

February 3, 2011

Director - General of Health  
Ministry of Health  
PO Box 5013  
Wellington 6145

Attention Mr John Stribling,

Dear Mr Stribling,

Re: TOBACCO RETURNS and REPORTS for 2010

Please find following the information requested as part of DFS Galleria returns for 2010.

## DFS Cigarette Sales in 2010

		Qty Sold in 2010
	Total	30,637
CIGARETTES	CHUNGH KS 13MG 200S 016283398	13,357
CIGARETTES	CHUNGH KS GOLD 200S 032542748	472
CIGARETTES	DBL HAPPINESS 8MG KS 200 021728055	9,459
CIGARETTES	PANDA FILTER KS 100S 001079367	7,349

Patron Group (Australia) Pty Ltd  
Ph: 61-2- 9299 9987 Fax: 61-2- 9262 6827

### Tobacco Weight Report to DFS-NZ in 2010

	Chunghwa	Chunghwa Gold	Double Happiness Gold	Panda
Tobacco Weight / stick / mg	755	720	730	690
Total sales quantity / stick	3,000,000.00	260,000.00	2,370,000.00	750,000.00
Total Tobacco Weight /mg	2,265,000,000.00	187,200,000.00	1,730,100,000.00	517,500,000.00
Total Tobacco Weight / KG	2,265.00	187.20	1,730.10	517.50



### Added Constituent Reporting

A、 Brand Name Panda  
Sub Brand Hard Pack Panda (Yellow)

	Added Constituent	Content(mg/g)	CAS NO.
1	ethyl maltol	$<1.1 \times 10^{-3}$	4940-11-8
2	clove bud oil	$<2.9 \times 10^{-3}$	8000-34-8
3	geranium oil	$<2.8 \times 10^{-4}$	8000-46-2
4	peru resinoid	$<3.6 \times 10^{-3}$	8007-00-9
5	anistic aldehyde	$<4.4 \times 10^{-3}$	123-11-5
6	ethyl acetate	$<4.0 \times 10^{-2}$	141-78-6
7	ethyl propionate	$<2.2 \times 10^{-2}$	105-37-3
8	isoamyl isovalerate	$<2.2 \times 10^{-2}$	659-70-1

Tobacco weight: 690mg/cig

B、 Brand Name Chunghwa  
Sub Brand Hard Pack Chunghwa

	Added Constituent	Content(mg/g)	CAS NO.
1	ethyl acetate	$<6.0 \times 10^{-2}$	141-78-6
2	ethyl propionate	$<3.0 \times 10^{-2}$	105-37-3
3	p-anisaldehyde	$<6.0 \times 10^{-3}$	123-11-5
4	clove bud oil	$<4.0 \times 10^{-3}$	8000-34-8
5	ethyl vanillin	$<1.5 \times 10^{-3}$	121-32-4
6	ethyl maltol	$<1.5 \times 10^{-3}$	4940-11-8
7	cinnamon leaf oil	$<1.5 \times 10^{-3}$	8007-80-5
8	furanol	$<1.5 \times 10^{-3}$	3658-77-3

Tobacco weight: 755mg/cig

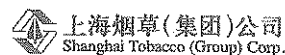
公司地址: 中国上海市长阳路 717 号  
ADDRESS: NO.717 ChangYang Road, Shanghai, China

电话: 61666868

TEL: 61666868

传真: 65125838

FAX: 65125838



上海烟草(集团)公司  
 Shanghai Tobacco (Group) Corp.

C、 Brand Name Chunghwa  
 Sub Brand Hard Pack Chunghwa Gold

	Added Constituent	Content(mg/g)	CAS NO.
1	ethyl maltol	$<1.1 \times 10^{-3}$	4940-11-8
2	ethyl vanillin	$<1.1 \times 10^{-3}$	121-32-4
3	clove bud oil	$<2.9 \times 10^{-3}$	8000-34-8
4	valerian oil	$<7.0 \times 10^{-4}$	8008-88-6
5	peru resinoid	$<3.6 \times 10^{-3}$	8007-00-9
6	p-anisaldehyde	$<4.3 \times 10^{-3}$	123-11-5
7	ethyl acetate	$<4.3 \times 10^{-2}$	141-78-6
8	ethyl propionate	$<2.2 \times 10^{-2}$	105-37-3
9	isoamyl isovalerate	$<2.2 \times 10^{-2}$	659-70-1
10	* brandy extract	$<7.2 \times 10^{-4}$	—
11	ethyl oxyhydrate	$<1.4 \times 10^{-2}$	8030-89-5

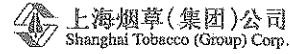
\* brandy extract FEMA NO. 2331,2332; FDA NO. 182.50  
 Tobacco weight: 720mg/cig

D、 Brand Name Double Happiness  
 Sub Brand Hard Pack Double Happiness

	Added Constituent	Content(mg/g)	CAS NO.
1	ethyl acetate	$<8.0 \times 10^{-2}$	141-78-6
2	maltol	$<5.5 \times 10^{-2}$	118-71-8
3	ethyl propionate	$<3.0 \times 10^{-2}$	105-37-3
4	rum ether	$<2.0 \times 10^{-2}$	8030-89-5
5	acetic acid	$<1.0 \times 10^{-2}$	64-19-7
6	vanillin	$<6.0 \times 10^{-3}$	121-33-5
7	peru resinoid	$<5.0 \times 10^{-3}$	8007-00-9
8	tolu resinoid	$<3.0 \times 10^{-3}$	9000-64-0
9	furancol	$<1.5 \times 10^{-3}$	3658-77-3
10	geranium oil	$<1.0 \times 10^{-3}$	8000-46-2

Tobacco weight: 730mg/cig

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 传真: 65125838  
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E、 Brand Name Double Happiness  
 Sub Brand Hard Pack Double Happiness Gold

	Added Constituent	Content(mg/g)	CAS NO.
1	ethyl acetate	$<8.0 \times 10^{-2}$	141-78-6
2	maltol	$<5.5 \times 10^{-2}$	118-71-8
3	ethyl heptanoate	$<1.0 \times 10^{-2}$	106-30-9
4	acetic acid	$<1.0 \times 10^{-2}$	64-19-7
5	vanillin	$<6.0 \times 10^{-3}$	121-33-5
6	2-methylvaleric acid	$<6.0 \times 10^{-3}$	97-61-0
7	tolu resinoid	$<3.0 \times 10^{-3}$	9000-64-0
8	phenylacetic acid	$<1.0 \times 10^{-3}$	103-82-2
9	geranium oil	$<1.0 \times 10^{-3}$	8000-46-2

Tobacco weight: 730mg/cig

F、 Brand Name GD  
 Sub Brand Hard Pack GD

	Added Constituent	Content(mg/g)	CAS NO.
1	2-acetylpyrazine	$<2.0 \times 10^{-3}$	22047-25-2
2	2,3-dimethylpyrazine	$<6.0 \times 10^{-3}$	5910-89-4
3	rose absolute	$<6.0 \times 10^{-3}$	8007-01-0
4	maltol	$<6.0 \times 10^{-2}$	118-71-8
5	2-acetylpyrrole	$<6.0 \times 10^{-2}$	1072-83-9
6	furanol	$<6.0 \times 10^{-2}$	3658-77-3
7	3-hydroxy-2-butanone	$<6.0 \times 10^{-2}$	513-86-0
8	triethyl citrate	$<6.0 \times 10^{-2}$	77-93-0

Tobacco weight: 700mg/cig

Technical Center  
 Shanghai Tobacco (Group) Corp.  
 Dec 10, 2010

公司地址: 中国上海市长阳路 717 号  
 ADDRESS: NO.717 Changyang Road, Shanghai, China

电话: 61666868 传真: 65125838  
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John Stribling, Ministry of Health  
February, 2011  
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Please find attached the Certificate analysis on our Chinese tobacco products.

If you have any questions on our return please contact myself at your earliest convenience.

Yours sincerely,  
DFS New Zealand Limited

A handwritten signature in black ink, appearing to be 'D Segreto', with a long horizontal stroke extending to the right.

David Segreto  
General Manager Auckland Airport

上海市烟草专卖局  
上海烟草(集团)公司



SHANGHAI TOBACCO MONOPOLY ADMINISTRATION / SHANGHAI TOBACCO (GROUP) CORP

地址: 上海长阳路717号 邮编: 200082 电话: 021-61666868 传真: 021-65410075

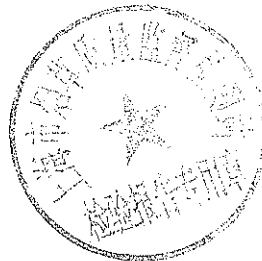
### Certificate of Analysis

Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	"G D"
Date	December 4, 2010

#### RESULTS OF ANALYSIS

Tar(mg/cigarette)	9.6
Nicotine(mg/cigarette)	0.98

Shanghai Tobacco (Group) Corporation  
Quality Supervision and Inspection Station



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ADDRESS: NO.717CHANGYANG ROAD,SHANGHAI,CHINA TEL: 61666868

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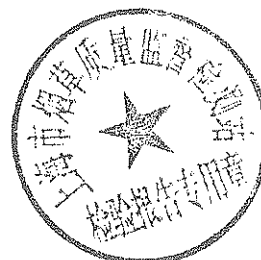
## Certificate of Analysis

Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	"GOLDEN DEER"
Date	December 4, 2010

### RESULTS OF ANALYSIS

Tar(mg/cigarette)	11.1
Nicotine(mg/cigarette)	1.02

Shanghai Tobacco (Group) Corporation  
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上海市烟草专卖局  
上海烟草(集团)公司



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## Certificate of Analysis

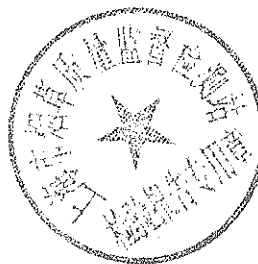
Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	"PANDA"

Date	December 4, 2010
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### RESULTS OF ANALYSIS

Tar(mg/cigarette)	13.9
Nicotine(mg/cigarette)	1.15

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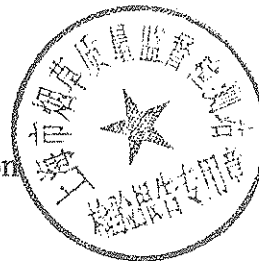
## Certificate of Analysis

Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	"DOUBLE HAPPINESS" GOLD
Date	December 4, 2010

### RESULTS OF ANALYSIS

Tar(mg/cigarette)	9.3
Nicotine(mg/cigarette)	0.83

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## Certificate of Analysis

Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	"DOUBLE HAPPINESS"

Date	December 4, 2010
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### RESULTS OF ANALYSIS

Tar(mg/cigarette)	11.5
Nicotine(mg/cigarette)	0.96

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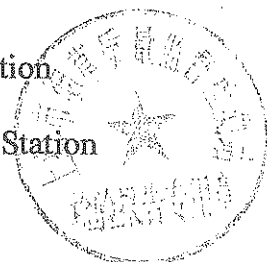
Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	“CHUNG HWA” GOLD

Date	December 4, 2010
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#### RESULTS OF ANALYSIS

Tar(mg/cigarette)	10.0
Nicotine(mg/cigarette)	0.91

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### Certificate of Analysis

Client New World(New Zealand)ltd  
17 Rennie Drive,Mangere  
P.O.Box 2223,Shortland Street  
Auckland  
New Zealand

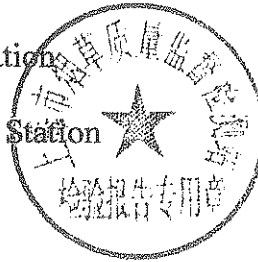
Sample Description "CHUNG HWA"

Date December 4, 2010

#### RESULTS OF ANALYSIS

Tar(mg/cigarette)	13.5
Nicotine(mg/cigarette)	1.12

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