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Norse Impact AB: NORSE E-Juice launched on biggest UK retailer and headed for 300 stores

Vape Club, UK's nr 1 online vape retailer, with over 510.000 registered customers has now launched Norse Impact's brand NORSE E-Juice onto their platform.

Vape Club is leading the UK online vape category in size, SEO, reputation, customer service, and compliance.

- *This is a major step for Norse Impact in our pursuit to establish our own products on the 1.8 billion \$ UK market. The response we have recieved on our products since launch last week is above and beyond what we could hope for, says CEO Marius Arnesen.*

Here is a link to the store: <https://www.vapeclub.co.uk/e-liquids/norse-vape/norse-vape-prickly-pear-lemon-e-liquid-100ml?fbclid=IwAR3kRzQwZp92W9LybKMCyx7oRGOZzsVM2fw-gO-fpf986p-fKyOqhw97JFk>

Headed for 300 stores

Norse Impact's partner in production of our products, RIOT Labs Ltd, have now started working on identifying the first 300 stores which shall carry the NORSE E-Juice.

- *When we started our partnership with Norse Impact we knew the brand would resonate with UK vapers as it offers unique flavour profiles that the UK has not seen before. The flavours give customers a chance to try something new in a saturated market. As far as our research shows us there are currently no e-liquids on the market using Norwegian fruits such as cloudberry and red currant, says Matt Crann sales director at Riot Labs.*

Riot Labs team of field BDM's are constantly being asked for new flavours by their B2B customers.

- *Norse delivers this in bundles. Not only are the flavours something new, the branding and marketing that Norse have planned in the coming months only cements our belief in achieving our goal of 300 stores in 3-6 months to be stocking and selling the Norse products and there is no doubt that Norse (rapidly) will become a well-known brand in the UK market. Norse Impacts vision and mission are to offer our fellow human beings effective and more health-friendly products than what has traditionally been available. It's clear that our missions are aligned and working together to achieve them will accelerate our success together, says Crann.*

Norse Impact: Fastest growing

Norse Impact is the Nordic region's fastest growing group in the non-smoke segment. This segment consists of legal nicotine products as a replacement for the very harmful smoking tobacco. Norse Impact is already a leading company in the harm reduction segment.

The company is particularly strongly positioned in the areas of snus and electronic cigarettes, including e-juice, with eleven exclusivity agreements with well-established non-smoking products.

Norse Impact now has twenty-five physical stores, twelve ~~own~~ online stores (nordamp.no, maxsnus.no, friskedrag.no, norsevape.co.uk, norseeliquid.com, and elektroniske-sigaretter.no, cigge. see, cigge.com, fi.cigge.com, elek cig.com, elek cig.se, elek cig.dk, cigge.no and nettdamp.no)

The e-cigarette / vape market, which is still at an early stage, had a turnover in Europe of 8.3 billion USD by 2020 and is expected to increase by 11% in 2021. Snus had a global turnover in 2020 of 2.6 billion dollar. The market indicates strong continued growth. Europe is the largest market and accounts for 40% of global sales.

The company has a strong growth focus, based on organic growth and solid strategic acquisitions, both in the Nordic region and the rest of Europe. Important points here are strong synergies, market share acquisitions and sound financial operations.

For more information, please contact
Marius Arnesen, CEO. Tel: +47 938 00 894, e-mail: ma@norseimpact.se

Norse Impact AB, c/o Mcon AB, Södra Larmgatan 4, 411 16 Göteborg

www.norseimpact.se