

Plxsur's approach to business

Responsible in everything we do

We are committed to raising standards in the vaping industry and to promoting the importance of good governance, social responsibility, environmental awareness and safety standards. To ensure accountability, we advocate for transparency and information-sharing from the industry.

Encouraging engagement and collaboration with regulators

Collaboration between industry and regulators is essential for raising industry standards and protecting public health. We advocate for open channels of engagement and are committed to sharing our industry knowledge to support regulatory stakeholders.

Creating value in our engagement with stakeholders

In our engagement with key stakeholders, we are committed to a principles-based approach, ensuring that these engagements are meaningful and relevant. It is vital that our interactions with key stakeholders is open and honest, inclusive and responsive.

Understanding and complying with the regulatory landscape

We continuously monitor the ever-changing regulatory landscape in the regions that we are present in; and using our expertise, we support [our portfolio companies] in complying with industry standards, providing technical and strategic guidance and ensuring that they are heard in discussions with key regulatory decisionmakers.

Championing a science-led approach

We support a science- and research-based approach to innovation, product development and testing, to ensure the highest quality for consumers.