

Table 1
Total Product Sales
Sales in dollars

Year	Total sales	Cartridge system	Disposables	Open system	Indirect sales	Direct sales	Sales for \$1 o	Cartridge sales	Device sales
2015	\$304,170,139	\$259,984,551	\$44,185,495	\$92	\$268,574,337	\$35,480,901	\$114,901	\$197,187,253	\$649,055
2016	\$487,791,646	\$417,302,598	\$68,404,886	\$2,084,163	\$436,160,722	\$50,047,078	\$1,583,847	\$338,234,357	\$3,810,583
2017	\$782,269,969	\$707,415,500	\$72,420,899	\$2,427,812	\$690,224,679	\$90,605,887	\$1,439,403	\$567,174,474	\$23,614,906
2018	\$2,045,622,966	\$1,969,019,051	\$74,683,954	\$1,535,492	\$1,883,091,677	\$131,274,855	\$31,256,434	\$1,560,395,293	\$168,305,746

Table 2
Cartridge System Sales and Giveaways

Sales in dollars				Sales and giveaways in individual cartridges						Sales and giveaways	
Cartridge & device	Indirect sales	Direct sales	\$1 sales	Total cartridge sales	Cartridges sold	Cartridges sold	Cartridges sold	Cartridges sold	Cartridges sold	Total device sales	Devices sold
	\$62,148,238	\$225,163,505	\$34,706,146	\$114,901	169,281,616	152,178,291	12,225,256	272,420	4,605,649	7,814,159	6,953,901
	\$75,257,657	\$367,124,417	\$48,594,334	\$1,583,847	211,062,325	190,647,050	15,839,150	2,878,860	1,697,265	8,849,196	7,866,147
	\$116,626,415	\$622,341,019	\$83,635,077	\$1,439,403	313,626,942	286,283,022	22,703,264	2,766,371	1,874,285	11,824,626	11,004,545
	\$240,318,013	\$1,816,012,985	\$121,830,755	\$31,175,312	831,349,329	790,440,407	33,502,457	4,338,265	3,068,201	30,466,903	26,993,075

Table 3

Disposable Sales and Giveaways

ways in individual devices			Sales in dollars		Sales and giveaways in individual devices						
Devices sol	Devices sol	Devices giv	Indirect sales	Direct sales	Sales for \$1	Total sold &	Indirect sale	Direct sales	Sales for \$1	Given away	E-liquid sale:
100,612	28,278	731,368	\$43,410,770	\$774,726	\$0	7,802,219	7,727,777	58,144	0	16,298	\$57
173,633	328,816	480,600	\$67,178,662	\$1,226,224	\$0	12,879,262	12,635,814	157,888	0	85,560	\$815,107
442,840	177,280	199,961	\$66,396,135	\$6,024,764	\$0	15,838,443	14,609,115	1,221,223	0	8,105	\$1,347,033
850,367	2,310,951	312,510	\$66,058,562	\$8,544,270	\$81,123	17,226,341	15,402,865	1,706,549	22,752	94,175	\$1,147,756

Table 4
Open System Sales and Giveaways

Sales in dollars				Sales in individual e-liquid containers						Sales in individual devices			
Device sales	E-liquid & device sales	Indirect sales	Direct sales	Sales for \$1 containers	Total e-liquid containers	E-liquids in \$1 containers	E-liquids in \$2 containers	E-liquids in \$3 containers	E-liquids in \$4 containers	Total devices	Devices in \$1 containers	Devices in \$2 containers	Devices in \$3 containers
\$0	\$30	\$62	\$30	\$0	1,135	1,134	1	0	0	1	0	1	
\$1,182,794	\$84,427	\$1,857,643	\$226,519	\$0	200,543	157,439	43,091	0	13	197,368	177,778	19,589	
\$951,038	\$130,800	\$1,487,524	\$940,288	\$0	261,665	171,184	89,526	0	955	112,573	82,128	30,292	
\$314,167	\$73,586	\$1,020,130	\$515,362	\$0	193,862	121,526	54,632	0	17,704	40,664	23,980	16,682	

devices	Devices so	Devices giv	Percentages of cartridges with various flavors										Percentages of Cart
			Tobacco	Menthol	All other	-Alcohol	-Beverage	-Candy/D	-Fruit	-Fruit &M	-Spice	-Other	Tobacco
	0	0	47.24%	39.00%	13.76%	0.11%	3.56%	4.47%	4.72%	0.00%	0.90%	0.00%	52.05%
	0	1	39.80%	38.04%	22.16%	0.14%	4.07%	7.26%	8.95%	0.02%	1.72%	0.00%	45.64%
	0	153	34.26%	36.26%	29.47%	0.04%	5.37%	6.67%	15.27%	0.19%	1.04%	0.88%	38.52%
	0	2	20.96%	36.90%	42.14%	0.03%	3.47%	4.38%	29.70%	0.09%	0.50%	3.96%	35.44%

Table 5

ridges, Disposables, and E-Liquid Containers with Various Flavors

percentages of disposables with various flavors

Percentages of e-liquid containers with various flavors

Menthol	All other	-Candy/D	-Fruit	-Spice	Tobacco	Menthol	All other	-Alcohol	-Beverage	-Candy/D	-Fruit	-Fruit & N
25.95%	22.00%	0.00%	22.00%	0.00%	12.78%	14.45%	72.78%	8.46%	0.00%	30.66%	27.31%	0.00%
22.42%	31.94%	0.00%	26.81%	0.00%	35.07%	30.15%	34.78%	0.18%	0.69%	1.97%	28.52%	2.09%
25.72%	35.76%	0.07%	31.96%	3.73%	32.97%	36.12%	30.91%	0.26%	1.62%	4.68%	18.10%	3.20%
27.16%	37.40%	0.12%	33.16%	4.12%	27.94%	28.04%	44.02%	0.12%	15.27%	2.32%	21.47%	1.10%

Percentages of Cartridges, Disposables, and E-Liquid Containers Within Various Nicotine Concentrations

Nicotine concentrations of cartridges										Nicotine concentrations of disposables		
-Spice	-Other	0	1-10.99	11-20.99	21-30.99	31-40.99	41-50.99	51-60.99	Average	0	11-20.99	21-30.99
3.17%	3.17%	0.21%	0.58%	11.42%	15.52%	0.82%	0.00%	71.44%	47.46	-0.06%	28.72%	71.34%
1.31%	0.03%	0.18%	0.46%	6.75%	16.05%	10.72%	0.18%	65.66%	47.23	0.13%	7.17%	92.57%
3.06%	0.00%	0.03%	0.01%	8.21%	10.67%	20.62%	1.33%	59.13%	46.79	0.00%	1.93%	68.91%
3.74%	0.00%	0.02%	0.01%	13.07%	5.65%	9.21%	0.91%	71.13%	49.41	0.00%	0.00%	55.07%

Table 6

Concentration Ranges and Their Average Nicotine Concentrations Measured in Milligrams of Nicotine per Milliliter of E-liquid

Nicotine concentrations of disposables

Nicotine concentrations of e-liquid bottles

31-40.99	41-50.99	51-60.99	61-70.99	Average	0	1-10.99	11-20.99	21-30.99	31-40.99	41-50.99	51-60.99	Average
0.00%	0.00%	0.00%	0.00%	25.04	0.00%	27.22%	13.13%	0.00%	29.60%	0.00%	30.04%	32.35
0.00%	0.01%	0.11%	0.00%	27.06	1.06%	89.37%	2.83%	6.30%	0.23%	0.00%	0.22%	7.75
1.20%	7.16%	18.49%	2.31%	34.53	1.06%	53.36%	32.60%	12.98%	0.00%	0.00%	0.00%	11.84
2.35%	4.37%	28.25%	9.95%	39.53	1.62%	35.19%	11.49%	30.77%	0.00%	20.94%	0.00%	21.83

Table 7

Bundling of Cartridge System Components

% Devices	% Devices	% Cartridge	% Cartridge	# devices bundled together		# cartridges bundled together					
				1 device	2 or more devices	1 cartridge	2 cartridge	3 cartridge	4 cartridge	5 cartridge	6 or more cartridges
97.10%	2.90%	4.88%	95.12%	100.01%	-0.01%	4.50%	71.77%	3.58%	1.31%	18.84%	0.00%
95.40%	4.60%	4.13%	95.87%	100.00%	0.00%	4.30%	69.16%	14.83%	4.27%	7.44%	0.00%
88.12%	11.88%	3.33%	96.67%	99.98%	0.02%	5.05%	58.42%	11.41%	22.05%	0.09%	2.98%
63.03%	36.97%	2.31%	97.69%	100.00%	0.00%	4.88%	26.06%	11.64%	56.33%	0.02%	1.06%

Table 8

f Disposables Sold or Given Away Individually

	1	5	20	100	TV advertising	Movie advertising	Radio advertising	Other advertising	Product placement	Company Internet	Social media	Other Internet
	100.00%	0.00%	0.00%	0.00%	\$18,765,588	\$0	\$1,949,099	\$0	N/A	\$5,171,616	N/A	\$6,389,902
	100.00%	0.00%	0.00%	0.00%	\$13,706,190	\$0	\$1,519,965	\$0	\$113,012	\$7,888,889	N/A	\$8,908,004
	92.29%	2.70%	2.06%	2.95%	\$5,994,063	\$0	\$1,308,292	N/A	N/A	\$8,888,138	\$779,291	\$12,392,570
	96.30%	3.70%	0.00%	0.00%	\$7,590,297	\$0	\$4,505,002	N/A	N/A	\$11,616,875	\$577,285	\$22,315,874

Table 9
Advertising and Promotional Expenditures
Expenditures in dollars

Endorsemer	Direct mail r	Email mark	Newspaper	Magazine ac	Outdoor adv	Transit adve	Point-of-sale	Price discounts	Promotional	Promotional al
\$287,950	N/A	\$66,648	\$0	\$2,451,090	\$969,603	N/A	\$13,365,702	\$11,184,584	\$28,430,304	\$21,072,195
\$104,381	N/A	\$225,703	\$0	\$7,072,483	\$2,815,302	\$3,453,245	\$26,462,177	\$33,709,537	\$36,305,608	\$29,273,783
\$4,431,029	\$1,249,778	\$152,984	\$0	\$4,884,538	\$2,854,201	\$2,319,535	\$21,445,036	\$33,648,290	\$40,944,305	\$52,326,119
\$4,287,431	\$4,325,312	\$430,359	N/A	\$5,240,440	\$1,028,472	\$666,682	\$45,872,667	\$155,124,847	\$73,852,950	\$141,375,232

Coupons for r	Retail-value-a	Retail-value	Specialty it	Specialty it	Sampling	Public enter	Public ente	Consumer en	Consumer	Sponsorshi	All other
\$22,788,155	\$60,115	N/A	N/A	\$0	\$22,962,323	N/A	\$0	\$1,613,769	N/A	\$0	\$40,280,324
\$20,395,598	\$5,616,750	N/A	N/A	\$0	\$32,439,417	\$3,024,758	\$0	\$8,537,860	N/A	\$0	\$29,401,798
\$27,154,852	\$10,586,295	\$0	N/A	\$0	\$14,153,277	N/A	\$0	\$1,701,784	N/A	\$0	\$31,341,033
\$36,461,104	\$11,311,627	N/A	\$211,770	\$0	\$58,164,616	\$2,303,716	\$0	\$12,771,648	N/A	\$0	\$43,587,550

Total reportabl Campus promotion

\$197,808,967 \$0

\$270,974,462 \$0

\$278,555,410 \$0

\$643,621,755 \$0