

Haypp Group adapts its operations following ruling on age verification for parcel locker deliveries

The Supreme Administrative Court has not granted leave to appeal in the case concerning age verification upon collection of tobacco and nicotine products from parcel lockers. As a result, Snusbolaget Norden AB, a subsidiary of Haypp Group AB (publ), will cease all sales through www.snusnetto.se as of 19 October 2026. At the same time, the Group's other Swedish e-commerce sites will introduce a new solution for age verification upon collection from parcel lockers.

Following the Supreme Administrative Court's decision to not grant leave to appeal in a case concerning age verification upon collection of tobacco and nicotine products from parcel lockers, Snusbolaget Norden AB has decided to immediately discontinue all sales of tobacco and nicotine products via the e-commerce site www.snusnetto.se.

The decision affects approximately 500 active customers who purchase through Snusnetto and means that, as of 19 October 2026, Snusbolaget Norden AB will no longer conduct any sales of tobacco or nicotine products. The company has today informed the licensing authority of the City of Stockholm of this change.

The decision is not expected to have any material impact on Haypp Group's financial results.

New legal precedent for parcel locker deliveries

As a result of the Stockholm Administrative Court of Appeal's ruling and the Supreme Administrative Court's decision not to grant leave to appeal, it is now clear that the use of geo-located BankID verification at the point of collection from parcel lockers does not satisfy the legal requirement for secure age verification of the recipient. This establishes a legal precedent with immediate implications for the industry.

Consequently, all operators selling tobacco and nicotine products online must ensure alternative methods for verifying the recipient's age when products are delivered through parcel lockers. The new interpretation of the law is expected to result in only limited changes for consumers. However, consumers who use parcel lockers as a delivery option will need to adapt to new collection procedures for tobacco and nicotine products. At the same time, Haypp Group believes that the practical impact on minors' access to these products will be limited, as underage purchases do not currently occur through online channels.

New technology for enhanced age verification

Haypp Group's other Swedish e-commerce sites will immediately begin rolling out a new age verification solution developed over the past six months. The solution enables verification of the age of the individual who opens the parcel locker and collects the shipment.

"We are proud that Haypp Group is once again at the forefront of efforts to reduce the risk of minors gaining access to tobacco and nicotine products. The new solution provides an even higher level of security when online orders are collected. It is my firm belief that within two to three years we will see electronic age verification for all purchases of tobacco and nicotine products in Sweden, regardless of whether the purchase is made online or in a physical store," noted Markus Lindblad, Head of Legal & External Affairs.

The rollout has already commenced and is expected to be fully implemented during October 2026. The change does not affect online purchases delivered through traditional collection points, where age verification is carried out by staff when parcels are handed over to customers.

For further information, please contact:

Markus Lindblad

Head of Legal & External Affairs

+46 (0) 708 153 983

markus.lindblad@hayppgroup.com

Erik Bloomquist, CFA

Head of Investor Relations

+46 (0) 768 856 483

erik.bloomquist@hayppgroup.com

FNCA Sweden AB

Certified Adviser

Haypp in brief

Haypp Group is the leading e-commerce retailer selling reduced-risk nicotine products, primarily nicotine pouches. The company is at the intersection of two trends, the rapid transition toward lower risk nicotine and the shift to online purchases. With roots in the pioneering smoke-free alternative markets of Scandinavia, Haypp uses its regulatory expertise and e-commerce leadership to bring compelling value to over 1.1 million consumers. Operating through eleven distinct e-commerce brands, the Group is active in five countries in Europe, the USA and Saudi Arabia. Haypp Group's e-commerce sites include: Snus.com and Nicokick.com.

Attachments

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