

From: Ashley Gould on behalf of Ashley Gould <ashleygould@juul.com>
To: Ziad Rouag
CC: Alex Cantwell; Kevin Burns; Vittal Kadapakkam; Steve Hong; Ann Hoey; Chelsea Kania
Sent: 4/19/2018 10:20:46 AM
Subject: Re: Survey info and flavors

Z what is the timing on completion of the two surveys?

On Thu, Apr 19, 2018 at 12:48 PM, Ziad Rouag <ziad@juul.com> wrote:
I have 2 two specific youth surveys:

- **CSUR:** Prospective longitudinal perception and likelihood of use through 6 months of juul in youth non-users (current, former and never smokers) N=1000. The study is slotted to begin in May 2016 in 12-17 years per the PMTA and MRTP guidelines.
- **Pride Surveys:** Prospective longitudinal smoking, and brand specific vaping prevalence study through 6 months in a national sampling of junior and high schools N=5000. The study is intended to be delivered via an independent surveying organization.

Ziad Rouag
V.P. Regulatory & Clinical Affairs
Cell/Viber/WhatsApp: **UCSF Redaction**
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On Thu, Apr 19, 2018 at 9:24 AM, Alex Cantwell <alex@juul.com> wrote:
Will send #3 shortly.

Chelsea - will stop by to discuss #2, as pricing study will provide some good segment work you guys can use for your studies.

On Thu, Apr 19, 2018 at 8:12 AM, Kevin Burns <kburns@juul.com> wrote:

1. Who has the lead re options to survey underage buyers of our product (under 18)? Would like to see the range of questions that we could ask and if we could get longitudinal data re their usage. Who is on point to get an answer here? Ashley - pls own this
2. What testing have we done, can we do and should we do re appeal of flavors by taste and name for different segments of the market? Have we done any work? If not - how could we launch something?
Ann/Chelsea - pls lead. Vittal - don't do any work unless you coordinate with Ann and Chelsea
3. Can someone (maybe Alex) send me a one pager that shows the exact number of flavors and listing of flavors for each of the top 5-6 e-cig competitors and any notion of timing re additions to their portfolio

Thx

Sent from my iPhone

Sent from my iPhone

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Alex Cantwell

Juul Labs 560 20th Street, San Francisco, CA 94107 312.213.8985

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Ashley Gould

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