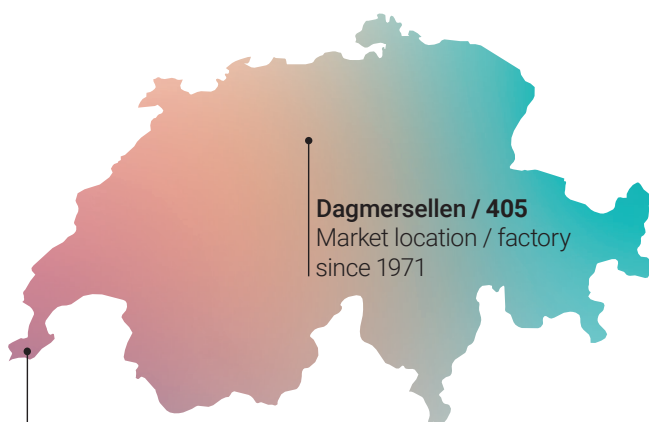


Locations / Employees



1420
EMPLOYEES



#1
IN
FINE-CUT

AMONG THE
TOP 100 PATENT
APPLICANTS IN
EUROPEAN PATENT
OFFICE (EPO)

28 %
TOTAL
MARKET SHARE

Production

10.2
BILLION
CIGARETTES PER YEAR



45
MILLION
CIGARETTES PER DAY

83 %
EXPORT

405
EMPLOYEES IN
DAGMERSELLEN



287
IN PRODUCTION



39 %
FEMALE

Our brands



- Cigarettes
- Fine-cut tobacco
- Reduced-Risk Products

Sustainable development

Success obliges. We assume our responsibility towards society and the environment through our economic, ecological and social endeavours:

- We focus on the most efficient and environmentally friendly production possible
- We offer our employees modern and fair working conditions
- We support numerous projects in the artistic, environmental and social fields
- We are regularly involved in good causes ourselves



369t (PER YEAR)

SENSIBLE WASTE RECYCLING:
WE PRODUCE NUTRIENT-RICH
NATURAL FERTILIZERS FROM
TOBACCO DUST, FILTER BRIQUETTES
AND FILTER RODS



-38 %

CO₂-EMISSIONS
REDUCTION IN
DAGMERSELLEN
SINCE 2007

TOBACCO INDUSTRY IN SWITZERLAND

Economy



11,400 JOBS

DIRECT EMPLOYMENT: 6,200
ADDITIONAL JOBS IN OTHER
INDUSTRIES: 5,200

0.2 %

OF OVERALL LABOR FORCE



CHF 6.3 BN

TOTAL EFFECT ON ECONOMY (2016)
1 % OF GDP

Tobacco distribution / Retail



8,000 POS

ARE SELLING TOBACCO PRODUCTS,
10,000 VENDING MACHINES

76 %

OF OVERALL TOBACCO SALES
ARE CIGARETTES

-41 %

DECLINE OF TOBACCO SALES IN
THE LAST 20 YEARS

Tobacco taxation



60 %

OF RSP ARE TAXES



CHF 2.05 BN

TOBACCO TAX IN 2023

Although sales declined, tax revenues
rose from CHF 1.7 billion in 2000 to
CHF 2.05 billion in 2023

Tobacco growing



121

TOBACCO FARMERS IN SWITZERLAND

300 YEARS

TOBACCO HAS BEEN HARVESTED IN
SWITZERLAND FOR OVER 300 YEARS



Tobacco growing is highly regulated and supported
by a subsidy system

Tobacco manufacturing

34.6 BN

PRODUCED CIGARETTES
25 % FOR DOMESTIC MARKET
75 % FOR EXPORT
(JAPAN, MENEAT)



CHF 561 MIO.

EXPORT REVENUES GENERATED BY
TOBACCO PRODUCTS, COMPARABLE
TO CHEESE

Good to know



13.2 %*

LEGALLY AND ILLEGALLY IMPORTED
CIGARETTES DUE TO COMMUTERS,
DUTY-FREE SHOPPING AND SMUGGLING

* very low compared to France: 42.5 %