

SUMMARY OF CONTACT CENTER ACTIVITY

OCTOBER 2017 – OCTOBER 2019

SUMMARY OF CALL CENTER CONTACTS – OCTOBER 2017- OCTOBER 2019

- **Total Number of Call Center Contacts From October 2017– October 2019: 7,567**

- **Total of (b) (4) contacts related to product manufacturing and potential adverse events (PAE). Breakout of contacts by primary topic:**
 - Broken pouches, nicotine residue in container and on pouches: (b) (4)
 - Improper use of product: (b) (4)
 - Health related issues potentially caused by product use: (b) (4)
 - Flavor related contacts: (b) (4)

SUMMARY OF CONTACT CENTER ACTIVITY FROM OCTOBER 2017 – OCTOBER 2019

○ Graph on following page

Contact Type	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	18-Oct	18-Nov	18-Dec	19-Jan	19-Feb	19-Mar	19-Apr	19-May	19-Jun	19-Jul	19-Aug	19-Sep	19-Oct	Total
Broken Pouches, Nicotine Residue in Container And On Pouches	(b) (4)																									
Health Related Issues Potentially Caused By Product Use																										
Improper Use of Product																										
Flavor Related Contacts																										
Total Contacts; Potential Adverse Events (PAE)																										
Total Contacts																										
Percent of Contacts: Potential Adverse Events (PAE)																										

SUMMARY OF CONTACT CENTER ACTIVITY FROM OCTOBER 2017 – OCTOBER 2019

Summary of Contact Center Activity - ZYN

(b) (4)

SUMMARY OF CONTACT CENTER ACTIVITY OCTOBER 2017 – OCTOBER 2019

Summary of Contact Center Activity - ZYN

(b) (4)

FLAVORS MENTIONED IN CONTACTS RELATED TO BROKEN POUCHES, NICOTINE RESIDUE IN CONTAINER AND ON POUCHES

Wintergreen accounts for (b) (4) of ZYN sales volume but (b) (4) of pouch quality issues, when removing “unknown” from the analysis.

By comparison, cool mint is (b) (4) of sales but (b) (4) of pouch quality issues.

Contact Type		17-Oct	17-Nov	17-Dec	18-Jan	18-Feb	18-Mar	18-Apr	18-May	18-Jun	18-Jul	18-Aug	18-Sep	18-Oct	18-Nov	18-Dec	19-Jan	19-Feb	19-Mar	19-Apr	19-May	19-Jun	19-Jul	19-Aug	19-Sep	19-Oct	Total	By Flavor
Broken Pouches	(b) (4)																											
Wintergreen	(b) (4)																											
Cool Mint	(b) (4)																											
Sweet Mint	(b) (4)																											
Pine Mint	(b) (4)																											
Cinnamon	(b) (4)																											
Coffee	(b) (4)																											
Unknown	(b) (4)																											

IMPROPER USE OF PRODUCT

Total Contacts Related to Improper Use of Product	Total Contacts
(b)	(4)

HEALTH RELATED ISSUES POTENTIALLY CAUSED BY PRODUCT USE

- Health Related Issues Potentially Caused By Product Use: (b) (4)

Common Issues Mentioned	Total Contacts
(b)	(4)

"we are not aware of any adverse events that have occurred with regard to ZYN; contacts by consumers about health-related topics could not be verified as being caused by the product or being an adverse event." Our interpretation of "adverse event" is serious health outcome.

FLAVOR RELATED CONTACTS

- (b) (4) contacts related to inconsistent or unappealing flavor characteristic. (Omits simple dislike of flavor.)

Flavoring	Strength	Total Contacts
Wintergreen	6mg	(b) (4)
	3mg	
Cool Mint	6mg	
	3mg	
Spearmint	6mg	
	3mg	
Peppermint	6mg	
	3mg	
Cinnamon	6mg	
	3mg	
Coffee	6mg	
	3mg	
Unspecified	Unspecified	