
Meet the Founder

David Newns
Founder and Chairman, Plxsur



What is it that appeals to you about the vaping and harm reduction category?

As an entrepreneur, it's important to be opportunistic, and to look for solutions. Often surrounded by smokers, I started to imagine a solution, and got inspired by the prospect of helping people stop smoking and to make healthier and safer choices. Whilst many would choose not to become involved in a category that faces as many challenges as nicotine, the prospect of being a disrupter actually drew me in more.

Having previously launched two other harm reduction businesses, what is different about Plxsur?

When I first started in harm reduction, the category was in its infancy. Each of the businesses I have started are reflective of the evolving consumer landscape and understanding of the category. The first business I was involved in was all about introducing the category: we worked with regulators to understand where the products sat in the broader regulatory framework, learning about the products themselves and relaying this to consumers. My second venture was about questioning how we can get consumers to adopt the product, and the ways in which the technology needed to evolve to cater the uptake in usage. With Plxsur, the category has developed enough that we can focus now on scale and customer centricity. Plxsur provides us with the opportunity to deliver, at scale and in a responsible way, vaping to the world. We are able to guide individual nicotine consumers through their personal relationship with nicotine, from cigarettes to vaping.

What brought you, along with Plxsur's other founders, Nigel Hardy and Charlie Yates, together to form Plxsur?

Diversity of skills and capabilities is what makes a team special, and the Plxsur team is exactly that: I bring the entrepreneurial thinking and strategic problem solving; Charlie, being a relationship-driven individual, brings an exceptional understanding of the market; and Nigel's expertise lies in his ability to manage the performance of the Plxsur companies, ensuring we continue to grow at scale and impact the harm reduction category globally. We all bring something different, supported by an incredibly strong wider team and that's the beauty of what makes Plxsur great.



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What does 'shape the future of vaping' mean to you?

For me, in order to shape something, you have to have two things: scale and something to say. If you have one without the other, it's not effective. Plxsur's journey has been all about building both our scale, which is evident in our presence in 12 markets globally, and our voice in the market, which is continuing to grow every day with how we are leading on a platform of responsibility. Plxsur's impact stems from the credibility we have established, and via our responsibility-driven approach, we have earned the right to shape the category.



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Where would you like to see Plxsur and the category as a whole in the next 10 years?

There's no doubt that vaping is going to be a very significant component of the total nicotine industry, particularly with the long-term decline of combustible cigarettes that we are seeing across the world, with vaping and other RRP products filling the gap. To unlock this even further in the next decade, industry players need to focus on getting even more consumers on board with the harm reduction potential of vaping. A key challenge today is clearly consumer perception of the category, but this comes back to responsibility, as only through broader education and the enforcement of regulation will the category be able to wholly serve its purpose of changing the lives of those impacted by smoking. Looking at Plxsur specifically, our ambition is to grow our 10% global market share to 20% within the next five years. We're proud to have been smokeless from day one, and will continue on this journey, with responsibility at our core, leading the industry in shaping the future of vaping.