

23 April 2018

***myblu* vaping product launched in more markets**

Imperial Brands PLC, via subsidiary Fontem Ventures, has launched its new pod-based vaping device *myblu* in three further markets.

The device has been made available online to consumers in France, Germany and Russia, with a national retail rollout in all three markets also underway.

The launches will bring our pioneering e-vapour brand *blu* to consumers in Germany and Russia for the first time.

Across all three markets, *myblu* will be introduced to a potential new audience of around 60 million current smokers and vapers.

Pod-based devices are the fastest-growing segment in the vaping category. *myblu* is already available in both the USA and the UK and will be available in a total of ten markets by the end of our current financial year.

Notes to editors

Images are available at www.newscastimages.com

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