

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
SandHillAngelsLLC
Sivia Capital
Tao Capital Partners
Tao Invest
Tiger Global Management LLC

Valuation

Date	Valuation
02/07/2020	\$38.0B
10/31/2019	\$24.0B
08/30/2019	\$41.2B
12/20/2018	\$40.0B
06/26/2018	\$16.0B
03/17/2017	\$238M
12/19/2016	\$179M

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	Leading Investors	Common Price Per Share
02/07/2020	\$721.56M	\$38.0B	Northstar.VC	
Common Price Per Share:		Participating Preferred Cap:		
Round: Series E or Greater		Anti-Dilution:		
Direction:		Redemption:		
Liquidation Preference: Junior		Cumulative Dividends:		
Liquidation Multiple:		Dividend Rate:		
Stock Type: Non-voting Convertible		Reorganization:		
Capped Participation:		Pay to Play:		
		Pay to Play Penalties:		