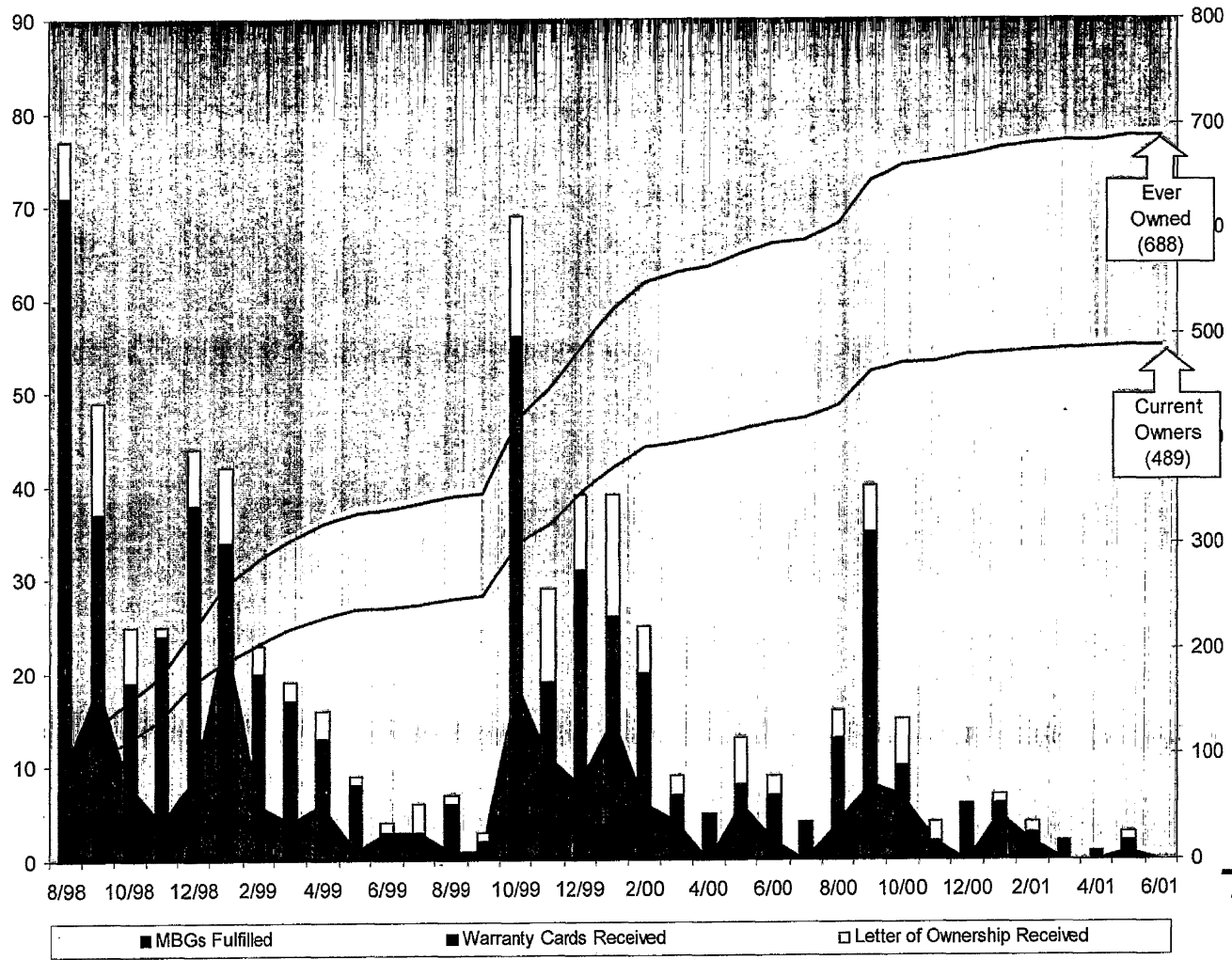


RAI Strategic Holdings, Inc.
Exhibit 2024
Phillip Morris Products, S.A. v. RAI Strategic Holdings, Inc.
IPR2020-00919

Accord Ownership

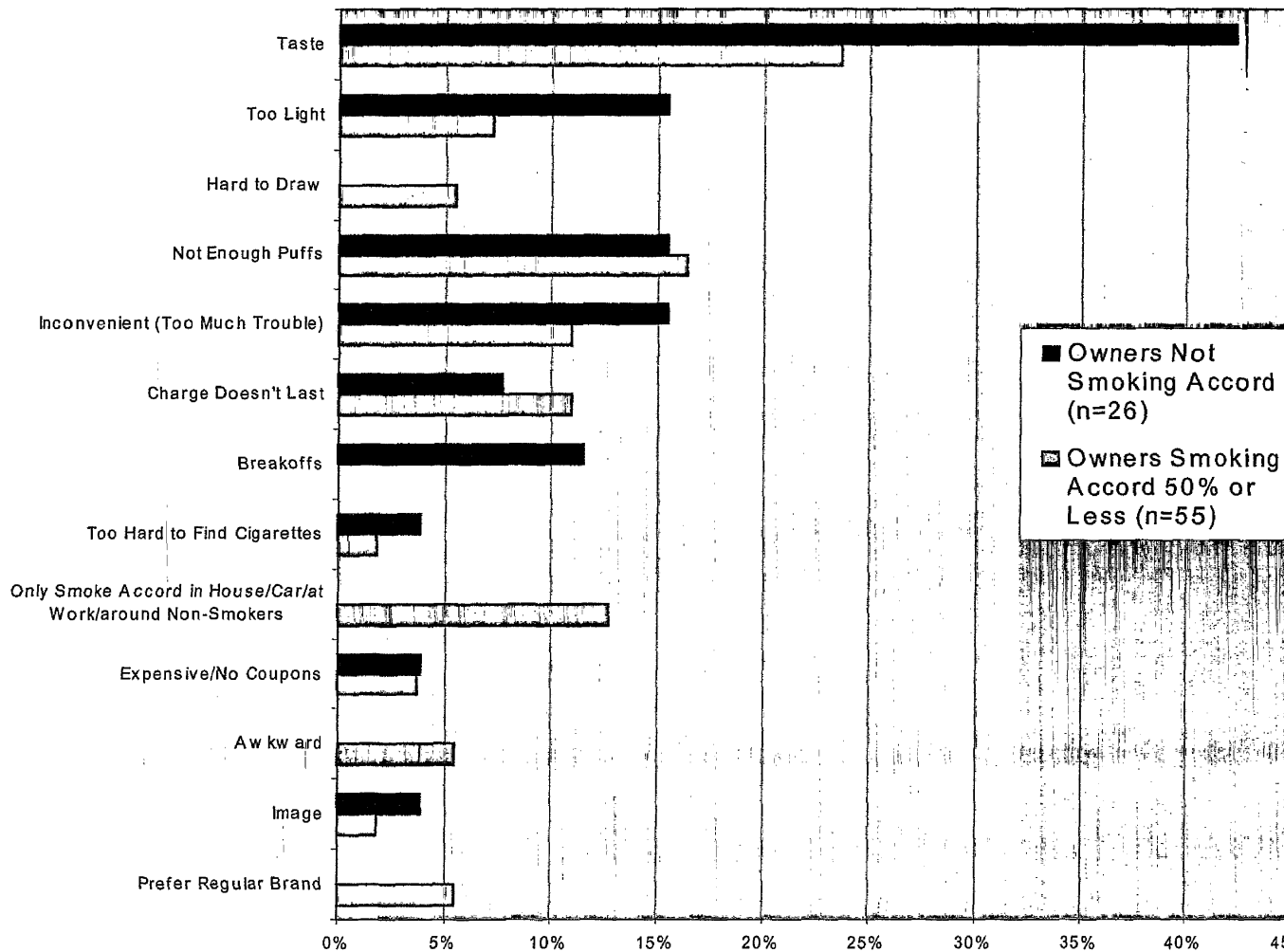
Updated?

*(Some people start
2 kits
1121*



ACCORD

Reasons why Accord is Smoked Infrequently



PM300148747

EX. 2024-1

Accord “Hurdles” to Success

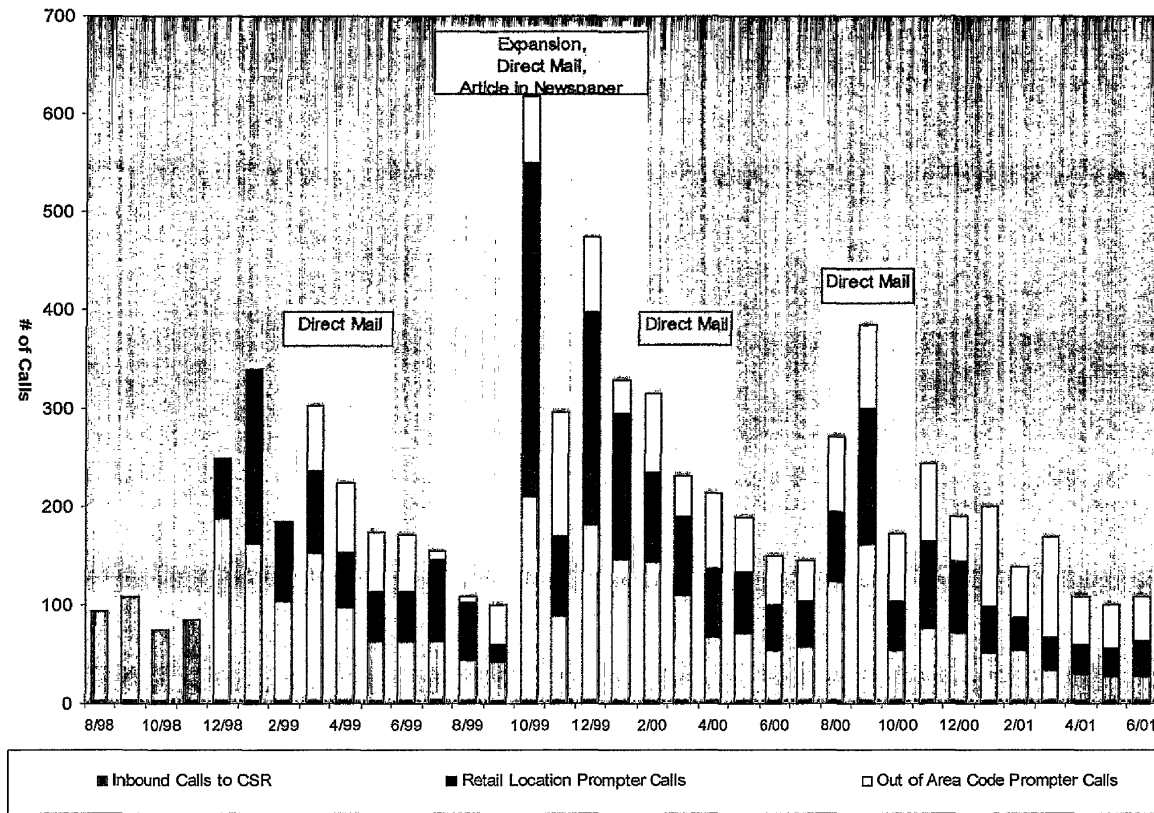
- Trial
 - Awareness
 - “My Brand”
 - Price
 - Availability
 - Social acceptability
- Adoption
 - Product taste
 - Higher delivery
- Continued Use
 - Realization of personal meaning
 - Social acceptability
 - Product - increase # puffs/cigarette and # cigarettes/charge

PM30014874

Ex. 2024-1

Activity

- Call Activity & Ownership is influenced by Direct Mail and Advertising.



PM300148747
EX. 2024-0

Accord Owner Activity Over Time

- Over the past three years we have the following activity from the adult smokers who buy Accord:
 - 20% to 25% register ownership through a warrant or MBG (most within one month)
 - Approximately 30% ask for an MBG
 - 20% will never show activity after registering ownership
 - 12% will discontinue use within a year
 - The rest will show activity for a year or more but go inactive at some point
 - Approximately 10% will continue to be active

PM30014874

EX. 2024-1

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