

2025

Partnership for International Expansion



CHINA
TOBACCO



A L T T A B A K





World Market Leader

"China Tobacco" is one of the world's most profitable and largest companies. As a leader in tobacco production and distribution, it supplies approximately 43% of the world's cigarettes and dominates the entire Chinese tobacco market.

43% *

China Tobacco

14%

PMI

11%

BAT

9%

JT

4%

IT

* 2023 WHO data





Company Focus

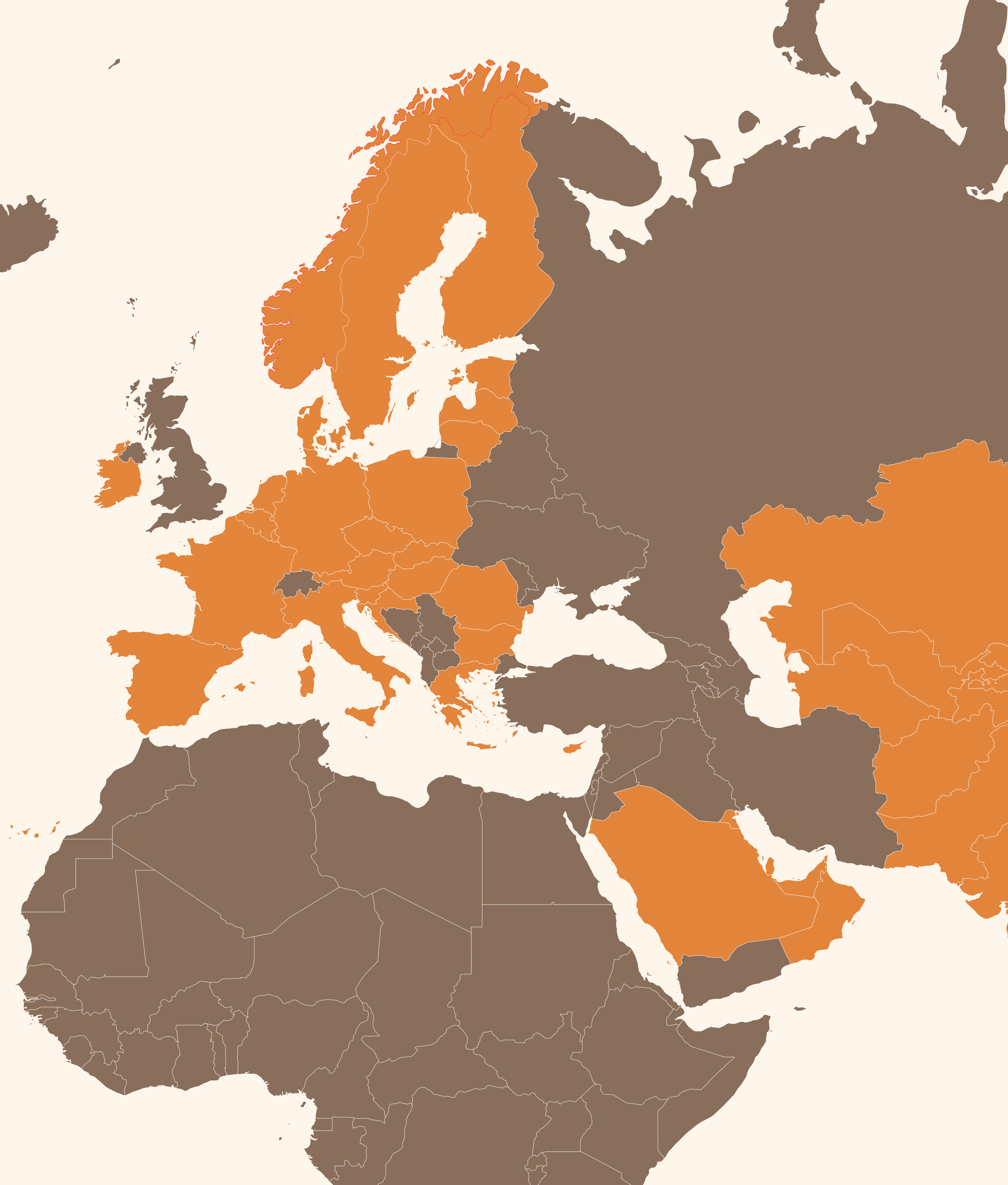
China's USD 386 billion tobacco market grows over 2% annually, reinforcing "China Tobacco's" leadership in:

-  Advanced Manufacturing and Supply Chain Efficiency
-  Leading Brands and Market Share
-  Innovation and Technological Advancements
-  Strategic Focus on High-Quality Development
-  Social Responsibility and Regulatory Compliance





"Alternative Tobacco" was selected and granted exclusive rights to import, resell, and distribute "China Tobacco" products in the European Union. The company also holds distribution rights in Africa, Latin America, and the Middle East.



Traditional Tobacco





Cigarettes

As the world's largest tobacco company, “China Tobacco” production includes more than 200 cigarette brands, offering a wide selection to different type of consumers.



200

Cigarette Brands



Cigarette Brands

for Traveling Asians



Cigarette Brands

for International Consumers



Brands for Traveling Asians

"Furongwang" and "Nise" are among the most popular domestic cigarette brands in Mainland China and Southeast Asia, making them ideal for Asian travelers who favor familiar local names.





Brands for International Consumers

The "Silver Elephant" and "Marshal" cigarette brands are intended for international market distribution, with an existing presence in South American countries.





Cigarette specifications

	TAR CONTENT	NICOTINE CONTENT IN SMOKE	TOBACCO TYPE	CIGARETTE SIZE
Marshal Menthol & Burst	From 6 mg. to 9 mg.	From 0.6 mg. to 0.9 mg.	Blended	King Size, Slim
Silver Elephant	From 6 mg. to 9 mg.	From 0.6 mg. to 1.0 mg.	Blended	King Size
NISE	From 6 mg. to 9 mg.	From 0.3 mg. to 1.3 mg.	Blended, Virginia type	King Size
Furongwang	From 6 mg. to 9 mg.	From 1.0 mg. to 1.2 mg.	Virginia type	King Size



Slim Cigars

For consumers who favor familiar local names.



 **Mint**

Cigar aroma with hints of tangerine peel and mint.



 **Cream**

Cigar aroma blended with sweet milk.



 **Coco**

Cigar aroma with a touch of cola.



Great Wall Handmade Cigars

Premium Chinese "Great Wall Cigars," meticulously crafted for refined taste. These exceptional cigars deliver a sophisticated smoking experience for discerning enthusiasts.



20
Cigars Brands



Handmade Cigars



Top-Rated Cigars
★★★★★



The Value Benchmark of Chinese Cigars

This impeccably crafted cigar opens with notes of gingerbread, licorice, nuts, and fresh flowers, followed by hints of ginger and wood, finishing with plum and cocoa.



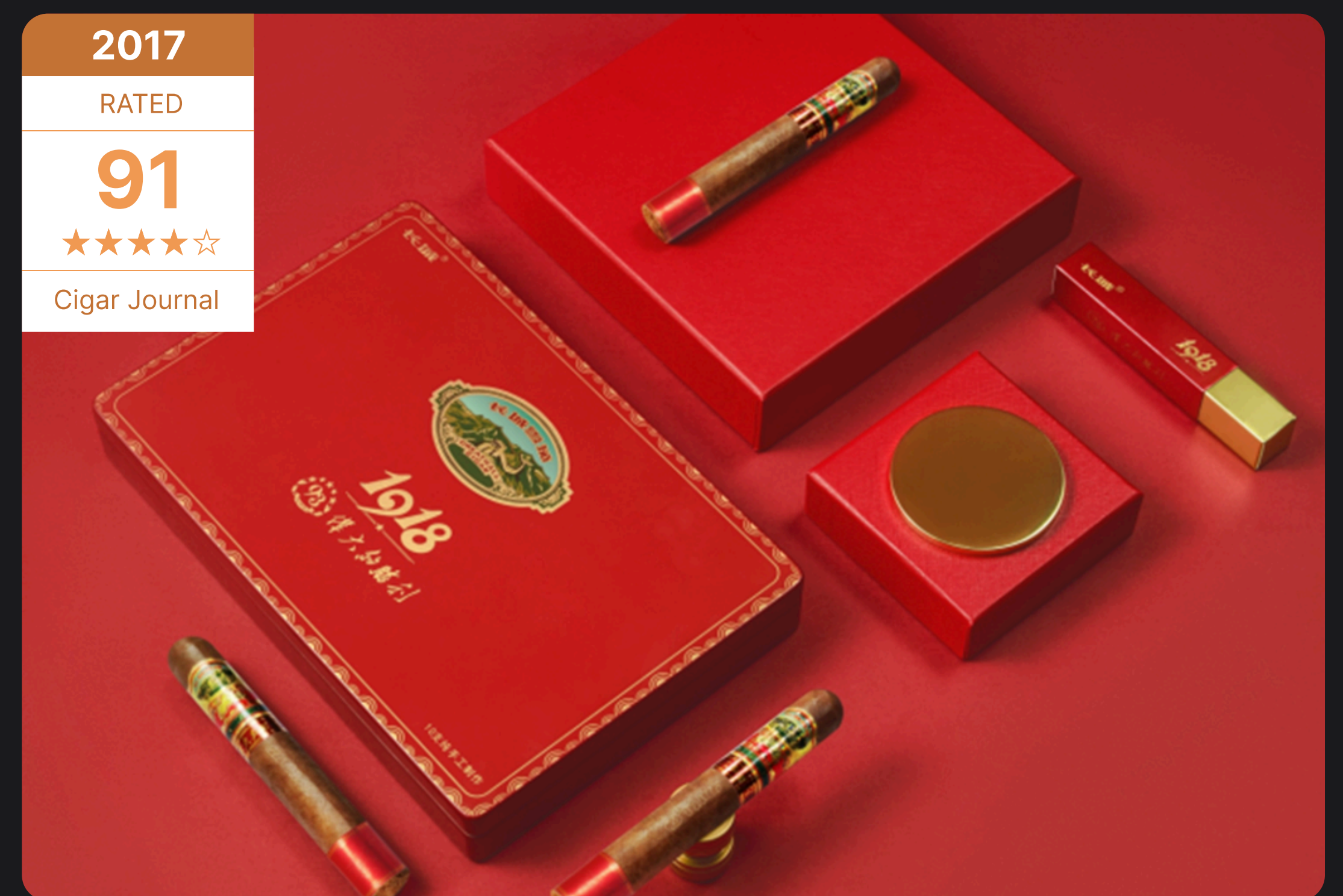
Cigar with a Long Braid

The cigar starts with nutty, bean-like aromas, shifts to toasty, burnt-sweet notes with hints of honey and leather, and finishes with a robust, medium-rich aroma and a long aftertaste.



The First Salomon Chinese Cigar

Aged for over three years, the tobacco leaves develop a sweet, woody flavor with hints of licorice and almond, a rich aroma, and a mellow finish.



Victory Commemorative Cigar

Sichuan's unique rice paste fermentation method creates an authentic Chinese flavor, primarily characterized by a rich rice aroma.



Cigarillos

The Great Wall Cigarillos, for international markets, have become renowned for their exceptional quality and unique flavor profile, featuring delightful sweet, nutty, and vanilla tastes that capture the attention of cigarillos enthusiasts around the globe.



Vanilla

Full-bodied cigar aromas with sweet vanilla flavors.



Original

Pure, soft, and mellow—savor the cigar's beauty in a brief tasting.



Coffee

The aroma of coffee transports you to various cigar realms.

Heated Tobacco





Heated Tobacco

One of China's tobacco innovation directions is its heated tobacco product line, which includes both heated tobacco and its dedicated electronic devices. "Alternative Tobacco" is successfully launching this product in EU markets.





Heated Tobacco

More than 10 flavors are available globally



Original

Tobacco tone blend



Suet Jade

Tobacco with a coffee tone



Garnet Red

Tobacco with a vanilla tone



Green

Mint aroma with tobacco



From 2024

Part of traceability system



Successfully Entering

EU Markets





Nano

Nano is an induction heating system that automatically turns on and efficiently controls temperature. The device features a compact, high-capacity battery for extended usage.



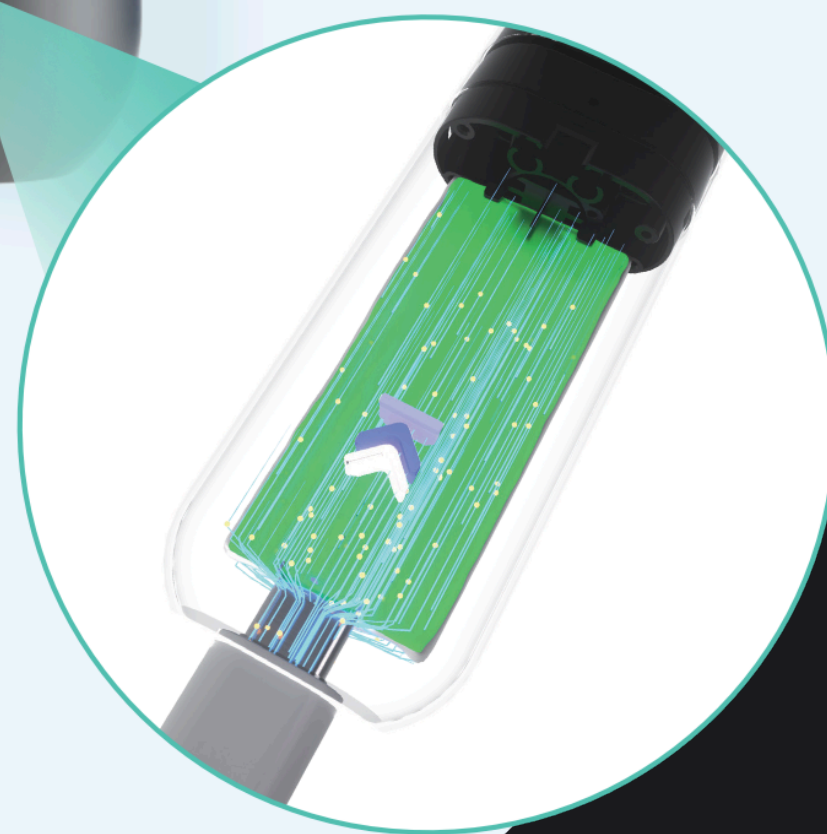
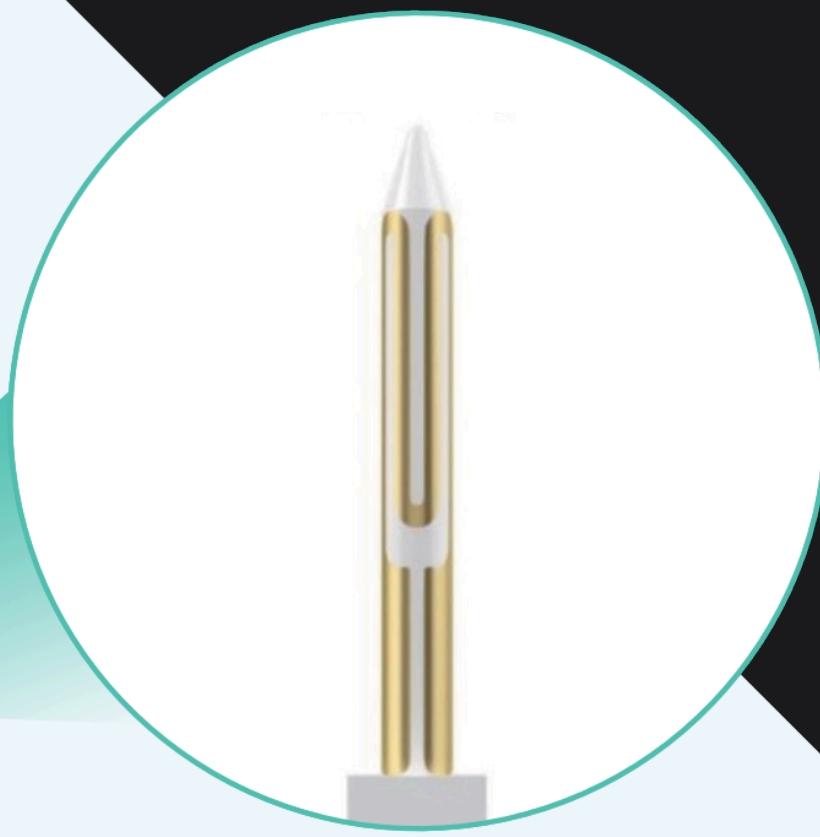
New technology

Larger heating area



With one charge

23 heated tobacco sticks





Air

The flagship device, "Kuanzhai Air," features graphite heating technology, requires no cleaning, and provides a full pack's worth of use on a single charge—all in an ultra-light design.



Smoother smoke taste

Graphite heating technology



After use

No need to clean the device



One charge

Is enough for a whole pack



Tobacco-Free Products



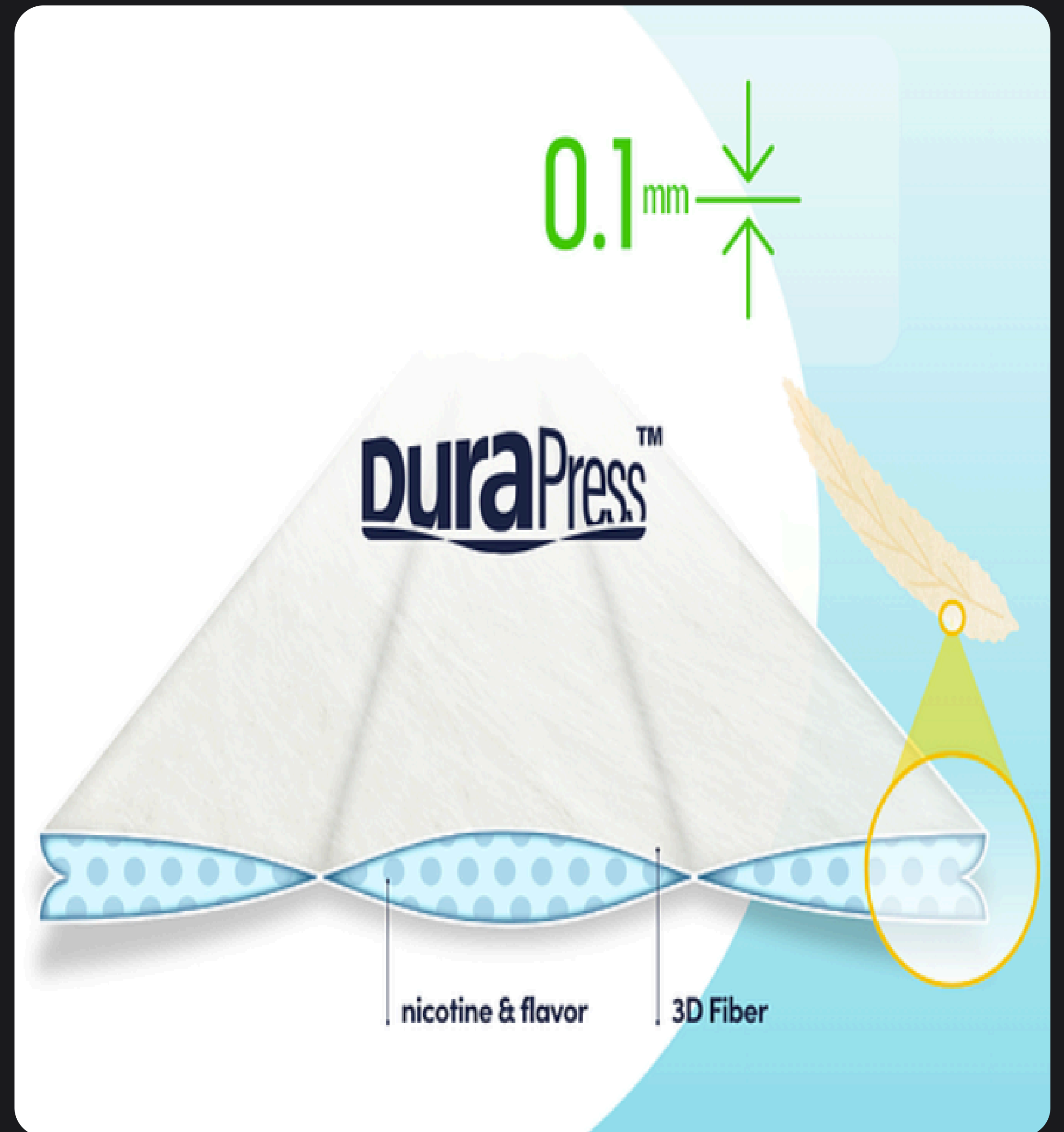


Super-Slim Nicotine Air Pouch

DuraPress™ technology, Nicotine Air Pouch are just 0.1mm thin, real slim, integrating pure nicotine and natural flavors into an innovative 3D fiber matrix.



World's Most Advanced
Oral Nicotine Technology





60 Minutes of Satisfaction

"Dosh" nicotine Air Pouch seamlessly integrate into people's routines with a snug, nearly invisible fit against the gum. Whether at work, the gym, or with friends, "Dosh" adapts to individual lifestyle.





Dosh + Zar Assortment

zar



3mg



6mg



9mg



16mg



35mg



3mg



6mg



16mg



16mg







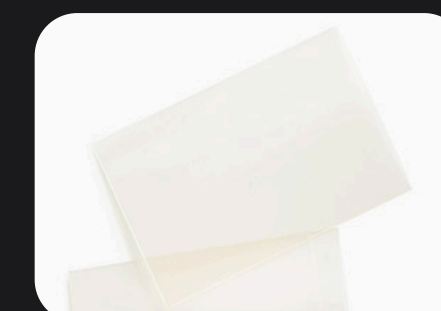
zar

-  4 minutes to get the buzz
-  Lasts for 60 minutes
-  Great tingling sensation
-  Flexible, easy to move around the mouth
-  Ultra-thin and invisible while talking
-  100% nic release
-  Authentic flavor burst



**OTHER
Pouch**

-  8 minutes to get the buzz “too slow”
-  Only lasts for 30 minutes
-  Great tingling sensation
-  Flexible, easy to move around the mouth
-  Easily spotted while talking
-  <70% nic release
-  Artificial flavoring



**OTHER
Film/strip**

-  1min to get the buzz “too dizzy”
-  Only lasts for 15 minutes
-  Too painful on the gum
-  Sticky, stuck on the gum
-  Ultra-thin and invisible while talking
-  100% nic release
-  Artificial flavoring



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