



FOR IMMEDIATE RELEASE



Vype ePen 3 launches in New Zealand

Vype, British American Tobacco's flagship e-cigarette brand, launched the *Vype ePen 3* in New Zealand today. Vype is a leading vapour brand in the UK and sold in a number of countries around the world.

General Manager at British American Tobacco (BAT) New Zealand Ed Mirana says: "In the Vype ePen 3, we have a cutting edge but simple to use device that, throughout consumer testing and other market launches, has received hugely positive reviews exceeding the expectations of adult smokers and vapers alike. It delivers rich flavour with a truly satisfying experience that offers adult smokers in New Zealand a real alternative to smoking."

Designed in the UK, every element of the Vype ePen 3 has been tested to meet stringent quality and safety standards and is at the forefront of vaping technology, so New Zealand's adult smokers and vapers can be confident they will be getting a high quality vapour product that they can trust.

The Vype ePen 3 uses e-liquids specially formulated in the UK, with convenient cartridges that simply click in and out, making it easy to use with no mess and no fuss. The Vype ePen 3 delivers on BAT's vision to provide consumers with potentially reduced-risk products that deliver outstanding satisfaction levels.

Mr Mirana adds: "The weight of expert opinion is that whilst not completely harmless, vaping products are potentially significantly less harmful than smoking tobacco. The only way to avoid the risk of smoking is to not start, or to quit, but for those adult smokers who continue to seek nicotine satisfaction, vaping products offer them a viable alternative with the potential to reduce their health risks."

"BAT New Zealand reiterates our support for the introduction of risk-proportionate regulations that include the prohibition of sale to minors, mandatory product standards, retail availability and responsible marketing freedoms – facilitating the availability of quality alternatives to New Zealand's adult smokers," Mr Mirana said.

The Vype ePen 3 range will be available to purchase, by adults aged 18 and over, through participating retailers or online at www.vype.co.nz.

Cessation services are also welcome to contact BAT New Zealand to enquire about arranging trials for clients and patients who smoke.

ENDS

For further information, please contact:

BAT NZ Media
021 549 429



Notes to Editors:

A media kit and useful images are available for download [here](#).

About Vype ePen 3

The Vype ePen 3, with a powerful 650mAh battery, is a closed system product, with sealed e-liquid cartridges. It produces a vapour which means no ash, no tar*. Its premium design is compact, discreet and comes in a choice of three colours from launch: black, blue and silver.

Vype ePen 3 Starter Kits, containing a device and two cartridges, will be available at an RRP of \$39.90. A pack of two cartridges will be available at an RRP of \$19.90, with each cartridge delivering approximately 200** puffs.

The Vype ePen 3 offers sustained and convenient performance and is easy to use with no mess, no fuss. Designed to be tamper and spill proof, the cartridges*** simply click in and out of the device to allow users to change flavour and nicotine strength in one easy step.

The specially formulated e-liquids within the cartridges, which are made in the UK, come in 12mg/ml and 18mg/ml nicotine strengths. Flavours available at launch are:

- **Master Blend:** a blend of roasted tobacco with a nutty creamy finish
- **Crisp Mint:** an expertly crafted refreshing mint sensation
- **Wild Berries:** a fresh mix of rich wild berries with a subtle hint of vanilla

* By 'no tar' we mean no tobacco derived tar

**Based on typical usage

***Vype ePen 3 cartridges have been designed specifically for the Vype ePen 3 device. The e-liquid in the cartridges is made from different mixtures of the same 5 ingredients: vegetable glycerin, propylene glycol, nicotine, water and flavourings.

Development Team: The Vype ePen 3 was developed by its trusted team of scientists covering many disciplines, ranging from toxicology to medical device manufacturing, biosciences to analytic computing.

Standards and Safety: Vype ePen 3 meets all applicable requirements for the legal sale of products under New Zealand's electrical safety and electromagnetic legislation. This has been confirmed by an independent, accredited testing laboratory with the device displaying the Regulatory Compliance Mark (RCM) to indicate that it has met these requirements. The Vype ePen3 has an overvoltage, an overcurrent and a short-circuit protection function.

Note: To avoid the risk of fire, injury and/or damage to your Vype ePen 3 or other property, only charge your Vype ePen 3 battery with the equipment provided in your Vype ePen 3 kit or with compatible Vype charging accessories (available at vype.co.nz).

e-liquid Development: Vype e-liquids are carefully crafted, rigorously tested for quality and developed by both expert scientists and flavourists for a vape that can be trusted. We carefully balance the blend of ingredients for a richer and more satisfying vapour with optimum taste. Vype e-liquids are made in the UK with high quality ingredients. Our e-liquids have been developed bespoke to Vype devices and formulated specifically to offer the most satisfying vaping experience.



**BRITISH AMERICAN
TOBACCO**



About British American Tobacco

British American Tobacco (BAT) is one of the world's leading, multi-category consumer goods companies, that provides tobacco and nicotine products to millions of consumers around the world. It employs over 55,000 people, with market leadership in over 55 countries and factories in 42. It's a leading company on vaping products globally based on 2017 revenues.

Its Strategic Portfolio is made up of its global cigarette brands and an increasing range of potentially reduced-risk products, comprising vapour and tobacco heating products, as well as oral tobacco and nicotine products such as moist snuff and snus.

In 2017 the Group generated reported revenue of £20 billion and profit from operations of £6.5 billion. In July 2017, British American Tobacco p.l.c. acquired the remaining 57.8% of Reynolds American Inc. that BAT did not already own, creating a stronger, global tobacco and nicotine company.

Globally, we are committed to transforming tobacco through the development of alternative tobacco and nicotine products that don't burn tobacco to deliver nicotine to the user. BAT wants to offer existing adult smokers, our customers, a range of alternatives to smoking.

That's why we are dedicated to the development and sale of potentially reduced-risk products such as our Vype ePen 3, a product that meets robust international product standards.

We have invested more than US\$2.5bn on our innovative range of next generation products, including vapour products, since 2012. We want NGPs to be approximately 30% of our Group revenue by 2030 and approximately 50% by 2050.

More information about Vype science: www.bat.com/provingreducedrisk

Public Health England report: <https://www.gov.uk/government/publications/e-cigarettes-and-heated-tobacco-products-evidence-review>

About Vapour Regulation in New Zealand

BAT NZ supports the introduction of risk-proportionate regulations that include the prohibition of sale to minors, mandatory product standards, conventional availability, and responsible marketing freedoms – facilitating the availability of quality alternatives to smoking to New Zealand's adult smokers and vapers.