

NEW WORLD (NEW ZEALAND) LTD.

AK811339

17 Rennie Drive, Mangere, Auckland, New Zealand.

P. O. Box 2223, Shortland Street, Auckland, New Zealand.

Tel.: (64) 275 9760 Fax.: (64) 275 0517

FORM OF REPORT

IMPORTER : NEW WORLD (NEW ZEALAND) LTD.

LABORATORY : Shanghai Tobacco (Group) Corp. China

CALENDER YEAR: 2010

PRODUCT : CIGARETTES

TOBACCO RETURNS AND REPORTS FOR 2010

Schedule A - Tobacco Returns:

1. Brand of tobacco product information

Schedule B –

1. Laboratory Test Report
2. Added Constituent Report (including Tobacco Weight)

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FORM OF RETURN

IMPORTER: NEW WORLD (NEW ZEALAND) LTD

CALENDER YEAR: 2010

TOBACCO PRODUCT CLASS: CIGARETTES

1. PRODUCT INFORMATION:

BRAND NAME	PACK SIZE	QTY RELEASED FOR SALE 12 MONTHS IN 2010	WHOLE SALE PRICE PER BRICK (GST INCLUDED)	RECOMMENDED RETAIL PRICE PER PACK
CHUNGHWA	20 sticks / pack 200 sticks / brick	15950 bricks	\$ 109.13	\$ 11.80
CHUNGHWA GOLD	20 sticks / pack 200 sticks / brick	11200 bricks	\$ 109.13	\$ 11.80
DOUBLE HAPPINESS	20 sticks / pack 200 sticks / brick	5400 bricks	\$ 89.44	\$ 10.10
DOUBLE HAPPINESS GOLD	20 sticks / pack 200 sticks / brick	2100 bricks	\$ 89.44	\$ 10.10
Golden Deer	20 sticks / pack 200 sticks / brick	3550 bricks	\$ 87.19	\$ 9.80
GD	20 sticks / pack 200 sticks / brick	1850 bricks	\$ 85.31	\$ 9.60
PANDA	20sticks / pack 100 sticks / brick	2800 bricks	\$ 95.06	\$ 20.40

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I, WAI NGOR PAK (DIRECTOR), OF *NEW WORLD (NEW ZEALAND) LTD.*, 17 RENNIE DRIVE, MANGERE, AUCKLAND. HEREBY CERTIFY THAT THE INFORMATION CONTAINED IN AND ANNEXED TO THIS RETURN IS CORRECT FOR THE PURPOSED OF THE SMOKE-FREE ENVIRONMENTS REGULATIONS 1999, AS ASSESSED AND SUBJECT TO THE QUALIFICATIONS STATED.

DATE: 20TH JANUARY, 2011.



Wai Ngor Pak
Director

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	anisic 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	furaneol	$<1.5 \times 10^{-3}$	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

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	furaneol	$<1.5 \times 10^{-3}$	3658-77-3
10	geranium oil	$<1.0 \times 10^{-3}$	8000-46-2

Tobacco weight: 730mg/cig

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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	furaneol	$<6.0 \times 10^{-2}$	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

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G、Brand Name Golden Deer
Sub Brand Hard Pack Golden Deer

	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	furaneol	$<6.0 \times 10^{-2}$	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 17, 2010



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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

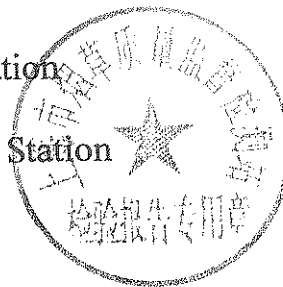
Sample Description "CHUNG HWA"

Date December 4, 2010

RESULTS OF ANALYSIS

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

Shanghai Tobacco (Group) Corporation
Quality Supervision and Inspection Station



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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	“CHUNG HWA” GOLD

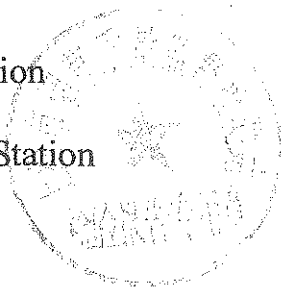
Date	December 4, 2010
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RESULTS OF ANALYSIS

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

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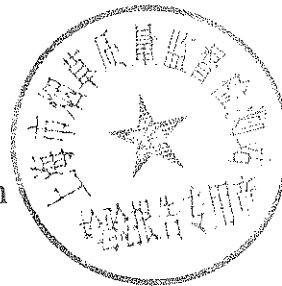
Client	New World(New Zealand)ltd 17 Rennie Drive,Mangere P.O.Box 2223,Shortland Street Auckland New Zealand
Sample Description	“DOUBLE HAPPINESS”

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
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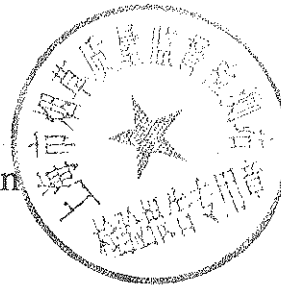
Sample Description "DOUBLE HAPPINESS" GOLD

Date December 4, 2010

RESULTS OF ANALYSIS

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

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Certificate of Analysis

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Sample Description "PANDA"

Date December 4, 2010

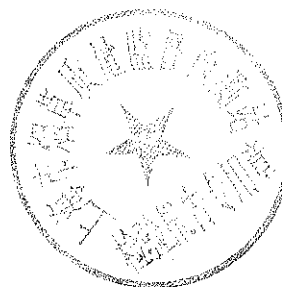
RESULTS OF ANALYSIS

Tar(mg/cigarette) 13.9

Nicotine(mg/cigarette) 1.15

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Sample Description "GOLDEN DEER"

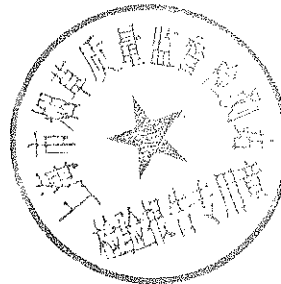
Date December 4, 2010

RESULTS OF ANALYSIS

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

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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	“G D”

Date	December 4, 2010
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RESULTS OF ANALYSIS

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

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