

Dear Louisiana Retailers,

Juul Labs, Inc. (“JLI”) entered into a Settlement Agreement with the State of Louisiana on March 2, 2022. This Settlement Agreement is consistent with our ongoing efforts to reset our company and our relationships with stakeholders as we continue to combat underage use and advance the opportunity for harm reduction for adult smokers.

Importantly, we look forward to working with all our stakeholders and other manufacturers to develop potential industry-wide sales and marketing practices to ensure a more responsible marketplace for vapor products.

What is required?

No action is required from retailers at this time. JLI has resolved claims alleged by the State of Louisiana by agreeing: (1) to comply with the State’s Unfair Trade Practices Acts; (2) to not directly provide JUUL products to any consumer who has not been age verified as being age 21 or older; and (3) to pay a financial sum to the state spread over 3 years.

What if I have questions?

- Visit our website for more information <https://www.juullabsretailer.com>
- Call our Call Center at 1 (855) 780-7966 between 9 AM to 9 PM ET

We sincerely appreciate your ongoing support of our mission and look forward to working together to continue selling JUUL products responsibly while combating underage use of tobacco products. Enhanced Access Controls (“EAC”) is JLI’s technology and standards that support our mission of combatting underage use in the marketplace. We believe adopting EAC is the most effective tool to accomplish our mission. If you haven’t adopted EAC, please visit our website for more information: <https://www.juullabsretailer.com/>

Thank you.

Juul Labs, Inc.