



22nd Century Group, Inc.

FACT SHEET

SPRING 2021

NYSE American: XXII

xxiicentury.com

The Power of Disruptive Plant-based Biotechnologies for Tobacco and Hemp/Cannabis

22nd Century Group, Inc. is a leading plant-based biotechnology company focused on technologies that alter the level of nicotine in tobacco plants and the level of cannabinoids in hemp/cannabis plants through genetic engineering, gene-editing and modern plant breeding. 22nd Century's primary mission in tobacco is to reduce the harm caused by smoking by bringing its reduced nicotine content tobacco cigarettes – containing 95% less nicotine than conventional cigarettes – to adult smokers in the U.S. and international markets. The Company's primary mission in hemp/cannabis is to develop proprietary hemp/cannabis plants with valuable cannabinoid profiles and agronomic traits, and to commercialize those plants through a synergistic portfolio of strategic partnerships in the cannabis/hemp industry.

Reasons to Invest

Disrupting the +\$800 billion global tobacco and hemp/cannabis markets in pursuit of high-value commercial opportunities; currently focused on tobacco harm reduction, very low nicotine content tobacco, and hemp/cannabis research

Unique 95% reduced nicotine content cigarette alternative unlike any tobacco product on the market today; industry's first and only combustible tobacco product, VLN®, in final stages of FDA's Modified Risk Tobacco Product (MRTP) application process

Fully prepared for commercial launch of VLN® King and VLN® Menthol King within 90 days of receiving MRTP designation; MRTP designation is a catalyst for high-value national and global licensing opportunities

Network of key partnerships to accelerate commercialization of new and disruptive cannabis/hemp plants; Company has secured four of five key partnerships needed to maximize and support each component in upstream segment of cannabinoid value chain

High-value IP portfolio of more than 200 issued and pending patents in plant-based biotechnology applications; strong IP position and well-funded balance sheet supports entry into adjacent high-value markets

VLN®

22nd Century's VLN® reduced nicotine content cigarettes have 95% less nicotine content than conventional cigarettes.

The FDA has already authorized 22nd Century to sell its reduced nicotine content cigarettes in the U.S. The FDA's Modified Risk Tobacco Product (MRTP) designation would allow 22nd Century to carry the headline claim of "95% less nicotine" on packaging and market the product under the brand name VLN®, clearly distinguishing the product from conventional cigarettes.

Key Announcements Year-to-Date

- 22nd Century Stands Fully Prepared to Enable New Zealand Proposal to Advance Nationwide Smoke-Free Action Plan – April 15, 2021
- 22nd Century Group Regulatory Science VP Joins FDLI Tobacco and Nicotine Products Committee – April 8, 2021
- Multiple Former FDA Commissioners Voice Support for Reduced Nicotine Mandate; Proposed Legislation Would Be Game-Changing for 22nd Century – April 1, 2021
- Becerra Confirmation Boosts 22nd Century's Position to Disrupt Tobacco Industry – March 19, 2021
- 22nd Century Group Receives Additional \$3.7 Million from Cash Exercise of Outstanding Warrants – March 12, 2021
- 22nd Century Group Reports Business Highlights and Financial Results for the Fourth Quarter and Full-Year 2020 – March 11, 2021
- 22nd Century Group Receives \$8.1 Million from Cash Exercise of Outstanding Warrants – March 4, 2021
- 22nd Century Group Secures Exclusive Agreement with CannaMetrix to Accelerate Commercialization of New, Disruptive Hemp/Cannabis Plant Lines and Intellectual Property – March 3, 2021
- 22nd Century Group and KeyGene Launch Advanced Cannabis Technology Platform for Accelerated Development of New Varieties of Hemp/Cannabis Plants with Commercially Valuable Traits – February 10, 2021
- 22nd Century Group Expands VLN® Tobacco Growing Program to Support Anticipated Demand of the Company's Reduced Nicotine Content Cigarettes – January 11, 2021



*For descriptive purposes only. Final trade dress subject to the FDA review and authorization.

Market Snapshot

NYSE American: XXII

Share Price	\$3.74 (4/20/21)
52-Wk. Range	\$0.55-\$4.66
Avg. Vol.	3.4M
Shares O/S	152.3M
Market Cap	\$569M

Price and volume quotes from Yahoo! Finance and other sources.
 *Foundation for a Smoke Free World; https://www.smokefreeworld.org/wp-content/uploads/2019/08/FSFW_Global-Trends-in-Nicotine_6.22.2020.pdf; Prohibition Partners; "The Global Cannabis Report – November 2019"

2021 Priorities and Areas of Focus

1. Securing FDA authorization for VLN® and executing a commercial product launch within 90 days of authorization. Will seek licensing and partnership initiatives globally.
2. Supporting and helping advance the FDA's plan to require all cigarettes sold in the U.S. to be made "minimally or non-addictive" by limiting nicotine content to just 0.5 milligrams of nicotine per gram of tobacco.
3. Continuing to target the upstream segment of the cannabinoid value chain by creating proprietary, commercially valuable new plant lines and related intellectual property with stabilized genetics to harness and optimize hemp/cannabis plant potential. Expects to monetize a portion of existing hemp/cannabis IP in 2021 and will continue to bring disruptive technology forward.
4. Initiating development of Company's third plant-based franchise – a plant species that has a similar genome to the hemp/cannabis plant – after securing MRTPT authorization for VLN®.
5. Maintaining diligent financial execution, efficient operating structure, and balance sheet strength to support growth initiatives.

Management



James A. Mish – Chief Executive Officer

Purisys (advanced cannabinoids), Noramco (Johnson & Johnson/Janssen Pharmaceuticals), Ashland Corporation (specialty ingredients), Pfizer



Michael Zercher – President & Chief Operating Officer

Santa Fe Natural Tobacco Company (Reynolds American)



John Franzino – Chief Financial Officer

Santa Fe Natural Tobacco Company (Reynolds American), Labatt USA (Anheuser-Busch)



Steven Przybyla – General Counsel and Corporate Secretary

Jushi Holdings (cannabis and hemp), Dent Neurologic Institute (outpatient neurology)



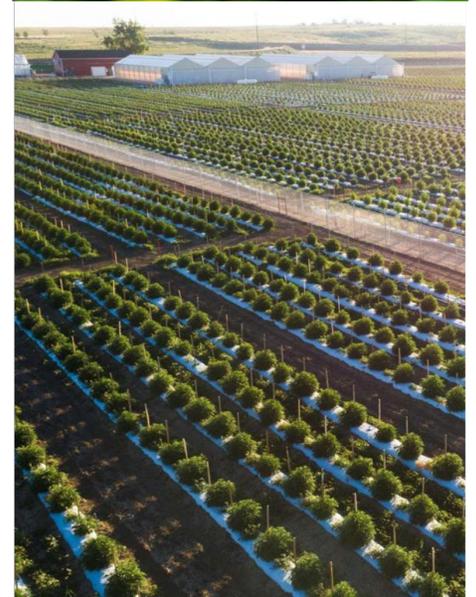
Juan Sanchez Tamburrino, Ph.D. – Vice President of Research and Development

British American Tobacco, DuPont Pioneer (Corteva Agriscience)



John D. Pritchard – Vice President of Regulatory Science

Imperial Brands (tobacco products), U.K. Health Protection Agency (Public Health England), Charles River (pharma contract research)



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Forward-Looking Statements: This document contains forward-looking statements concerning 22nd Century's business operations, and financial performance and conditions, as well as plans, objectives, and expectations for our business operations and financial performance and conditions that are subject to risks and uncertainties. All statements other than those of historical fact are forward-looking statements. These types of statements typically contain words such as "aim," "anticipate," "assume," "believe," "could," "due," "estimate," "expect," "goal," "intend," "may," "objective," "plan," "potential," "positioned," "predict," "should," "target," "will," "would" and other similar expressions that are predictions of or indicate future events and future trends. Forward-looking statements are based on current expectations, estimates, forecasts, and projections about the Company's business, the industry in which it operates, and our management's beliefs and assumptions. These statements are not guarantees of future performance or development and involve known and unknown risks, uncertainties, and other factors that are in some cases beyond the Company's control. All forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those estimated. The contents of this document should be considered in conjunction with the risk factors, warnings, and cautionary statements contained in the Company's annual, quarterly, and other reports filed with the U.S. Securities and Exchange Commission. 22nd Century undertakes no obligation to publicly update or revise any forward-looking statement as a result of new information, future events, or otherwise, except as required by law.