

Tobacco Authority of Thailand

Parent Entity Jurisdiction	HQ	Ownership	Rank	Final Score
Thailand	Thailand	State Owned	12 (of 15)	0.49 (of 5)

Operating Environment

- Tobacco Authority of Thailand (TOAT) operates in one Index Region (Asia Pacific), and in one of the 36 Index Countries (Thailand).
- TOAT operates exclusively in LMICs.
- TOAT’s product portfolio¹ consists exclusively of cigarettes.

Publicly Stated Position on Tobacco Harm Reduction

- “TOAT acknowledges that currently, the stance of tobacco control in Thailand still affirms that new cigarette replacements are dangerous and prohibited for distribution in the country. Meanwhile, if the global trend is still going this way (increasing demand of alternative tobacco products), Thailand cannot resist consumer demand and evidence of research, and must liberalize the distribution and consumption of non-cigarette tobacco products legally.”² (TOAT, “Next Step Annual Report 2021”, published January 2022³)

Change Since 2020 Index

- TOAT’s score for the indicator Capital Expenditure on HRP’s increased as a result of lower capital expenditure (as a share of revenues) compared to the 2020 Index. TOAT cites lower expenditure in the “construction”⁴ category as the reason for the decline in expenditure.

¹ Listed high to low in order of company’s global volume sales in 2021.

² Tobacco Authority of Thailand. (2022). *2021 Annual Report*, Page 55, Accessed May 20, 2022, from https://www.thaitobacco.or.th/th/wp-content/uploads/2021/10/ToatYrRep63_2.pdf

³ Tobacco Authority of Thailand. (2022). *Next Step Annual Report 2021*, Page 98, Accessed August 15, 2022, from <https://www.thaitobacco.or.th/th/2022/01/0041366.html>

⁴ Ibid. Page 88.

Key Performance Indicators

Strategy & Management (Category Score: 0.00/5 - Category⁵ Rank 12/15)



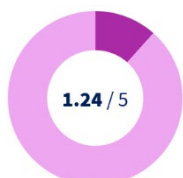
- TOAT does not publicly acknowledge its role in, nor make a formal commitment to reducing, tobacco-related death and disease.
- TOAT does not set any objectives related to tobacco harm reduction.

Product Sales (Category Score: 0.34/5 - Category Rank 10/15)



- TOAT has the 13th-highest Volume Sales of HRPs (2021: 18.7 billion stick equivalents).⁶
- With 100% of its total volumes coming from HRPs, TOAT has the lowest score for Ratio of Volume Sales (RRPs versus HRPs).

Capital Allocation & Expenditure (Category Score: 1.24/5 - Category Rank 12/15)



- TOAT does not allocate any of its R&D Expenditure toward RRP, putting the company in last place for this indicator.
- TOAT does not allocate any of its Capital Expenditure toward RRP, putting the company in last place for this indicator.

Product Offer (Category Score: 0.00/5 - Category Rank 11/15)



- TOAT offers HRPs (cigarettes) in one Index Country (Thailand), and currently does not sell any RRP. RRP are currently banned in Thailand.
- In terms of product categories, TOAT has one HRP and no RRP in its portfolio.

⁵ Each category is made up of multiple indicators. Certain indicator-level ranks are also listed in the text below.

⁶ Negative indicator, i.e. a higher number indicates lower performance.

Marketing Policy & Compliance (Category Score: 0.00/5 - Category Rank 10/15)



- TOAT does not publicly disclose a Youth Access Prevention Policy.⁷

Lobbying & Advocacy (Category Score: 0.00/5 - Category Rank 9/15)



- TOAT does not disclose its policy positions related to tobacco harm reduction.
- TOAT does not disclose specific lobbying activities and memberships in all jurisdictions in which it operates.

⁷ See "Definitions" section of this report

Key Figures: Tobacco Authority of Thailand



Headquarters:
Thailand



Rank: 12/15 ▼
2020 Index restated rank: **11/15**



Ownership:
State Owned



Final Score: 0.49/5 ▲
2020 Index restated score: **0.42/5**

Value sales: HRPs & RRP



Capital Allocation and Expenditure*: HRPs & RRP



*Capital Allocation and Expenditure includes Marketing, M&A, R&D and Capital Expenditure

Source: Tobacco Transformation Index 2022 and Index 2020, <https://tobaccotransformationindex.org/> Euromonitor International