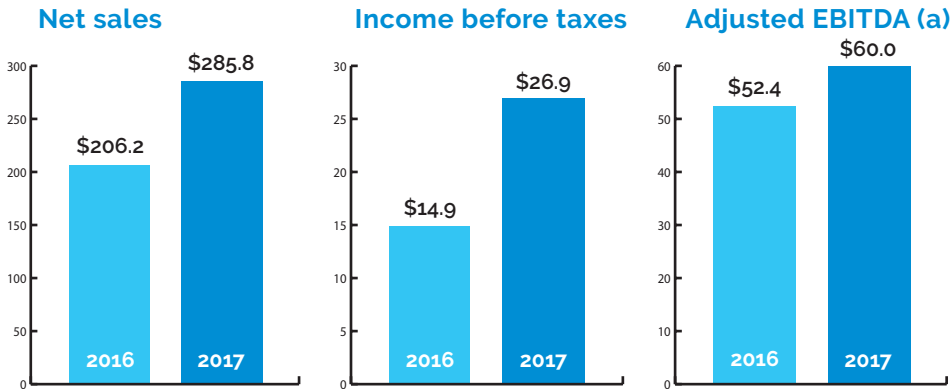


WHO WE ARE

Louisville, Kentucky-based Turning Point Brands, Inc. (NYSE: TPB) is a leading U.S. provider of Other Tobacco Products. Through its three focus brands – Stoker's® in **Smokeless Products**, Zig-Zag® in **Smoking Products** and the VaporBeast® distribution engine in **NewGen Products** – TPB generates solid cash flow which it uses to finance acquisitions, increase brand support and strengthen its capital structure. TPB does not sell cigarettes.

FINANCIAL SNAPSHOT

(12 months ended 12/31, \$ in millions)



RECENT HIGHLIGHTS

- For FY 2017, net sales (+39%), gross profit (+24%) and income before income taxes (+81%) and adjusted EBITDA (+14%) set company records.
- 4Q performance gains: net sales (+37%, a record), gross profit (+23%), income before income taxes (+56%) and adjusted EBITDA (+10%)
- Stoker's chewing tobacco and MST gained market share and MST case volumes grew by greater than 10%.
- Zig-Zag®'s MYO cigar wraps and premium papers maintained leading market shares, with 4Q papers introductions to the promising Canadian market, and the 1Q 2018 launch of Zig-Zag Organic Hemp papers
- NewGen 2017 sales (+ \$74MM over 2016) reflected improved VaporBeast processes and the Vapor Shark acquisition. 7 Vapor Shark stores, previously optioned, were kept under company control for consumer and marketplace insights.
- Named executives to guide vapor operations and OTP acquisitions: Graham Purdy, president of New Ventures, and CFO Robert Lavan, with e-commerce, M&A and financial systems integration experience
- Negotiated credit facility changes with expected savings of \$2MM annually

STRATEGIC GROWTH OVERVIEW

- TPB's focus brands (Stoker's®, Zig-Zag® and VaporBeast distribution engine) generate solid cash flows driving organic growth and providing fuel for accretive acquisitions
- Regulatory, management and branding expertise make the company well positioned to acquire accretive OTP companies which offer unique growth capabilities
- A stronger capital structure, provides resources for brand support and acquisitions

FOCUS BRANDS



Among the fastest growing moist snuff brands and MST tub format leader. #2 chewing tobacco brand.



Market leader in premium cigarette papers and MYO cigar wraps.

VAPOR BEAST



Leading e-commerce sales engine offering > 4,000 SKUs reaching non-traditional retailers.

STOCK SNAPSHOT

As of 3/22/18

Price: \$20.36

52-Week Range: \$14.45 – \$22.99

Market Cap: \$389MM

90-day Average Volume: 63.2K

Quarterly Dividend: \$0.04

FINANCIAL HIGHLIGHTS

(3 and 12 months ended 12/31; \$ in millions, except per share)

	4Q 2017	4Q 2016	FY 2017	FY 2016	FY 2015
NET SALES	\$73.6	\$53.8	\$285.8	\$206.2	\$197.3
GROSS PROFIT	\$32.3	\$26.2	\$124.9	\$100.4	\$96.3
PRE-TAX INCOME	\$6.9	\$4.4	\$26.9	\$14.9	\$10.2
INCOME TAX	\$3.4	(\$12.7)	\$7.3	(\$12.0)	\$1.1
NET INCOME	\$3.5	\$17.1	\$20.2 (b)	\$26.9 (c)	\$9.1
PER DILUTED SHARE	\$0.18	\$0.87	\$1.04	\$1.49	\$1.10
ADJUSTED EBITDA (a)	\$14.8	\$13.5	\$60.0	\$52.4	\$50.6
TOTAL ASSETS	\$282.3	\$285.0	\$282.3	\$285.0	\$242.5
NET DEBT	\$199.4	\$215.4	\$199.4	\$215.4	\$287.6
LEVERAGE RATIO	3.3x	4.1x	3.3x	4.1x	5.7x

(a) Refer to Form 10-K for a discussion of non-GAAP measures and a reconciliation of Adjusted EBITDA to net income

(b) Includes after-tax charge of \$3.8MM on extinguishment of debt and excludes \$0.6MM loss on variable interest entity Vapor Shark

(c) Reflects after-tax charge of \$2.8MM on extinguishment of debt

UNDERLYING STRENGTHS

- Iconic consumer brands with leading market share positions driven through innovation
- Nimble leadership team with significant consumer products and tobacco industry experience
- Efficient, "asset-light" operating model
- Highly effective data-driven sales team

LEADERSHIP EXPERIENCE

The Turning Point Brands executive team averages more than two decades of consumer products and tobacco industry experience. Headed by veteran CEO Larry Wexler, the leadership team draws upon expertise from the tobacco industry (Phillip Morris USA, the American Tobacco Company, Swedish Match, Liggett Group, and US Smokeless Tobacco Company) consumer products (Dannon, Tropicana and Brach's Confections) and e-commerce (General Wireless).

SEGMENT PERFORMANCE

2017 net sales (\$ in millions)

\$110.0	
38.5%	
SMOKING	
\$84.6	\$91.3
29.6%	31.9%
SMOKELESS	NEWGEN

COMPANY TIMELINE

1988 Company created through LBO of Lorillard's OTP division	1997 Acquired N. American distribution rights for Zig-Zag® cigarette papers and tobacco mark ownership
2003 Acquired Stoker's Inc.	2007 Larry Wexler became COO
2008 Adopted "asset-light" outsourced production model	2009 Wexler named CEO Introduced Zig-Zag® MYO cigar wraps and expanded Stoker's® moist snuff tubs
2010 Introduced Zig-Zag® cigarillos	2015 Began U.S. rollout of Stoker's® moist snuff 1.2-oz. cans Introduced Zig-Zag® Rillo sized MYO cigar wraps Created international division Adopted new name: Turning Point Brands
2016 Completed IPO and listed on NYSE Acquired e-commerce sales engine VaporBeast® Acquired five regional smokeless tobacco brands	
2017 Acquired Vapor Shark Declared initial dividend	



FOR MORE INFORMATION

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Media | Terry McWilliams | President | Mozaic Investor Relations, Inc.



March 2018 | This fact sheet contains forward-looking statements that involve risks and uncertainties. Please refer to the company's recent SEC filings or website for further details.