

Juul Labs



Juul Labs is an electronic cigarette company that is creating a line of vaporization products which spun off from Pax Labs in 2017. As of September 2018, Juul has become the most popular e-cigarette company with more than 72% of e-cigarette market share in the United States.

Overview:

Geographic Region: U.S.

Industry: Consumer Electronics

Company Website: <https://www.juul.com/>

CEO: Kevin Burns

Investors

Altira Group, Inc.

Fidelity Investments

Fidelity Management & Research Company

Ploom Investments LLC

Sand Hill Angels LLC

Sivia Capital

Tao Capital Partners

Tao Invest

Tiger Global Management LLC

Valuation

Date	Valuation
12/20/2018	\$40.0B
06/26/2018	\$16.0B
03/17/2017	\$238M
12/19/2016	\$179M
06/04/2015	\$174M
03/24/2015	\$136M

Preferred PPS

Date	PPS
12/20/2018	\$307.90
6/26/2018	\$179.25
3/17/2017	\$3.10
12/19/2016	\$3.10
6/4/2015	\$3.10
3/24/2015	\$3.10
11/2/2011	\$0.16
5/5/2011	\$0.16
10/5/2009	\$0.90
7/20/2009	\$0.90

Common PPS

Date	PPS
3/26/2019	\$281.16
10/25/2017	\$1.85
9/26/2017	\$1.80
10/5/2016	\$1.08
7/14/2015	\$1.99
6/5/2014	\$0.97
7/6/2009	\$0.02
7/10/2007	\$0.00

Latest Funding Round

Date	Amount	Valuation	Est. Fully Diluted Shares	Preferred Price Per Share
12/21/2018	\$12.8B	\$40.0B	131,260,465	\$307.90
Preferred Price Per Share: \$307.90			Participating Preferred Cap: N/A	
Round: Series E or Greater			Anti-Dilution: Weighted Average	
Direction: Up Round			Redemption: No	
Liquidation Preference: Junior			Cumulative Dividends: No	
Liquidation Multiple:			Dividend Rate: -	
Stock Type: Non-voting Convertible			Reorganization: No	
Capped Participation: No			Pay to Play: No	
			Pay to Play Penalties: -	