



BAT FINLAND OY

TELEFAX

Date: 27.12.1995

*Barry Brown
which Hester
Sports Centre*

For the attention of	Mr J. Rembiszewski
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Fax number of destination	
No. of pages	1
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If you have any query relating to this transmission, please phone 358-0-348855, extension 205.

Dear Jimmi,

SECRET

Ref. Our earlier discussions concerning Pall Mall launch in 1994.

I was informed last week by our lawyers that the public prosecutor has made up his mind to take our August 1994 Pall Mall Medium and Ultra Menthol launch (including the consumer price reduction) to the Court. The Ministry of Social Affairs and Health has pushed quite aggressively this case in order to set a precedent. The charge is a violation against the tobacco law in force in 1994. The launch campaign was directed to the trade (Cash & Carries) according to the concept we have used also in the past. However, the Ministry of Social Affairs and Health's view is that the campaign was targeted to the consumers.

Ari Siipivirta and myself will be prosecuted. If found guilty the likely outcome will be fines for the individuals. The worst scenario according to the law is imprisonment up to one year. The Ministry of Social Affairs and Health has calculated the unlawful benefit for BAT Finland in 1994 on Pall Mall launch to be FIM 5 million. This amount according to the charge is required by them to be paid back by the company to the Government.

Our lawyer at Roschler, Holmberg & Wasellius has been involved since the beginning of the above. We will meet again this week on Friday 29.12. to prepare ourselves for the case.

Please, let me know if you require further information on the issue. I will keep you up to date on the development.

Best regards,

Olli
Olli Gräsbeck

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