

Interim Results of Vuse Longitudinal Study

The FDA requires PMTAs to include many things, including data that summarizes the health impact of the new product, as well as the impact on the population as a whole, including users of the new product and non-users of tobacco products.

As part of Reynolds's ongoing commitment to evaluate its products and the role they can play in tobacco-harm reduction, we initiated a 24-month study, termed the Longitudinal Tobacco Use and Transitions Survey (or LTTS), of Vuse products. The aim of this study is to assess the impact of Vuse vapor products on specific adult populations in the U.S., measuring the decline or elimination of cigarette use when adult smokers who do not wish to quit switch to Vuse.

The LTTS focuses on current adult users of Vuse vapor products and includes data on participants' history and current patterns of use across multiple product categories.

Reynolds presented a summary of the interim results through the first year of the LTTS at the Food & Drug Law Institute Tobacco & Nicotine Regulatory Product Science Symposium on March 30, 2023, to an audience that included senior officials from the FDA's Center for Tobacco Products, as well as several prominent public health researchers.

Interim results show that:



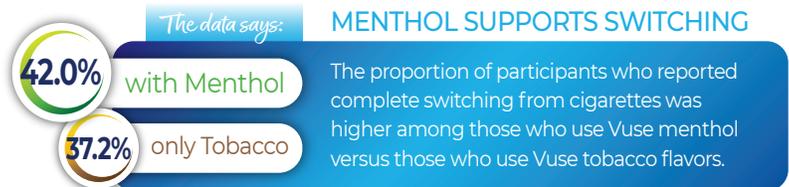
Nearly 45% of participants who use Vuse Alto completely switched away from cigarettes.

The proportion of Vuse users who reported completely switching was higher for young adults, age 21-29, versus those who were 30 or older.



The proportion of Vuse users who reported completely switching was higher among minority demographics versus those who identified as non-hispanic white.

The proportion of Vuse users who reported completely switching was higher among those who use menthol-flavored Vuse products versus those who use tobacco-flavored Vuse products.



For adults who smoke and had yet to switch completely, there was a greater reduction in cigarettes smoked per day for participants who used menthol-flavored Vuse products than those who used tobacco-flavored Vuse products.

Reynolds believes the results of the LTTS have and will continue to demonstrate that (1) potentially reduced risk nicotine products, such as vapor, are important to reduce the harm caused by smoking and (2) access to menthol-flavored products provides a demonstrable benefit, as compared with tobacco flavored products, to adult smokers in terms of complete switching or significant cigarette reduction.