



10 June 2019



**RE: INVITATION TO MEDICAL ROUNDTABLE DISCUSSION ON ELECTRONIC NICOTINE DELIVERY SYSTEMS (ENDS)**

Dear

JUUL Labs, a leading technology innovator and manufacturer of electronic nicotine delivery systems around the world, is set to be widely available in the Philippines in June 2019. We have partnered with BFY Corporation, a Gokongwei-owned company, to realize our mission of improving the lives of the world's one billion adult smokers.

With tobacco usage continuing to be the biggest preventable cause of illnesses and deaths in the Philippines and in the world, JUUL Labs seeks to understand how it can effectively help tobacco users make the switch. This can be done by gaining awareness on the market's perception towards Electronic Nicotine Delivery Systems (ENDS), and discussing sound and timely scientific information on its efficacy as a smoking cessation tool.

Given this, we wish to invite you to a medical roundtable discussion on **June 20, 2019 (Thursday), 3:00 PM**, to share your expert insights on ENDS, its viability to be positioned as a reduced harm product in the Philippines, and how together, we can definitively address the local tobacco epidemic.

The discussion will be held at the **Shangri-La at The Fort, Bonifacio Global City, Taguig**, and will be attended by the following:

<b>JUUL Labs</b>	<b>BFY</b>	<b>MEDICAL COMMUNITY</b>
Adam Bowen Founder and Chief Technology Officer	Nilo Mapa President	Dr. Gary Lorenzo Oncologist
Ken Bishop VP, International Growth - APAC	Renato Salud Government Affairs Advisor	Dr. Randy Canal ENT – Head & Neck Surgeon
Avinash Reddy Senior Manager, International Expansion – APAC		Dr. Lorenzo Mata, Jr. General Physician
Jauro Castro Manager, Public Affairs		(awaiting confirmation from other invitees)

Should you have further questions, please let us know.

Thank you, and we look forward to meeting and speaking with you soon.

Best Regards,

**Ken Bishop**  
Vice President, International Growth, Asia Pacific