

# EXHIBIT 8

**Case Name:** JUUL Labs, Inc.  
**Toll Free:** 1-855-604-1734  
**Launch Date:** TBD

**Greeting Message**

Thank you for calling the information line for the Juul Labs Inc.

To continue in English, please press 1.  
For Spanish, please press 2.

The Lawsuit alleges that Plaintiffs paid more for JUUL products than they otherwise would have paid if accurate information concerning the products' addictiveness and safety had been provided, and that JUUL products were unlawfully marketed to minors.

You can get a complete copy of the Plaintiffs' Complaint, the Settlement Agreement, and the Court's class certification order online at [www.JUULclassaction.com](http://www.JUULclassaction.com).

**Main Menu**

To speak to a representative, please press 0.  
To hear more information in the form of frequently asked questions and answers, please press 1.  
To request that a copy of the Claim Form be mailed to you, please press 2.  
To request that a copy of the Long Form Notice be mailed to you, please press 3.  
To replay this message, press the pound key.

**Press 1 Message from Main Menu (FAQs) – (Maximum of 9 FAQs)**

Please listen carefully to the following categories. You may make your selection at any time; press the star key to return to the main menu, or simply hang up to disconnect.

To hear more information about this Settlement, please press 1.

To learn what part of the lawsuit is not included in the Settlement, please press 2.

For information about who can participate in this Settlement, please press 3.

To learn about what benefits are available in the Settlement, please press 4.

To find out how you can obtain Settlement benefits and the deadline to receive these benefits, please press 5.

To find out how much your payment will be, please press 6.

To find out how to opt-out of the Settlement or the ongoing litigation please press 7.

To find out how to object to the Settlement, please press 8.

To learn if you have a lawyer in this case, please press 9.

To find out how to obtain additional information, please press 10.

To replay this message, press the pound key.

**FAQ 1 (MORE INFORMATION ABOUT THIS SETTLEMENT)**



JUUL Labs, on behalf of itself and other persons and entities, and Plaintiffs have agreed to the Settlement to avoid the costs and risks of trial. As a result of the Settlement, members of the Settlement Class who submit valid claims will get money payments without undue delay. Plaintiffs and their lawyers think the Settlement is best for all members of the Settlement Class.

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

#### Subroutine

#### **FAQ 2 (what part of the lawsuit is not included in the Settlement?)**

The claims that have been asserted against Altria and its related entities, including Altria Group, Inc., Altria Client Services LLC, Altria Enterprises, LLC, Altria Group Distribution Company, Philip Morris USA, Inc., by the Court Classes are not included in the Settlement. If you are a member of one of the Court Classes and you do not opt out of the Court Classes, you will be bound by any result from the litigation by the Court Classes against Altria. That means that if the Court Classes win money, you may be entitled to a recovery. If the Court Classes lose their case, your claims against Altria and related entities may be released. This may be your only opportunity to opt out.

You may be entitled to payment from this Settlement regardless of whether you opt out of the Court Classes or whether the Court Classes prevail against Altria.

The Court Classes include:

- Nationwide Class: All persons who purchased from brick and mortar or online retailers, in the United States up and until December 31, 2021, one or more JUUL pods, whether sold in packs of four or two, or as part of Starter Kits (which include both JUUL pods and a JUUL device).
- Nationwide Youth Class: All persons who purchased from brick and mortar or online retailers, in the United States up and until November 31, 2019, one or more JUUL devices, pods, or kits and were under the age of eighteen at the time of purchase.

The Ninth Circuit Court of Appeals is reviewing the decision to let the claims against Altria proceed as a class action.

To find out if you are included in one or more of the Court Classes, please contact the Settlement Administrator at [info@JUULclassaction.com](mailto:info@JUULclassaction.com).

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

#### Subroutine

#### **FAQ 3 (WHO CAN PARTICIPATE IN THE SETTLEMENT)**

The Settlement Class includes all individuals who purchased, in the United States, a JUUL Product from a brick and mortar or online retailer before December 7, 2022.

If you are in this group, you are a member of the Settlement Class and you must make a claim in order to receive a payment.

Please note that you are not a member of the Settlement Class if:

- You purchased the JUUL Product(s) only from another person who is not a retailer.
- You are a Defendant, one of their employees, officers, directors, legal representatives, heirs, successors and wholly or partly owned subsidiaries or affiliated companies; or
- You are a judicial officer assigned to this case or a member of their immediate family, or associated court staff; or
- You timely and properly opt out of the Settlement Class.



For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

Subroutine

**FAQ 4 (WHAT BENEFITS ARE AVAILABLE IN THE SETTLEMENT)**

JUUL Labs, on behalf of itself and other persons and entities, has agreed to pay \$255,000,000 to settle the claims of the Settlement Class. Class members who submit a claim will be eligible to get paid from that Settlement amount after payment for the lawyers' fees service awards, and the case expenses have been deducted.

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

Subroutine

**FAQ 5 (HOW TO OBTAIN SETTLEMENT BENEFITS)**

You can make a claim online at [www.JUULclassaction.com](http://www.JUULclassaction.com). If you received an email or postcard about the Lawsuit, you can click the link in the email to make a Settlement claim or return the postcard. You can also obtain a paper claim form by going back to the main menu and selecting option 2 or by contacting the Settlement Administrator via email at [info@JUULclassaction.com](mailto:info@JUULclassaction.com) or writing in to

In re JUUL Labs, Inc. Settlement Administrator  
PO Box 5730  
Portland, OR 97228-5730

The deadline to make a claim for a settlement payment is **MONTH XX, 2023**.

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

Subroutine

**FAQ 6 (HOW MUCH WILL MY PAYMENT BE?)**

Each claim will be based on how much each claimant spent on JUUL products compared to other Settlement Class members. How much each claimant will receive is unknown at this time because it depends on how many claims are submitted. More information about how payments will be calculated is available in the Plan of Allocation.

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

Subroutine

**FAQ 7 (How do I opt-out of the Settlement or the ongoing litigation?)**

You can opt out of the Settlement Class or one or both of the Court Classes by going online to [www.JUULclassaction.com](http://www.JUULclassaction.com) and filling out the online form, or by sending a letter via first class U.S. mail saying that you want to opt out of (1) all the Classes, or (2) one or more of the Classes, in In re JUUL Labs, Inc. Marketing, Sales Practices, and Products Liability Litigation, No. 19-md-02913-WHO (N.D. Cal.) to the Settlement Administrator at the following address:

In re JUUL Labs, Inc. Settlement Administrator  
Exclusions  
PO Box 5730  
Portland, OR 97228-5730



Be sure to include your name, address, telephone number, and your signature. If you are under 18 years old and do not want your name included on the list of opt-outs filed with the Court, your letter must state that you are under 18.

You must do so individually and separately; no consolidated or group opt-outs will be accepted.

To opt out, you must complete the online form opting out of any or all of the Classes, or postmark your letter requesting exclusion, no later than **MONTH XX, 2023**.

#### Subroutine

#### **FAQ 8 (How do I object to the Settlement?)**

If you are a member of the Settlement Class and you did not request to opt yourself out of the Settlement Class, you may object to any aspect of the Settlement.

To object to the Settlement, you (or your lawyer if you have one) must submit a written objection to the court and send the objection to the Settlement Administrator at the following address:

In re JUUL Labs, Inc. Settlement Administrator  
Exclusions  
PO Box 5730  
Portland, OR 97228-5730

You must submit your objection on or before MONTH **XX**, 2023. Your objection can include any supporting materials, papers, or briefs that you want the Court to consider. To learn what your objection must include in order to be valid, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

#### **FAQ 9 (Do I have a lawyer in this case?)**

The Court has appointed Dena Sharp of Girard Sharp LLP to serve as Class Counsel for the Settlement Class.

Dena C. Sharp  
GIRARD SHARP LLP  
601 California Street, 14th Fl.  
San Francisco, CA 94108  
Telephone: (415) 981-4800

Ms. Sharp and the other lawyers also serve as counsel for the Court Classes.

Sarah R. London  
**LIEFF CABRASER HEIMANN & BERNSTEIN**  
275 Battery Street, Fl. 29  
San Francisco, CA 94111  
Telephone: (415) 956-1000

Dean Kawamoto  
**KELLER ROHRBACK L.L.P.**  
1201 Third Ave., Ste. 3200  
Seattle, WA 98101  
Telephone: (206) 623-1900

Ellen Relkin  
**WEITZ & LUXENBERG**



700 Broadway  
New York, NY 10003  
Telephone: (212) 558-5500

These lawyers do not represent you individually, only as a member of the Classes. Class Counsel are experienced in handling similar cases against other companies.

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

Subroutine

**FAQ 10 (How can I obtain additional information?)**

More detailed information about the Lawsuit, copies of Plaintiffs' complaint, the Court's order certifying the Classes, and other filings are available at [www.JUULclassaction.com](http://www.JUULclassaction.com). Complete copies of public pleadings, Court rulings, and other filings are available for review and copying at the Office of the Clerk of Court, United States District Court for the Northern District of California, 450 Golden Gate Avenue, San Francisco, CA 94012 during normal business hours.

You can also contact Class Counsel at the following addresses:

Dena C. Sharp  
**GIRARD SHARP LLP**  
601 California Street, 14th Fl.  
San Francisco, CA 94108  
Telephone: (415) 981-4800

Dean Kawamoto  
**KELLER ROHRBACK L.L.P.**  
1201 Third Ave., Ste. 3200  
Seattle, WA 98101  
Telephone: (206) 623-1900

Sarah R. London  
**LIEFF CABRASER HEIMANN & BERNSTEIN**  
275 Battery Street, Fl. 29  
San Francisco, CA 94111  
Telephone: (415) 956-1000

Ellen Relkin  
**WEITZ & LUXENBERG**  
700 Broadway  
New York, NY 10003  
Telephone: (212) 558-5500

For more information, please visit the Settlement website at [www.JUULclassaction.com](http://www.JUULclassaction.com).

Subroutine

**Press 2 or 3 Message from Main Menu (Request Forms)**

**Caller Phone Number Entry**

Please enter the 10-digit telephone number associated with the address where you want your mailing sent.



**Cell Phone Verification**

If the number you just entered is a cell phone number please press 1 otherwise press 2.

**Targus Look up**

In order to ensure your privacy we will only ask you to verify your street address number. Our telephone white pages directory shows your street address number as “xxxx”. If this is the correct mailing address, please press “1” now. If this is incorrect please press “2” now.

**Address Confirmed Message**

Thank you. Your request will be processed within **5** business days. Thank you for calling. Good-bye.

**Address Not Confirmed—Name Voice Capture Message**

To ensure that we are able to process your request, we will need to gather some information. After the tone, please slowly say and spell your first and last name followed by the pound key.

**Address Not Confirmed—Address Voice Capture Message**

After the tone, please say your complete mailing address including city, state and zip code, spelling any difficult words. When you are finished, please press the pound key.

**Subroutine Message (This is altered based on whether the IVR has a main menu or live agent options)**

To return to the main menu, please press the star key.

To hear these menu options again, please press the pound key.

Or simply hang up to disconnect.

**2<sup>nd</sup> Invalid/No Entry Response Message (first invalid isn't a message, just a repeat of the menu)**

I'm sorry; we were not able to complete your request. Thank you for calling. Good-bye.