

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

| Hasta.....                | 28-Feb-14            | 28-Feb-13            | Incremento    |
|---------------------------|----------------------|----------------------|---------------|
| MARCAS                    | Cajetillas (20 uds.) | Cajetillas (20 uds.) | %             |
| MARLBORO                  | 46.371.175           | 45.365.512           | 2,22%         |
| WINSTON                   | 42.697.449           | 44.373.165           | -3,78%        |
| CHESTERFIELD              | 30.808.543           | 32.974.909           | -6,57%        |
| FORTUNA                   | 27.646.606           | 27.924.539           | -1,00%        |
| CAMEL                     | 23.528.566           | 24.618.303           | -4,43%        |
| DUCADOS NEGRO             | 19.246.624           | 20.762.377           | -7,30%        |
| LUCKY STRIKE              | 18.719.623           | 22.870.627           | -18,15%       |
| L&M                       | 16.403.054           | 18.335.967           | -10,54%       |
| NOBEL                     | 15.117.202           | 15.940.554           | -5,17%        |
| DUCADOS RUBIO             | 11.583.424           | 13.575.471           | -14,67%       |
| BROOKLYN                  | 8.664.659            | 3.318.353            | 161,11%       |
| DUCADOS RUBIO BLANDO      | 5.539.296            | 7.914.950            | -30,01%       |
| L&M BLANDO                | 4.763.288            | 5.272.971            | -9,67%        |
| PALL MALL                 | 4.755.553            | 7.684.923            | -38,12%       |
| FORTUNA RED LINE          | 4.658.090            | 5.020.015            | -7,21%        |
| DUCADOS RUBIO 100'S       | 3.463.560            | 3.660.094            | -5,37%        |
| MARLBORO POCKET           | 3.162.447            | 3.125.603            | 1,18%         |
| LUCKY STRIKE BLANDO       | 2.799.163            | 3.225.519            | -13,22%       |
| MARK 1                    | 2.681.072            | 2.495.166            | 7,45%         |
| NOBEL STYLE               | 2.359.102            | 2.114.218            | 11,58%        |
| JOHN PLAYER SP.           | 2.327.549            | 2.856.268            | -18,51%       |
| ELIXYR                    | 2.316.177            | 2.408.167            | -3,82%        |
| PALL MALL LARGO 100'S     | 2.077.861            | 1.483.122            | 40,10%        |
| GOLD COAST                | 1.979.156            | 2.572.370            | -23,06%       |
| GOLDEN AMERICAN           | 1.872.292            | 1.422.225            | 31,65%        |
| BENSON & HEDGES AMERICAN  | 1.850.279            | 179.133              | 932,91%       |
| MARLBORO GOLD TOUCH       | 1.721.940            | 1.140.208            | 51,02%        |
| PHILIP MORRIS K/S         | 1.622.197            | 1.360.205            | 19,26%        |
| CHESTERFIELD NAKED        | 1.621.609            | 1.407.251            | 15,23%        |
| WINSTON REDVOLUTION       | 1.480.505            | 2.327.113            | -36,38%       |
| BN                        | 1.356.027            | 1.550.797            | -12,56%       |
| NOBEL BLANDO              | 1.169.282            | 1.189.749            | -1,72%        |
| LUCKY STRIKE CLICK & ROLL | 1.144.346            | 1.046.442            | 9,36%         |
| BULLBRAND                 | 1.131.517            | 1.285.824            | -12,00%       |
| CORONAS RUBIO             | 1.071.057            | 1.500.337            | -28,61%       |
| R 1                       | 1.018.231            | 1.126.872            | -9,64%        |
| HERENCIA                  | 916.473              | 1.054.784            | -13,11%       |
| AUSTIN                    | 827.058              | 1.523.144            | -45,70%       |
| KARELIA                   | 799.090              | 797.350              | 0,22%         |
| GAULOISES RUBIO           | 751.186              | 675.129              | 11,27%        |
| MARLBORO CORE FLAVOR      | 706.404              | 471.330              | 49,87%        |
| JOHN PLAYER SP. AM.100'S  | 695.070              | 908.792              | -23,52%       |
| POPULAR                   | 595.371              | 752.509              | -20,88%       |
| RESTO MARCAS              | 17.377.940           | 22.021.469           | -21,09%       |
| <b>Totales</b>            | <b>343.397.112</b>   | <b>363.633.824</b>   | <b>-5,57%</b> |