

Ares(2013)3421052 ✓

Re: Ares(2014)101952 49-3/01/2014

From: [REDACTED]
Sent: 04 November 2013 15:50
To: SCHNICHELS Dominik (SANCO)
Cc: [REDACTED]; Tschirkov, Alessandro; [REDACTED]
Subject: RE: Confidential: Imperial Tobacco Information on Article 18

Dear Mr Schnichels,

Thank you for your reply. Unfortunately in response to your further questions we are not in a position to offer you the details that you request. Let me explain why:

1. As you will no doubt be aware Fontem Ventures is a very new creation for Imperial Tobacco with currently no products on the market.
2. As previously indicated to you we hope to bring products to market in the coming years – but as yet we have no finalised plans on what or when. This is an on-going development process.
3. With the above in mind we have not yet made any firm decisions on potential product launches, nicotine content/brand/product, brand names, flavours etc. and it would be inappropriate for us to comment on these matters at this stage.
4. We can, however, say that currently we do not have any marketing authorisations pending.
5. Finally when it comes to quality standards our view is that although these will be required, they are still under discussion and development, e.g. through bodies such as CORESTA.

I do hope that this helps you to understand that Fontem Ventures is at the planning stage of its operations and we believe it best not to offer speculative responses to your questions. Given that this is only one of several topics that we wish to discuss, we see no valid reason for this issue alone to jeopardise the whole meeting.

As usual should you require anything further, please do let us know.

Kind regards

[REDACTED]

[REDACTED]

Imperial Tobacco Limited
Winterstoke Road, Bristol. BS3 2LL

www.imperial-tobacco.com

From: Dominik.Schnichels@ec.europa.eu [mailto:Dominik.Schnichels@ec.europa.eu]
Sent: Sunday, November 03, 2013 10:49 PM
To: [REDACTED]
Cc: [REDACTED]; Tschirkov, Alessandro; [REDACTED]
Subject: RE: Confidential: Imperial Tobacco Information on Article 18

Dear [REDACTED],

Many thanks for your mail. Unfortunately the mail does only partially/to a very limited extent contain the requested information regarding Imperial Tobacco's activities and plans for e-cigarettes. I therefore attach again the list of information that your company was asked to submit (covering the status quo and the plans for the next five years).

current brands on the market, envisaged product launches, nicotine content per brand/product (if too many introduce categories), pending or envisaged marketing authorisations (under pharmaceutical legislation), use of tobacco brand names for electronic cigarettes, the safety and quality standards to be applied and the use of flavours.

I would kindly ask you to send the requested information until Monday, 5/11, cob. Failure to reply in time or in a complete manner will mean that the meeting of 6/11 needs to be postponed.

Kind regards

Dominik Schnichels

From: [REDACTED]
Sent: 01 November 2013 16:40
To: SCHNICHEL Dominik (SANCO)
Cc: [REDACTED]; Tschirkov, Alessandro
Subject: Confidential: Imperial Tobacco Information on Article 18

Dear Dr Schnichels,

Please find below, on behalf of Alessandro Tschirkov the Head of Imperial Tobacco Brussels Office, the confidential information regarding E-Cigarettes that you had requested in advance of your meeting next week.

If I can be of further assistance please do let me know.

Kind regards

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
Imperial Tobacco Limited
Winterstoke Road, Bristol. BS3 2LL
www.imperial-tobacco.com

Introduction to FONTEM Ventures

It's Imperial's total tobacco portfolio and especially our approach to understanding of consumers' needs that set us apart from our competitors. We're applying this understanding of our consumers and evolving consumer needs into our subsidiary business we've called Fontem Ventures. Although Fontem is around non-tobacco it's not just about nicotine delivery. We've already got a number of initiatives that we're looking to develop within this business. Even though Fontem is not primarily a nicotine venture, this is where we'll be basing our e-vapour initiatives as we go forward. In fact we continue to make good progress with our initiatives in the e-vapour sector through Fontem Ventures and remain on track to launch our own products in 2014.

Imperial's / Fontem's observations on Article 18

There is a need for consistent product standards to be developed in this sector and further regulation above and beyond the status quo is therefore to be welcomed. We acknowledge that the Commission's proposal for medicines regulation would be a step in this direction. However, the appropriate product standards are only just being developed, and in calling for a review in 5 year's time the Parliament's approach offers a route to allow the appropriate standards to be implemented once they are in place. From the consumers point of view, however, neither the Parliament's Ad Ban nor the Commission's medicinal approach will encourage consumers to choose EVP over conventional smoking products

Imperial Tobacco Limited and Group Companies

www.imperial-tobacco.com

This email is confidential and may contain information that is privileged and exempt from disclosure by law. If you have received it in error, please contact the sender immediately by return email and then delete it from your system; you should not copy it or disclose its contents to anyone. Imperial Tobacco Limited and Group Companies reserve the right to monitor all email communications through their networks. Emails are not secure and cannot be guaranteed to be error free as they can be intercepted, amended, lost or destroyed, or contain viruses. Anyone who communicates with us by email is taken to accept these risks.