

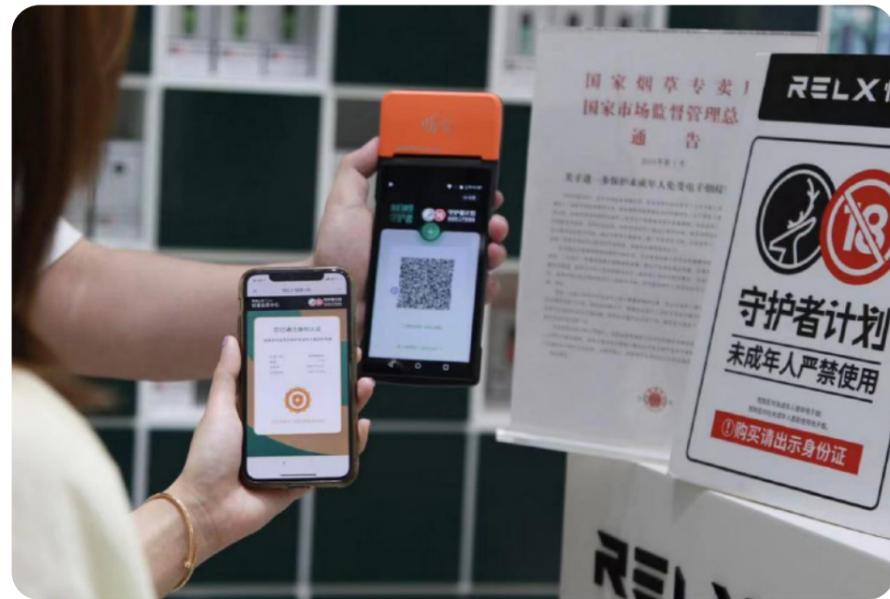


Guardian Program

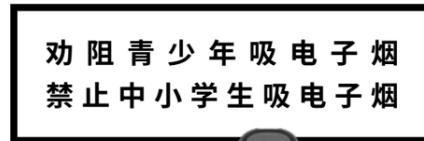
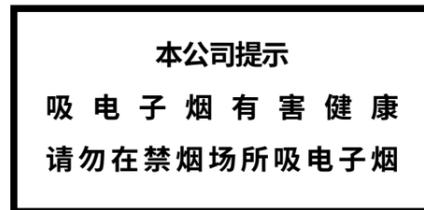
Since its establishment in 2018, RELX opposes the sale of e-vapor products to minors and using it in their presence, initiating the “Guardian Program” to set up a protection mechanism for minors along the distribution chain. We strictly abide by the Announcement of the State Tobacco Monopoly Administration and the State Administration for Market Regulation on Prohibiting the Sale of E-cigarettes to Minors, and the Law of the People’s Republic of China on the Protection of Minors, and we have made efforts not to sell e-vapor products to minors. We are committed to protecting minors in all aspects, from product labels to marketing channels and technology innovation.

Warning Signs for Minors

We display the prominent warning signs of “nicotine content” and “not for sales to minors” in all our products and their packaging, stores and marketing activities. We do not use any advertisement, words, graphics or cultural elements that can attract minors on any of our product’s packaging or marketing materials.



A user is using the Sunflower System 3.0 for age verification.



Child Lock



The national standard *Electronic Cigarette* requires products to include child-resistant and accident-proof protection functions in e-cigarettes. In the design of national standard products, we embed the functions without using additional parts. A new device is locked by default. A user needs to insert and pull out the cartridge three times in two seconds to get it unlocked. Repetition of the same action will lock the device. Using the product in the locked state will trigger device vibration as a reminder of the locked state and therefore effectively prevent minors from misuse.

Sunflower System (3.0)

In 2019, we launched the “Sunflower System”, an intelligent protection system to prevent minors from purchasing, and have continued to upgrade it. In September 2021, we upgraded it to version 3.0, which embeds the verification of users’ “name + ID number + face recognition” into the POS system through “one code for each order” and synchronizes it with store operation and inventory status. By using big data, the system can instantly check the orders and determine if there are any violations, and if any, handle them in time.

Sunflower System 3.0: “One code for each order” was realized and age verification became mandatory. Users can only complete the purchase after verifying their age.

