

In re: Juul Labs, Inc. Antitrust Litigation, Case No. 20-cv-02345-WHO United States District Court for the Northern District of California

If you are in the United States and purchased e-cigarette products directly from Juul Labs, Inc. or any of its subsidiaries or affiliates, from October 5, 2018, to February 26, 2026, a class action lawsuit may affect your rights.

A federal court has authorized this Notice. This is not a solicitation from a lawyer.

- On February 5, 2026, the Hon. William H. Orrick of the United States District Court for the Northern District of California entered an order certifying a Class of direct purchaser plaintiffs (the “Class”) in a class action antitrust lawsuit involving manufacturers of closed system nicotine e-vapor products and devices (“Closed System E-Vapor Products”). (Dkt. 627 of *In re Juul Labs, Inc. Antitrust Litig.*, 3:20-cv-02345-WHO (N.D. Cal.)).
- This lawsuit alleges that Altria Group, Inc. and Juul Labs, Inc. (“JLI”), along with Nicholas Pritzker and Riaz Valani, (collectively “Defendants”) violated antitrust laws by conspiring to restrain competition and by entering into a transaction that substantially lessened competition in the market for Closed System E-Vapor Products. The lawsuit also alleges that as a direct result of Defendants’ anticompetitive conduct, those who purchased Closed System E-Vapor Products paid higher prices for Closed System E-Vapor Products than they would have absent Defendants’ anticompetitive conduct. Defendants deny these allegations and assert that they did not violate any laws and that the transaction at issue did not have anticompetitive effects or result in higher prices for Closed System E-Vapor Products. A complete description of the legal claims and defenses at issue in this lawsuit are contained in the case documents located on the case website at www.JuulAntitrust.com.
- Following these allegations, the Court has now certified a Direct Purchaser Plaintiff Class in the lawsuit.
- **The Class includes:** all natural persons and entities in the United States who purchased E-Vapor Products (JUUL pods or JUUL devices) directly from JLI or any of its subsidiaries or affiliates, from October 5, 2018, to February 26, 2026. Your claims may be excluded from this case, in full or in part, if the Court determines that some or all of your purchases are covered by an enforceable agreement to arbitrate or forum-selection clause.
- If you are a JUUL user who purchased directly from JUUL Labs’ website and also purchased JUUL at retail, you may also be a member of a separate class action on behalf of indirect purchasers that is proceeding in the same lawsuit. If you choose to opt out of this class action, you will still be included in the indirect purchaser class action unless you separately opt out of that class as well. Conversely, if you choose to opt out of the indirect purchaser class action, you will still be included in this Class unless you separately choose to opt out. Information about the indirect purchaser class can be found at www.JuulAntitrustConsumer.com.
- Defendants have petitioned the United States Court of Appeals for the Ninth Circuit for appellate review of the Court’s order certifying the Class.
- E-Vapor Products are electronic devices that deliver nicotine to a user by vaporizing a liquid nicotine solution. In a closed system, the liquid is contained in a pre-filled, sealed cartridge, pod, or tank. E-Vapor Products means both the electronic devices and the pre-filled pods or tanks manufactured by Juul Labs, Inc. A list of Closed System E-Vapor products included in the lawsuit are available at www.JuulAntitrust.com.

Questions? Go to www.JuulAntitrust.com or call 1-877-315-3871.

- The Court has not decided who is right or wrong. There is no money available now, and there is no guarantee there will be in the future. However, if you are a member of the Class described above, your legal rights are affected, and you have a choice to make now.

Your Legal Rights and Options		Deadline
EXCLUDE YOURSELF	Get out of the Class. Get no benefits if any are available in the future. Keep your right to sue separately. If you ask to be excluded from this Class and money or benefits are later awarded, you will not receive any money or benefits. You will keep any right to file your own lawsuit or be part of any other lawsuit against Defendants at your own expense, and with your own lawyer about the same legal claims in this lawsuit.	Postmarked or electronically submitted by: June 13, 2026
Do NOTHING	Stay in the Class. Await the outcome. Give up the right to sue separately. By doing nothing, you keep the possibility of getting money or benefits that may come from a trial or a settlement. You will give up your right to sue Defendants separately about the same legal claims in this lawsuit. You will be bound by any future judgment in this lawsuit.	

This Notice may affect your rights. Please read it carefully.

- The Direct Purchaser Plaintiffs must prove their legal claims against Defendants at trial. If you do not ask to be excluded from the Class, and money or benefits are obtained from Defendants, you will be notified about how to receive your benefits.

BASIC INFORMATION

1) Why is this Notice being provided?

This Notice explains that the Court has allowed, or “certified,” a class action antitrust lawsuit that may affect you if you purchased Closed System E-Vapor Products directly from Defendant Juul Labs, Inc. or any of its subsidiaries or affiliates, from October 5, 2018 to February 26, 2026.

The Honorable William H. Orrick of the United States District Court for the Northern District of California is overseeing this class action. The lawsuit is known as *In re: Juul Labs, Inc. Antitrust Litigation*, Case No. 20-cv-02345-WHO (the “lawsuit”). The individuals who filed this lawsuit are called the “Plaintiffs” and/or “Class Representatives” and the companies sued are called the “Defendants.”

2) Why is the lawsuit a class action?

In a class action, one or more people (called class representatives) sue on behalf of all people who have similar legal claims. Together, all these people are called a class or class members. One court resolves the issues for all class members, except for those class members who timely exclude themselves (opt-out) from the class.

Questions? Go to www.JuulAntitrust.com or call 1-877-315-3871.

THE LEGAL CLAIMS IN THE LAWSUIT

3) What is this lawsuit about?

The Direct Purchaser Plaintiffs allege Defendants engaged in an unlawful conspiracy to restrain trade, by which Defendants agreed to stop competing in the United States' sales market and to divide up the market for Closed System E-Vapor Products in violation of federal antitrust laws, which substantially lessened competition. The Direct Purchaser Plaintiffs also allege that as a direct and proximate result of Defendants' anticompetitive conduct, prices for Closed System E-Vapor Products were raised, fixed, maintained, and/or stabilized at supracompetitive levels. Defendants deny these allegations, deny that the agreement the Direct Purchaser Plaintiffs allege between Altria Group, Inc. and Juul Labs, Inc. existed, assert defenses to the Direct Purchaser Plaintiffs' legal claims, and deny that they violated any laws.

A complete description of the legal claims and defenses at issue in this lawsuit is contained in the case documents located on the case website at www.JuulAntitrust.com.

No court has made any judgment or other decision of any wrongdoing by Defendants or that any law has been violated.

4) Has the Court decided who is right?

The Court has not decided whether Direct Purchaser Plaintiffs or Defendants are right. By establishing the Class and providing this Notice, the Court has not decided and is not suggesting that Direct Purchaser Plaintiffs will win or lose this lawsuit. The parties have a chance to prove or disprove their legal claims and/or defenses. The Direct Purchaser Plaintiffs must prove their legal claims at a trial.

5) What are the Direct Purchaser Plaintiffs asking for?

The Direct Purchaser Plaintiffs are asking for money for the Class members for Defendants' alleged wrongdoings as well as attorneys' fees and costs for Class Counsel.

6) Is there any money or benefits available now?

No money or benefits are available now. The Court has not decided whether Defendants did anything wrong, and Direct Purchaser Plaintiffs and Defendants have not settled the lawsuit. There is no guarantee money or benefits will be obtained in the future. You will be notified if money or benefits become available.

WHO IS INCLUDED IN THE CLASS?

7) Am I part of the Class?

The Class includes: all natural persons and entities in the United States that purchased any E-Vapor Products directly from Defendant Juul Labs, Inc. or any of its subsidiaries or affiliates, from October 5, 2018, to February 26, 2026.

8) What E-Vapor products are included in the lawsuit?

E-Vapor products are electronic devices that deliver nicotine to a user by vaporizing a liquid nicotine solution. In a closed system, the liquid is contained in a pre-filled, sealed cartridge, pod, or tank. If

Questions? Go to www.JuulAntitrust.com or call 1-877-315-3871.

you purchased any Closed System E-Vapor Product (i.e., any JUUL pods or devices) directly from JLI at Juul.com or through a direct purchasing agreement with JLI during the Class Period, you are included in the Class unless you opt-out.

A list of Closed System E-Vapor Products included in the lawsuit are available at www.JuulAntitrust.com.

9) What if I am still not sure whether I am in the Class?

If you are still not sure whether you are included in the Class, you may go to the case website at www.JuulAntitrust.com or call the Notice Administrator's toll-free number at 1-877-315-3871.

YOUR RIGHTS AND OPTIONS

You must decide whether to stay in the Class or ask to be excluded (and keep your right to sue Defendants in your own separate lawsuit).

10) What happens if I do nothing at all?

You do not have to do anything now if you want to keep the possibility of getting money or benefits from this lawsuit in the future. By doing nothing you are staying in the Class and if the Direct Purchaser Plaintiffs obtain money or benefits in the future, you will be notified about how to get your share. If you do nothing now, you will not be able to sue or continue to sue Defendants—as part of any other lawsuit—about the same legal claims in this lawsuit. You will also be legally bound by the orders and judgments.

11) Why would I ask to be excluded?

If you want to sue Defendants on your own regarding the same legal claims in this lawsuit, or already have your own lawsuit against Defendants regarding the same legal claims in this lawsuit and you want to continue with it, you need to ask to be excluded from the Class. If you exclude or remove yourself from the Class—sometimes called “opting-out” of the Class—you will not get any money or benefits from this lawsuit even if Direct Purchaser Plaintiffs win at trial or there is a settlement. However, you may be able to sue or continue to sue Defendants on your own. If you exclude yourself, you will not be legally bound by the Court's judgments in this class action lawsuit.

If you start your own lawsuit or continue with an existing lawsuit against Defendants regarding the same legal claims in this lawsuit after you exclude yourself, you will have to hire your own lawyer(s) for that lawsuit, and you will have to prove your legal claims. If you do exclude yourself so you can start or continue your own lawsuit against Defendants, you should talk to your own lawyer soon, because *your legal claims may be subject to a statute of limitations*, meaning that you may face a deadline after which you cannot sue.

12) How do I ask the Court to exclude me from the Class?

To exclude yourself from the Class, you may mail a written request for exclusion, which includes the following:

- 1) Your name, address, telephone number, and email address (if any);
- 2) Your personal physical signature; and
- 3) A statement that you want to be excluded from the Direct Purchaser Plaintiff Class, such as “I hereby request to be excluded from the Direct Purchaser Plaintiff Class in *In re: Juul Labs, Inc. Antitrust Litigation*.”

Questions? Go to www.JuulAntitrust.com or call 1-877-315-3871.

The exclusion request must be **mailed** to the Notice Administrator at the following address, and be **postmarked by June 13, 2026**:

In re: Juul Labs, Inc. Antitrust Litigation
Direct Purchaser Plaintiff Class
Notice Administrator
PO Box 4300
Portland, OR 97208-4300

Please note per the United States Postal Service, mail may *not* be postmarked the day it is deposited in a mailbox or at a local post office. Postmarks occur when mail reaches a processing facility. To meet a postmark deadline, **mail at least a week prior to a postmark deadline**, get a manual postmark in-person at any post office, or send via Certified Mail.

You may also exclude yourself from the Class electronically by visiting the case website at www.JuulAntitrust.com.

You cannot opt out (exclude yourself) by telephone or by email.

“Mass” or “class” requests for exclusion filed by third parties on behalf of a “mass” or “class” of Class members or multiple Class members where the opt out has not been signed by each and every individual Class member will not be allowed.

THE LAWYERS REPRESENTING YOU

13) Do I have a lawyer in this lawsuit?

Yes, the Court has appointed Joseph R. Saveri of the Saveri Law Firm, LLP as Interim Class Counsel to represent you and the Class for the purposes of this lawsuit. You may hire your own lawyer at your own cost and expense if you want someone other than Class Counsel to represent you in this lawsuit.

14) Should I get my own lawyer?

You do not need to hire your own lawyer because Class Counsel is working on your behalf. But, if you want your own lawyer, you can hire your own lawyer at your own expense. For example, you can ask them to appear in Court for you if you want someone other than Class Counsel to speak for you.

15) How will Class Counsel be paid?

If Class Counsel gets money or benefits for the Class, they may ask the Court for an award of attorneys’ fees and expenses. You will not have to personally pay these attorneys’ fees and expenses. If the Court grants Class Counsel’s request, the attorneys’ fees and expenses will either be deducted from any money obtained for the Class or paid separately by Defendants.

THE TRIAL

16) How and when will the Court decide who is right?

As long as the lawsuit is not resolved by a settlement or otherwise, Class Counsel will have to prove Direct Purchaser Plaintiffs’ legal claims at a trial. The trial has been scheduled for **September 28, 2026**. This date may change. During the trial, a Jury and the Judge will hear all of the evidence to help them reach a decision about whether Direct Purchaser Plaintiffs or Defendants are right about the legal claims in the lawsuit. There is no guarantee that Direct Purchaser Plaintiffs

Questions? Go to www.JuulAntitrust.com or call 1-877-315-3871.

will win, or that they will get any money for the Class.

17) Do I have to attend the trial?

No. You do not need to attend the trial. Class Counsel will present the case for the Direct Purchaser Plaintiffs and the Class, and lawyers for Defendants will present the defenses. You or your own lawyer may attend at your own expense.

18) Will I get money after the trial?

If the Direct Purchaser Plaintiffs obtain money or benefits as a result of the lawsuit, and you remain in the Class, you will be notified about how to participate to receive money or benefits.

GETTING MORE INFORMATION

19) How do I get more information?

This Notice summarizes the lawsuit and the proceedings. You can get additional information by visiting www.JuulAntitrust.com, by calling 1-877-315-3871 or by writing to:

In re: Juul Labs, Inc. Antitrust Litigation
 Direct Purchaser Plaintiff Class
 Notice Administrator
 PO Box 4300
 Portland, OR 97208-4300

You may also contact Interim Class Counsel at the following address:

SAVERI LAW FIRM, LLP
 Joseph R. Saveri
 550 California Street, Suite 910
 San Francisco, CA 94104

You may also access the Court docket in this lawsuit, for a fee, through the Court's Public Access to Electronic Records (PACER) system at <https://ecf.cand.uscourts.gov>. To learn about PACER and register for a PACER account, go to <https://www.Pacer.gov/>. Once you have a PACER account, you can access and retrieve documents from the Court's docket for the lawsuit at <https://ecf.cand.uscourts.gov/cgi-bin/login.pl>.

You can also access and retrieve documents from the Court's docket by visiting the office of the Clerk of the Court for the United States District Court for the Northern District of California, 450 Golden Gate Avenue, San Francisco, CA 94102, between 9:00 a.m. and 4:00 p.m., Monday through Friday, excluding Court holidays.

Important case documents are located on the case website at www.JuulAntitrust.com.

PLEASE DO NOT TELEPHONE THE COURT OR THE COURT CLERK'S OFFICE REGARDING THIS NOTICE.

Questions? Go to www.JuulAntitrust.com or call 1-877-315-3871.