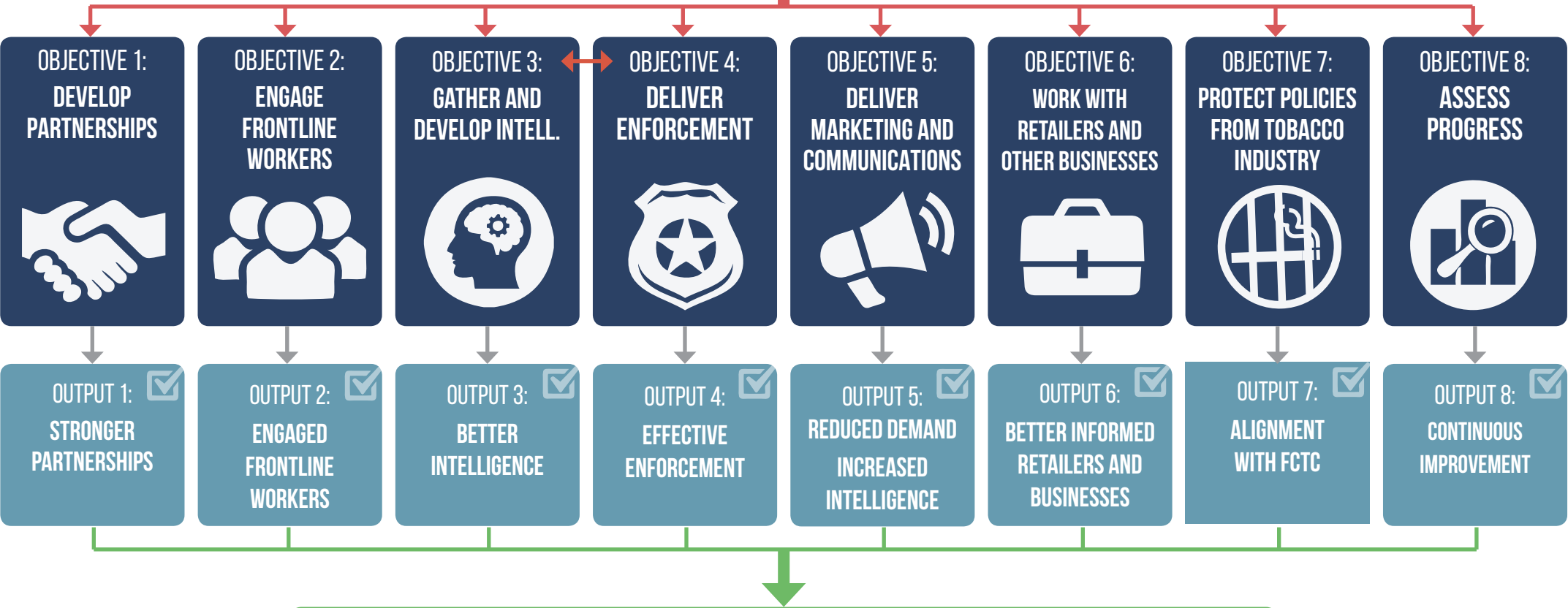




ILLICIT TOBACCO PROGRAMME STRATEGIC FRAMEWORK

AIM: TO REDUCE THE SUPPLY OF AND DEMAND FOR ILLICIT TOBACCO AS PART OF BROADER STRATEGIES TO REDUCE SMOKING PREVALENCE



RESULT: REDUCED ILLICIT TOBACCO MARKET