

Exhibit 13
Public Redacted
Version

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UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF VIRGINIA

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RAI STRATEGIC HOLDINGS, INC.,
and R.J. REYNOLDS VAPOR COMPANY;

Plaintiffs and CounterClaim Defendants,

vs. No. 1:20cv00393-LO-TCB

ALTRIA CLIENT SERVICES LLC; PHILIP
MORRIS USA, INC.; and PHILIP MORRIS
PRODUCTS S.A.,

Defendants and Counterclaim Plaintiffs.

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VIDEOTAPED REMOTE CONFERENCING DEPOSITION OF
MOIRA GILCHRIST

Stenographically reported by NICOLE HATLER

California CSR No. 13730

June 18, 2021

JOB NO. 195611

1 I know the Tyson's mall -- Tyson's Corner Mall is
2 one that is -- is opening or may have opened in
3 June already.

4 Q. And what are the current plans for
5 expanding distribution of IQOS in the United
6 States?

7 A. So based on what Altria communicated in
8 investor communications, I understand they will be
9 adding Florida, I think Philadelphia, and I'm -- a
10 couple of other places, if I recall correctly, in
11 2021.

12 Q. And is it PMP's understanding that one of
13 the places that Altria is selling the IQOS is in
14 company-owned PMP stores?

15 A. I'm sorry --

16 Q. Not -- this is -- this must be the 4:30 in
17 the morning problem. I apologize. Bad question.
18 Bad question.

19 Is it PMP's understanding that Altria is
20 selling IQOS in its own company-owned IQOS stores?

21 A. So certainly, the stores are not owned by
22 PMP. That's clear. I -- I -- when you say owned,
23 I'm not sure how to answer that because I -- I
24 don't know whether you mean are they rented stores
25 or -- I --

1 product. So there are many things that consumers
2 could -- could choose.

3 Q. And one thing they could choose is to start
4 smoking combustible cigarettes or continue smoking
5 combustible cigarettes instead of using the Vuse
6 products.

7 That's at least a possibility, right,
8 Dr. Gilchrist?

9 A. Look, I think, you know, somebody who has
10 made the decision -- and are you talking about a
11 person who has switched completely to the Vuse
12 product or somebody whose still using cigarettes?

13 Q. Well, let's start with somebody who's
14 switched completely to the Vuse products.

15 A. Right.

16 Q. It's possible they could go back to
17 combustible cigarettes, correct?

18 A. It's not the only possibility. It's --
19 it's entirely possible that they would seek -- you
20 know, somebody who has switched completely to an
21 electronic cigarette, it's entirely plausible that
22 they would reach for -- for an alternative like an
23 e-cigarette or heated tobacco product, as well.

24 But I'm not -- I'm not in a position to
25 speculate about what each and every consumer will

1 and -- and -- and searched out IQOS going and
2 reaching for Vuse.

3 That would be one example. I don't know if
4 that's what -- if that answers your question or
5 helps to answer it in some way.

6 Q. It does. It does and it doesn't address
7 the question.

8 Does PMP have any evidence specifically
9 that that happened, like specific customers that
10 would have bought IQOS but instead bought Vuse?

11 A. So I'm -- I'm not aware of -- of that type
12 of evidence being available. Perhaps the best
13 person to answer that would be -- would be Martin
14 King because he's on the ground in the United
15 States, and I'm not sure if -- if studies have been
16 done on that in -- in collaboration with Altria,
17 but certainly, personally, I'm not -- not familiar
18 with that.

19 Q. And the same is true with respect to other
20 e-cigarette products, isn't it?

21 A. And what -- what -- how do you mean the
22 same is true?

23 Q. Well, what I understood your testimony to
24 be is that Vuse is widely available in the United
25 States and Vuse is advertised in the United States,

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