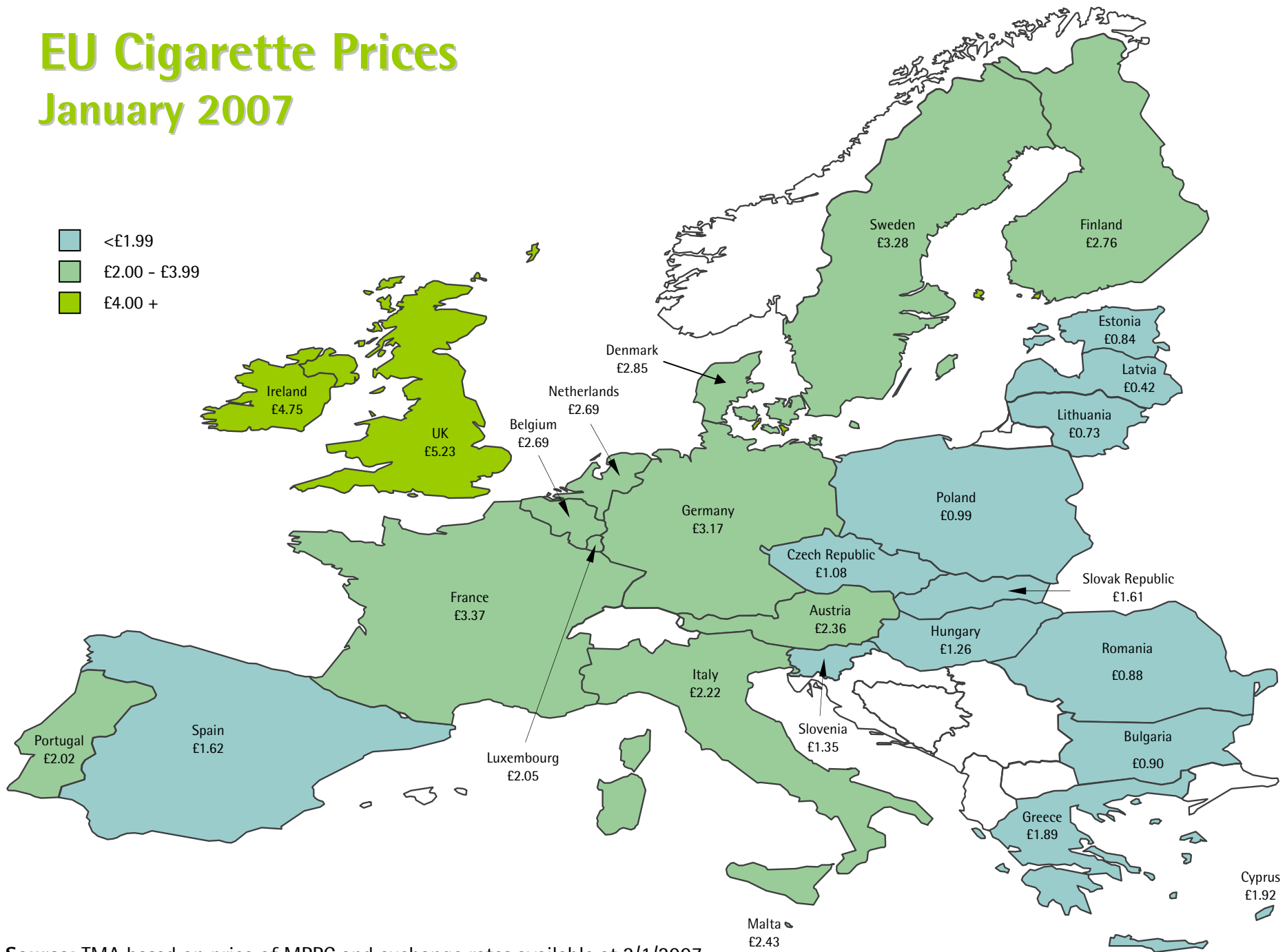
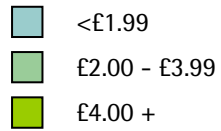


EU Cigarette Price and Tax Breakdown

January 2007

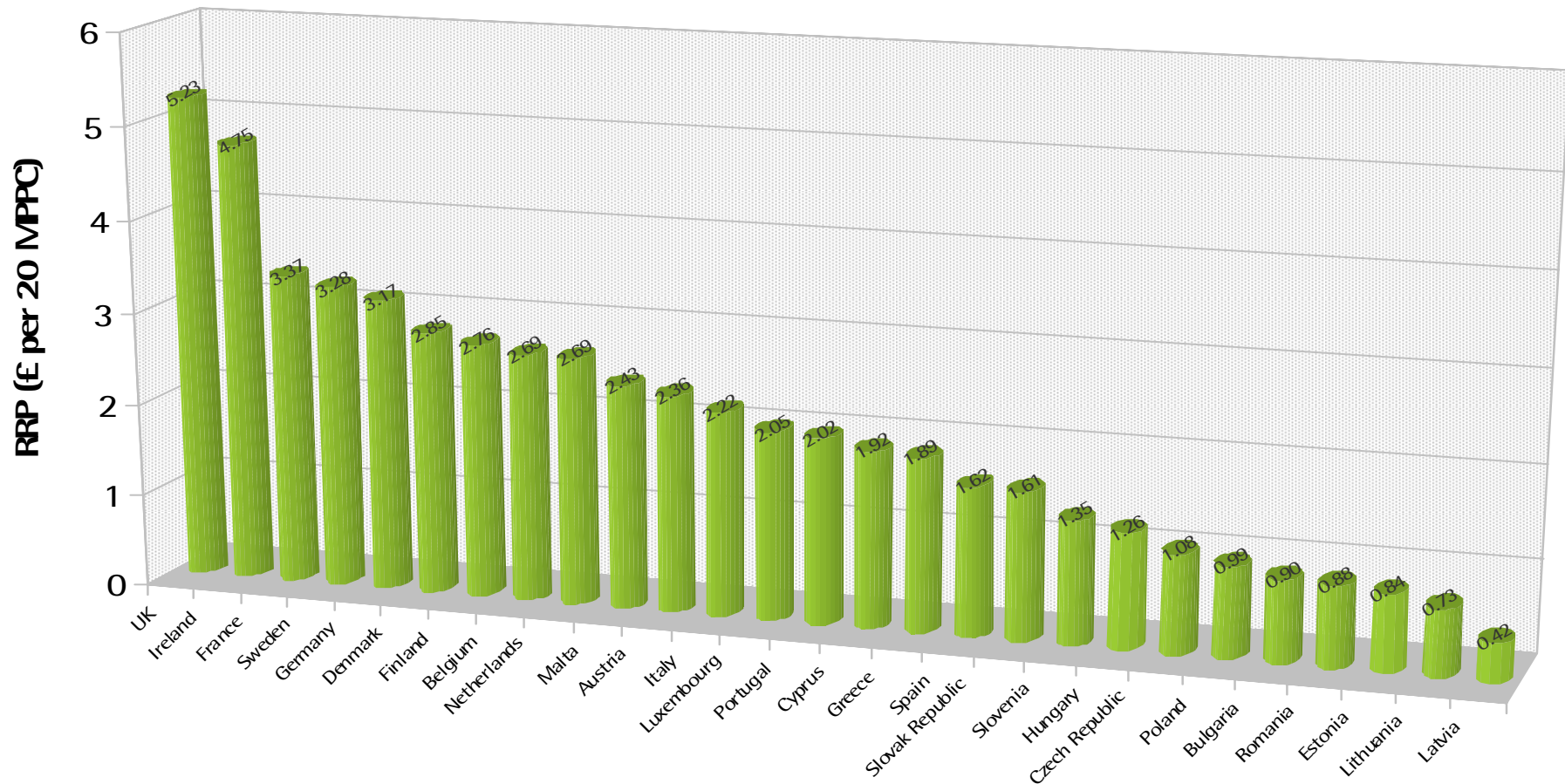
EU Cigarette Prices January 2007



Source: TMA based on price of MPPC and exchange rates available at 2/1/2007.

EU Cigarette Prices

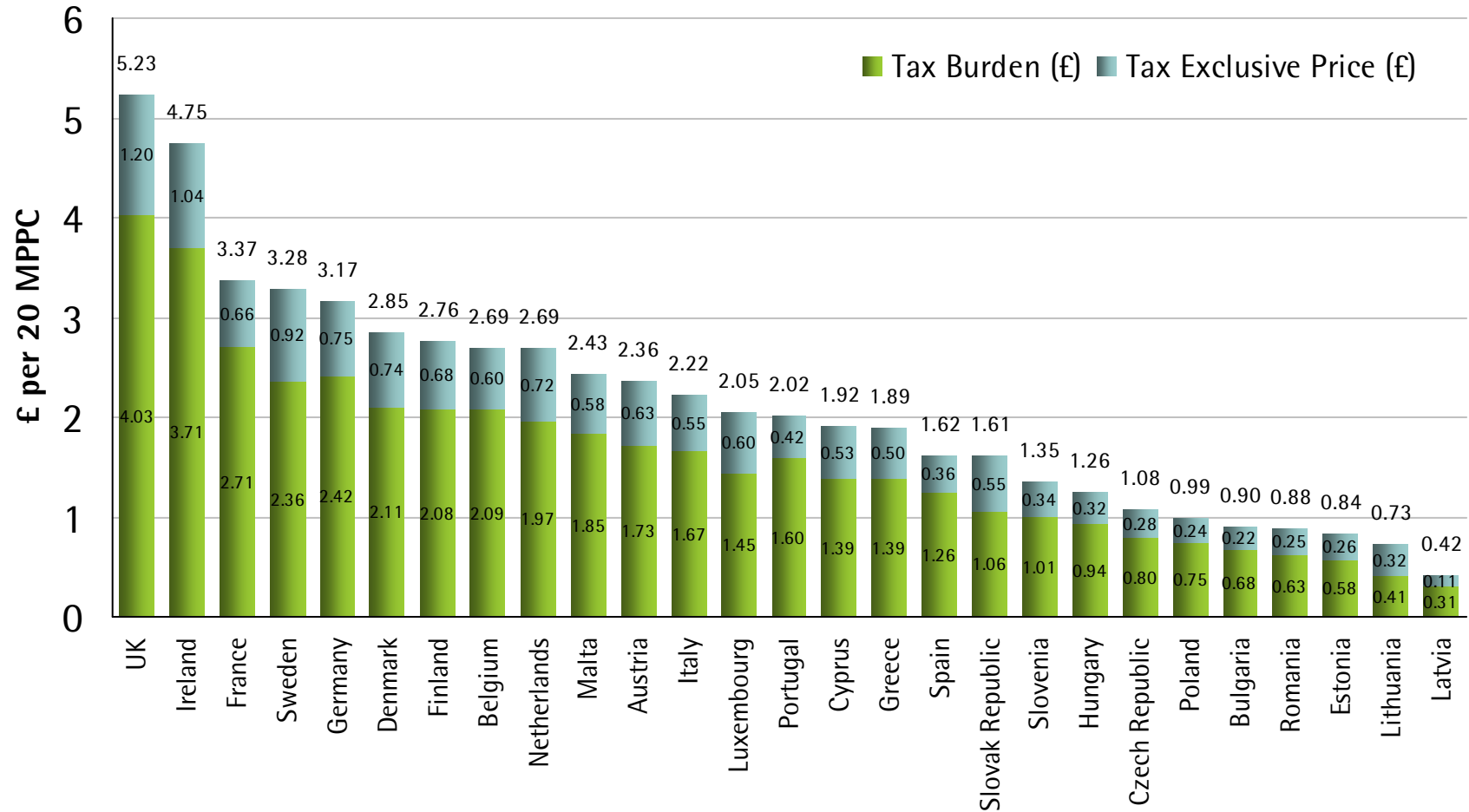
January 2007



Source: TMA based on price and exchange rate information available at 2/1/2007. Please note this is not a comparison of the same brand across the Member States. The price shown is for the Most Popular Price Category (MPPC) in each country.

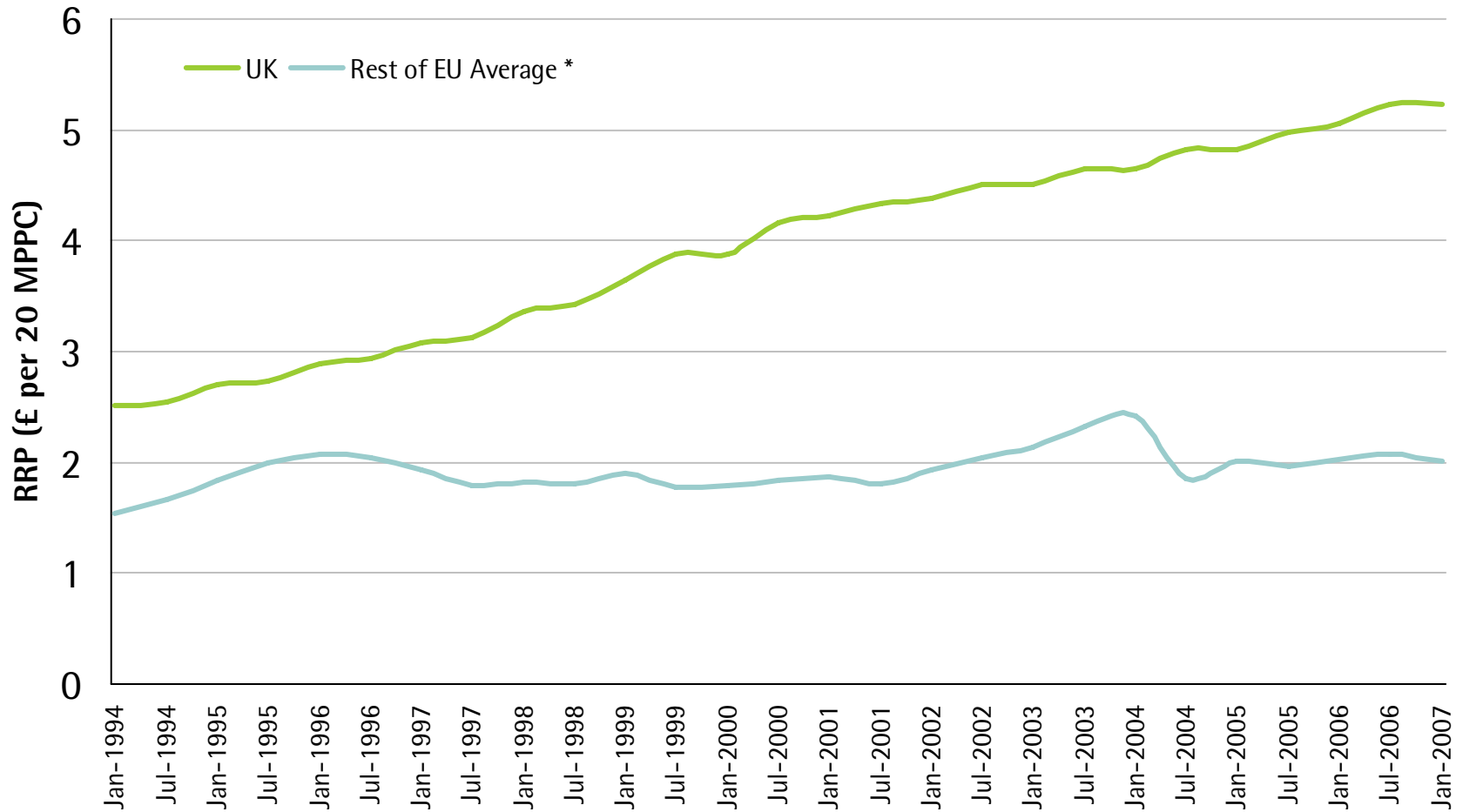
EU Cigarette Price/Tax Breakdown

January 2007



Source: TMA based on price, tax and exchange rate information available at 2/1/2007. Please note this is not a comparison of the same brand across the Member States. The price and tax shown is for the Most Popular Price Category (MPPC) in each country.

Trends in EU Cigarette Prices UK against the Rest of EU Average



Source: TMA based on price of MPPC and exchange rate information available for stated month/year. * Rest of EU Average is based on the average price in EU Member States, excluding the UK. EU-12 1994, EU-15 1995 to 1/2004, EU-25 7/2004 to 7/2006 & EU-27 1/2007 onwards.

Price & Tax Breakdown on 20 Cigarettes in MPPC

Date	Country	Currency	RRP	Specific	Ad Valorem	VAT	Tax Burden	Tax Incidence
01/2007	Austria	£	2.36	0.33	1.01	0.39	1.73	73.6%
		€	3.50	0.49	1.51	0.58	2.58	
		LC	3.50	0.49	1.51	0.58	2.58	
	Belgium *	£	2.69	0.22	1.41	0.47	2.09	77.7%
		€	4.00	0.32	2.10	0.69	3.11	
		LC	4.00	0.32	2.10	0.69	3.11	
	Bulgaria	£	0.90	0.10	0.43	0.15	0.68	76.2%
		€	1.33	0.15	0.64	0.22	1.01	
		LC	2.60	0.30	1.25	0.43	1.98	
	Cyprus	£	1.92	0.28	0.86	0.25	1.39	72.1%
		€	2.85	0.42	1.27	0.37	2.06	
		LC	1.65	0.24	0.73	0.22	1.19	
	Czech Republic	£	1.08	0.36	0.27	0.17	0.80	74.2%
		€	1.60	0.53	0.40	0.26	1.19	
		LC	44.00	14.60	11.00	7.03	32.63	
	Denmark	£	2.85	1.15	0.39	0.57	2.11	74.0%
		€	4.22	1.71	0.58	0.85	3.13	
		LC	31.50	12.73	4.29	6.30	23.32	
	Estonia	£	0.84	0.24	0.22	0.13	0.58	69.5%
		€	1.25	0.35	0.32	0.19	0.87	
		LC	19.50	5.50	5.07	2.98	13.55	
	Finland	£	2.76	0.20	1.38	0.50	2.08	75.4%
		€	4.10	0.30	2.05	0.74	3.09	
		LC	4.10	0.30	2.05	0.74	3.09	
	France	£	3.37	0.20	1.95	0.55	2.71	80.4%
		€	5.00	0.30	2.90	0.82	4.02	
		LC	5.00	0.30	2.90	0.82	4.02	
	Germany *	£	3.17	1.11	0.80	0.51	2.42	76.4%
		€	4.71	1.65	1.19	0.75	3.60	
		LC	4.71	1.65	1.19	0.75	3.60	
Greece	£	1.89	0.07	1.02	0.30	1.39	73.5%	
	€	2.80	0.10	1.51	0.45	2.06		
	LC	2.80	0.10	1.51	0.45	2.06		
Hungary	£	1.26	0.39	0.35	0.21	0.94	75.0%	
	€	1.87	0.58	0.51	0.31	1.40		
	LC	470.00	144.80	129.25	78.33	352.38		
Ireland *	£	4.75	2.04	0.84	0.82	3.71	78.1%	
	€	7.05	3.03	1.25	1.22	5.50		
	LC	7.05	3.03	1.25	1.22	5.50		

NOTES: This table does not give a comparison for the same brand across the Member States. It is based on the Most Popular Price Category (MPPC) in each Member State using information available for the date(s) shown. (LC=Local Currency). An asterisk (*) denotes a change in price, tax or MPPC from that seen in previous month.

Price & Tax Breakdown on 20 Cigarettes in MPPC

Date	Country	Currency	RRP	Specific	Ad Valorem	VAT	Tax Burden	Tax Incidence
	Italy	£	2.22	0.08	1.22	0.37	1.67	75.1%
		€	3.30	0.12	1.81	0.55	2.48	
		LC	3.30	0.12	1.81	0.55	2.48	
	Latvia *	£	0.42	0.16	0.08	0.07	0.31	72.6%
		€	0.63	0.24	0.12	0.10	0.46	
		LC	0.44	0.17	0.08	0.07	0.32	
	Lithuania	£	0.73	0.19	0.11	0.11	0.41	55.6%
		€	1.09	0.28	0.16	0.17	0.60	
		LC	3.75	0.95	0.56	0.57	2.09	
	Luxembourg *	£	2.05	0.21	0.97	0.27	1.45	70.6%
		€	3.04	0.31	1.44	0.40	2.15	
		LC	3.04	0.31	1.44	0.40	2.15	
	Malta	£	2.43	0.23	1.25	0.37	1.85	76.1%
		€	3.61	0.34	1.86	0.55	2.75	
		LC	1.55	0.15	0.80	0.24	1.18	
	Netherlands	£	2.69	0.98	0.55	0.43	1.97	73.0%
		€	4.00	1.46	0.82	0.64	2.92	
		LC	4.00	1.46	0.82	0.64	2.92	
	Poland	£	0.99	0.26	0.31	0.18	0.75	76.2%
		€	1.46	0.39	0.46	0.26	1.11	
		LC	5.60	1.50	1.75	1.01	4.27	
	Portugal *	£	2.02	0.79	0.47	0.35	1.60	79.2%
		€	3.00	1.17	0.69	0.52	2.38	
		LC	3.00	1.17	0.69	0.52	2.38	
	Romania	£	0.88	0.23	0.25	0.14	0.63	71.4%
		€	1.30	0.34	0.38	0.21	0.93	
		LC	4.40	1.16	1.28	0.70	3.14	
	Slovak Republic	£	1.61	0.43	0.37	0.26	1.06	65.8%
		€	2.39	0.64	0.55	0.38	1.57	
		LC	82.00	22.00	18.86	13.09	53.95	
	Slovenia *	£	1.35	0.20	0.59	0.22	1.01	75.2%
		€	2.00	0.30	0.87	0.33	1.50	
		LC	2.00	0.30	0.87	0.33	1.50	
	Spain *	£	1.62	0.11	0.92	0.22	1.26	77.6%
		€	2.40	0.16	1.37	0.33	1.86	
		LC	2.40	0.16	1.37	0.33	1.86	
	Sweden *	£	3.28	0.42	1.29	0.66	2.36	71.9%
		€	4.88	0.62	1.91	0.98	3.51	
		LC	44.00	5.60	17.25	8.80	31.65	

NOTES: This table does not give a comparison for the same brand across the Member States. It is based on the Most Popular Price Category (MPPC) in each Member State using information available for the date(s) shown. (LC=Local Currency). An asterisk (*) denotes a change in price, tax or MPPC from that seen in previous month.

Price & Tax Breakdown on 20 Cigarettes in MPPC

Date	Country	Currency	RRP	<i>Specific</i>	<i>Ad Valorem</i>	<i>VAT</i>	Tax Burden	Tax Incidence
	UK	£	5.23	2.10	1.15	0.78	4.03	77.1%
		€	7.77	3.12	1.71	1.16	5.99	
		LC	5.23	2.10	1.15	0.78	4.03	

NOTES: This table does not give a comparison for the same brand across the Member States. It is based on the Most Popular Price Category (MPPC) in each Member State using information available for the date(s) shown. (LC=Local Currency). An asterisk (*) denotes a change in price, tax or MPPC from that seen in previous month.