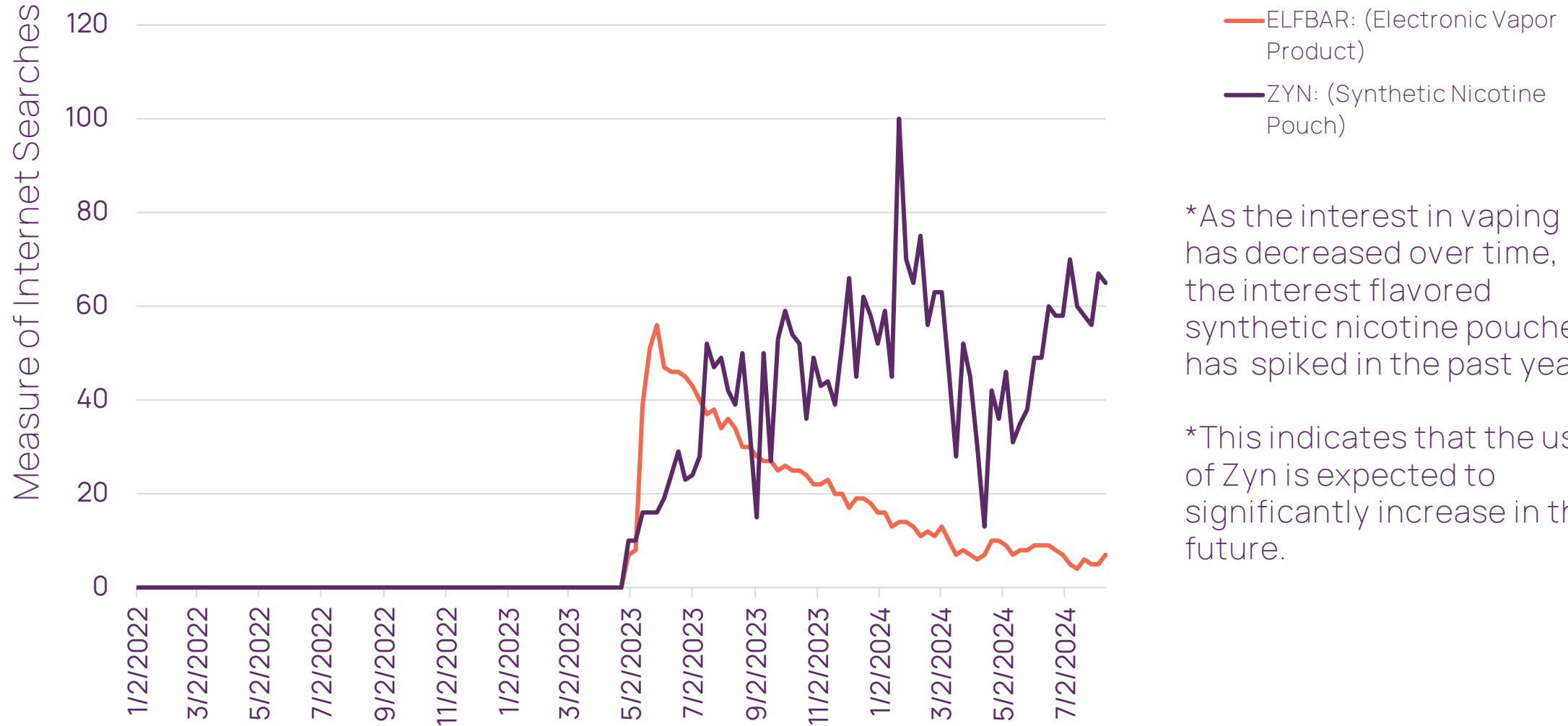


# Relative Interest and Popularity in ElfBar vs. Zyn Over Past 5 Years



\*As the interest in vaping has decreased over time, the interest flavored synthetic nicotine pouches has spiked in the past year.

\*This indicates that the use of Zyn is expected to significantly increase in the future.