

## Ventas por Marcas -Cajetillas (20 uds.)-

| Hasta.....                | 31-Ene-14            | 31-Ene-13            | Incremento    |
|---------------------------|----------------------|----------------------|---------------|
| MARCAS                    | Cajetillas (20 uds.) | Cajetillas (20 uds.) | %             |
| MARLBORO                  | 25.583.496           | 25.405.641           | 0,70%         |
| WINSTON                   | 23.429.403           | 26.994.680           | -13,21%       |
| CHESTERFIELD              | 17.014.012           | 17.746.062           | -4,13%        |
| FORTUNA                   | 15.201.366           | 14.077.173           | 7,99%         |
| CAMEL                     | 12.566.311           | 14.379.703           | -12,61%       |
| DUCADOS NEGRO             | 10.671.451           | 11.000.012           | -2,99%        |
| LUCKY STRIKE              | 10.129.460           | 14.845.047           | -31,77%       |
| L&M                       | 9.035.448            | 10.473.926           | -13,73%       |
| NOBEL                     | 8.418.949            | 8.030.718            | 4,83%         |
| DUCADOS RUBIO             | 6.502.122            | 6.927.054            | -6,13%        |
| BROOKLYN                  | 4.024.409            | 880.768              | 356,92%       |
| DUCADOS RUBIO BLANDO      | 3.087.056            | 3.705.373            | -16,69%       |
| PALL MALL                 | 2.618.808            | 5.298.070            | -50,57%       |
| L&M BLANDO                | 2.610.873            | 2.880.917            | -9,37%        |
| FORTUNA RED LINE          | 2.555.866            | 2.440.947            | 4,71%         |
| DUCADOS RUBIO 100'S       | 1.901.953            | 1.660.256            | 14,56%        |
| MARLBORO POCKET           | 1.732.888            | 1.732.104            | 0,05%         |
| LUCKY STRIKE BLANDO       | 1.517.124            | 2.001.348            | -24,19%       |
| MARK 1                    | 1.405.589            | 1.293.825            | 8,64%         |
| NOBEL STYLE               | 1.295.289            | 1.065.780            | 21,53%        |
| ELIXYR                    | 1.264.835            | 1.222.902            | 3,43%         |
| JOHN PLAYER SP.           | 1.195.536            | 1.428.724            | -16,32%       |
| BENSON & HEDGES AMERICAN  | 1.173.062            | 92.375               | 1169,89%      |
| GOLD COAST                | 1.103.554            | 1.521.683            | -27,48%       |
| PALL MALL LARGO 100'S     | 1.097.927            | 875.280              | 25,44%        |
| MARLBORO GOLD TOUCH       | 918.669              | 624.238              | 47,17%        |
| PHILIP MORRIS K/S         | 879.992              | 678.744              | 29,65%        |
| CHESTERFIELD NAKED        | 875.071              | 783.602              | 11,67%        |
| GOLDEN AMERICAN           | 839.507              | 720.811              | 16,47%        |
| WINSTON REDVOLUTION       | 824.578              | 1.371.109            | -39,86%       |
| BN                        | 747.279              | 846.263              | -11,70%       |
| NOBEL BLANDO              | 629.254              | 592.208              | 6,26%         |
| BULLBRAND                 | 605.841              | 700.576              | -13,52%       |
| LUCKY STRIKE CLICK & ROLL | 604.385              | 631.066              | -4,23%        |
| CORONAS RUBIO             | 600.928              | 873.316              | -31,19%       |
| R 1                       | 543.809              | 585.006              | -7,04%        |
| HERENCIA                  | 507.979              | 579.799              | -12,39%       |
| AUSTIN                    | 429.309              | 833.645              | -48,50%       |
| KARELIA                   | 428.570              | 423.450              | 1,21%         |
| JOHN PLAYER SP. AM.100'S  | 366.684              | 460.302              | -20,34%       |
| MARLBORO CORE FLAVOR      | 364.784              | 262.264              | 39,09%        |
| GAULOISES RUBIO           | 360.280              | 294.680              | 22,26%        |
| POPULAR                   | 328.324              | 406.798              | -19,29%       |
| RESTO MARCAS              | 9.259.835            | 11.850.029           | -21,86%       |
| <b>Totales</b>            | <b>187.251.864</b>   | <b>201.498.275</b>   | <b>-7,07%</b> |