

Table 1

Sales in dollars

Year	Total sales	Cartridge system	Disposables	Open system	Indirect sales	Direct sales	Sales for \$1	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 give		
Cartridge & d	Indirect sales	Direct sales	\$1 sales	Total cartrid	Cartridges s	Cartridges :	Cartridges	Cartridges	Total devic	Devices so	
	\$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 4

Open System Sales and Giveaways

Sales in dollars				Sales in individual e-liquid containers						Sales in individual devices		
Device sales	E-liquid & indirect sales	Direct sales	Sales for \$	Total e-liquid	E-liquids in	E-liquids in	E-liquids in	E-liquids in	Total devices	Devices in	Devices in	Devices in
\$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		Percentages of cartridges with various flavors										Percentages of Cartridges	
Devices s	Devices g	Tobacco	Menthol	All other	-Alcohol	-Beverages	-Candy/I	-Fruit	-Fruit & M	-Spice	-Other	Tobacco	F
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%	

Menthol

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

-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

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

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 bundled together				# cartridges bundled together						
% Device:	% Device:	% Cartridge	% Cartridge	1 device	2 or more devices	1 cartridge	2 cartridges	3 cartridges	4 cartridges	5 cartridges	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%	

1	5	20	100	TV advertisir	Movie adv	Radio adve	Other audi	Product pl	Company In	Social me	Other Intern
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	

Coupons for Retail-value-	Retail-val	Specialty i	Specialty i	Sampling	Public ente	Public ente	Consumer e	Consume	Sponsors	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 reportat Campus promotion

\$197,808,967 \$0

\$270,974,462 \$0

\$278,555,410 \$0

\$643,621,755 \$0