



24 APR 1986

**B.A.T (U.K. and Export) Limited**

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TO Mr W. J. R. V. Rose	FROM W. A. Mullen
REF WAM/KC	DATE 23rd April 1986

3 MONTHS REPORT ON INVOICED CIGARETTE SALES

Please find enclosed a copy of Marketing Intelligence Department's quarterly shipments report for the 3 months to March 1986.

W. A. Mullen

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# QUARTERLY REVIEW OF CIGARETTE EXPORT SHIPMENTS

3 MONTHS TO MARCH 1986

Invoiced cigarette shipments for export in the first quarter totalled 3,911 millions, 17% down on budget and 19% down on last year.

A detailed breakdown of volume by brand within major markets is given in the attached tables. The following table summarises the individual Area results:

	<u>3 months to March</u>						
	<u>Actual</u>		<u>Budget</u>	<u>Variance from budget</u>		<u>Inc./dec. on last year</u>	
	<u>1985</u>	<u>1986</u>	<u>1986</u>				
	<u>mns.</u>	<u>mns.</u>	<u>mns.</u>	<u>mns.</u>	<u>%</u>	<u>mns.</u>	<u>%</u>
I.D.F.	506	463	527	-64	-12%	-44	-9%
Far East	1363	904	1230	-326	-26%	-459	-34%
Europe/C.E.T.	266	214	294	-80	-27%	-52	-20%
Middle East	1366	1244	1521	-276	-18%	-121	-9%
W. Africa	1208	991	1057	-66	-6%	-217	-18%
W. Hemisphere	112	96	90	+6	+7%	-16	-14%
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Total Export	4820	3911	4719	-808	-17%	-909	-19%
U.K. Domestic	181	111	244	-133	-55%	-70	-39%
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COMPANY TOTAL	5001	4022	4963	-941	-19%	-979	-20%

N.B. Totals do not sum due to rounding.

All Areas are down on last year with the total drop in exports of 909 million being largely accounted for by lower shipments to Hong Kong (-736), Unit I (-204), and Saudi (-154), partly offset by increased shipments to SUTL (+207) and Sudan (+65, including transit).

Sales of all International Brands (including competition) from Hong Kong to China in the first quarter were about 50% lower than last year. S.E.F.K. Volume has dropped rather faster (due to a very poor month in March - 32 million) and has dropped from 78% to 73% of the U.K. segment and from 34% to 29% of the International segment. SUTL shipments were very high in the first quarter (506 against 317 last year) but because of transfers from Hong Kong the second quarter will be well down on the 420 million of last year.

Most sections within I.D.F. show a drop in shipments over last year, the exceptions being U.K. Duty Free Shops and North Europe Duty Free. U.K. Cargo, NAAFI and South Europe are well down on 1985. Exchange figures (available for

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only the first two months) show a considerable switching, particularly for competition, from Airlines to Duty Free Shops. Our share of the Duty Free Shops sector was down to 37% (against 39% for 1985 calendar year), with a considerable increase in our share of Airline trade. There has been a sharp drop in our share of Cargo - down to 51% against 63% for the whole of last year. Our share of the U.K. Duty Free business in total (excluding Forces) for the first two months was 46%, very slightly down on the average for 1985. Our share of the NAAFI trade is fairly constant, our share of North Europe Duty Free has improved considerably but our share of South Europe is well down, (note, these comments are all based on two month's figures only).

The drop of 43 million (24%) in shipments to France, compared to last year, is misleading because of stock levels, but even so the growth of the B & H brands in France has at best halted and the trend may now be downwards. In-market sales in the first quarter (53 million a month) were on a par with the first quarter of 1985, but down on the 60 million a month from April to December last year.

The drop in volume in the Middle East is partly because there were shipments to Iraq and Libya of about 100 million in the first quarter of last year, but mainly because of much lower shipments to Saudi Arabia. In-market sales in Saudi have been very erratic in the first quarter, particularly for Gold Leaf, and our fall in share from 14.8% in the December quarter to 12.8% in the March quarter may not be a reliable guide. Total sales of the "Exchange" companies in Saudi were 25% down on first quarter 1985.

Elsewhere in the Gulf, our share has held fairly steady in U.A.E. (total market down 9%) and declined very slightly in other markets where total sales have declined less sharply. With the collapse in the oil price the drop in total volume and the switch to lower price brands in the Gulf markets is likely to accelerate.

In West Africa, sales to Unit I were 18% down on first quarter 1985. This is partly because the volume last year was particularly high, but also we appear to have lost market share (down to 51%) to Rothmans and Marlboro (this is based on exchange figures for two months to February). The oil price factor must throw some doubt over Unit sales being maintained through the year. In Senegal, B & H has not achieved the hoped for recovery and has been badly hit by the price structure in the Ivory Coast. In Ivory Coast our share is down to 2½%, but holding up better in Senegal at 5½% (against 1985 calendar year figures of 4% and 4½% respectively). In Burkina Faso B & H is making good progress with market share up to 11%.

#### Total U.K. exports

In 1985 total U.K. exports were roughly on a par with 1984, but as our own volume increased from 16.5 Bn. to 18.4 Bn., our share increased from 32½% to 36½%. In 1986 total U.K. exports will be well down on 1985. Whether we maintain our share will depend on how lower T.E.I. sales in the Middle East balance out against our lower sales in China and the Gulf.



W. A. Mullen

WAM/KC: 23.4.86

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QUARTERLY REVIEW OF CIGARETTE SHIPMENTS

3 MONTHS TO MARCH 1986

Table 1	Brand sales by Area
Table 2	I.D.F. Area
Table 3	Far East Area
Table 4	Europe Area
Table 5	Middle East Area
Table 6	West Africa Area
Table 7	Western Hemisphere Area

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TABLE 1

## BRAND SALES BY AREA.

3 MONTHS TO MARCH 1986

		I.D.F.	FAR EAST	WESTERN HEM.	EUROPE INCL. C.E.T.	MIDDLE EAST	WEST AFRICA	TOTAL EXPORT	SHARE OF EXPORT TOTAL
B & H S.F.	1985	257.1	98.8	44.3	172.6	236.7	1177.8	1987.3	41.2%
	1986	253.5	151.4	39.1	134.5	354.4	949.5	1882.4	48.1%
B & H Sp. Mild	1985	10.3	0.8	0.6	49.1	8.7	-	69.5	1.4%
	1986	13.1	0.9	0.9	45.5	7.8	0.1	68.3	1.7%
B & H Luxury Mild	1985	14.5	3.2	1.1	9.3	4.0	0.4	32.5	0.7%
	1986	16.1	3.1	0.4	8.3	1.4	0.3	29.6	0.8%
S.E.F.K.	1985	25.3	1226.6	43.6	15.7	276.9	28.7	1616.8	33.5%
	1986	12.6	663.7	38.1	5.5	173.9	40.1	933.9	23.9%
J.P.S. K.S. (Inc. UST)	1985	42.0	-	2.2	-	10.8	-	55.0	1.1%
	1986	39.6	58.1	2.4	0.1	1.6	-	101.8	2.6%
J.P.S. (Inc. Int. 767)	1985	38.4	17.5	12.5	4.5	1.2	0.9	75.0	1.6%
	1986	35.5	18.4	7.3	8.1	1.5	0.5	71.3	1.8%
Gold Leaf	1985	-	-	-	-	748.9	-	748.9	15.5%
	1986	-	-	-	-	680.7	-	680.7	17.4%
Du Maurier S.K.	1985	-	-	-	1.7	16.5	-	18.2	0.4%
	1986	-	-	-	0.5	9.5	-	10.0	0.3%
Embassy	1985	74.9	-	-	0.2	-	-	75.1	1.6%
	1986	67.4	-	0.1	0.2	-	-	67.7	1.7%
Others Filter	1985	26.1	10.4	7.5	3.3	61.9	-	109.2	2.3%
	1986	13.4	5.1	7.7	6.0	13.6	-	45.8	1.2%
Others Plain	1985	17.6	5.8	-	9.1	-	-	32.5	0.7%
	1986	11.5	3.2	-	4.9	-	-	19.6	0.5%
ALL BRANDS	1985	506.2	1363.1	111.8	265.5	1365.6	1207.8	4820.0	100.0%
	1986	462.7	903.9	95.9	213.6	1244.4	990.5	3911.1	100.0%

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TABLE 2

I.D.P. AREA

3 MONTHS TO MARCH 1986

MILLIONS		U.K. FERRIES	U.K. AIR STORES	U.K. DUTY FREE SHOPS	U.K. CARGO/ NORTH SEA	U.K. FORCES AND EMBASSIES	TOTAL U.K. DUTY FREE	NORTH EUROPE	SOUTH EUROPE	I.D.P. AREA TOTAL	VARIANCE FROM COMPANY AND LAST YEAR Mile.	FROM PLAN AND LAST YEAR %
B & H Sp. Filter	1985	35.4	24.8	16.3	19.7	59.8	156.0	62.6	38.5	257.1	-3.6	-1%
	Bud	27.8	31.6	25.6	21.4	56.2	162.6	93.5	30.0	286.1	-32.6	-11%
	Act	30.6	22.1	22.7	13.8	45.2	134.4	90.4	28.7	253.5		
B & H Sp. Mild	1985	2.5	0.1	1.5	0.4	-	4.5	5.3	0.5	10.3	+2.8	+27%
	Bud	2.3	0.2	2.2	0.2	-	4.9	7.2	0.8	12.9	+0.2	+2%
	Act	2.2	-	2.8	0.1	-	5.1	6.1	1.9	13.1		
B & H Lux. Mild	1985	0.2	1.0	2.3	0.7	2.0	6.2	4.6	3.7	14.5	+1.6	+11%
	Bud	0.3	1.3	3.5	0.8	3.5	9.4	8.2	4.6	22.2	-6.1	-27%
	Act	0.1	0.9	2.5	1.0	2.4	6.9	6.4	2.8	16.1		
S.E.F.K.	1985	0.5	0.1	0.8	3.2	1.5	6.1	8.3	10.9	25.3	-12.7	-50%
	Bud	0.4	0.5	0.6	2.4	0.8	4.7	8.4	3.0	16.1	-3.5	-22%
	Act	0.2	0.2	0.8	0.8	0.5	2.5	8.5	1.6	12.6		
J.P.S. K.S. (incl. U.S.T.)	1985	8.1	7.6	4.3	0.9	7.3	28.2	12.5	1.3	42.0	-2.4	-6%
	Bud	5.5	7.0	5.5	1.0	5.0	24.0	7.6	2.5	34.1	+5.5	+16%
	Act	5.7	5.8	5.2	0.8	5.4	22.9	13.0	3.7	39.6		
J.P.S. 95 m.m. (incl. Int. 767)	1985	3.8	0.1	2.4	1.5	1.6	9.4	16.7	12.3	38.4	-2.9	-8%
	Bud	4.7	3.6	4.5	1.4	3.2	17.4	18.9	18.3	54.6	-19.1	-35%
	Act	4.3	-	5.0	0.7	0.1	10.1	17.0	8.4	35.5		
Gold Leaf	1985	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-
Du Maurier S.K.	1985	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-
Embassy No. 1	1985	8.9	1.6	2.2	6.0	50.7	69.4	5.3	0.2	74.9	-7.5	-10%
	Bud	5.9	2.9	3.4	4.0	40.5	56.7	7.1	0.2	64.0	+3.4	+5%
	Act	7.6	1.9	2.6	2.7	45.0	59.8	7.2	0.4	67.4		
Others	1985	7.5	0.4	10.6	2.7	11.8	33.0	10.2	0.5	43.7	-18.8	-43%
	Bud	5.4	1.0	9.3	2.7	13.1	31.5	5.1	0.4	37.0	-12.1	-33%
	Act	5.1	0.6	7.9	1.2	4.1	19.1	4.9	0.9	24.9		
TOTAL ALL BRANDS	1985	66.9	35.7	40.4	35.1	134.7	312.8	125.5	67.9	506.2	-41.5	-9%
	Bud	52.3	48.1	54.6	33.9	122.3	311.2	156.0	59.8	527.0	-64.3	-12%
	Act	56.0	31.5	49.5	21.1	102.7	260.8	157.5	48.4	462.7		
% Inc/dec	1985	-16%	-12%	+21%	-40%	-24%	-17%	+22%	-29%	-9%		
	Bud	+7%	-35%	-9%	-38%	-16%	-16%	-2%	-19%	-12%		

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TABLE 3

FAR EAST AREA.

3 MONTHS TO MARCH 1986

MILLIONS		JAPAN	OTHER FAR EAST MONOPOLIES	HONG KONG/ CHINA	HONG KONG DUTY FREE	SING. RE-EXP. SING. ST. DIR. STC DIRECT	OTHER FAR EAST DIRECT	FAR EAST ASS. COS.	TOTAL FAR EAST AREA	VARIANCE FROM COMPANY PLAN AND LAST YEAR Mns. %	
B & H Sp. Filter *	1985	1.0	-	4.5	3.3	69.1	8.1	12.8	98.8	+53.1	+54%
	Bud	2.0	2.5	7.3	5.0	85.0	9.0	9.3	120.1	+31.8	+26%
	Act	0.7	-	5.5	3.6	122.5	9.5	9.6	151.4		
B & H Sp. Mild	1985	-	-	0.8	-	-	-	-	0.8	+0.1	+1%
	Bud	0.2	0.3	1.5	-	-	-	-	2.0	-1.1	-55%
	Act	-	-	0.5	0.3	0.1	-	-	0.9		
B & H Lux. Mild	1985	-	-	0.2	0.9	1.2	0.6	0.3	3.2	-0.1	-3%
	Bud	-	-	0.3	1.0	1.0	0.5	0.4	3.2	-0.1	-3%
	Act	-	-	0.3	1.1	1.0	0.2	0.5	3.1		
S.E.F.K.	1985	4.5	0.3	856.6	45.0	304.8	12.8	2.6	1226.6	-562.9	-46%
	Bud	9.5	28.7	512.5	46.0	410.5	7.8	0.7	1015.7	-152.0	-15%
	Act	4.7	40.3	118.9	37.5	452.8	6.9	2.6	663.7		
J.P.S. K.S. (incl. U.S.T.)	1985	-	-	-	-	-	-	-	-	+58.1	+++
	Bud	33.8	-	-	-	-	-	-	33.8	+24.3	+72%
	Act	54.5	-	-	-	3.5	0.1	-	58.1		
J.P.S. 95 m.m.	1985	-	4.3	-	4.8	6.1	0.5	1.8	17.5	+0.9	+5%
	Bud	0.3	2.5	-	6.0	6.5	0.7	1.9	17.9	+0.5	+3%
	Act	0.1	1.5	1.0	4.8	8.5	1.1	1.4	18.4		
Gold Leaf	1985	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-
Du Maurier S.K.	1985	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-
Embassy No. 1	1985	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-
Others	1985	-	6.8	-	2.2	1.4	-	5.8	16.2	-7.9	-49%
	Bud	-	5.2	25.0	1.5	-	-	5.2	36.9	-28.6	-78%
	Act	0.3	2.0	0.1	1.4	1.3	-	3.2	8.3		
TOTAL ALL BRANDS	1985	5.5	11.4	862.1	56.2	382.6	22.0	23.3	1363.1	-459.2	-34%
	Bud	45.8	39.2	546.6	59.5	503.0	18.0	17.5	1229.6	-125.7	-10%
	Act	60.1	43.8	126.3	48.7	589.7	17.8	17.3	901.9		
% Inc/dec	1985	+++	+284%	-85%	-1%	+54%	-19%	-26%	-14%		
	Bud	+12%	+12%	-77%	-18%	+17%	-1%	-1%	-26%		

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TABLE 4

EUROPE AREA.

1 MONTHS TO MARCH 1986

MILLIONS		CHANNEL ISLANDS	FRANCE DOMESTIC	ITALY DOMESTIC	SPAIN DOMESTIC/ CANARY ISLANDS	GIBRALTAR	TURKISH CYPRUS	GREECE	KIRK/ OTHER EUROPE DOMESTIC	EUROPE ASS. COS.	C.E.T.	TOTAL EUROPE AREA	VARIANCE FROM COMPANY PLAN AND LAST YEAR	
													Mo.	%
B & H Sp. Filter	1985	4.5	120.9	20.1	-	5.1	9.5	-	8.7	-	3.8	172.6	-38.1	-22%
	Bud	7.3	126.2	18.8	-	4.8	8.7	11.1	10.1	-	7.5	195.0	-60.5	-31%
	Act	7.6	85.4	15.7	-	5.3	11.5	-	7.2	-	1.8	134.5		
B & H Sp. Mild	1985	0.2	45.6	-	2.8	0.2	0.1	-	0.2	-	-	49.1	-3.6	-7%
	Bud	0.4	57.5	-	2.6	0.2	-	-	0.1	-	-	60.8	-15.3	-25%
	Act	0.4	43.6	-	1.4	0.1	-	-	-	-	-	45.5		
B & H Lux. Mild	1985	-	4.7	2.7	-	0.1	-	-	0.5	1.3	-	9.3	-1.0	-11%
	Bud	0.2	5.0	2.3	-	0.1	-	-	0.5	1.4	1.3	10.8	-2.5	-23%
	Act	0.3	3.8	1.8	-	-	-	-	1.2	1.0	0.2	8.3		
S.E.F.K.	1985	-	2.4	-	-	0.1	1.5	10.5	1.0	-	0.2	15.7	-10.2	-65%
	Bud	0.3	-	-	-	-	1.3	-	0.8	-	1.2	3.6	+1.9	+53%
	Act	0.1	-	-	-	-	0.5	3.9	1.0	-	-	5.5		
J.P.S. K.S.	1985	-	-	-	-	-	-	-	-	-	-	-	+0.1	+++
	Bud	0.1	-	-	-	-	-	-	-	0.4	-	0.5	-0.4	-80%
	Act	-	-	-	-	0.1	-	-	-	-	-	0.1		
J.P.S. 95 mm	1985	-	-	-	3.6	0.1	-	-	-	-	0.8	4.5	+3.6	+80%
	Bud	-	-	-	3.4	-	-	-	0.3	0.5	7.5	11.7	-3.6	-31%
	Act	-	-	-	4.5	0.1	-	-	1.1	-	2.4	8.1		
Gold Leaf	1985	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-
Dix Maurier S.K.	1985	1.7	-	-	-	-	-	-	-	-	-	1.7	-1.2	-71%
	Bud	0.1	-	-	-	-	-	-	-	-	-	0.1	+0.2	+67%
	Act	0.5	-	-	-	-	-	-	-	-	-	0.5		
Embassy No. 1	1985	-	-	-	-	0.2	-	-	-	-	-	0.2	-	-
	Bud	-	-	-	-	0.1	-	-	-	-	-	0.1	+0.1	+100%
	Act	-	-	-	-	0.2	-	-	-	-	-	0.2		
Others	1985	0.1	2.0	4.8	1.5	1.9	-	-	2.1	-	-	12.4	-1.5	-12%
	Bud	2.9	-	4.0	1.1	1.8	-	-	1.2	0.1	-	11.1	-0.2	-2%
	Act	2.5	-	3.8	0.8	2.6	0.2	-	1.0	-	-	10.9		
TOTAL ALL BRANDS	1985	6.5	175.6	27.6	7.9	7.7	11.1	10.5	12.5	1.3	4.8	265.5	-51.9	-20%
	Bud	11.5	188.7	25.1	7.1	7.0	10.0	11.3	13.0	2.7	17.5	293.9	-80.3	-27%
	Act	11.4	132.8	21.3	6.7	8.4	12.2	3.9	11.5	1.0	4.4	217.6		
% inc/dec	1985	+75%	-24%	-23%	-15%	+11%	+10%	-61%	-8%	-23%	-8%	-20%		
	Bud	-1%	-30%	-15%	-6%	+20%	+22%	-65%	-12%	-63%	-75%	-27%		

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TABLE 5

## MIDDLE EAST AREA.

3 MONTHS TO MARCH 1986

MILLIONS		SAUDI ARABIA	OTHER ARABIA DOMESTIC	ARABIA DUTY FREE	YEMEN AR & ARABIA G.T.	TOTAL ARABIA	SUDAN DOMESTIC	SUDAN/ ETHIOPIA/ SOMALIA/ OTHERS	DIJIBOUTI	IRAQ	LIBYA	OTHER RED SEA/ CENTRAL	TOTAL RED SEA/ CENTRAL	TOTAL MIDDLE EAST AREA	VARIANCE FROM COMPANY PLAN AND LAST YEAR	
															Mns.	%
B & H Sp. Filter	1985	103.1	61.8	6.5	2.0	173.4	-	8.1	27.5	-	-	27.7	63.3	236.7	+117.7	+50%
	Bud	123.0	51.8	9.4	1.3	187.5	50.2	16.9	50.0	-	-	25.4	142.5	330.0	+24.4	+7%
	Act	73.7	69.5	8.2	19.0	170.4	22.7	87.8	36.9	-	-	36.6	184.0	354.4		
B & H Sp. Mild	1985	4.0	4.4	0.2	-	8.6	-	-	-	-	-	0.1	0.1	8.7	-0.9	-10%
	Bud	5.3	2.4	0.3	-	8.0	0.5	-	-	-	-	0.5	1.0	9.0	-1.2	-13%
	Act	3.7	3.4	0.3	-	7.4	-	-	0.3	-	-	0.1	0.4	7.8		
B & H Lux. Mild	1985	1.8	1.8	0.4	-	4.0	-	-	-	-	-	-	-	4.0	-2.6	-65%
	Bud	1.6	0.7	0.4	-	2.7	-	-	-	-	-	-	-	2.7	-1.3	-48%
	Act	-	0.9	0.5	-	1.4	-	-	-	-	-	-	-	1.4		
S.E.F.K.	1985	120.2	102.0	6.6	2.0	230.8	-	-	0.1	-	44.0	2.0	46.1	276.9	-103.0	-37%
	Bud	182.5	108.0	6.7	3.9	301.1	-	-	-	-	-	2.0	2.0	303.1	-129.2	-43%
	Act	39.2	120.2	10.5	2.0	171.9	-	-	-	-	-	2.0	2.0	173.9		
J.P.S. K.S. (Incl. U.S.T.)	1985	6.0	2.1	0.6	-	8.7	-	-	-	-	-	2.1	2.1	10.8	-9.2	-85%
	Bud	-	-	0.9	-	0.9	-	0.3	0.1	-	-	1.4	1.8	2.7	-1.1	-41%
	Act	-	-	0.9	-	0.9	-	0.5	-	-	-	0.2	0.7	1.6		
J.P.S. 95 mm	1985	-	1.0	0.2	-	1.2	-	-	-	-	-	-	-	1.2	+0.3	+25%
	Bud	-	0.5	0.3	-	0.8	-	0.2	-	-	-	-	0.2	1.0	+0.5	+50%
	Act	-	0.9	0.1	-	1.0	-	0.5	-	-	-	-	0.5	1.5		
Gold Leaf	1985	395.6	342.7	0.6	2.0	740.9	-	-	8.0	-	-	-	8.0	748.9	-68.2	-9%
	Bud	541.2	300.1	0.7	-	842.0	-	-	22.5	-	-	-	22.5	864.5	-183.8	-21%
	Act	360.3	317.6	2.8	-	680.7	-	-	-	-	-	-	-	680.7		
Dr. Maurier S.K.	1985	-	7.2	-	-	7.2	-	-	-	-	-	9.3	9.3	16.5	-7.0	-42%
	Bud	-	5.4	-	-	5.4	-	-	-	-	-	2.5	2.5	7.9	+1.6	+20%
	Act	-	8.2	-	-	8.2	-	-	-	-	-	1.3	1.3	9.5		
Embassy No. 1	1985	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	1985	-	-	-	-	-	-	-	-	61.9	-	-	61.9	61.9	-48.3	-78%
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-	+13.6	++
	Act	-	-	-	-	-	-	-	-	13.6	-	-	13.6	13.6		
TOTAL ALL BRANDS	1985	630.7	523.0	15.1	6.0	1174.8	-	8.1	35.6	61.9	44.0	41.2	190.8	1365.6	-121.2	-9%
	Bud	853.6	470.9	18.7	5.2	1348.4	50.7	17.4	72.6	-	-	31.8	172.5	1520.9	-276.5	-18%
	Act	476.9	520.7	21.1	21.0	1041.9	22.7	88.8	37.2	11.6	-	40.2	202.5	1244.4		
% Inc/Dec	1985	-24%	-	+54%	+250%	-11%	++	+996%	+5%	-78%	-100%	-2%	+6%	-9%		
	Bud	-44%	+11%	+25%	+104%	-27%	-55%	+410%	-49%	+++	-	+26%	+17%	-18%		

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TABLE 6

## WEST AFRICA AREA.

1 MONTHS TO MARCH 1986

MILLIONS		TOGO/ BENIN/ NIGER	CAMEROON	UNIT II OTHERS	UNIT III	LIBERIA DOMESTIC	SENEGAL DOMESTIC	IVORY COAST DOMESTIC	BURKINA FASO DOMESTIC	OTHER W.A.DOM./ AFRICA SUNDRIES	AFRICA STORES	AFRICA ASS. COS.	WEST AFRICA AREA TOTAL	VARIANCE FROM COMPANY PLAN AND LAST YEAR	
														Mill.	%
B & H Sp. Filter	1985	1001.9	50.0	24.0	20.6	8.0	46.0	4.4	16.0	3.7	3.1	0.1	1177.8	-228.3	-19%
	Bud	778.8	25.5	51.0	21.0	15.0	25.0	50.0	25.0	17.1	3.0	0.5	1011.9	-62.4	-6%
	Act	806.4	-	56.7	16.4	4.0	22.8	-	30.0	12.9	-	0.3	949.5	-	-
B & H Sp. Mild	1985	-	-	-	-	-	-	-	-	-	-	-	-	+0.1	+++
	Bud	-	-	-	-	-	0.1	-	-	-	-	0.3	0.4	-0.3	-75%
	Act	-	-	-	-	-	-	-	-	-	-	0.1	0.1	-	-
B & H Lux. Mild	1985	-	-	-	-	-	0.2	-	-	-	0.2	-	0.4	-0.1	-25%
	Bud	-	-	-	-	-	0.1	0.1	-	-	0.1	0.2	0.7	-0.4	-57%
	Act	-	-	-	-	-	0.3	-	-	-	-	-	0.3	-	-
S.E.P.K.	1985	21.0	-	-	4.2	-	-	-	-	1.1	0.1	2.3	28.7	+11.4	+40%
	Bud	13.7	-	-	5.0	-	-	-	3.8	3.8	0.1	0.2	26.6	+13.5	+51%
	Act	12.4	-	-	25.2	-	-	-	-	1.1	-	1.4	40.1	-	-
J.P.S. K.S. (incl. U.S.T.)	1985	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	8.8	6.2	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	0.2	-	15.2	-15.2	-100%
J.P.S. 95 mm	1985	-	0.3	-	-	-	0.2	-	-	-	0.4	-	0.9	-0.4	-44%
	Bud	-	-	-	-	-	-	-	-	-	-	-	2.0	-1.5	-75%
	Act	0.2	-	-	-	-	-	-	-	1.4	0.3	0.3	0.5	-	-
Gold Leaf	1985	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Du Maurier S.K.	1985	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Embassy No. 1	1985	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	1985	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Bud	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ALL BRANDS	1985	1022.9	50.3	24.0	24.8	8.0	46.4	4.4	16.0	4.8	3.8	2.4	1207.8	-217.3	-18%
	Bud	792.5	25.5	51.0	26.0	15.0	34.0	56.5	28.8	22.3	3.7	1.5	1056.8	-66.3	-6%
	Act	819.0	-	56.7	41.6	4.0	23.1	-	30.0	14.2	-	1.9	990.5	-	-
X Inc/dec	1985	-18%	-100%	+116%	+68%	-50%	-50%	-100%	+88%	+195%	-100%	-21%	-18%	-	-
	Bud	+3%	-100%	+11%	+60%	-73%	-32%	-100%	+4%	-36%	-100%	+2%	-6%	-	-
	Act	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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