

the **PURPOSE**



Viktor Frankl



people with **purpose** and
goal were most likely to
survive



HELP PATIENTS LIVE A RICH AND
AUTONOMOUS LIFE

75% market share

>15 000 employees

50 people in HQ

>40% cost effective

Jos Be Blok



Designing a Smoke-Free Future



- >3.7 million people have already given up smoking and switched
- >\$3 billion for R&D
- 90-95% less harmful toxicants vs. cigarette



500 workers

>50% market share

Jean François Zobrist

We exist to:

- provide meaningful work in the area where good work is rare
- give and receive love from clients

- self-destructive
- for others
- meaningful
- impactful
- deployable





73%

employees engaged at a
"purpose-driven" company**

15%

employees engagement
worldwide***

*Organizations with the most engaged employees:

- 65% greater share-price increase
- 26% less employee turnover
- 100% more unsolicited employment applications
- 20% less absenteeism
- 15% greater employee productivity
- up to 30% greater customer satisfaction levels.