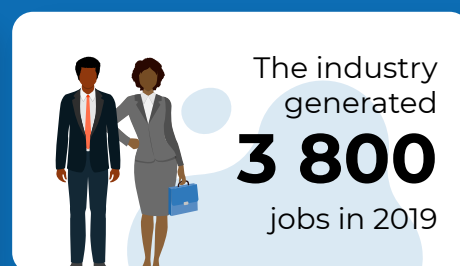
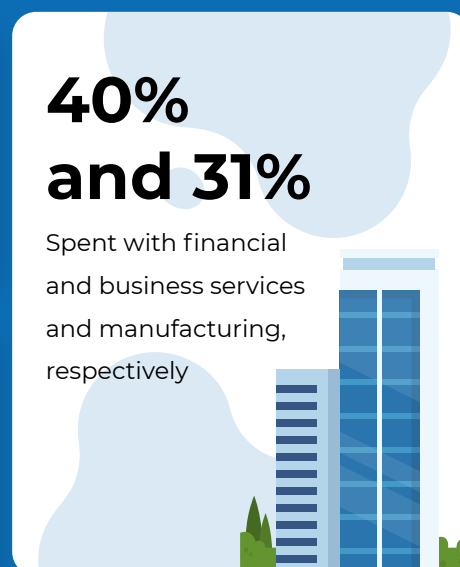
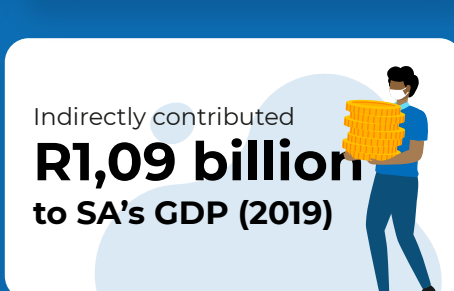
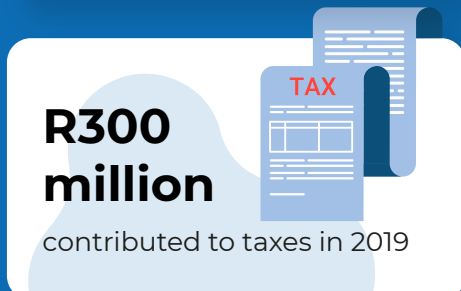
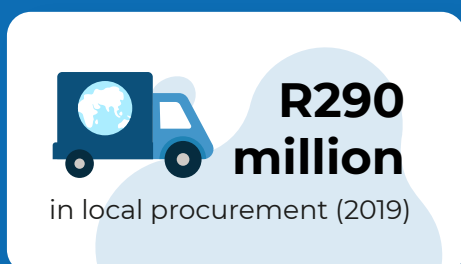


ECONOMIC IMPACT OF THE VAPING INDUSTRY IN SOUTH AFRICA

DIRECT ECONOMIC IMPACT



INDIRECT ECONOMIC IMPACT



INDUCED ECONOMIC IMPACT

Supports
1 500+ JOBS



R130 million
contributed to
taxes (2019)



R470 million
GVA contribution
to GDP in 2019



TOTAL ECONOMIC IMPACT: SIGNIFICANT

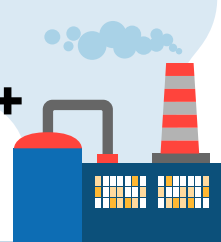


More than
R2,49 billion
GVA contribution to
GDP (2019)



Contribute
R710 million
in taxes in 2019

Supports
9 500+ JOBS



IMPACT OF TOBACCO BILL ON INDUSTRY

Ban on sales, online and
health distribution
channels = **decline of**

17%
in industry sales



Ban on public use =

5,8% reduction
in sales



Ban on advertising,
promotions and
sponsorship =

11.4%



GVA contribution to
GDP to decline to

R557,1 million



NEED A JOB

2 300
potential job losses



Related industries that will be impacted

Manufacturing,
Transport &
Communication,
Trade & Hospitality,
and Financial &
Business Services



34,2%
overall decline
in sales if Bill
is ratified



Contribution
to tax = **less**
R206,4 million