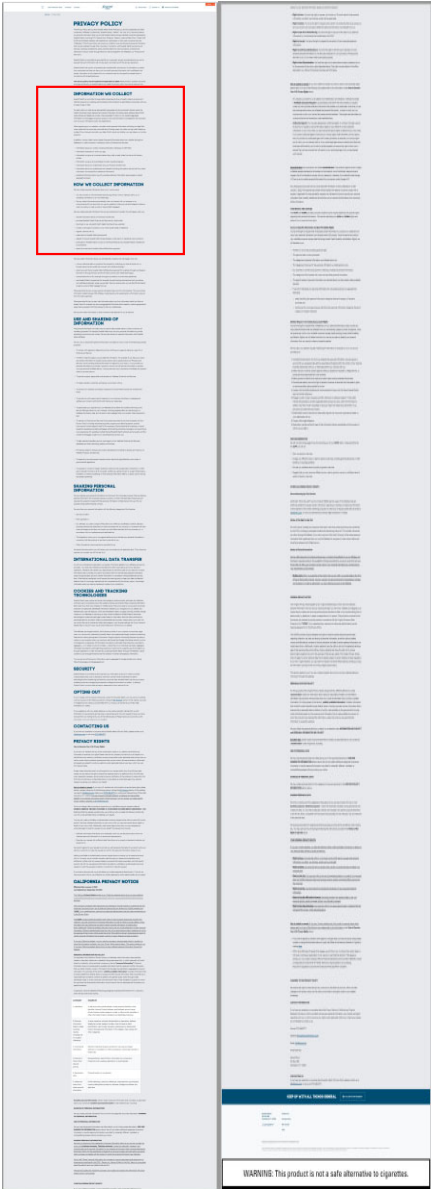
HOW WE COLLECT INFORMATION

We may collect personal information about you in various ways:

- You may provide us with information directly (e.g. filling in a form, making a call to us, or uploading information to us via a mobile app)
- We may collect information automatically when you interact with our systems or we communicate with you (e.g. when you use our website or, where we use technologies to observe when you receive or open e-mails or receive SMS messages)

We may collect personal information that you provide directly. Typically, this will happen when you:

- request information about our Products and Services
- purchase Swedish Match Products and Services at a retail outlet
- download, or use, a Swedish Match digital touchpoint (e.g. website)
- contact us through a touchpoint, or by e-mail, social media or telephone
- register a device with us
- subscribe to a Swedish Match panel portal
- register to receive Swedish Match press releases, e-mail alerts, or marketing communications
- participate in Swedish Match surveys or (where permitted by law) Swedish Match competitions or promotions
- attend an event that a Swedish Match affiliate has organized



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

We may collect information about you automatically. Typically, this will happen when you:

- visit an outlet that sells our products (for example, by collecting your data at check-out, or through sensors at the outlet that connect with mobile technology)
- attend an event that a Swedish Match affiliate has organized (for example, through purchases at the event or through sensors at the event that connect with mobile technology)
- communicate with us (for example, through a touchpoint, or social media platforms)
- use Swedish Match touchpoints (for example, through tracking mechanisms (such as cookies and web beacons/pixels), where we use them, that you receive when you use the PMI touchpoint or get an e-mail or SMS message from us)

Where permitted by law, we may acquire information about you from third parties. This may include information shared between PMI affiliates, marketing lists, and supplementary information acquired from third party agencies.

Where permitted by law, we may infer information about you from information about you that we already have. For example, we may use aggregated information about people in certain geographical areas, that we acquire from third parties, to infer your preferences.

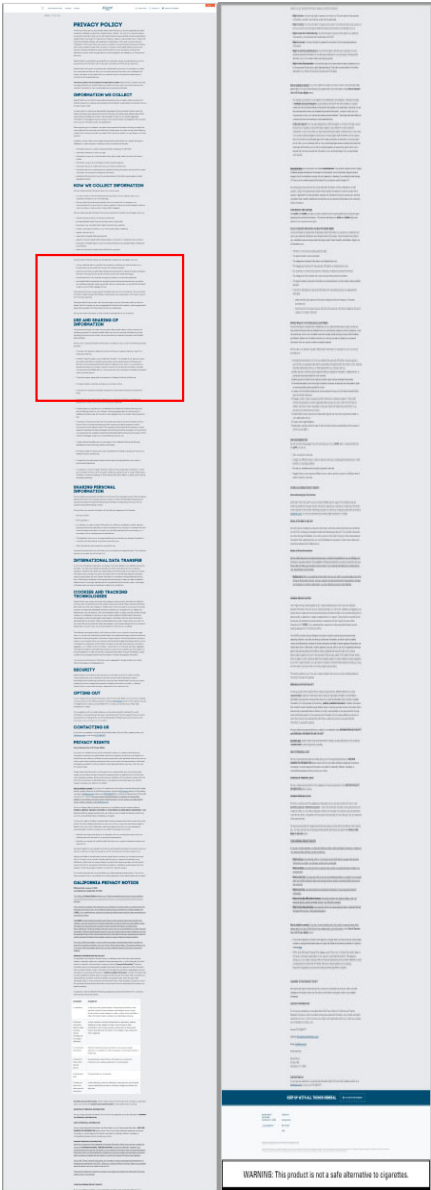
We may also collect information in other contexts made apparent to you at the time.

USE AND SHARING OF INFORMATION

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

- To comply with regulatory obligations, such as verifying your age and status as a user of our Products and Service
- 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 and 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 Websites, 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.



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

- 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 experience on our Websites and to deliver the content and Product and Service offerings relevant to your interests, including targeted offers and ads through our Websites, third-party sites, and via email or text message (with your consent, where required by law).
- To market our Products and Services (to the extent permitted by law and consistent with this Privacy Policy), including administering loyalty programs and referral programs, product improvement, market research (and for the purposes of demonstrating fair practices in market research), developing marketing strategies, administering marketing campaigns, and customizing your experiences, for example at outlets that sell Swedish Match products and at events, and the content of messages we send you or advertisements we show you
- 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.
- 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 users is among the assets transferred.

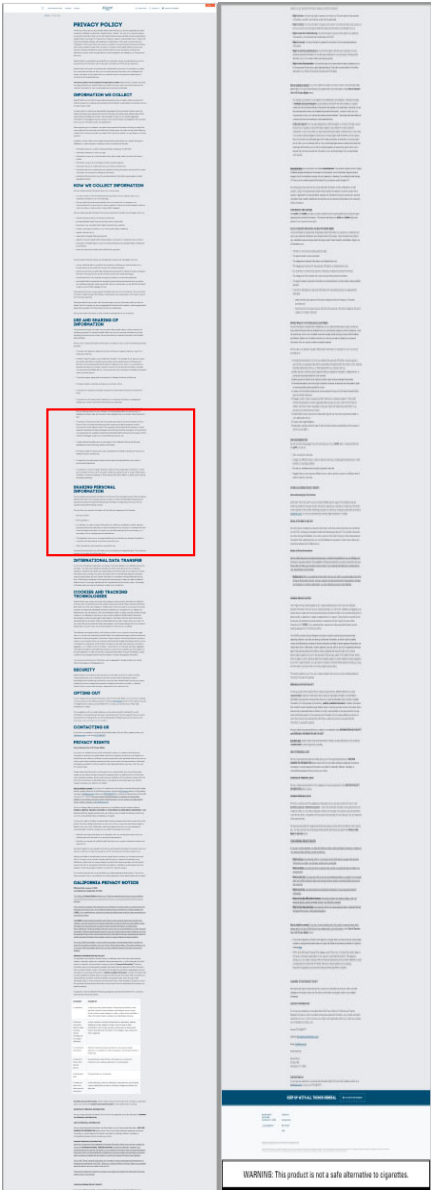
SHARING PERSONAL INFORMATION

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 may share your personal information with the following categories of third parties:

- Service providers.
- Data aggregators.
- Our affiliates, our parent company Philip Morris Intl. (PMI) and its affiliates' carefully selected business partners and advertisers (in areas connected with our products, or consistent with their style and image) so that they can contact you with offers that they think may interest you, in accordance with your preferences and applicable law
- 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.
- Other third parties, where required or permitted by law

We share information about you with others only in accordance with applicable laws. Thus, where law requires your consent, we will first ask for it.



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

INTERNATIONAL DATA TRANSFER

As with any multinational organization, we transfer information globally to our affiliates and service providers. Your data may therefore be transferred to other countries as part of our standard operations. Whenever we transfer your data abroad, we will limit access to your data only to those who need to see it, process your data in accordance with our internal data protection standards, protect it appropriately, and only transfer information in compliance with applicable data privacy laws. When data is transferred, we will require the receiving party to keep your data confidential, delete it when it is no longer required, and act in accordance with this privacy notice. Accordingly, information about you may be transferred outside of your jurisdiction.

COOKIES AND TRACKING TECHNOLOGIES

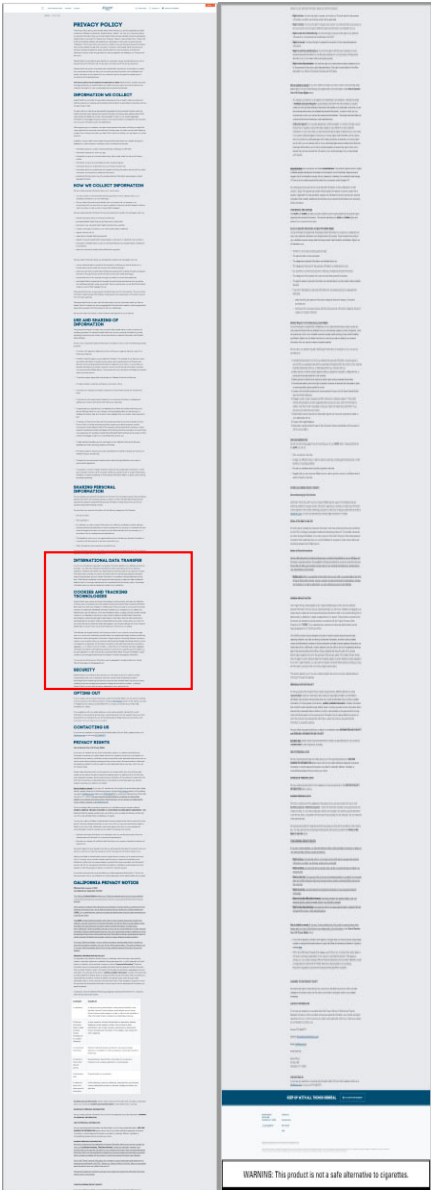
Swedish Match uses cookies and similar technologies to analyze trends, administer the Websites, and track users' movements around the website. Cookies are small text files containing information that is sent to us from your computer or mobile device. They are unique to your account or browser and store non-personally identifiable information related to your navigation on our website. Our Websites also uses web beacons, which are embedded invisibly on pages and help us better manage content on our Websites 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.

The Websites use 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. By accessing Swedish Match through the Websites, visitors consent to use of Google Analytics and the collection of certain demographic information.

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

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. In addition, Swedish Match conducts data protection assessments when required by law.



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

OPTING OUT

If you no longer wish to receive commercial e-mails 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 General Snus, 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.

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.

PRIVACY RIGHTS

How to Exercise Your U.S. Privacy Rights

If you are a U.S. resident and any of the notices below apply to you, please use the following information to exercise your rights. Please note that any request you submit to us is subject to an identification and residency verification process as permitted under applicable state privacy laws, as well as certain other procedural requirements that may be noted in the sections below. Additionally, all requests are subject to certain exceptions under applicable state privacy laws, which may vary from state to state.

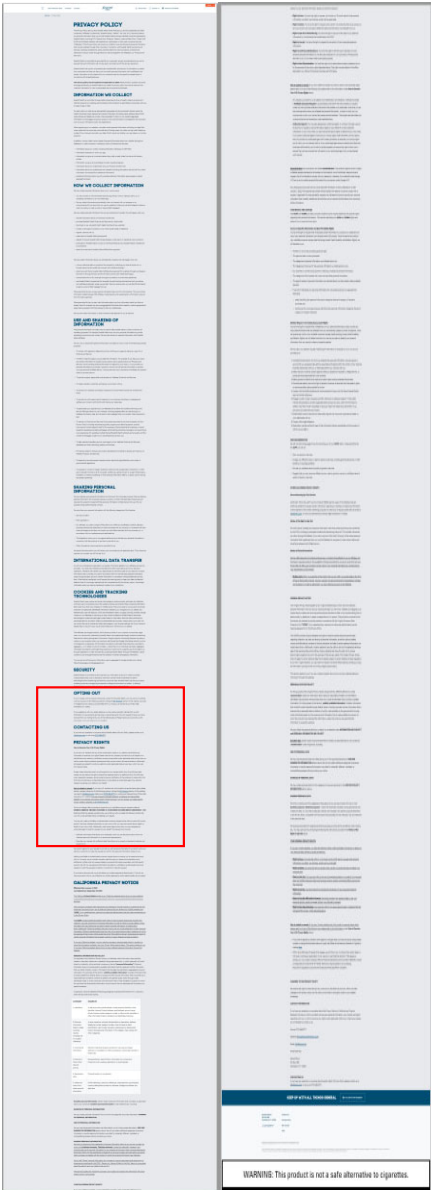
Except where otherwise noted, we will respond to your request within forty-five (45) days after receipt and we reserve the right to extend the response time by an additional forty-five (45) days when reasonably necessary and provided consumer notification of the extension is made within the first forty-five (45) days. As described below, in some states an authorized agent may submit a request to exercise your rights on your behalf.

How to submit a request. If you are a U.S. resident and wish to seek to exercise these rights, please submit a request 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 General Snus, PO Box 986, Owensboro, KY, 42302. If you are a visually-impaired customer, a customer who has another disability or a customer who seek support in other language, you may access your state-specific privacy rights by emailing us at info@smna.com.

We do not charge a fee to process or respond to your verifiable consumer request unless its excessive, repetitive, manifestly unfounded, or in accordance with state-specific requirements. 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.

You may only make a verifiable or authenticated consumer request twice within a twelve (12) month period. If we have collected information on your minor child, you may exercise the above rights on behalf of your minor child. Additionally, under some state privacy laws, you may designate an authorized agent to submit a request on your behalf. The 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.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.



General Snus Website Privacy Policy

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10-5-23 - current

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 or authenticated 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 or authenticated consumer request to verify the requestor's identity or authority to make the request.

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.

CALIFORNIA PRIVACY NOTICE

Effective Date: January 1, 2023
Last Updated on: September 27, 2023

This California Privacy Notice applies to any California residents about whom we have collected personal information from any source, including through your use of our Websites, Products, and Services.

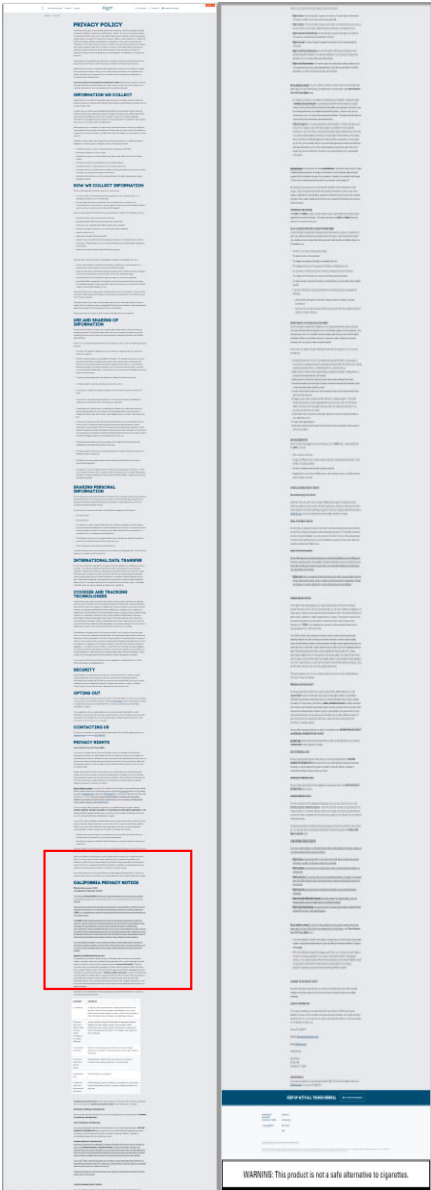
The provisions contained within this section are intended to provide notices in compliance with the California Consumer Privacy Act of 2018 and California Privacy Rights Act of 2020 (together, the "CCPA"). Any capitalized term used and not otherwise defined below has the meaning assigned to it in this Privacy Policy.

The CCPA provides California residents with rights to receive certain disclosures regarding the collection, use, sale, and sharing of personal information, as well as rights to access, delete, correct, and restrict the use, disclosure, and sale of certain personal information we collect about them. Additionally, California residents have the right to opt-out of the sale/sharing of their personal information. California residents also have the right not to receive discriminatory treatment by us for the exercise of their privacy rights under the CCPA. This California Privacy Notice does not apply to certain personal information that is already subject to certain federal and state regulation.

If you are a California resident, you may submit a request to exercise these rights by emailing us using the information provided in the Your Privacy Rights section below. This section applies to you if you are a California resident about whom we have collected personal information through the Website.

PERSONAL INFORMATION WE COLLECT

For purposes of this California Privacy Notice, our Websites collect 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"). Personal information does not include publicly available information; lawfully obtained, truthful information that is a matter of public concern; information that has been de-identified; or aggregated consumer information. For purposes of this section, "publicly available information" includes: information that is made available from federal, state, or local government records; information that a business has a reasonable basis to believe is lawfully available to the general public, either through widely distributed media, or by the consumer; and information that is made available by a person to whom the consumer has disclosed the information if the consumer has not restricted the information to a specific audience.



General Snus Website Privacy Policy

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In particular, we have collected the following categories of personal information from consumers within the last twelve (12) months:

CATEGORY	EXAMPLES
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 or other information linked or linkable to an identifiable individual.
B. Personal information listed in states customer records, including 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.
C. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
D. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.
E. Geolocation data.	Physical location or movements.
F. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

Sensitive personal information. Certain types of personal information that we collect, as described above, may constitute "sensitive personal information" under California law, including:

SOURCES OF PERSONAL INFORMATION

We may collect personal information from you from the categories of sources described in **SHARING OF PERSONAL INFORMATION**.

USE OF PERSONAL INFORMATION

We may use the personal information we collect about you for the purposes described in **USE AND SHARING OF INFORMATION** section above. 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

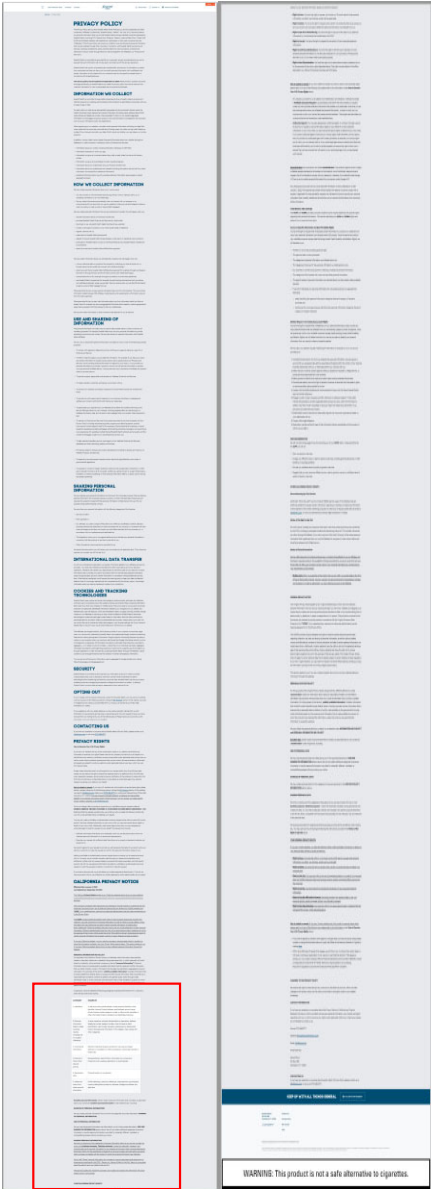
We limit our disclosure of the categories of personal information above to our service providers for one or more business purposes. "Business purposes" means the reasonably necessary and proportionate use of personal information for our operational purposes, other purposes described in this Privacy Policy, for the operational purposes of our service providers and contractors, as well as other purposes compatible with the context in which the personal information was collected.

We do "sell"/"share" personal information for purposes of cross-context behavioral advertising, as those terms are defined by the CCPA. Review our "Notice of Right to Opt-Out" below for more detail about this activity and your rights to opt-out of it.

The above excludes text messaging originator opt-in data and consent; this information will not be shared with any third parties.

YOUR CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you have the following rights under applicable California law in



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

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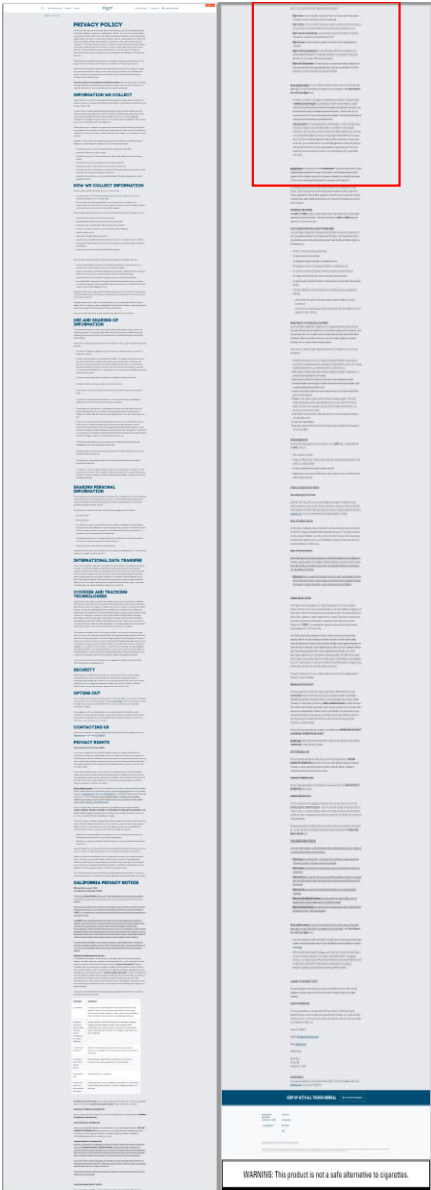
relation to your personal information, subject to certain exceptions:

- **Right to Know.** You have the right to request, up to twice in a 12-month period, what personal information we collect, use, disclose, and/or sell, as applicable.
- **Right to Delete.** You have the right to request under certain circumstances that we as well as our service providers and contractors delete the personal information we collected from you.
- **Right to Opt-Out of Sale/Sharing.** You have the right to opt-out of the sale of your personal information by us as those terms are defined by the CCPA.
- **Right to Correct.** You have the right to request the correction of your inaccurate personal information.
- **Right to Limit Use and Disclosure.** You have the right to limit the use or disclosure of your sensitive personal information to only the uses necessary for us to provide our Products and Services to you, or for certain other authorized purposes.
- **Right to Non-Discrimination.** You have the right not to receive discriminatory treatment by us for the exercise of the privacy rights described above. This right may be subject to the offers described in our Notice of Financial Incentives, set forth below.

How to submit a request. If you are a California resident and wish to seek to exercise these rights, please reach us in one of the following ways please refer to the information under **How to Exercise Your U.S. Privacy Rights** above.

- Any request you submit to us is subject to an identification and residency verification process (“**Verifiable Consumer Request**”) as permitted by the CCPA. We will not fulfill your request unless you have provided sufficient information that enables us to reasonably verify that you are the consumer about whom we collected the personal information. In order to verify you, you must provide us with your first and last name and email address. These rights are also subject to various exclusions and exceptions under applicable laws.
- **Authorized Agents.** You may also designate an authorized agent, in writing or through a power of attorney, to request to exercise the above rights on your behalf. If we have collected information on your minor child, you may exercise the above rights on behalf of your minor child. If you use an authorized agent to exercise your various rights under the CCPA, we may require that you provide your authorized agent with written permission to exercise your various rights and to verify your own identity with us. If your authorized agent does not submit proof that they have been authorized by you to submit verified requests, we reserve the right to deny such a request that we have received and will explain to your authorized agent why we have denied such request.

Household Data. We currently do not collect **household data**. If we receive a Right to Know or Right to Delete request submitted by all members of a household, we will individually respond to each request. We will not be able to comply with any request by a member of a household under the age of 13, as we do not collect personal information from any person under the age of 13.



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

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Any disclosures we provide will only cover personal information we have collected on or after January 1, 2022. 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.

YOUR RIGHTS AND CHOICES

The **CCPA** and **VCDPA** provides consumers (California and Virginia residents) with specific rights regarding their personal information. This section describes your **CCPA** and **VCDPA** 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:

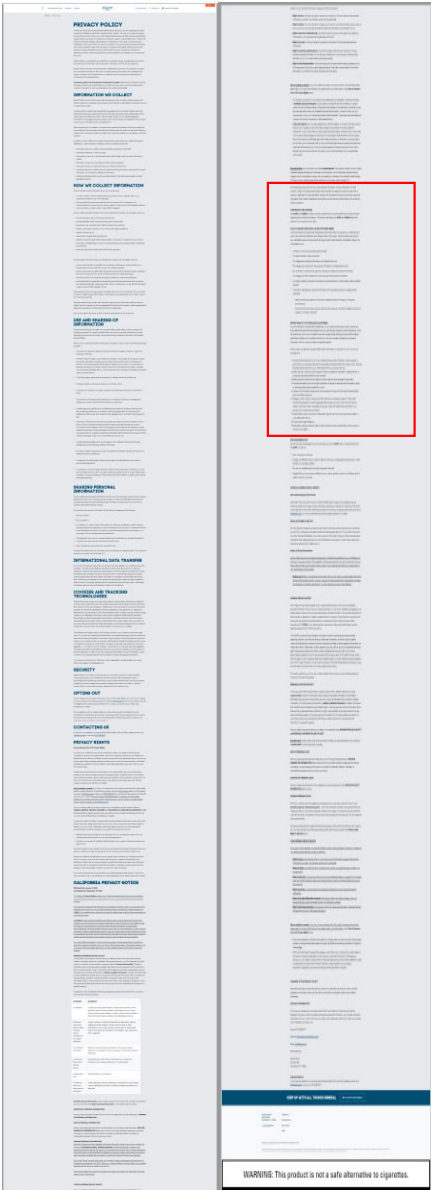
- Whether or not we are processing personal data
- The personal data we have processed
- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling the personal 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 / Correcting Inaccuracies Rights

You have the right to request that we delete any of your personal information and/or correct any inaccurate 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.) and similar state laws.
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.



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

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

Direct Marketing By Third Parties

California's "Shine the Light" law (Civil Code § 1798.83) permits users of the Websites 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 General Snus, P.O. Box 986, Owensboro, KY 42302.

Notice of the Right to Opt-Out

We "sell"/"share" a limited set of personal information with third parties as those terms are defined by the CCPA, including to participate in behavioral advertising networks. This includes information we collect through the Website. If you wish to opt-out of the "sale"/"sharing" of the limited personal information that is gathered when you visit the Websites for purposes of cross-context behavioral advertising, please email info@smna.com.

Notice of Financial Incentives

We may offer discounts on products and services – including those offered by us, our affiliates, and third-party business partners. The availability of these promotions to you at any given time will vary. If and when we offer such programs, we may ask for your personal information as a prerequisite to your participation in the program.

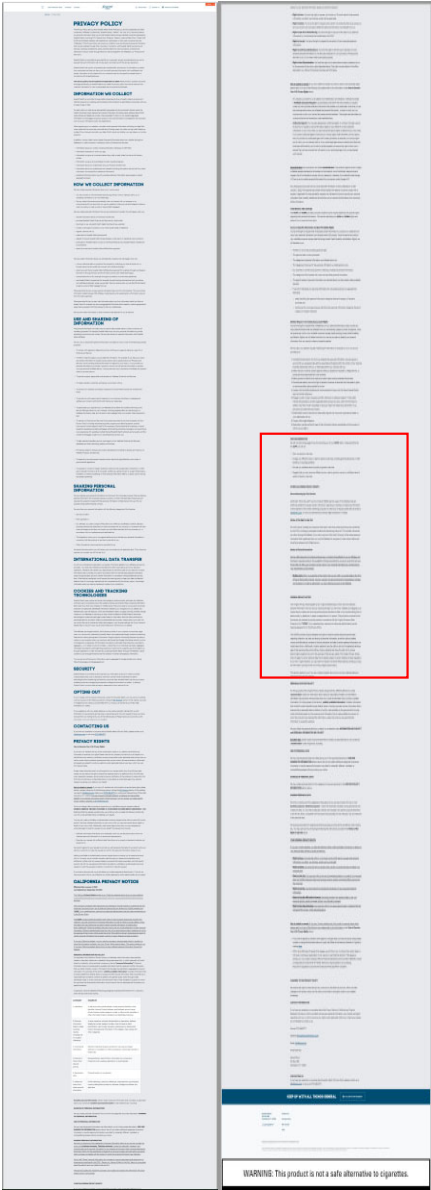
- **Mailing Lists.** When you subscribe to the mailing lists, we may offer you special deals in the form of free or discounted products, coupons, rewards, and announcements of sweepstakes, contests, and giveaways. In order to participate, you must create an account on the Website.

VIRGINIA PRIVACY NOTICE

This Virginia Privacy Notice applies to any Virginia residents about whom we have collected personal information from any source, including through your use of our websites, by engaging us to inquire about or obtain the various products and services that we offer, or by communicating with us electronically, by telephone, in paper correspondence, or in person. The provisions contained within this section are intended to provide notices in compliance with the Virginia Consumer Data Protection Act ("VCDPA"). Any capitalized term used and not otherwise defined below has the meaning assigned to it in this Privacy Policy.

The VCDPA provides Virginia residents with rights to receive certain disclosures and access regarding collection, use, sale, and sharing of personal information, as well as rights to delete, correct, and affirmatively consent to the use, disclosure, and sale of certain personal information we collect about them. Additionally, Virginia residents have the right to opt-out of targeted advertising, sale of their personal data, and profiling. Virginia residents also have the right not to receive discriminatory treatment by us for the exercise of their privacy rights. This Virginia Privacy Notice does not apply to certain personal data that is already subject to certain federal and state regulation. If you are a Virginia resident, you may submit a request to exercise these rights by emailing us using the information provided in the Your Privacy Rights section below.

This section applies to you if you are a Virginia resident about whom we have collected personal information through the websites.



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

PERSONAL DATA WE COLLECT

For the purposes of this Virginia Privacy Notice, except where a different definition is noted, **"personal data"** means any information that is linked or reasonably linkable to an identified or identifiable natural person. Personal data does not include de-identified data or publicly available information. For the purposes of this section, **"publicly available information"** includes: information that is lawfully made available through federal, state, or local government records; information that a business has a reasonable basis to believe is lawfully made available to the general public through widely distributed media, by the consumer; and information that is made available by a person to whom the consumer has disclosed the information, unless the consumer has restricted the information to a specific audience.

We may collect the personal data from or about you as detailed under **INFORMATION WE COLLECT** and **PERSONAL INFORMATION WE COLLECT**.

Sensitive data. Certain types of personal data that we collect, as described above, may constitute **"sensitive data"** under Virginia law, including:

USE OF PERSONAL DATA

We may use the personal data we collect about you for the purposes described in **USE AND SHARING OF INFORMATION** section above. 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.

SOURCES OF PERSONAL DATA

We may collect personal data from the categories of sources described in the **HOW WE COLLECT INFORMATION** section above.

SHARING PERSONAL DATA

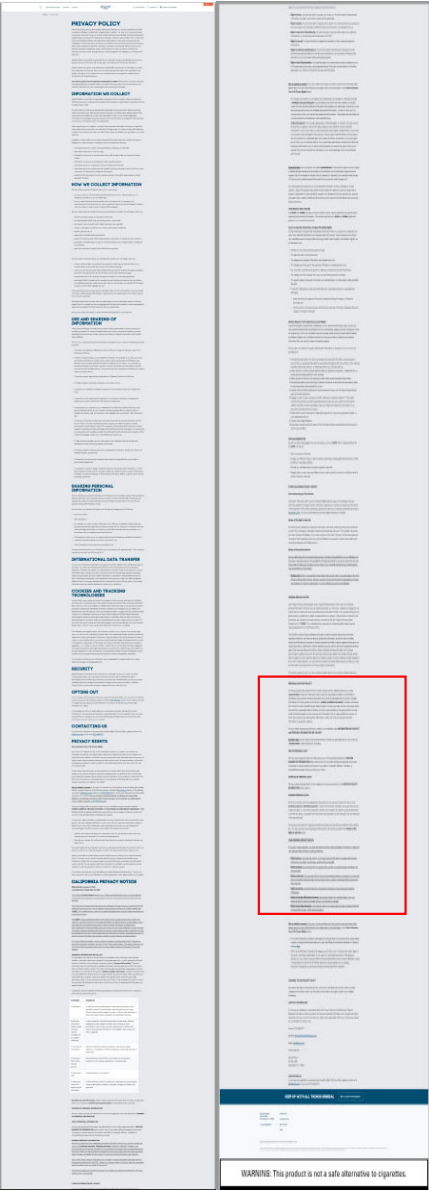
We limit our disclosure of the categories of data above to our service providers for one or more **business purposes**. **"Business purposes"** means the reasonably necessary and proportionate use of personal data, in a way that is adequate, relevant, and necessary for specific purposes described in this Privacy Policy, compatible with the nature and purpose(s) for the collection, use, and retention of the personal data.

We share personal data for targeted advertising purposes as those terms are defined under Virginia law. You may opt-out of such sharing by following the instructions provided in the **Notice of the Right to Opt-Out** above.

YOUR VIRGINIA PRIVACY RIGHTS

If you are a Virginia resident, you have the following rights under applicable Virginia law in relation to your personal data, subject to certain exceptions:

- **Right to Know.** You have the right to, up to twice in a 12-month period, request what personal information we collect, use, disclose, and/or sell, as applicable;
- **Right to Delete.** You have the right to request under certain circumstances that we delete your personal data;
- **Right to Opt-Out.** You have the right to opt-out of targeted advertising, our sale of your personal data, and profiling decisions that could produce legal or similarly significant effects concerning the consumer;
- **Right to Correct.** You have the right to request the correction of your inaccurate personal information;
- **Right to Provide Affirmative Consent.** We cannot process your sensitive data or use your personal data for certain purposes without your affirmative consent;
- **Right to Non-Discrimination.** You have the right to not receive discriminatory treatment for the exercise of the privacy rights described above;



General Snus Website Privacy Policy

Con't [OUTSIDE AGE GATE]

10-5-23 - current

How to submit a request. If you are a Virginia resident and wish to seek to exercise these rights, please reach us in one of the following ways please refer to the information under **How to Exercise Your U.S. Privacy Rights** above.

- If you wish to appeal our decision with regard to a request that you have previously made, please contact us using the information above or notify the Office of the Attorney General of Virginia by clicking [here](#).
- Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken, including an explanation of our reasons in reaching the decision. If the appeal is denied, you may contact Virginia's Office of Attorney General by phone at (804) 786-2071, written correspondence to 202 North 9th Street, Richmond, Virginia 23219, or by accessing: <https://www.oag.state.va.us/consumer-protection/index.php/file-a-complaint>.

CHANGES TO OUR PRIVACY POLICY

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.

CONTACT INFORMATION

If you have any questions or comments about this Privacy Notice for California and Virginia Residents, the ways in which we collect and use your personal information, your choices, and rights regarding such use, or wish to exercise your rights under applicable California or Virginia law, please do not hesitate to contact us at:

Phone: (270) 685-8777

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

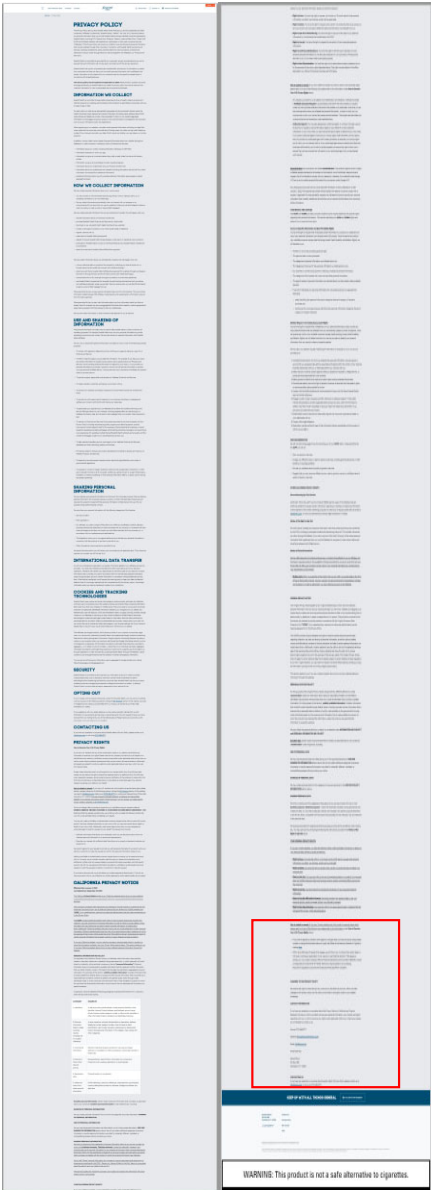
Email: info@smna.com

Postal Address:

General Snus
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 Cookies Preference

[OUTSIDE AGE GATE]

10-5-23 - current

Privacy Preference Center

What are cookies? Cookies are short computer programs written in human-readable text. They are placed on your device when you visit a site and are used to identify your device for the purposes described here.

Cookies set by the owner of a site are called "first party cookies". Cookies set by other people are called "third party cookies". Third party cookies enable the third party to provide services to us, so we can provide features or functionality on or through the site (like analytics, advertising, and videos). The parties that set these cookies can recognize your device both when it visits our site, and when it visits certain other sites.

These cookies fall into three categories. Those in the operational category are necessary for operating the site and provide you with added functionality. Those in performance and tracking are optional: you can decide whether you want to receive them from us, and you can use this tool to set your preferences.

In addition to cookies, we use other technologies with similar functionality (e.g., pixels, beacons, and tags). However, for simplicity, we'll collectively refer to them as "cookies" and adhere to the same consent requirements outlined for the aforementioned categories.

You can change your mind at any time by following the link to "cookie preferences" from any page of the site.

You can exercise your right to opt out of our sale via third party cookies by toggling the optional Cookies below to the left.

[More information](#)

Note: Cookie dialog boxes are popups that display as an overlay on the webpage and not separate pages that do not have a warning

The screenshot shows a "Privacy Preference Center" dialog box from General Snus. It includes a title bar with the General Snus logo and a close button. The main content area explains what cookies are, distinguishes between first-party and third-party cookies, and lists three categories: Operational (Always Active), Performance (toggled on), and Targeting (toggled on). Each category has a plus icon to expand details. At the bottom, there are two buttons: "Reject All" and "Confirm My Choices". The footer indicates the dialog is powered by OneTrust.

Privacy Preference Center

What are cookies? Cookies are short computer programs written in human-readable text. They are placed on your device when you visit a site and are used to identify your device for the purposes described here.

Cookies set by the owner of a site are called "first party cookies". Cookies set by other people are called "third party cookies". Third party cookies enable the third party to provide services to us, so we can provide features or functionality on or through the site (like analytics, advertising, and videos). The parties that set these cookies can recognize your device both when it visits our site, and when it visits certain other sites.

These cookies fall into three categories. Those in the operational category are necessary for operating the site and provide you with added functionality. Those in performance and tracking are optional: you can decide whether you want to receive them from us, and you can use this tool to set your preferences.

In addition to cookies, we use other technologies with similar functionality (e.g., pixels, beacons, and tags). However, for simplicity, we'll collectively refer to them as "cookies" and adhere to the same consent requirements outlined for the aforementioned categories.

You can change your mind at any time by following the link to "cookie preferences" from any page of the site.

You can exercise your right to opt out of our sale via third party cookies by toggling the optional Cookies below to the left.

[More information](#)

Manage Consent Preferences

Operational Cookies	Always Active
Performance Cookies	<input checked="" type="checkbox"/>
Targeting Cookies	<input checked="" type="checkbox"/>

Reject All **Confirm My Choices**

Powered by **onetrust**

General Snus Website Cookies Preference Con't

[OUTSIDE AGE GATE]

10-5-23 - current

Manage Consent Preferences

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Operational Cookies


Always Active

These are essential to deliver the site, or features of it that you select, in a convenient way. Examples: remember who you are, your preferences and your settings, so you don't need to enter them each time you change page; display content on your device properly; fraud prevention (e.g. to make sure the same person doesn't complete the same survey twice). Because these features are necessary, this tool does not allow you to opt out. Nevertheless, if you wish you can set your browser to reject all cookies, in which case the site may not display properly, and the features you select may not be available.

[View Vendor Details](#)

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Performance Cookies




These allow us to understand how people in general (rather than any individual) use the site, and how well the site performs. In turn, this allows us to improve the way the site operates. To do this, we use these technologies to derive aggregated data: the information they collect from your device is first reduced so that it identifies only the area where you are located, then aggregated, and only then (when the data does not relate to any individuals) do we analyse it.

You can opt in or out of our use of these cookies as you wish.

[View Vendor Details](#)

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Targeting Cookies



These cookies track your use of our site, and other sites. Here's why and how we use them. The big picture is that we want you to enjoy your interactions with us: we tailor our offerings to suit your experiences with us, and your interests, for example, to:

- give you a personalized experience for your interactions with us, for example your calls to call centers, your visits to our stores, your meetings with product coaches, and your visits to our online sites and mobile apps;
- personalize our ads, content, and communications;
- register your continued interest in our brands.

These cookies play an important role in this. How do we do this? We follow the way you interact with us, and (where you allow it) with others. For example, we note what you purchase from us, and how your calls to customer call centers are handled. We use tracking pixels (where you allow it) to note which electronic communications from us you open and which links in them you click on. Also, where you opt in to this on this website, or on another of our websites, we use cookies (and similar technologies) to electronically follow how you use our, and certain third party, websites and mobile apps. Finally, we combine our learnings from all these channels (to the extent we can; e.g. if you are not in one of our databases, we will be less able to do this) to build up a picture of your preferences and what interests you.

You can opt in or out of our using these cookies as you wish.

[View Vendor Details](#)

Note: Cookie dialog boxes are popups that display as an overlay on the webpage and not separate pages that do not have a warning

General Snus Find The Original Sweepstakes: Menu Page [OUTSIDE AGE GATE]

10-2-23 – 11-12-23

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FIND THE ORIGINAL SWEEPSTAKES

ABOUT GENERAL & SNUS +

FIND A STORE

ELEVATED STORIES

COUPONS

PRODUCTS

MODIFIED RISK

FAQ

Contact Us

My Account

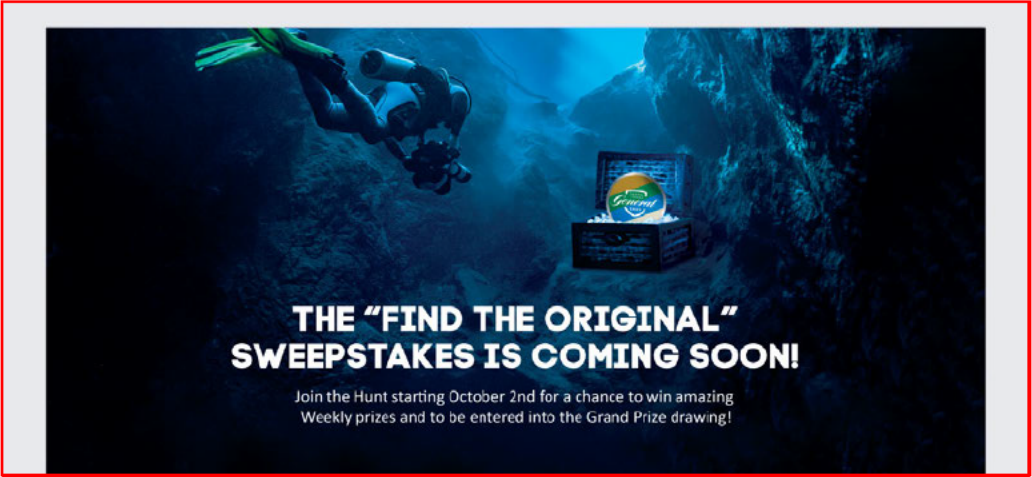
General on Facebook

Privacy Policy

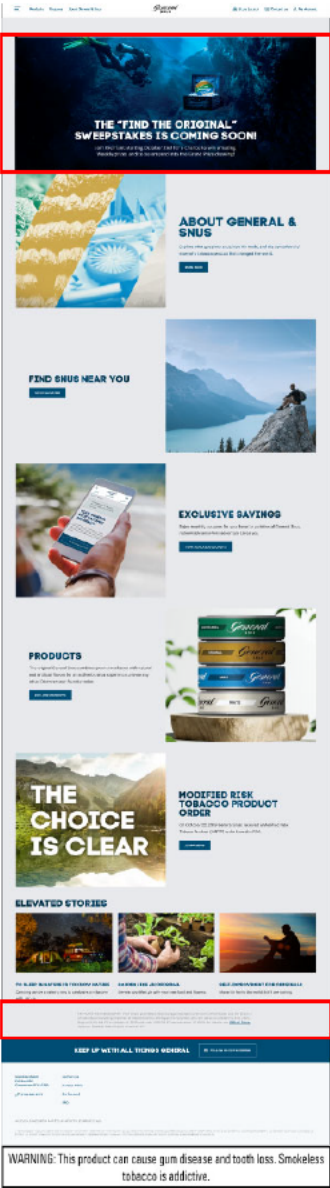
WARNING: This product is not a safe alternative to cigarettes.

General Snus Find The Original Sweepstakes: Home Page [BEHIND AGE GATE]

9-27-23 – 10-2-23

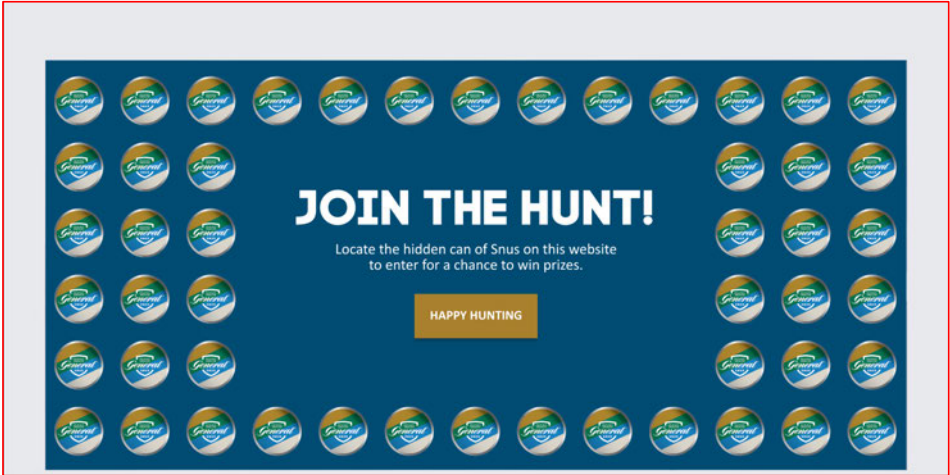


NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 United States and the District of Columbia (excluding residents of Massachusetts, Michigan and Virginia), who are tobacco consumers, 21 & older. Begins 10:00 AM ET on October 2, 2023 and ends 11:59 PM ET on November 12, 2023. For details, see [Official Rules](#). Sponsor: Swedish Match North America LLC.

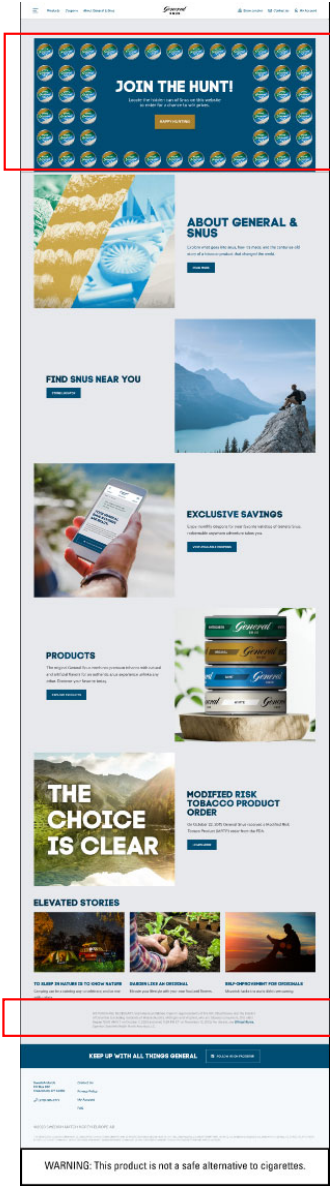


General Snus Find The Original Sweepstakes: Home Page [BEHIND AGE GATE]

10-2-23 – 11-12-23

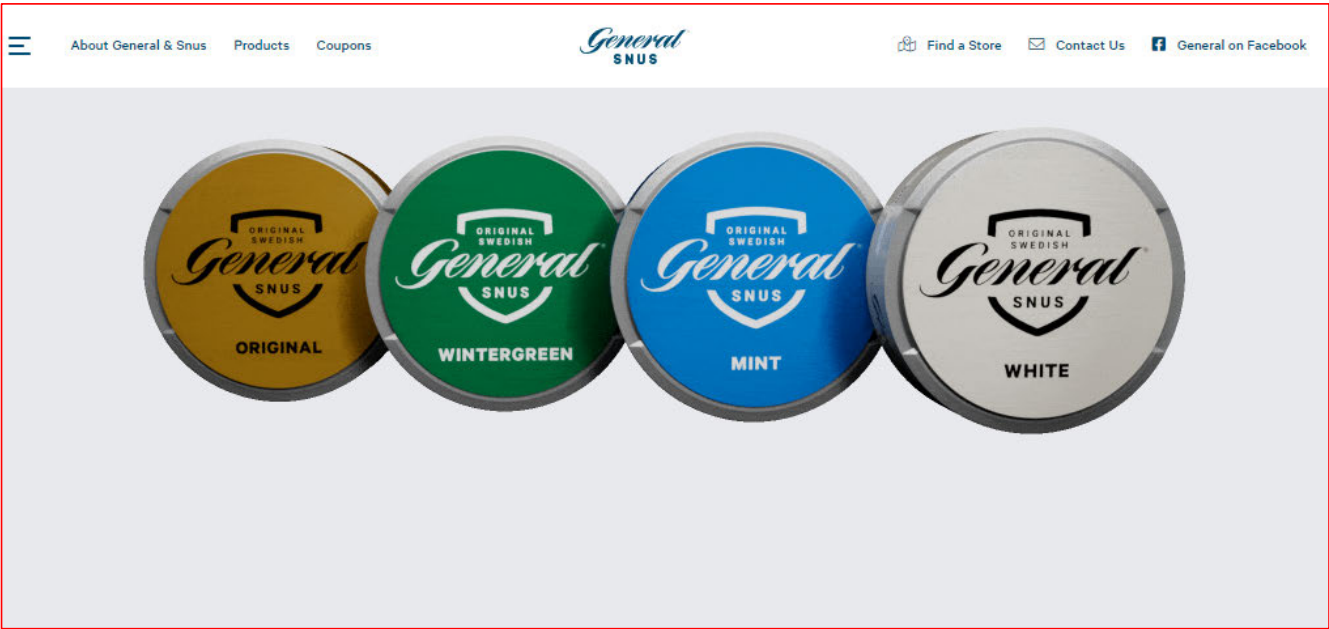




NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 United States and the District of Columbia (excluding residents of Massachusetts, Michigan and Virginia), who are tobacco consumers, 21 & older. Begins 10:00 AM ET on October 2, 2023 and ends 11:59 PM ET on November 12, 2023. For details, see [Official Rules](#). Sponsor: Swedish Match North America LLC.

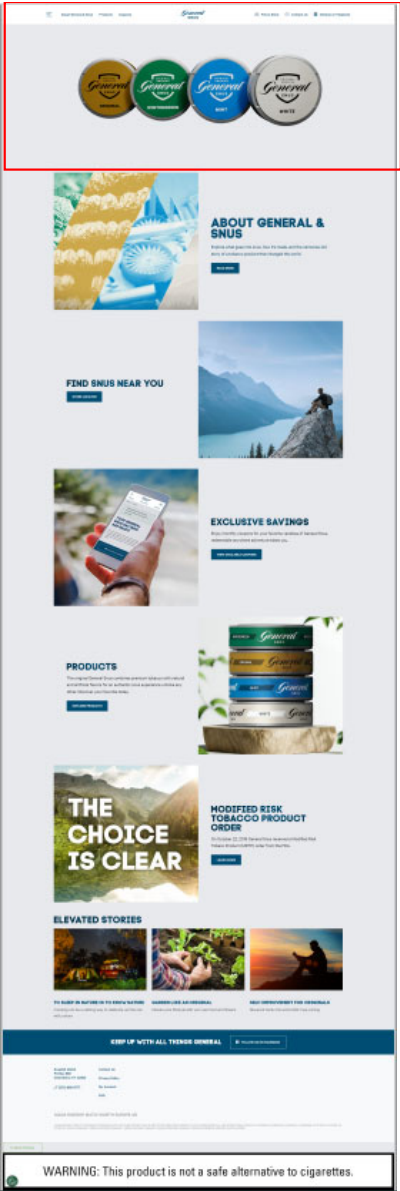


General Snus Find The Original Sweepstakes: Home Page [BEHIND AGE GATE]

11-13-23 – current

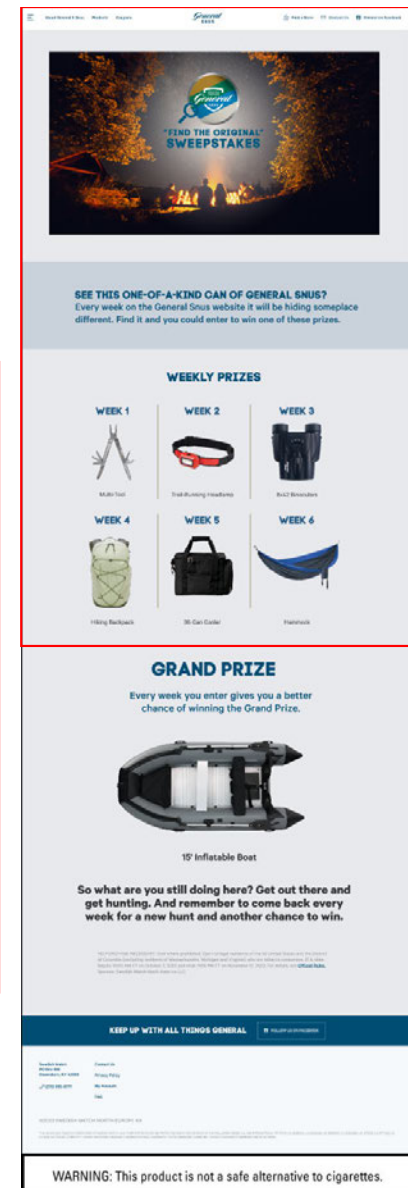
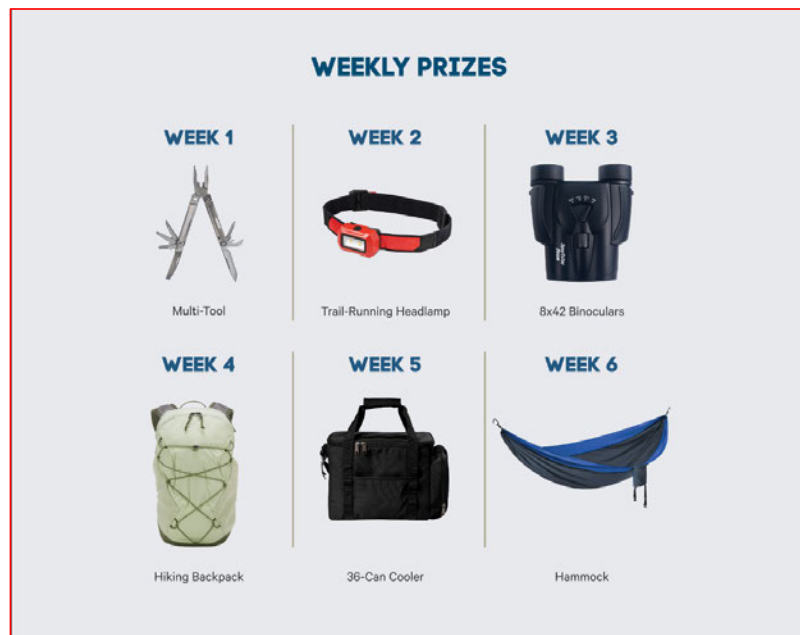
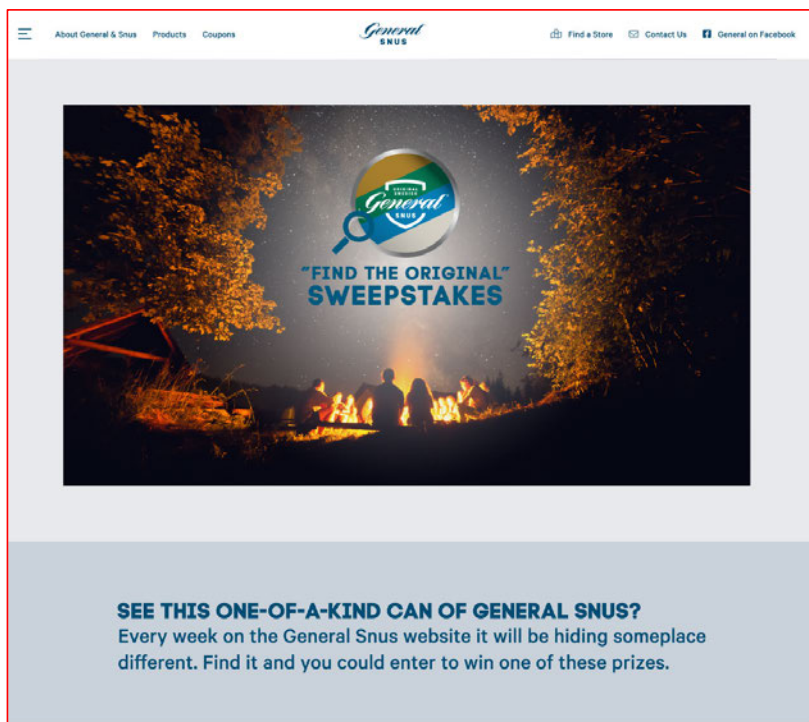


See media file:  Gen_RollingCans_No3_v1c (1).mp4 

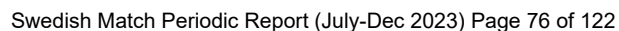


Landing Page [BEHIND AGE GATE]

10-2-23 – 11-12-23



10-2-23 – 11-12-23



General Snus Find The Original Sweepstakes: Week 1 Hidden Can [BEHIND AGE GATE]

10-2-23 – 10-8-23

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.

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The authentic Swedish

1862
THE JOURNEY BEGINS

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.

Late 1800s COMING TO AMERICA

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.

1970 THE PERFECT PORTION

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 1990s A MODERN STANDARD

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.

2003 NEXT LEVEL CLEAN

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.

2004 THE FIRST OF ITS KIND

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.

2005 A STAR IS BORN

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.

2006 BOLUS EXPANDS

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.

2016 THE LEGACY CONTINUES

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.

THE CHOICE IS CLEAR

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.

HOW TO ENJOY SWEDISH MATCH

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.

GET BONUS COUPONS

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.

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

77

Swedish Match Periodic Report (July-Dec 2023) Page 77 of 122

General Snus Find The Original Sweepstakes: Week 1 Removed [BEHIND AGE GATE]

10-9-23 – 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.



The ultimate Swedish snus

1867
THE JOURNEY BEGINS

1866
GENERAL DEBUTS

Late 1800s
GOING TO AMERICA

1970
THE PERFECT PORTION

Late 1990s
A NEWER STANDARD

2001
NEXT LEVEL CLEAN

2004
THE FIRST OF ITS KIND

2005
A STAR IS BORN

2006
SNUS EXPANDS

2016
THE LEGACY CONTINUES

THE CHOICE IS CLEAR

2019
ANOTHER FIRST

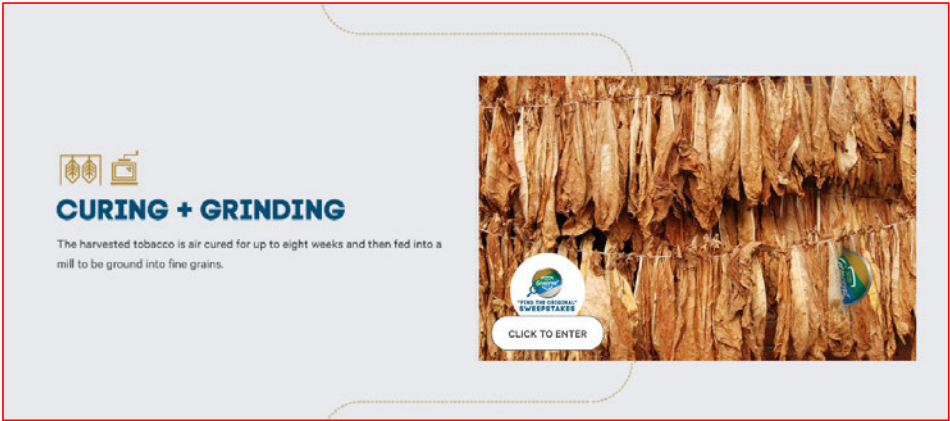
HOW TO USE SNUS
HOW TO GET SNUS
GET SNUS COUPONS

FAST UP WITH ALL THOSE OTHERS

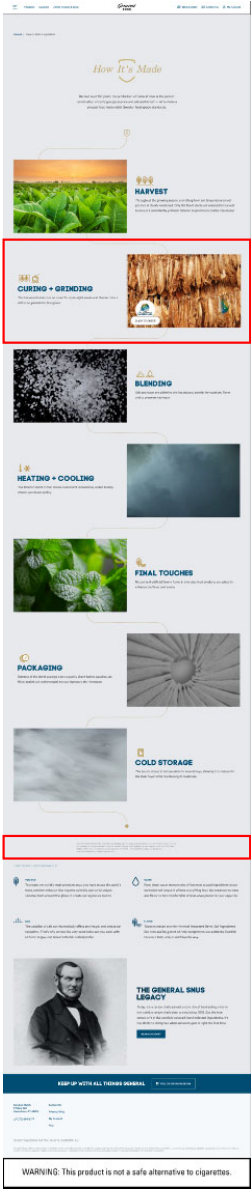
WARNING: This product is not a safe alternative to cigarettes.

General Snus Find The Original Sweepstakes: Week 2 Hidden Can [BEHIND AGE GATE]

10-9-23 – 10-15-23

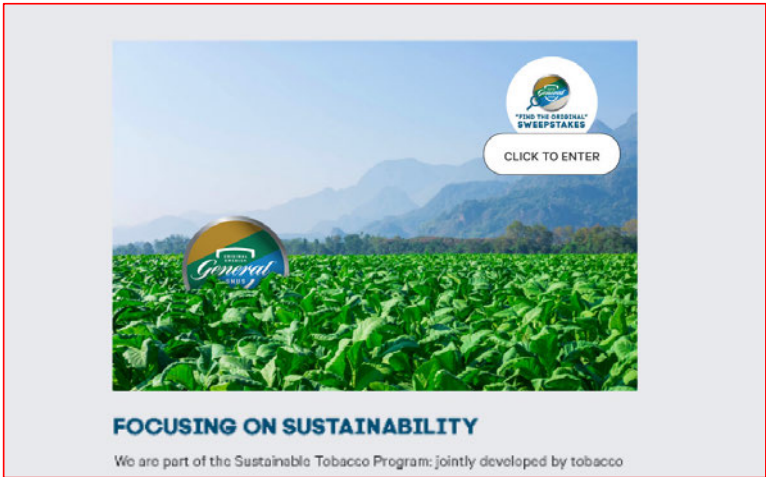


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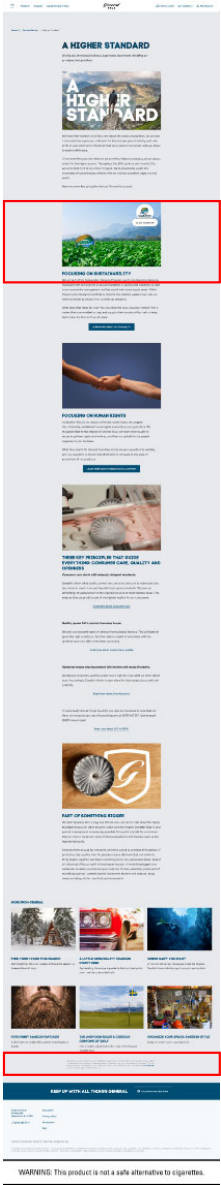


General Snus Find The Original Sweepstakes: Week 3 Hidden Can [BEHIND AGE GATE]

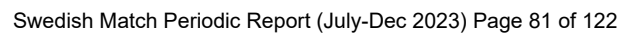
10-16-23 – 10-22-23



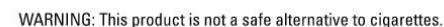
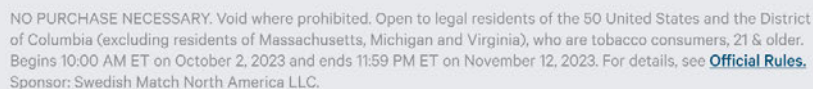
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10-23-23 – current



10-23-23 – 10-29-23



Week 4 Removed [BEHIND AGE GATE]

10-30-23 – current



10-30-23 – 11-5-23

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



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11-6-23 – current

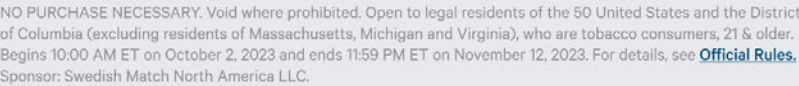
Where can't you snus? As it turns out, it's a pretty short list. Unless you get a little creative.



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

[illegible]


11-6-23 – 11-12-23



General Snus Find The Original Sweepstakes: Week 6 Removed [BEHIND AGE GATE]

11-13-23 – current

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.

A LITTLE ORIGINALITY CHANGES EVERYTHING



Originality is the key to standing out in a crowded market. It's the difference between being just another product and being the one that everyone talks about. At Swedish Match, we believe in the power of originality to create something truly unique and memorable.

PATTERN-SEEKING PEOPLE

Most people like to follow the crowd. They want to be part of something that everyone else is doing. But what if you could be the one who starts the trend? What if you could be the one who changes the way everyone else thinks?

DISRUPTING THE PATTERN

Originality is about breaking the mold. It's about doing things differently. It's about being the first to try something new and seeing if it catches on. It's about being the one who changes the game.



RED HOT

Red is a powerful color. It's the color of passion, of energy, of fire. It's the color that stands out from the crowd. It's the color that says, "I'm different."



THE HEAVENLY SPICY

Spicy is a flavor that everyone loves. It's the flavor that makes you feel alive. It's the flavor that makes you want to eat more. It's the flavor that makes you stand out from the crowd.



WHAT IF WE HAD THE ORIGINALITY

What if we had the originality to create something truly new? What if we had the originality to change the way everyone else thinks? What if we had the originality to be the one who starts the trend?



BEHOLD, THE SHORTCUT TO ORIGINALITY

There's a shortcut to originality. It's called Swedish Match. It's the shortcut that takes you from a boring product to a truly original one. It's the shortcut that makes you stand out from the crowd.



THE NEW STANDARD

The new standard is here. It's the standard that everyone else is trying to reach. It's the standard that makes you stand out from the crowd.



A HIGHER STANDARD

A higher standard is here. It's the standard that everyone else is trying to reach. It's the standard that makes you stand out from the crowd.



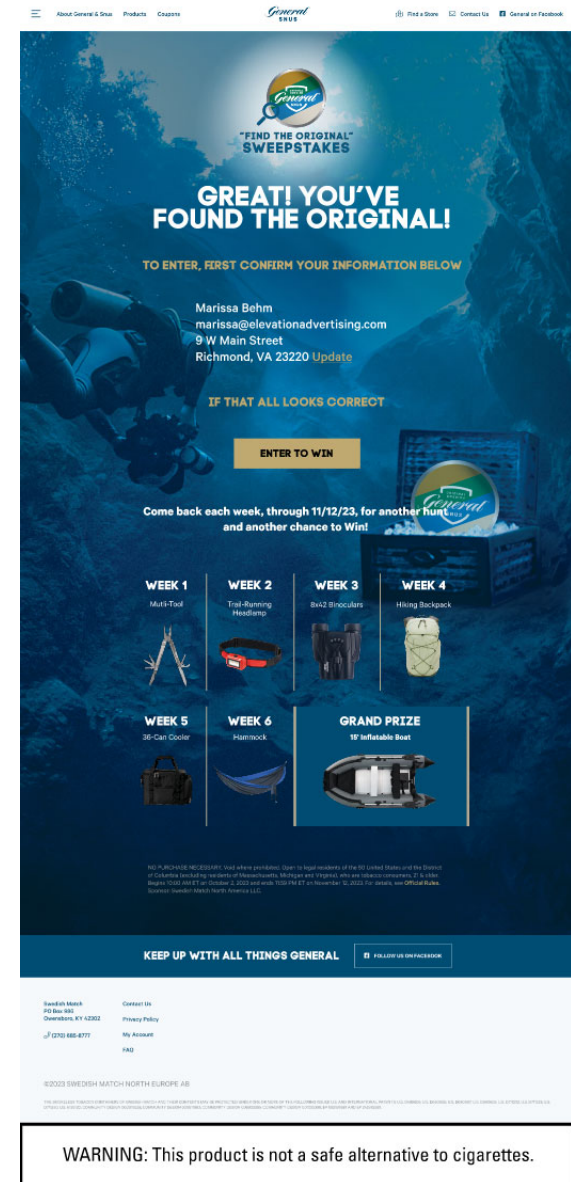
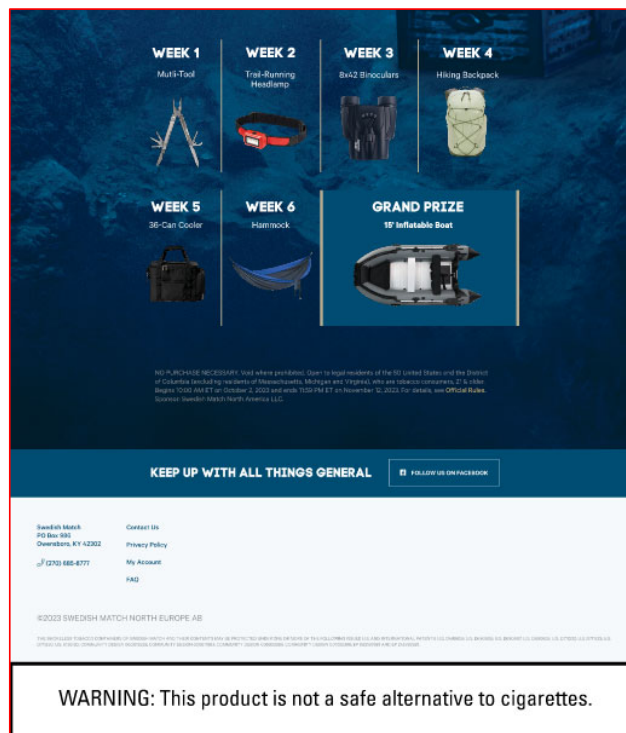
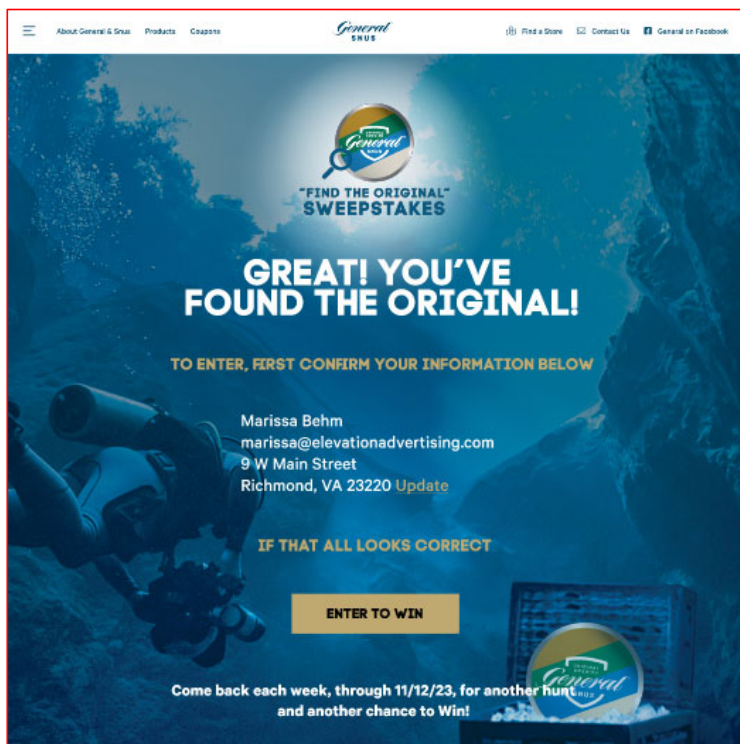
THE NEW STANDARD

The new standard is here. It's the standard that everyone else is trying to reach. It's the standard that makes you stand out from the crowd.

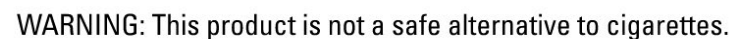
KEEP UP WITH ALL THINGS ORIGINAL

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

10-2-23 – 11-12-23

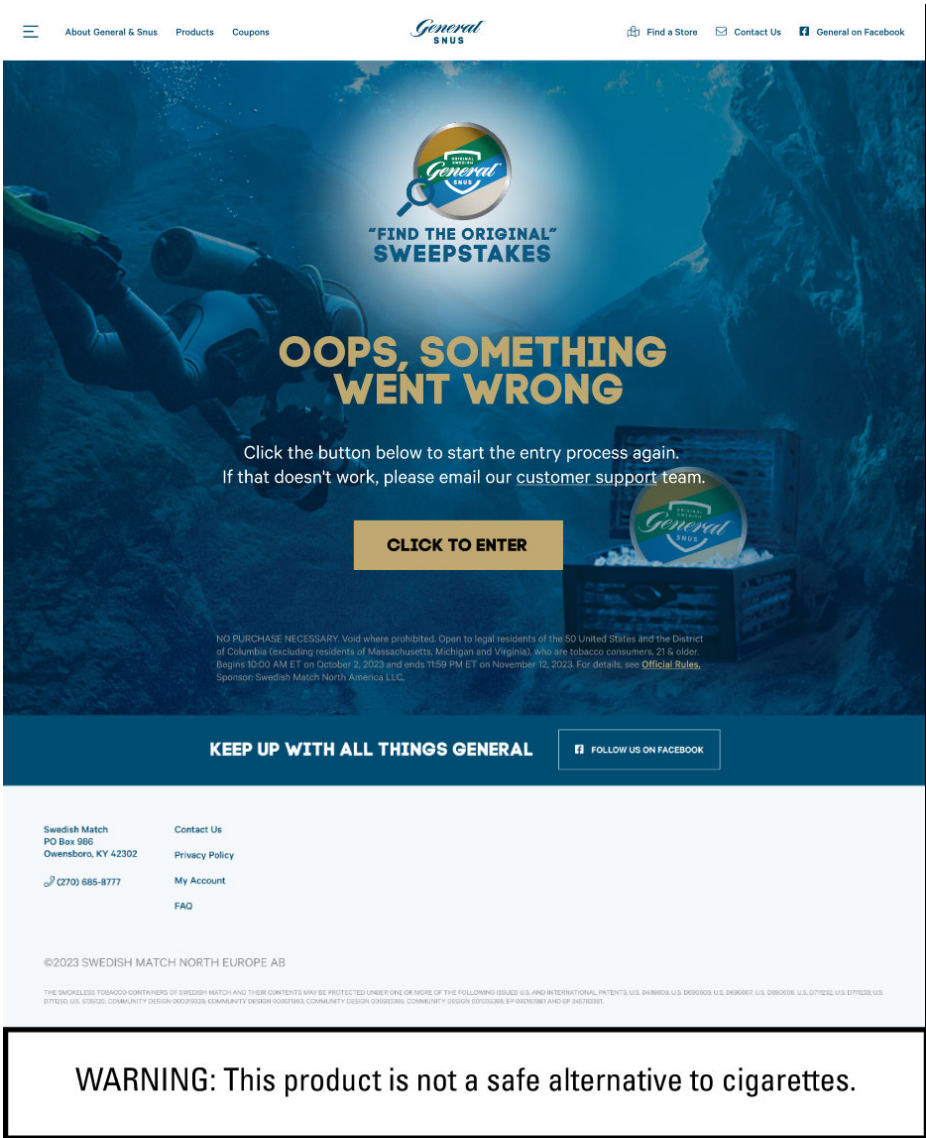
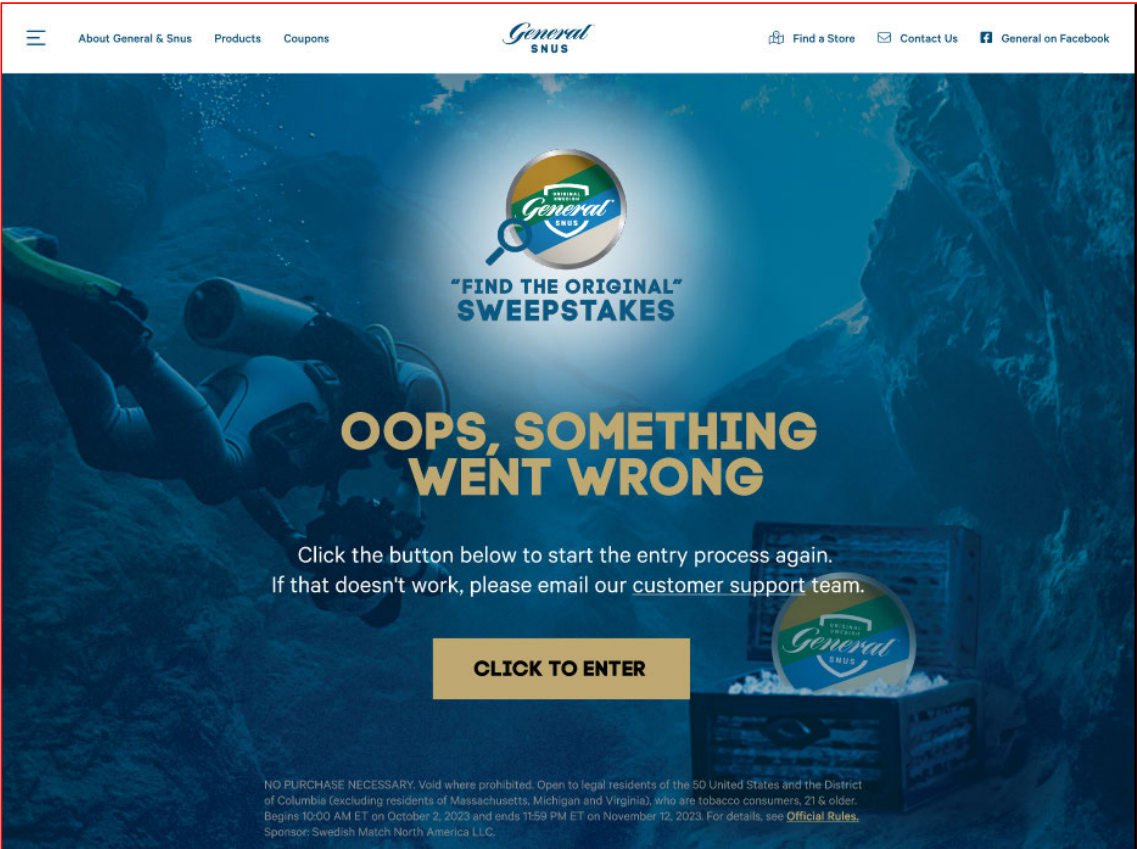


10-2-23 – 11-12-23

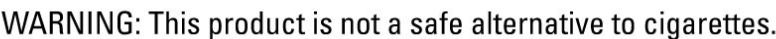


General Snus Find The Original Sweepstakes: Error Page [BEHIND AGE GATE]

10-2-23 – 11-12-23

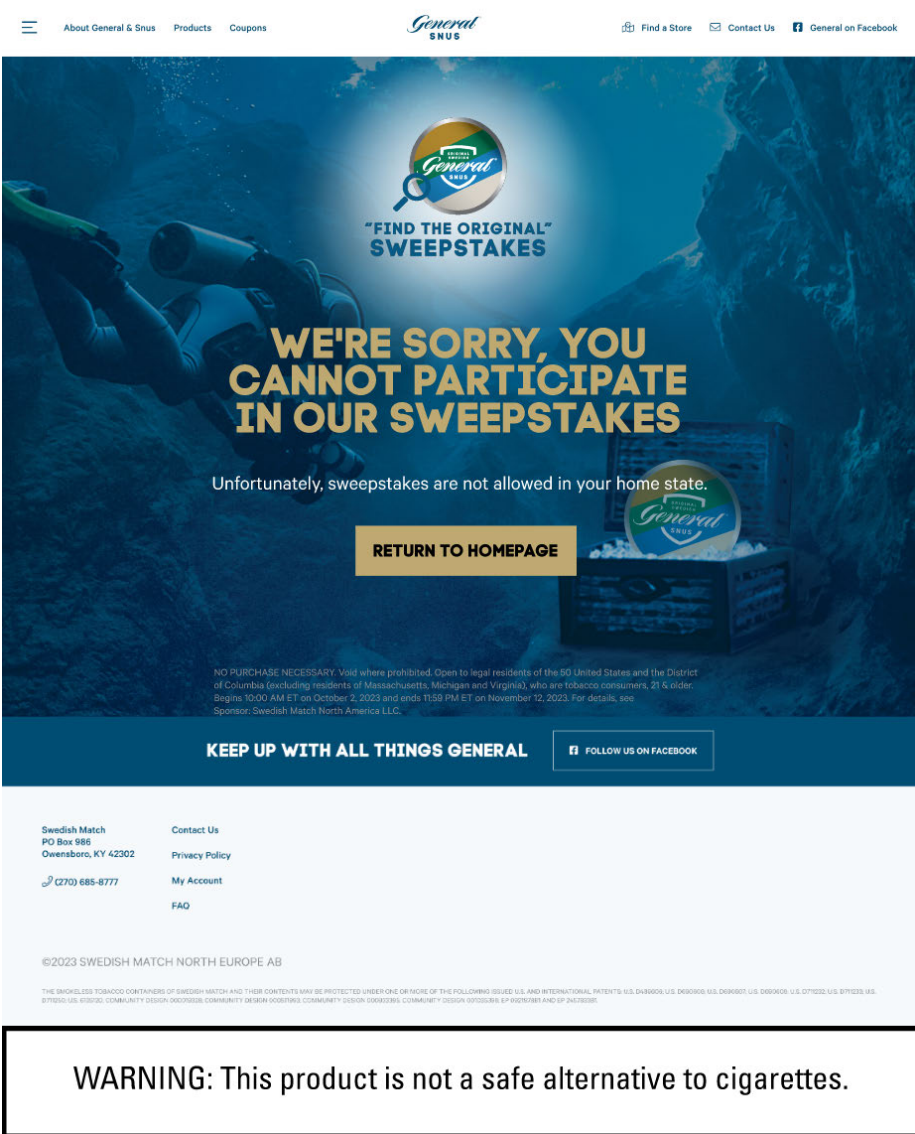
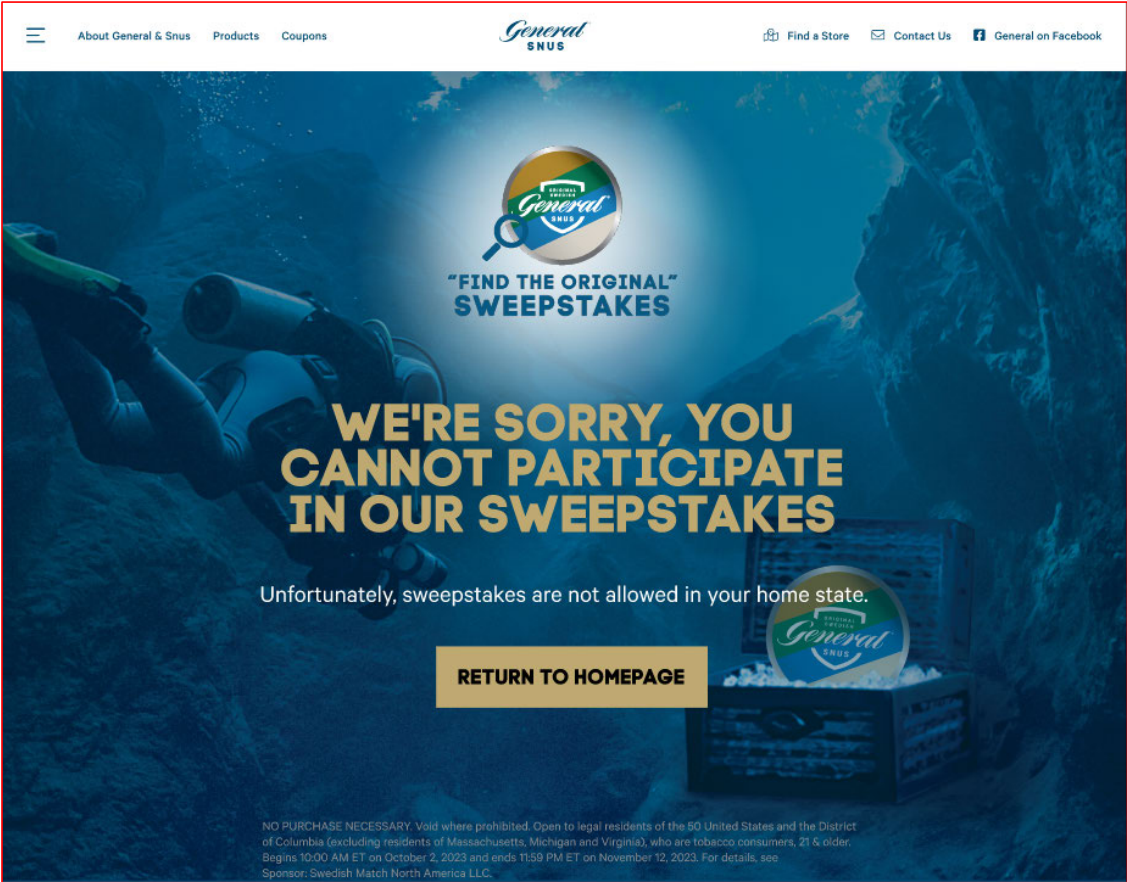


10-2-23 – 11-12-23



General Snus Find The Original Sweepstakes: Cannot Participate Page [BEHIND AGE GATE]

10-2-23 – 11-12-23



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

10-2-23 – 11-12-23



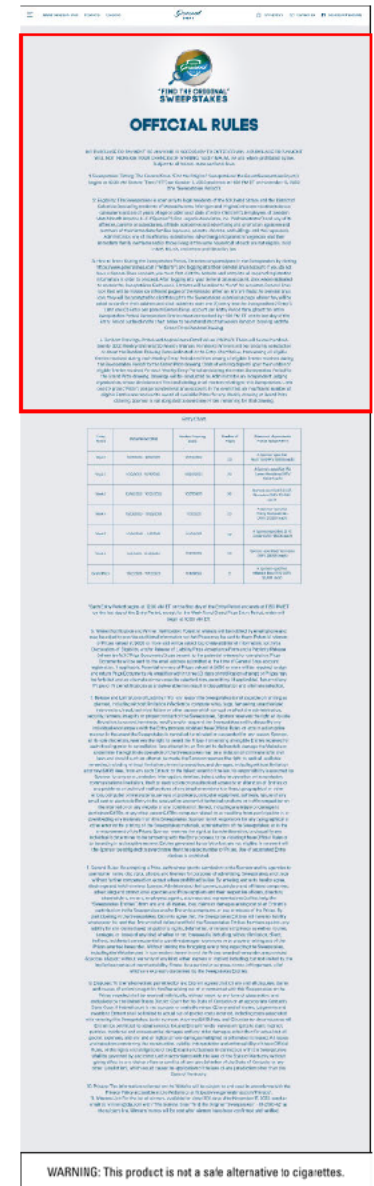
OFFICIAL RULES

1. **Sweepstakes Timing:** The General Snus "Find the Original" Sweepstakes (the "**Sweepstakes**") begins at 10:00 AM Eastern Time ("**ET**") on October 2, 2023 and ends at 11:59 PM ET on November 12, 2023 (the "**Sweepstakes Period**").

2. Eligibility: The Sweetstakes is open only to legal residents of the 50 United States and the District of Columbia (excluding residents of Massachusetts, Michigan and Virginia) who are nicotine/tobacco consumers and are 21 years of age or older as of date of entry ("**Entrant**"). Employees of Swedish Match North America LLC ("**Sponsor**"), Don Jagoda Associates, Inc. ("**Administrator**") and any of its affiliates, parents or subsidiaries, affiliate companies and advertising and promotion agencies and members of their immediate families (spouses, parents, children, and siblings and their spouses), Administrator, any of its affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. Void in MA, MI, VA, and where prohibited by law.

3. **How to Enter:** During the Sweepstakes Period, Entrants can participate in the Sweepstakes by visiting <https://www.generalsnus.com> ("Website") and logging into their General Snus account. If you do not have a General Snus account, you must first visit the Website and complete all required registration information in order to proceed. After logging into your General Snus account, click where indicated to access the Sweepstakes. Each week, Entrants will be asked to "hunt" for a custom General Snus icon that will be hidden on different pages of the Website. When an Entrant finds the General Snus icon, they will be prompted to clickthrough to the Sweepstakes submission page where they will be asked to confirm their address and click submit to earn one (1) entry into the Sweepstakes ("**Entry**"). Limit one (1) Entry per person/General Snus account per Entry Period throughout the entire Sweepstakes Period. Sweepstakes Entries must be received by 11:59 PM ET on the last day of the Entry Period outlined in the chart below to be entered into that week's Random Drawing and the Grand Prize Random Drawing.

4. **Random Drawings, Prizes and Approximate Retail Values ("ARVs"):** There will be one hundred-twenty (120) Weekly Winners [20 Weekly Winners Per Week]: Winners will be randomly selected on or about the Random Drawing Dates indicated in the Entry chart below, from among all eligible Entries received during each Weekly Entry Period and from among all eligible Entries received during the Sweepstakes Period for the Grand Prize drawing. Odds of winning depend upon the number of eligible Entries received for each Weekly Entry Period and during the entire Sweepstakes Period for the Grand Prize drawing. Drawings will be conducted by Administrator, an independent judging organization, whose decisions are final and binding on all matters relating to this Sweepstakes. Limit one (1) prize ("**Prize**") per person/General Snus account. In the event that an insufficient number of eligible Entries are received to award all available Prizes for any Weekly drawing or Grand Prize drawing, Sponsor is not obligated to award any Prizes remaining for that drawing.

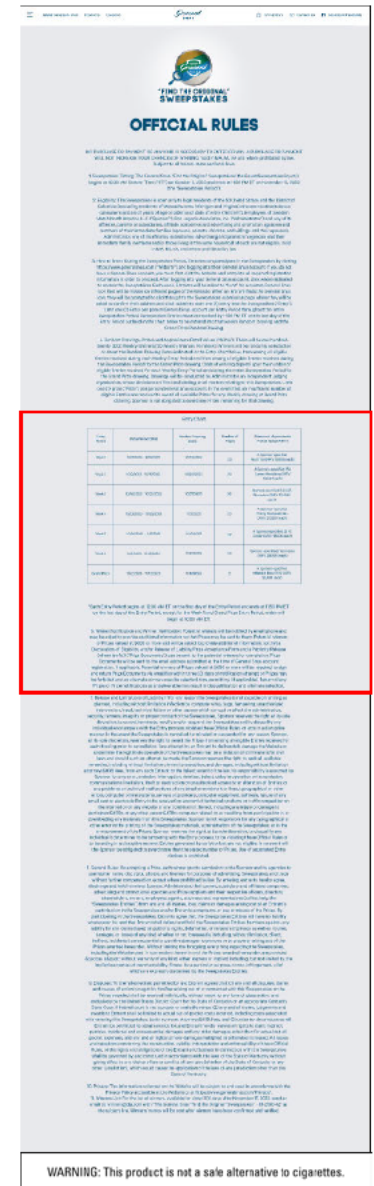


10-2-23 – 11-12-23

Entry Chart:				
Entry Period	Entry Period Dates	Random Drawing Dates	Number of Prizes	Prizes and Approximate Retail Values ("ARV")
Week 1	10/2/2023 - 10/8/2023	10/13/2023	20	A Sponsor-specified Multi Tool (ARV: \$89.95 each)
Week 2	10/9/2023 - 10/15/2023	10/20/2023	20	A Sponsor-specified Trail Running Headlamp (ARV: \$34.97 each)
Week 3	10/18/2023 - 10/22/2023	10/27/2023	20	Sponsor-specified 8-24x25 Binoculars (ARV: \$143.99 each)
Week 4	10/23/2023 - 10/29/2023	11/3/2023	20	A Sponsor-specified Hiking Backpack (ARV: \$109.00 each)
Week 5	10/30/2023 - 11/5/2023	11/10/2023	20	A Sponsor-specified 36-Can Cooler (ARV: \$89.00 each)
Week 6	11/6/2023 - 11/12/2023	11/17/2023	20	Sponsor-specified Hammocks (ARV: \$109.90 each)
Grand Prize	10/2/2023 - 11/12/2023	11/17/2023	2	A Sponsor-specified 15' Inflatable Boat (ARV: \$3,459 each)

*Each Entry Period begins at 12:00 AM ET on the first day of the Entry Period and ends at 11:59 PM ET on the last day of the Entry Period, except for the Week 1 and Grand Prize Entry Period, which will begin at 10:00 AM ET.

6. **Winner Notification and Winner Verification:** Potential winners will be notified by email/phone and may be asked to provide additional information so that Prizes may be sent to them. Potential winners of Prizes valued at \$600 or more and will be asked to provide additional information, so that a Declaration of Eligibility, and/or Release of Liability/Prize Acceptance Form and a Publicity Release (where lawful) ("**Prize Documents**") can be sent to the potential winners for completion. Prize Documents will be sent to the email address submitted at the time of General Snus account registration, if applicable. Potential winners of Prizes valued at \$600 or more will be required to sign and return Prize Documents via email/fax within three (3) days of notification attempt or Prizes may be forfeited and an alternate winners may be selected, time permitting (if applicable). Return of any Prizes or Prize notifications as undeliverable may result in disqualification and alternate selection.



10-2-23 – 11-12-23

8. **General Rules:** 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 the Prizes. 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 Prizes awarded hereunder. Without limiting the foregoing, everything regarding the Sweepstakes, including the Website used in connection therewith and the Prizes 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.

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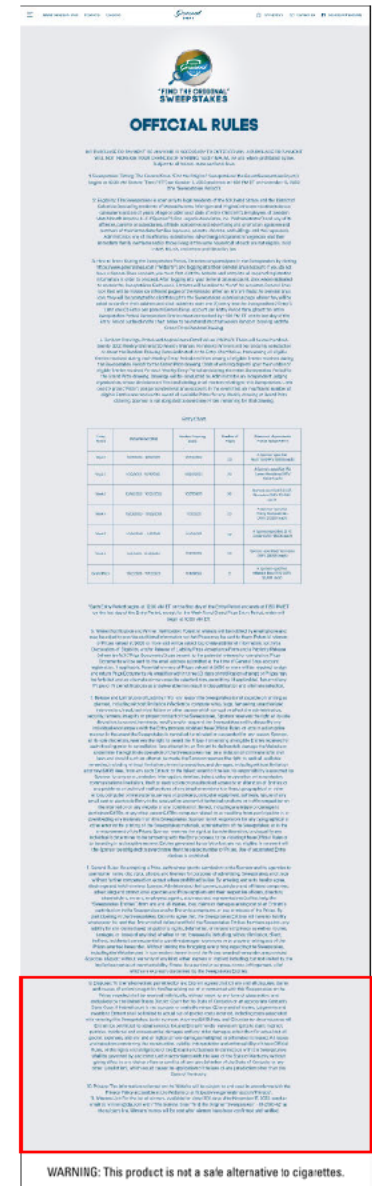
10-2-23 – 11-12-23

10-2-23 – 11-12-23

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 Prizes 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 accessible at the Website or at <https://www.generalsnus.com/Privacy/>.

11. **Winners List:** For the list of winners, available for sixty (60) days after November 17, 2023, send an email to: winners@dja.com with "The General Snus "Find the Original" Sweepstakes" - 01-2130-42" as the subject line. Winners' names will be sent after winners have been confirmed and verified.




General Snus Find The Original Sweepstakes: Post Landing Page[BEHIND AGE GATE]

11-13-23 – 12-12-23

About General & SnusProductsCoupons

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TIME'S UP!



THE "FIND THE ORIGINAL" SWEEPSTAKES HAS ENDED.


After weeks of searching high and low for the one-of-a-kind can of General Snus it's finally time to hang up our magnifying glasses.

To everyone who joined the hunt—thank you. To those who won the weekly prizes—congratulations. To those who missed their chance to play—who knows, maybe we'll do this again.

And to our two grand prize winners of the 15' Inflatable Boat—we'll be making that announcement very soon.


Again, thank you to all who participated in the "Find the Original" Sweepstakes. It's been a fun adventure. Oh, and stay tuned for what we have planned next.

WEEK 1




Multi-Tool

WEEK 2




Trail-Running Headlamp

WEEK 3




8x42 Binoculars

WEEK 4




Hiking Backpack

WEEK 5



36-Can Cooler


WEEK 6



Hammock

WEEKLY PRIZES

GRAND PRIZE




15' Inflatable Boat

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WEEKLY PRIZES

WEEK 1




Multi-Tool

WEEK 2




Trail-Running Headlamp

WEEK 3




8x42 Binoculars

WEEK 4




Hiking Backpack

WEEK 5




36-Can Cooler

WEEK 6



Hammock

GRAND PRIZE



15' Inflatable Boat

KEEP UP WITH ALL THINGS GENERAL

Request Newsletter

General Snus

General Snus

General Snus

General Snus

General Snus

General Snus

General Snus

General Snus

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

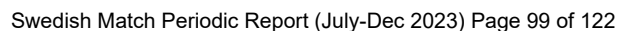
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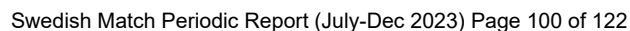
11-13-23 – 12-12-23



12-12-23 – current



12-12-23 – current




General Snus Find The Original Sweepstakes: Winner Page Expanded Con't [BEHIND AGE GATE]

12-12-23 – current

Week 2 Confirmed Winners

WEEK 2 PRIZE



Trail-Running Headlamp

Angela D., Plymouth meeting, PA

Todd B., Leander, TX

Aaron S., Merion, PA

Steven T., Wilmington IL

Frank R., Plymouth meeting, PA

Ann S., Sherrills ford, NC

Kimberly S., Manteo NC

Jason A., Indianapolis, IN

Sean R., Saegertown, PA

Dede D., Morristown, TN

Charles R., Sarasota, FL

Jennifer V., Fonda, NY

Judy H., Hoover, AL

Sharon R., Fallsington, PA

Judy R., Houston, TX

Barb S., La crosse, WI

Cloyd K., Altoona, PA

Anthony S., Amarillo, TX

Wilson T., Tuscaloosa, AL

Erich B., Belgrade, MT

Week 3 Confirmed Winners

Week 4 Confirmed Winners

Week 5 Confirmed Winners

Week 6 Confirmed Winners

FIND A STORE

NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 United States and the District of Columbia (excluding residents of Massachusetts, Michigan and Virginia), who are tobacco consumers, 21 & older. Begins 10:00 AM ET on October 2, 2023 and ends 11:59 PM ET on November 12, 2023. For details, see [Official Rules](#). Sponsor: Swedish Match North America LLC.

KEEP UP WITH ALL THINGS GENERAL

FOLLOW US ON FACEBOOK

FIND THE ORIGINAL™
SWEEPSTAKES

AND THE WINNER IS...

Trail-Running Headlamp

Read Prize Confirmed Winners

WEEK 1 PRIZE



WEEK 2 PRIZE



WEEK 3 PRIZE

WEEK 4 PRIZE

WEEK 5 PRIZE

WEEK 6 PRIZE

KEEP UP WITH ALL THINGS GENERAL



FOLLOW US ON FACEBOOK

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

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Swedish Match Periodic Report (July-Dec 2023) Page 101 of 122

General Snus Website .mp4 File Guide

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Descripton</u>
	 Gen_RollingCans_No3_v1c (1).mp4 00:00:07	<div>(b) (4)</div>

GENERAL SNUS CONSUMER ADVERTISING

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

June 12, 2023 - current


Re-Targeting

See media file:

 1_SWED_GEN_23Q1_Equity1B_300x250_Display_Animated.mp4



See media file:

 5_SWED_GEN_23Q1_Equity2B_300x250_Display_Animated.mp4




Swedish Match.

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

June 12, 2023 - current


Prospecting

See media file:

 7_SWED_GEN_23Q1_Equity1A_300x250_Display_Animated.mp4



See media file:

 3_SWED_GEN_23Q1_Equity2A_300x250_Display_Animated.mp4



Swedish Match.


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

June 12, 2023 - current

Re-Targeting




See media file:

 2_SWED_GEN_23Q1_Equity1B_300x600_Display_Animated.mp4



See media file:

 6_SWED_GEN_23Q1_Equity2B_300x600_Display_Animated.mp4

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

June 12, 2023 - current

Prospecting



See media file:

8_SWED_GEN_23Q1_Equity1A_300x600_Display_Animated.mp4



See media file:

4_SWED_GEN_23Q1_Equity2A_300x600_Display_Animated.mp4

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

June 12, 2023 - current

Re-Targeting



See media file:

9_SWED_GEN_23Q1_Equity1B_728x90_Display_Animated.mp4



See media file:

10_SWED_GEN_23Q1_Equity2A_728x90_Display_Animated.mp4

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

June 12, 2023 - current

Prospecting



See media file:

12_SWED_GEN_23Q1_Equity1A_728x90_Display_Animated.mp4



See media file:

11 SWED_GEN_23Q1_Equity2B_728x90_Display_Animated.mp4



General Snus Digital Ads: Display, Static 728 x 90

June 12, 2023 - current

Re-Targeting



Prospecting



General Snus Digital Ads: Display, Static 300 x 250

June 12, 2023 - current

Prospecting



Re-Targeting



General Snus Digital Ads: Display, Static 300 x 600

June 12, 2023 - current

Re-Targeting

**ORIGINAL
SNUS FOR
*ORIGINALS
LIKE YOU***



ELEVATE YOUR EXPERIENCE

WARNING: Smokeless tobacco is addictive.

***STAY ORIGINAL*
WITH THE
ORIGINAL
SWEDISH
SNUS**



FIND GENERAL

WARNING: Smokeless tobacco is addictive.

Prospecting

**AN ELEVATED
TOBACCO
EXPERIENCE
FOR
*ORIGINALS***



DISCOVER GENERAL

WARNING: Smokeless tobacco is addictive.

***ARE YOU
AN ORIGINAL?*
OUR SWEDISH SNUS
WAS CRAFTED
FOR YOU**



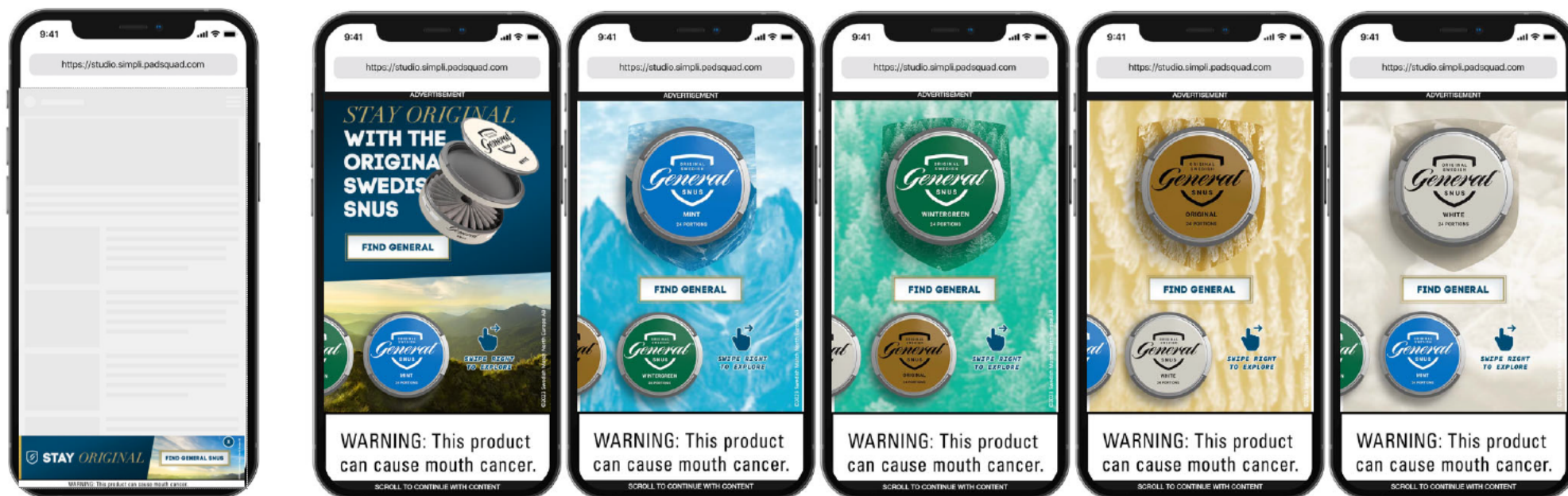
DISCOVER GENERAL

WARNING: Smokeless tobacco is addictive.


General Snus Digital Ads: Product – Reels, Animated

June 12, 2023 - current

PRO version shown for reference



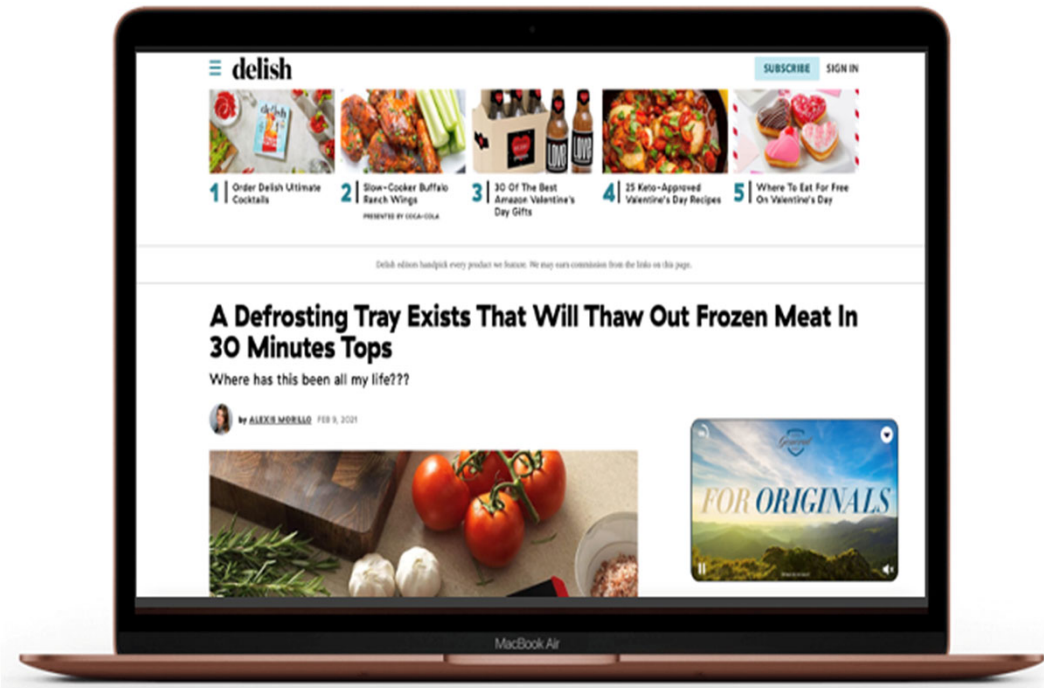
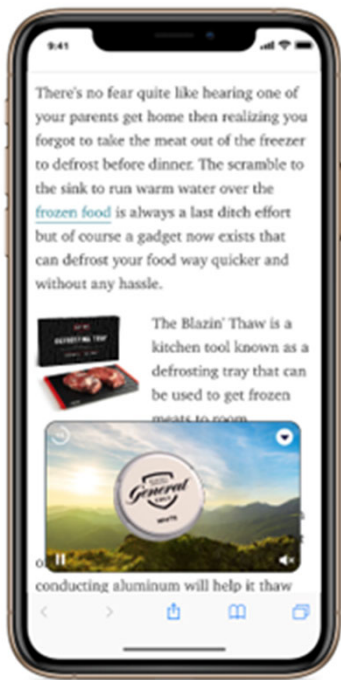
See media file:

 11875591_23_Gen_Q1_Media_padsquad.mp4

Swedish Match.

General Snus Digital Ads: Product – OLV VidTile, Animated

June 12, 2023 - current



See media file:

11875591_23_Gen_Q1_Media_16x9_q2_v4a (1).mp4


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

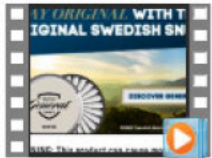
.mp4 Image

.mp4 File Name and Length




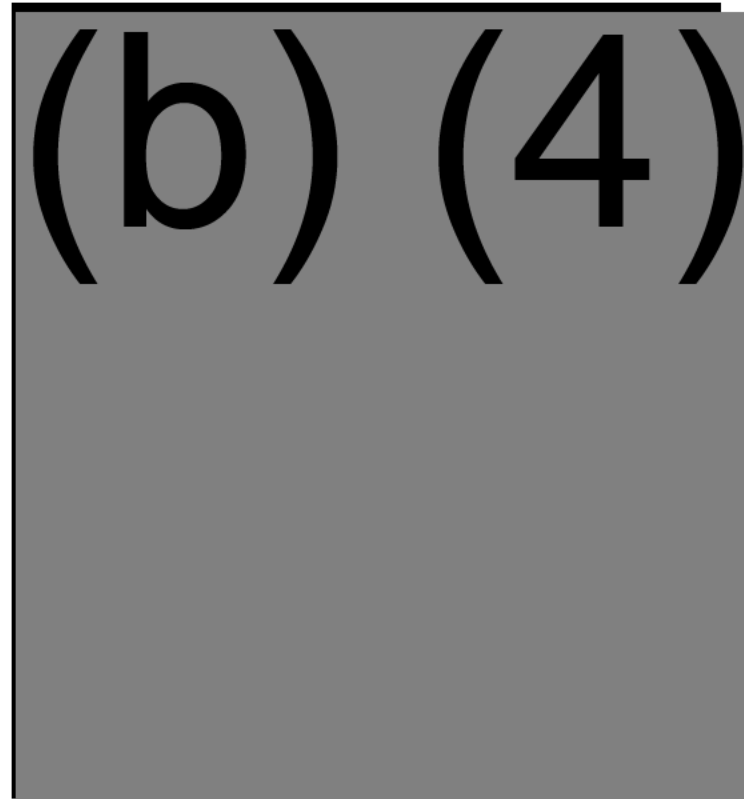
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Q1_Equity1B_300
x250_Display_Ani
mated.mp4

 1_SWED_GEN_23Q1_Equity1B_300x250_Display_Animated.mp4
00:00:07



5_
SWED_GEN_23Q
1_Equity2B_300x
250_Display_A...

 5_SWED_GEN_23Q1_Equity2B_300x250_Display_Animated.mp4
00:00:07




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

.mp4 Image

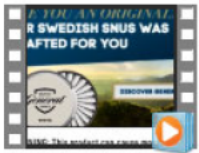
.mp4 File Name and Length




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mated.mp4

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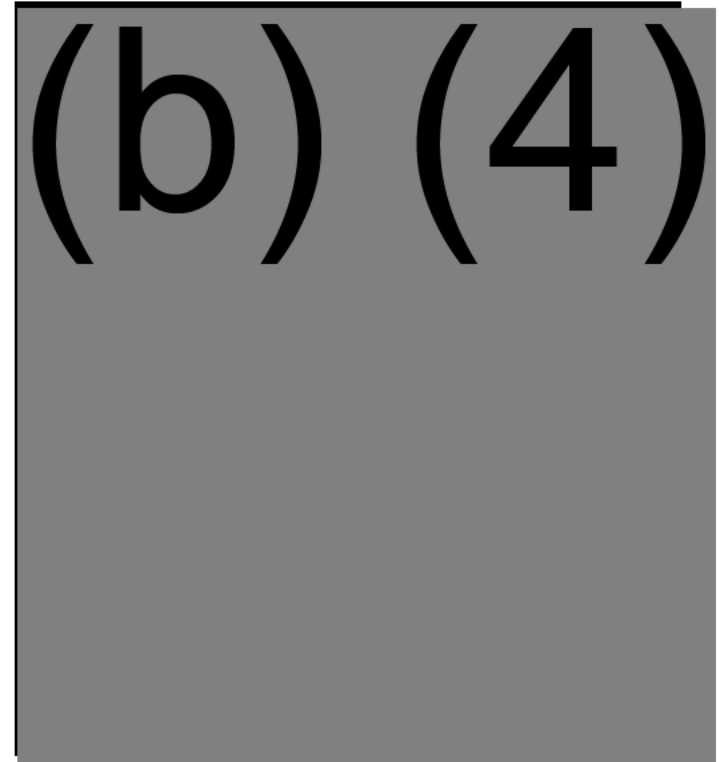
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3_SWED_GEN_23
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x250_Display_Ani
mated.mp4





 3_SWED_GEN_23Q1_Equity2A_300x250_Display_Animated.mp4

00:00:07







Swedish Match®

General Snus Digital Media .mp4 File Guide, Animated Display

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
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 6_SWED_GEN_23 Q1_Equity2B_300 x600_Display_Ani mated.mp4	 6_SWED_GEN_23Q1_Equity2B_300x600_Display_Animated.mp4 00:00:07	



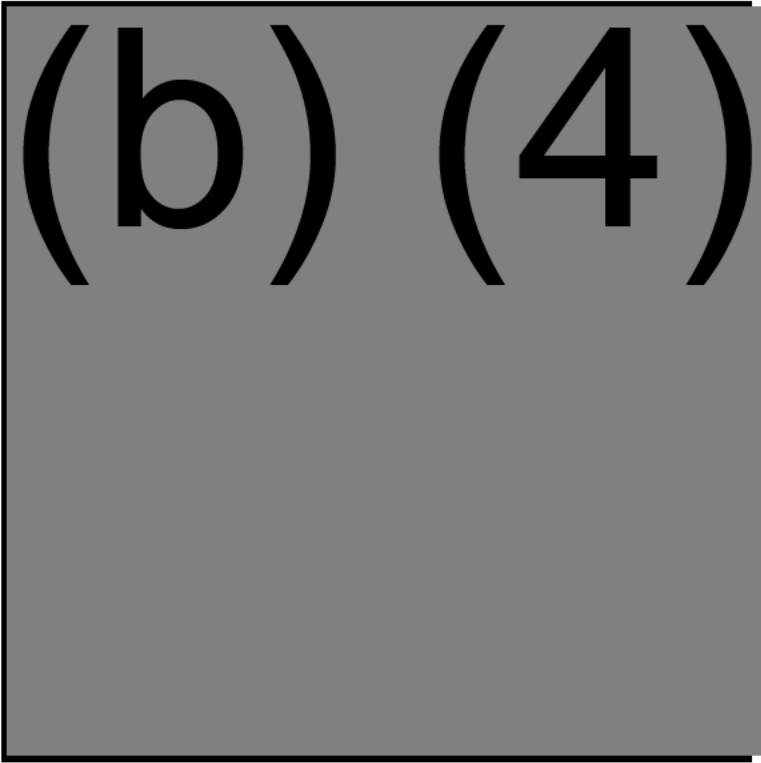


Swedish Match®

General Snus Digital Media .mp4 File Guide, Animated Display





<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
 8_SWED_GEN_23Q1_Equity1A_300x600_Display_Animated.mp4	 8_SWED_GEN_23Q1_Equity1A_300x600_Display_Animated.mp4 00:00:07	(b) (4)
 4_SWED_GEN_23Q1_Equity2A_300x600_Display_Animated.mp4	 4_SWED_GEN_23Q1_Equity2A_300x600_Display_Animated.mp4 00:00:07	

Swedish Match®

General Snus Digital Media .mp4 File Guide, Animated Display

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
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 11 SWED_GEN_23Q 1_Equity2B_728x 90_ Display_An...	 11 SWED_GEN_23Q1_Equity2B_728x90_ Display_Animated.mp4 00:00:07	

General Snus Digital Media .mp4 File Guide, Animated Display

<u>.mp4 Image</u>	<u>.mp4 File Name and Length</u>	<u>.mp4 Description</u>
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 10_SWED_GEN_2 3Q1_Equity2A_72 8x90_ Display_Animat...	 10_SWED_GEN_23Q1_Equity2A_728x90_Display_Animated.mp4 00:00:07	



General Snus Digital Media .mp4 File Guide - OLV

.mp4 Image

.mp4 File Name and Length

.mp4 Descripton



23_GEN_Q1_2023
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gA_16x9_15s_OLV
.mp4



11875591_23_Gen_Q1_Media_16x9_q2_v4a (1).mp4

00:00:15

(b) (4)

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

.mp4 Image

.mp4 File Name and Length

.mp4 Description



11875591_23_Gen_Q1_Media_p
adsquad.mp4



11875591_23_Gen_Q1_Media_padsquad.mp4

00:00:14

(b) (4)