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Norse Impact AB: Exclusive master distributor agreement and disposable with NORSE E-juice

Norse Impact is proud to present that the company has signed an exclusive master distributor agreement with Riot Labs.

- *Riot Labs is one of the biggest players in the global vape industry. This agreement is a clear signal that the position Norse Impact have achieved in the Nordics is unique, says CEO Marius Arnesen.*

Riot Labs has distribution in over 80 countries worldwide.

- *We are delighted to appoint Norse Impact as our exclusive master distributor for all of our products in Scandinavia. As a brand, our mission is to change the status quo of smoking cessation to help people make the life-changing switch from cigarettes to e-cigarettes. We are very excited for this partnership and look forward to what this partnership has in store for us, says Matt Crann sales director Riot Labs.*

Disposable with NORSE E-juice

Norse Impact will with this agreement now be able to sell disposable vapes included with NORSE E-juice.

A disposable vape is a small, non-rechargeable device that is precharged and already filled with e-liquid. The difference between a disposable vape and a rechargeable mod is that you don't recharge or refill disposable vapes, and there's no need to buy and replace your coils.

Riot Bar, which is the hardware that Norse Impact will use, is already a global bestseller.

- *Riot Bar is the start of our smoking cessation journey, and it is the most sustainable disposable e-cigarette on the market. It's made using bioplastics, is fully recyclable and is PAS 2060 certified carbon negative and fuelled with fully compliant UK-made e-liquid. With the Norse brand behind this product in Scandinavia it is sure to be a success in helping people make the switch, says Crann.*

For Norse Impact this agreement is a gamechanger as it will open for sales of the company's own disposable products in Scandinavia.

- *As seen lately in Sweden the demand for disposable products is exploding. We are now in the position where we can offer the best products, and most professional assistance on the market to any retailers who will add vape into their product portfolio, says Arnesen.*

Winning team

Riot Labs Ltd is an industry-leading UK manufacturer of e-juice. In 2019, they were the winners

"The most innovative product of the year" at White Label Expos. Riot Labs has created award-winning flavours that are very well known all over the world. All the flavours have been carefully formulated from the molecular level "In house", by highly trained taste specialists, which has been the key to the company's success.

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, elekcig.com, elekcig.se, elekcig.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.

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