

POWER IN A POUCH. BETTER CHOICES. BETTER OUTCOMES.



**SMOKE
FREE
SWEDEN**



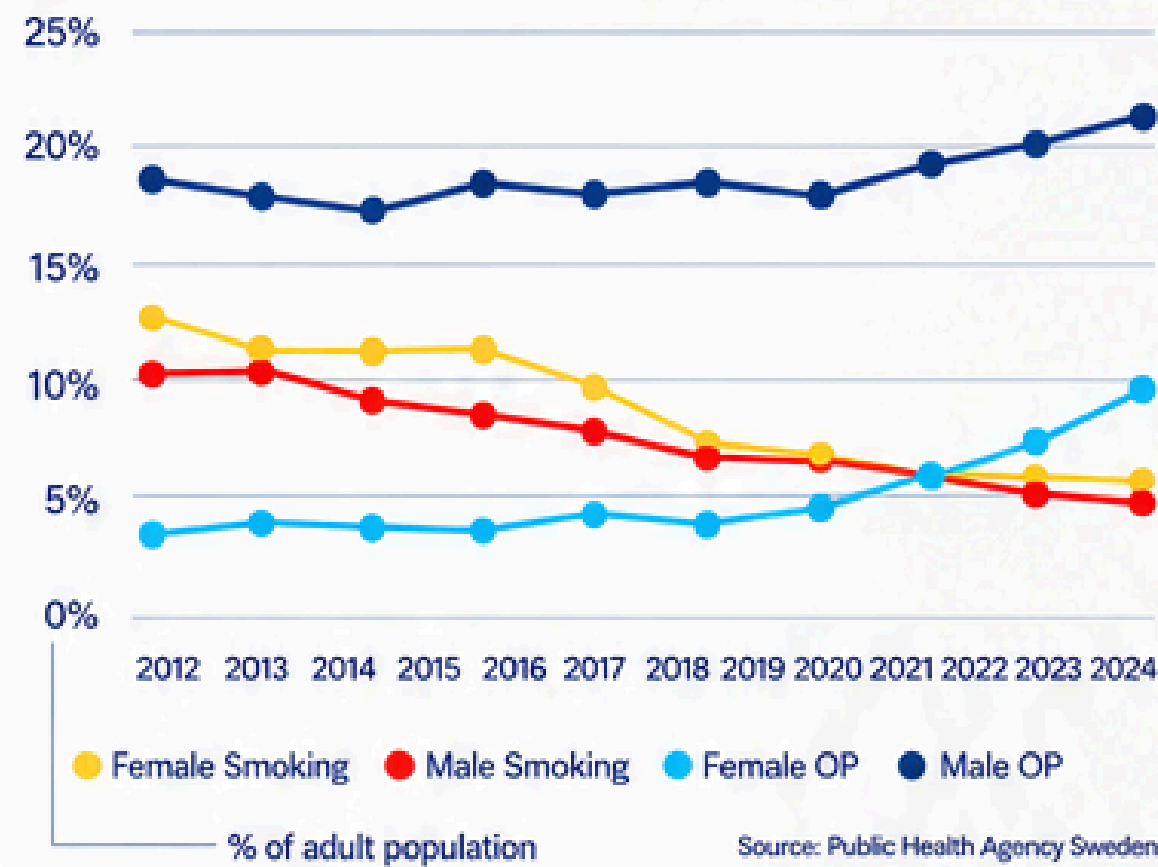
5.3%
Sweden
smoking rate



24%
EU average
smoking rate

Oral Nicotine Pouches (ONPs) are driving real-world results for women and for public health.

Rates of smoking and use of oral products (OP) (including snus and nicotine pouches)



The EU average smoking rate is **5 times higher** than Sweden's



The smoking rate among Swedish women has dropped to 5.7%, down from 11.2% in 2015 – a remarkable 49% decline.



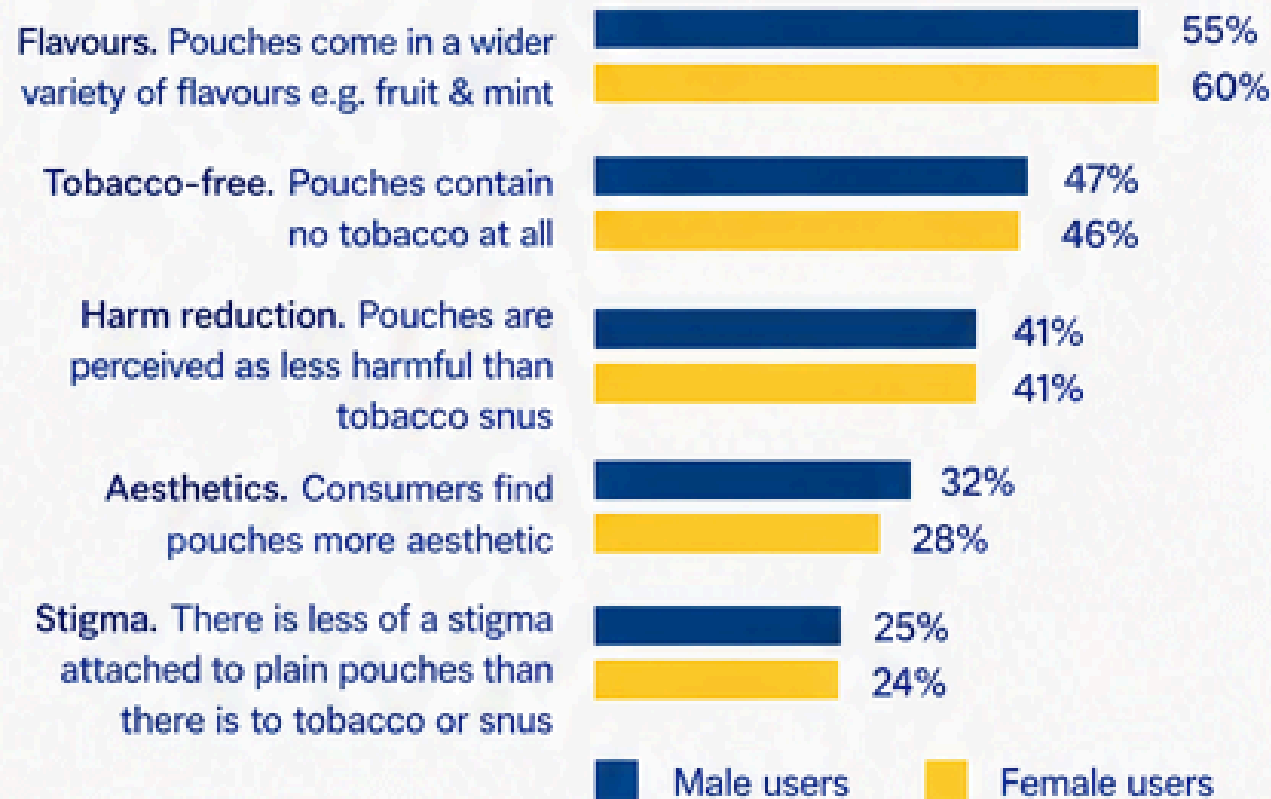
ONPS ARE TRANSFORMING CHOICES FOR WOMEN.

In Sweden, more women now use oral nicotine pouches (10%) than smoke (5.7%). ONPs offer a clean, discreet, and effective alternative—helping women take control of their health and break free from smoke.

TOP 3 REASONS WHY POUCHES WORK

Which of the following is the most appealing benefit of nicotine pouches over traditional tobacco snus?

(Combined 1st/2nd choices shown)



Flavours are leading at **60%** for women and **55%** for men



49% cite tobacco-free appeal



47% value their harm reduction



WITHOUT COMBUSTION

No smoke. No ash. Lower exposure to harmful chemicals.



DISCREET. CONVENIENT.

Tobacco-free. Spit-free. Fits modern lifestyles.



EMPOWERING WOMEN'S CHOICES

A preferred alternative that supports quit journeys and autonomy.



BETTER CHOICES. BETTER OUTCOMES.

Real-world results. Healthier futures for individuals and societies.