Key Stakeholder Considerations

- Reaching unified position across industry
- Fraud
- Impact on sales/brand
- Too many mandates in too many jurisdictions
- Lack of cost control
- Gov't accountability & oversight
- Desire for return to retail

Mistrust of industry

ntil 12:01AM March 15

Embargoed

- Engagement in reform process
- Reforms could lead to setbacks in existing systems

