



PRESS RELEASE

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NICOCCINO EXPANDS INTO WHSMITH HIGHSTREET

Building on its recent listing with WHSmith Travel, Nicoccino is once again partnering with WHSmith to launch Nicoccino™ in 250 of their prime-site High Street outlets throughout Great Britain. The High Street listing supports Nicoccino's 45,000 online customers by making Nicoccino readily available across the country. The roll-out will be supported by an extensive marketing campaign including an exclusive in-store gantry branding deal.

Described as 'the silver bullet for smokers,' Nicoccino™ is a next generation nicotine product that provides the user with an instant nicotine experience via a thin film that dissolves under the lip.



CEO Johan Cram commented *"Nicoccino™ provides an unadulterated nicotine experience whenever and wherever. Nicoccino™ is the first alternative nicotine product in the UK which offers users an instant and lasting nicotine experience. Our partnership with WHSmith is significant in fulfilling our aim of making Nicoccino accessible to consumers looking for alternative nicotine solutions."*

WHSmith PLC is one of the UK's leading retailers and is made up of two core businesses – Travel and High Street. The High Street business operates 621 stores with an extensive reach across the UK and a presence on nearly every major UK high street. 91% of the population of Great Britain live within a 20 minute drive of a WHSmith store. Overall, WHSmith employs around 14,000 staff.

For more information, visit Nicoccino's webpage <http://nicoccino.se/en> or contact:

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About Nicoccino Holding AB

Nicoccino produces and markets an innovative and patented, tobacco-free nicotine consumer product.

The product has the same name as the company - Nicoccino™ – and is manufactured through partners. Nicoccino™ is currently sold in the UK, Germany, Czech Republic, Poland and through our online platform (purenicoccino.com).



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Nicoccino`s head quarter is located in Täby outside of Stockholm with a sales office in London. The company's shares have been listed on Nasdaq Stockholm First North since June 2014 and can be found under the abbreviation NICO.

Remium Nordic AB is Nicocino Holding's Certified Adviser



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