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| <b>BEFORE ENTERING THE STORE:</b>                                                                                                                                                                                                                                                                                                                                                                                           |
| 1. Observer name/ ID                                                                                                                                                                                                                                                                                                                                                                                                        |
| 2. Date                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 3. Governorate                                                                                                                                                                                                                                                                                                                                                                                                              |
| 4. City                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 5a. School level                                                                                                                                                                                                                                                                                                                                                                                                            |
| 5b. School type                                                                                                                                                                                                                                                                                                                                                                                                             |
| 6. School name                                                                                                                                                                                                                                                                                                                                                                                                              |
| 7. Observed Outlet ID                                                                                                                                                                                                                                                                                                                                                                                                       |
| 8. Enter street and number of the venue                                                                                                                                                                                                                                                                                                                                                                                     |
| 9. Retailer Type                                                                                                                                                                                                                                                                                                                                                                                                            |
| 9(a). Are you allowed to enter the facility?                                                                                                                                                                                                                                                                                                                                                                                |
| 9(b). Can you see inside from outside and able to make observations on product display and advertisements?                                                                                                                                                                                                                                                                                                                  |
| <b>PRODUCT PLACEMENT/DISPLAY</b>                                                                                                                                                                                                                                                                                                                                                                                            |
| 10. What types of tobacco and/or nicotine products do the retailer sell?                                                                                                                                                                                                                                                                                                                                                    |
| 11. Are types of tobacco and/or nicotine products displayed on a power wall?                                                                                                                                                                                                                                                                                                                                                |
| 12. Are both the health warning labels and pictorial health warnings on the cigarettes visible?                                                                                                                                                                                                                                                                                                                             |
| 13. Are the health warning labels and pictorial health warnings on the pack of Molasses visible?                                                                                                                                                                                                                                                                                                                            |
| 14. Are the health warning labels on the E-liquid visible?                                                                                                                                                                                                                                                                                                                                                                  |
| 15. Are the health warning labels on the pack of sticks visible?                                                                                                                                                                                                                                                                                                                                                            |
| 16. Are there any product displays (anywhere within the store) for cigarettes/ e-cigarettes/ HTPs/ WPT?                                                                                                                                                                                                                                                                                                                     |
| 17. Are cigarettes/ e-cigarettes/ HTPs/ WPT displayed in the cashier zone?                                                                                                                                                                                                                                                                                                                                                  |
| 18. Are cigarettes/ e-cigarettes/ HTPs/ WPT accessible to the consumer without help from a cashier or store attendant?                                                                                                                                                                                                                                                                                                      |
| 19. Are cigarettes/ e-cigarettes/ HTPs/ WPT that are accessible to the consumer without help placed within 1 meter from the floor?                                                                                                                                                                                                                                                                                          |
| 20. Is more than one cigarette pack displayed per brand?                                                                                                                                                                                                                                                                                                                                                                    |
| 21. Are lights used to illuminate cigarettes/ e-cigarettes/ HTPs/ WPT?                                                                                                                                                                                                                                                                                                                                                      |
| 22. Are cigarettes/ e-cigarettes/ HTPs/ WPT placed within 30 cm (estimate using your leg or body) of candy, beverages or snacks?                                                                                                                                                                                                                                                                                            |
| <b>PRODUCT PROMOTIONS &amp; ADVERTISEMENTS</b>                                                                                                                                                                                                                                                                                                                                                                              |
| 23. How are the cigarettes/ e-cigarettes/ HTPs/ WPT advertised?                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>• Print signage (posters, banners, flyers, etc.), apart from a product display</li> <li>• Print signage inside/as part of a product display (backgrounds, shelf liners)</li> <li>• Digital signage (video or electronic screen)</li> <li>• Electronically illuminated advertisements</li> <li>• Three-dimensional signage</li> <li>• None of the above</li> <li>• Unknown</li> </ul> |
| 24. Are any advertisements for cigarettes/ e-cigarettes/ HTPs/ WPT placed within 1 meter from the floor?                                                                                                                                                                                                                                                                                                                    |
| 25. Do any advertisements for cigarettes/ e-cigarettes/ HTPs/WPT use cartoon characters?                                                                                                                                                                                                                                                                                                                                    |

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| 26. Do advertisements for cigarettes/ e-cigarettes/ HTPs/ WPT include any of the following messages?                                                                                       |
| <ul style="list-style-type: none"> <li>• Can be used for smoking cessation</li> </ul>                                                                                                      |
| <ul style="list-style-type: none"> <li>• Less Harmful than cigarettes</li> </ul>                                                                                                           |
| <ul style="list-style-type: none"> <li>• None of the above</li> </ul>                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Unknown</li> </ul>                                                                                                                                |
| 27. Are cigarettes/ e-cigarettes/ HTPs/WPT promoted in any of the following ways?                                                                                                          |
| <ul style="list-style-type: none"> <li>• Price discounts (e.g. sales, coupons, limited time offer, multipack discounts)</li> </ul>                                                         |
| <ul style="list-style-type: none"> <li>• Free samples (with or without the purchase of other goods)</li> </ul>                                                                             |
| <ul style="list-style-type: none"> <li>• Cigarette pack/lighter exchanges</li> </ul>                                                                                                       |
| <ul style="list-style-type: none"> <li>• Gifts other than the product (free or with purchase)</li> </ul>                                                                                   |
| <ul style="list-style-type: none"> <li>• A tobacco brand sponsored event, activity, or cause</li> </ul>                                                                                    |
| <ul style="list-style-type: none"> <li>• Contests or competitions</li> </ul>                                                                                                               |
| <ul style="list-style-type: none"> <li>• Loyalty/rewards scheme</li> </ul>                                                                                                                 |
| <ul style="list-style-type: none"> <li>• Presence of brand representative</li> </ul>                                                                                                       |
| <ul style="list-style-type: none"> <li>• Direction to social media channel</li> </ul>                                                                                                      |
| <ul style="list-style-type: none"> <li>• QR code to website</li> </ul>                                                                                                                     |
| <ul style="list-style-type: none"> <li>• None of the above</li> </ul>                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Unknown</li> </ul>                                                                                                                                |
| 28. Do you see any cigarettes/ e-cigarettes/ HTPs/WPT branding on non-tobacco products in the store (e.g., clocks, hats, t-shirts, mirrors, carry bags, cigarette lighters, counter mats)? |
| <b>FLAVORS</b>                                                                                                                                                                             |
| 29. Does the store sell any flavored cigarettes?                                                                                                                                           |
| 30. Flavored e-cigarettes?                                                                                                                                                                 |
| 31. Flavored HTPs?                                                                                                                                                                         |
| <b>OTHER SIGNAGE</b>                                                                                                                                                                       |
| 32. Is there a sign that says cigarettes can only be sold to adults?                                                                                                                       |
| <b>SINGLE STICK SALES</b>                                                                                                                                                                  |
| 33. Does the retailer sell single sticks of cigarettes?                                                                                                                                    |
| 34. Does the retailer sell unpackaged Molasses?                                                                                                                                            |
| <b>OUTSIDE THE STORE: PRODUCT ADVERTISEMENTS</b>                                                                                                                                           |
| 35. Are there any advertisements for cigarettes/ e-cigarettes/ HTPs/WPT on the façade of the retailer?                                                                                     |
| 36. How are the cigarettes/ e-cigarettes/ HTPs/WPT advertised?                                                                                                                             |
| <ul style="list-style-type: none"> <li>• Print signage (posters, banners, flyers, etc.), apart from a product display</li> </ul>                                                           |
| <ul style="list-style-type: none"> <li>• Backlit or illuminated advertisements</li> </ul>                                                                                                  |
| <ul style="list-style-type: none"> <li>• Three-dimensional signage</li> </ul>                                                                                                              |
| 37. Are any of the following items related to cigarettes/ e-cigarettes/ HTPs/WPT that are inside the store visible from outside the store (through a window, door, or storefront) ?        |
| <ul style="list-style-type: none"> <li>• Display of products (including power wall)</li> </ul>                                                                                             |
| <ul style="list-style-type: none"> <li>• Advertising</li> </ul>                                                                                                                            |
| <ul style="list-style-type: none"> <li>• None of the above</li> </ul>                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Not applicable</li> </ul>                                                                                                                         |

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| 38. Are there any cafes or restaurants near this school that serve Shisha?                                           |
| 39. Are there any advertisements for cigarettes/ e-cigarettes/ HTPs/WPT on the façade of the café/restaurant?        |
| <b>COMPLETION OF OBSERVATION</b>                                                                                     |
| 40. If you can take a picture without drawing unwanted attention, please take a picture of the outside of the store. |
| 41. Do you have any additional notes on your observations in this store?                                             |
| 42. Would you recommend this vendor for professional photography?                                                    |
| 43. Result of observation                                                                                            |
| 44. If observation is not completed, why?                                                                            |
| 45. What are the other reasons?                                                                                      |