

TRADERS NEWS SOURCE

XXII is flipping the tobacco industry on its head with a game-changing FDA-authorized cigarette.

Read this one in its entirety!

Empowering plants for a healthier future

22nd Century Group, Inc. (Nasdaq: XXII) is a leading agricultural biotechnology company focused on improving health and wellness through plant science.

2023: INITIAL REVENUE GUIDANCE \$105 - \$110 MILLION

Revenue and Margin Expected to Scale Through Year, Driving Business Units to Cash Positive in 2024

Current Public Float 14.61M - Source Yahoo Finance

Hello everyone and welcome to our new members,

Some of the most reliable companies on Wall Street have been tobacco companies, which have consistently benefited from an addictive, highly profitable, recession-proof product.

But as more smokers reevaluate their health, there are some revolutionary changes coming to that arena in the future...

Did you know that more than half of adult cigarette smokers made a quit attempt in 2018 according to [CDC data](#). Ask any cigarette smoker how hard it is to quit.

But what if they didn't have to quit and the harm caused by smoking could be reduced?

That's exactly what little-known NASDAQ company **22nd Century Group, Inc. (NASDAQ: XXII) has made possible with their breakthrough, patent-protected IP.**

Revenues for the company have been exploding...

- First Quarter 2023 Net Revenues \$22.0 Million, Up 143% from the First Quarter 2022
- Provides Initial 2023 Revenue Outlook of \$105 Million to \$110 Million, 69% to 77% Year-Over-Year Growth

It's no wonder that [NASDAQ](#) has a "**STRONG BUY**" on the company or that there is a [HIGH price target of \\$75!!](#)

Stock Price Forecast

The 5 analysts offering 12-month price forecasts for 22nd Century Group Inc have a median target of 45.00, with a high estimate of 75.00 and a low estimate of 15.00.



XXII could be catapulted onto Wall Street's map soon as it executes an aggressive commercial rollout of its **FDA authorized VLN® reduced nicotine content cigarettes** and a revolutionary new CDMO plus distribution business model for its hemp/cannabis business unit, the combination of which will accelerate revenue, increase gross margin and drive 22nd Century to cash profitable operating results for both business units in 2024!

Must See Investor Presentation (copy and paste to browser)

https://s202.q4cdn.com/443363742/files/doc_presentation/2023/06/XXII-June-2023-Slides.pdf

This is prime time to have the stock high on your radar!



<https://xxiicentury.com/>

Companies



Company Overview:

22nd Century Group, Inc. (Nasdaq: XXII) is a leading agricultural biotechnology company focused on improving health and wellness through plant science. The company's primary mission in tobacco is to reduce the harm caused by smoking.

VLN – A Game Changing Cigarette:

XXII's VLN® reduced nicotine content tobacco cigarettes – **containing 95% less nicotine than conventional cigarettes** – are the **ONLY non-addictive FDA-authorized cigarette** designed to help smokers reduce their intake.

Using its breakthrough, patent-protected IP to control nicotine biosynthesis in the tobacco plant, **XXII** has developed the first market-ready, reduced nicotine content (RNC) tobacco plants and cigarettes containing 95% less nicotine.

The company received the first and only FDA MRTP authorization for a combustible cigarette in December 2021. The sole function of **XXII's** cigarettes is to make it easier to reduce the number of cigarettes smoked.

Tobacco companies face a new set of challenges. Smoking rates have steadily declined around the world, especially in the U.S., due to health concerns and increasing regulations.

This bodes well for **XXII** and their focus on cigarette dependency reduction.

VLN® is the first cigarette in the world that is NOT designed to create or sustain nicotine addiction!

VLN® King and VLN® Menthol King cigarettes are the world's first and only combustible cigarettes to receive **Modified Risk Tobacco Product (MRTP)** authorization from the U.S. **Food and Drug Administration (FDA)**.

In granting this designation, the Agency established that VLN® cigarettes – which smoke, taste, and smell like conventional cigarettes– “help reduce exposure to, and consumption of, nicotine for smokers who use them.”



The FDA's MRTP authorization officially recognizes the key features of **XXII's** VLN® cigarettes:

- **VLN® helps reduce smoking frequency and duration**
- **VLN® contains 95% less nicotine**
- **VLN® helps reduce nicotine consumption**
- **VLN® can greatly reduce nicotine consumption**

These features are instrumental in reducing the addictive hold of nicotine, so smokers can break the addiction chain.

Containing just 0.5 mg of nicotine per gram of tobacco, VLN® is the only combustible tobacco product that meets the low nicotine levels proposed in the FDA's Advance Notice of Proposed Rulemaking (ANPRM).

This proposed FDA ruling requires all combustible cigarettes to contain "minimally or non-addictive" levels of nicotine.

The FDA believes that such a nicotine cap, as part of its Comprehensive Plan for Tobacco and Nicotine Regulation, would help five million adult smokers to quit within one year, help 33 million people to avoid becoming regular smokers and prevent more than eight million smoking-related American deaths by the end of the century. The beneficial impact of this action on smokers and public health overall cannot be overstated.

So how is it possible?

VLN® cigarettes are made with **22nd Century Group's** U.S.-grown tobacco.

In tobacco, hemp/cannabis, and hop plants, **XXII** employs a unique and innovative platform of modern plant breeding technologies, including genetic engineering, gene-editing, and molecular breeding, to deliver healthier solutions for pressing issues.

The company creates new, proprietary plants with select alkaloid, terpenoid, and flavonoid profiles, improved yields, and valuable agronomic traits for the life science and consumer products industries.

A Massive Market:

Industry surveys indicate that 75% of smokers want to quit, and a majority of smokers try to quit each year, yet only a small percentage are successful. For smokers who are ready, VLN[®] reduced nicotine content cigarettes have been shown to decrease consumption, decrease dependence and reduce toxicants, providing a much-needed tool for millions of adult smokers to reduce their reliance on nicotine and smoke less.

Distribution is Ramping Up!

It was announced not long ago that VLN[®] reduced nicotine content cigarettes will be sold in the #1 convenience store (C-Store) chain in the U.S. at more than 1,450 corporate locations in Texas, California and Florida. An additional 3,100 franchise owned stores in these state markets are incentivized to add VLN[®] products with full support from corporate and the national franchise owners organization. Franchise owned stores are already submitting product orders.

“In addition to rapidly adding corporate and franchise owned stores in these new markets, we are also scheduling launches with other new regional c-store, pharmacy and military chains, plus regional and state business units of existing chains, that will further expand VLN[®]'s availability in multiple markets. These launch plans give us increased visibility into additional stores and states through the rest of the year, keeping us on track to reach our stated growth goals,” said **XXII** CEO John Miller.

Growth Potential:

22nd Century remains committed to licensing its reduced nicotine content technology and products to every tobacco manufacturer, thereby, enabling industry-wide compliance with the FDA's proposed nicotine caps. **XXII** also remains committed to licensing its reduced nicotine content technology and products to other international partners for the benefit of global public health.

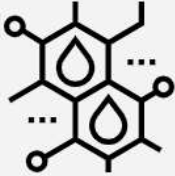


With its hemp/cannabis business, the company is laser focused on growth initiatives to capitalize on its dominant market position in cannabinoid ingredients and products.

Big milestones:

- Ready Q2 VLN[®] Commercial Sales in California, Texas and Florida, Booking Additional Launches Targeting 18 States Throughout 2023
- Advancing VLN[®] Pilot Programs in Switzerland, Japan, and South Korea
- Delivered Record GVB Ingredient Volumes as Dominant Supplier in North America
- Signs Exclusive CDMO Plus Distribution Agreements Worth More Than \$140 Million with Cookies and Old Pal

- Continued Execution of Business Unit Strategies, Poised to Achieve Cash Positive Operating Goals in 2024

Why Invest

	
<p>Commercializing disruptive products utilizing advanced alkaloid plant technologies to improve health</p>	<p>VLN® 95% reduced nicotine content cigarettes are the world's first and only combustible cigarettes to receive Modified Risk Tobacco Product (MRTP) authorization</p>
	
<p>North America's largest CDMO provider of hemp-derived active ingredients for the pharmaceutical and consumer goods industries</p>	<p>Scaling revenue in two growth business units to achieve cash positive operations</p>

In Summary...

With a clearly confirmed and incredible consumer demand for VLN® and rapidly expanding pipeline of retail stores wanting to carry the brand, **XXII** is now fully focused on commercialization.

With dozens of patents allowing it to control nicotine biosynthesis in the tobacco plant, the Company has developed proprietary reduced nicotine content (RNC) tobacco plants and cigarettes, which have become the cornerstone of the [FDA's Comprehensive Plan](#) to address the widespread death and disease caused by smoking.

The company has a goal of entering up to 18 states by year-end 2023, which it believes will make VLN® available in almost 60% of the \$80 billion U.S. tobacco market!

2023 may be one of the biggest years for 22nd Century Group, Inc. (NASDAQ: XXII) and the company looks to be quickly coming out from under the radar. Trading volume is growing exponentially and with a STRONG BUY from NASDAQ, there could be blue-sky growth ahead!

We will have more soon on XXII.

The Team

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