

Dear valued JUUL partner,

We are pleased to share that the FDA has agreed to an administrative stay of our marketing denial order (MDO), until a regulatory review process is completed. As we move through this review process, we will continue to sell our products. We now look forward to re-engaging with the FDA on a science- and evidence-based review to pursue a marketing authorization for JUUL products.

Under this review, we will respond to the FDA with clarifying information and our explanation of the issues it raised in the MDO. Our teams have been hard at work developing this package of information, and we will be submitting it in the near future. The FDA will then review the submission and determine whether to rescind the MDO and place our applications back into substantive review, as they have done with a number of other applicants in the category.

A joint motion by Juul Labs and the FDA was filed with the D.C. Circuit Court of Appeals on July 6 that states, "FDA does not intend to take enforcement action against the products subject to JLI's marketing denial order while the administrative stay is in place." Therefore, we will continue to operate fully in the United States, receiving orders and shipping JUUL products.

As we've stated over the past couple of weeks, we have been prepared to explore any pathway that protects our ability to serve the millions of adult smokers who rely on our products to stay away from combustible cigarettes. The decision by the FDA brings the process back to a forum that allows us to walk through the scientific issues that the FDA recently cited in their MDO.

We have the science and evidence to demonstrate that our products do in fact meet the statutory standard of being "appropriate for the protection of the public health." Through this regulatory review, we believe that ultimately we will be able to address the issues raised by the FDA in its MDO and show that our products should be authorized.

We thank you for your continued partnership throughout this process and will continue to keep you updated.

Sincerely,

Gregg Augustine

Senior Vice President, US Commercial