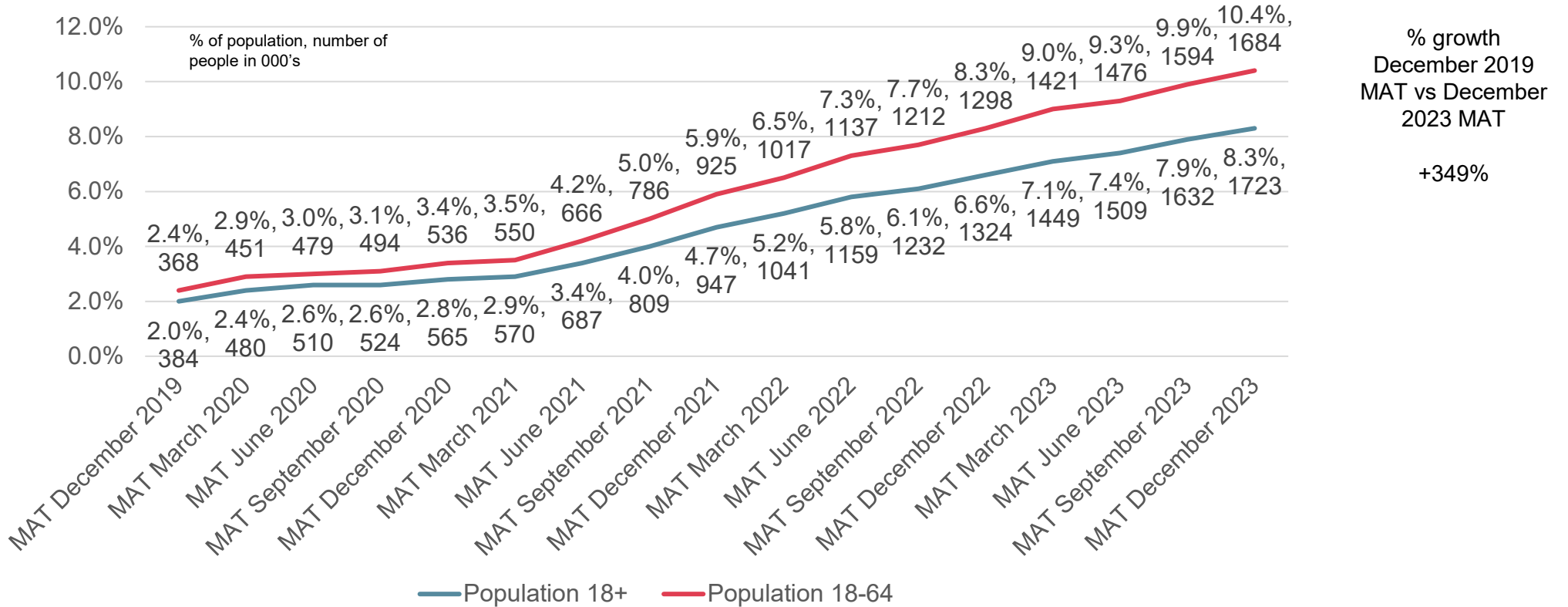


Vaping in Australia

- Vaping has grown by 349% in the last 5 years
- Now 8.3% of the adult 18+ population vapes = 1,723,000 people
- 10.4% of people in the 18-64 population vapes – making up 97.7% of the total market.
- There are 399,000 additional vapers since December 22 – a rise of 30%.

Vaping Incidence in Australia among 18+ population



1 Source: Roy Morgan Single Source, People that have vaped at least once in the last month, Base: Australians 18+, Australians 18-64

Vaping in Australia by state – among total 18+ population

- NSW has led the growth of vaping in Australia +473% - with over half a million 18+ Vapers, representing about 34% of all Vapers in Australia. Many states now hold similar incidence rates.

