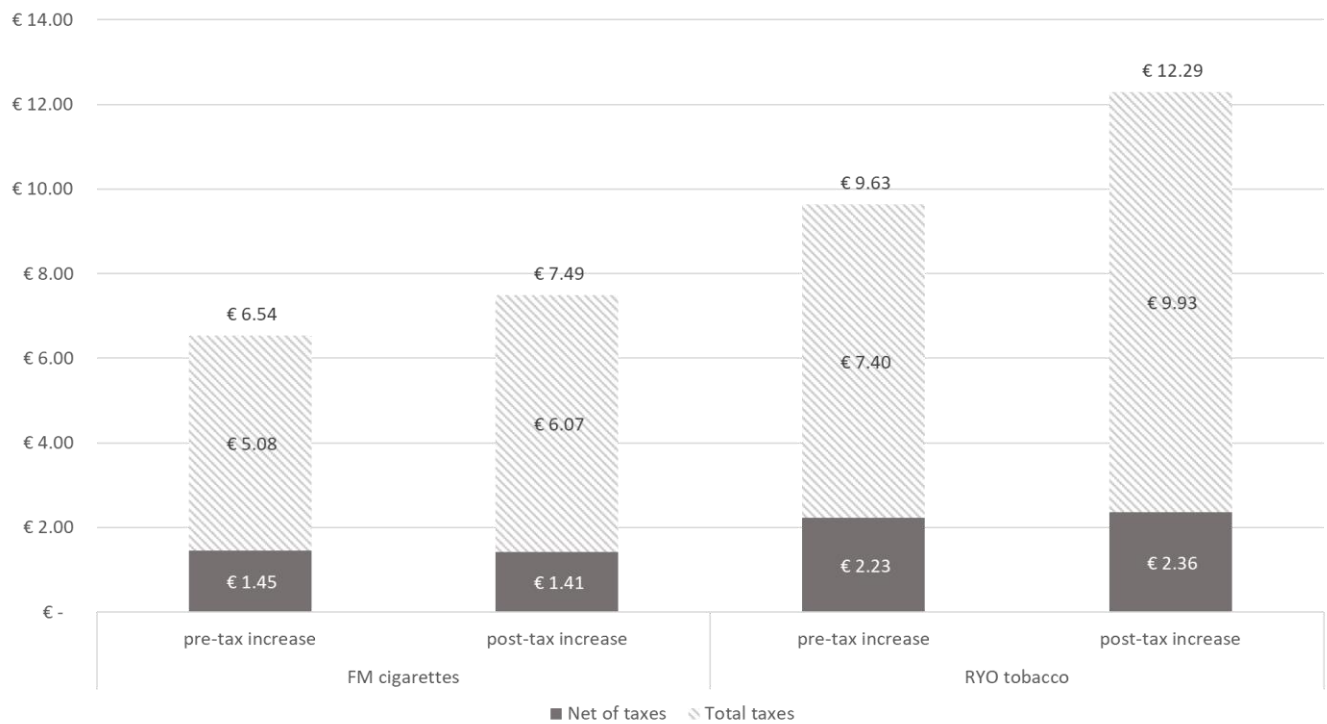


Supplementary material

Supplementary Table 1 Brands by segment, by type of tobacco

	Non-discount	Discount
Factory-made cigarettes	American Spirit, Caballero, Camel, Davidoff, Dunhill, Gauloises, Kent, Lucky Strike, Marlboro	Chesterfield, Elixir, John Player Special (JPS), L&M, Pall Mall, Titaan, Winston
Roll-your-own tobacco	American Spirit, Brandaris, Drum, Javaanse Jongens, Marlboro, Samson, Van Nelle	Camel, David & Goliath, John Player Special (JPS), Look Out Holland, Lucky Strike, Maximus, Pall Mall, Taribi, Titaan, West, Winston, Zilver

Supplementary Figure 1 Average prices, taxes and net-of-taxes (retail price minus taxes) pre- and post-tax increase, by type of tobacco [sensitivity analysis]



Supplementary Figure 2 Average prices, taxes and net-of-taxes (retail price minus taxes) pre- and post-tax increase, by type of tobacco and brand segment [sensitivity analysis]

