

“Puffs” Ban : BAT France takes note of this and wishes to see it rigorously applied.

BAT France takes note of this decision and hopes that the government will not confuse nicotine sachets, as some media have done, with tobacco products, which are a distinct alternative to smoking.

Paris, February 14, 2025 - The ban on single-use vaping device in France is now a fact. The law passed yesterday by the French Senate is part of the National Tobacco Control Program (PNLT) 2023-2027, a measure that BAT France has taken into account and for which the company had prepared.

Alignment with government objectives, but need for a more solid regulatory framework

BAT France shares the government's ambition to achieve a first smoke-free generation by 2032. However, if this ban is to have any real impact, it must be accompanied by effective control measures. In this respect, **comprehensive and consistent regulation** of all nicotine products is essential to avoid counter-productive effects, notably the growth of the illicit market.

The PNLT 2023-2027 already provides for several measures to strengthen regulation, including:

- **The development of a roadmap to regulate all nicotine products**, including nicotine pouches.
- **The restriction of authorized flavors in vaping liquids.**

BAT France supports these initiatives, but highlights a persistent shortcoming: **the difficulty of ensuring effective enforcement of existing bans**, particularly on sales to minors. As things stand, certain nicotine products are still not subject to the same age restrictions, which limits the effectiveness of protective measures.

More consistent regulations and enhanced control resources

BAT France reaffirms its commitment: minors should neither smoke nor consume nicotine products of any kind.

“It is crucial to put in place consistent regulations that frame all nicotine-containing products, including sachets, applying strict age restrictions. However, these products, which do not contain tobacco and do not generate smoke or combustion, must be considered separately from traditional tobacco products in order to avoid confusion and ensure a suitable framework for adult smokers seeking alternatives.”

- Sébastien Charbonneau, Director of Public and Regulatory Affairs, BAT France.

The ban on the manufacture and sale of single-use vaporizers provides for **finest of up to €100,000 in the event of infringement**. **BAT France calls for consistency** in the application of penalties, by introducing equally **dissuasive penalties for the sale of all nicotine products to minors.**

Technological solutions for better law enforcement

Tools exist to support tobacconists and reinforce prevention, including :

- **Innovative technological solutions** such as cameras equipped with artificial intelligence to estimate the age of customers.
- **Mandatory training and appropriate signage** in point of sales.

BAT France is committed to stepping up its efforts to prevent underage access to nicotine products, by working with tobacconists and specialist retailers, both physical and online.

Finally, BAT France insists on the need for **in-depth dialogue with the authorities** to ensure that future regulations take into account the **specificities of each nicotine product**. A differentiated approach based on **reliable, tangible data** is essential **to avoid confusion** and guarantee responsible alternatives for adult smokers.

To find out more about the studies and our positions in favour of balanced and effective regulation of nicotine alternatives that can help achieve the goal of a tobacco-free France, visit our new website - www.francesanstabac.fr

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About BAT

BAT is a leading, multi-category consumer goods business with a purpose to build “A Better Tomorrow” by reducing the health impact of its business through offering a greater choice of enjoyable and less risky products for adult consumers.

The company continues to be clear that combustible cigarettes pose serious health risks, and the only way to avoid these risks is not to start or to quit. BAT encourages those who would otherwise continue to smoke to switch completely to scientifically-substantiated, reduced-risk alternatives*†.

In order to deliver this, BAT is transforming into a truly consumer centric multicategory consumer products business.

BAT’s ambition is to have 50 million consumers of its non-combustible products by 2030 and to generate £5billion of New Categories revenue by 2025. BAT has set stretching ESG targets including achieving carbon neutrality for Scopes 1 & 2 by 2030 and eliminating unnecessary single-use plastic and making all plastic packaging reusable, recyclable or compostable by 2025.

BAT employs over 50,000 people and operates in over 180 countries. The BAT Group generated revenue of £27.28 billion in 2023 and profit from operations of £12.46 billion.

The company’s Strategic Portfolio is made up of its global cigarette brands and a growing range of reduced risk*† New Category tobacco and nicotine products and traditional non-combustible tobacco products. These include vapour, tobacco heating products, modern oral products including tobacco-free nicotine pouches, as well as traditional oral products such as snus and moist snuff. By the end of 2023, we will have 26.4 million consumers of our non-combustible products, an increase of 1.5 million compared with 2022.

* Based on the weight of evidence and assuming a complete switch from cigarette smoking. These products are not risk free and are addictive. † Our products as sold in the US, including Vuse, Velo, Grizzly, Kodiak, and Camel Snus, are subject to Food and Drug Administration (FDA) regulation and no reduced-risk claims will be made as to these products without FDA clearance.