

# MILESTONES ON OUR SMOKE-FREE JOURNEY



1990s

Philip Morris International (PMI) launches the first electronically heated tobacco product, called *Accord* in the U.S. and *Oasis* in Japan.



2008

Spin-off from Altria Group Inc., PMI enhances R&D capabilities to **research and develop smoke-free alternatives** to cigarettes.



2009/10

PMI opens **The Cube**, a new R&D center in Switzerland, and **International Research Laboratories** in Singapore.



2011

Technology for Nicotine Salts Product (NSP) is acquired.



2012

Release of the U.S. Food and Drug Administration (FDA) draft guidance on the submission of an MRTP\* application, **PMI's assessment approach** largely in line with it.



2014

**Our Tobacco Heating System (THS)**, commercialized as *IQOS*, is launched in selected cities in Japan and Italy.

PMI inaugurates the **Philip Morris Manufacturing & Technology Bologna (PMMTB)** in Italy – a pilot manufacturing facility for large-scale production of heated tobacco products (HTPs), and a center of excellence for staff training and prototyping.



2015

**PMIScience.com** is launched to publicly share our scientific efforts, methodologies, and findings on PMI's smoke-free products.



2016

PMI announces its vision of a smoke-free future and its ambition to *"convince all current adult smokers that intend to continue smoking to switch to smoke-free products as soon as possible."*

An MRTP application for THS is submitted to the U.S. FDA, which upon issuance of marketing orders would allow **relative risk claims** in comparison with cigarettes.



2018

PMI enters the e-vapor category with MESH Vaping System (MVS) in the U.K.

Opening of the **PMI Science R&D Center Armenia**, specializing in data science, materials science, and the physical foundations of technological processes.

Opening of the **Electronic Product Development Center (ePDC)** in Hong Kong (and later Shenzhen in 2021), managing development, industrialization, manufacturing, and global supply of our electronic devices.



2019

U.S. FDA grants the first-ever modified risk orders to Swedish Match USA, Inc. for snus smokeless tobacco products.

U.S. FDA **authorizes the sale of THS 2.2 (IQOS 2.4)** as *"appropriate for the protection of public health"* pursuant to the PMTA\*\* pathway.



2020

U.S. FDA issues an MRTP order authorizing PMI to market THS 2.2 (*IQOS 2.4*) with **reduced exposure claim**.

The first **Open Science event** is hosted, which then became an event series dedicated to sharing openly our scientific results.



2021

THS 3.0 using induction technology is launched, commercialized as *IQOS ILUMA*.

PMI progresses on acquisition of Fertin Pharma, Vectura, and OtiTopic to accelerate "Beyond Nicotine" vision and provide a base for **building critical respiratory and oral product development capabilities**.

PMI enters the category of **oral smokeless products** with the acquisition of AG Snus.



2022

U.S. FDA issues an MRTP order authorizing PMI to market THS 2.2 (*IQOS 3*) with **reduced exposure claim**.

PMI acquires **Swedish Match** and expands the oral smokeless portfolio.

Oven Heating System (OHS) is launched, which uses resistive external heating, commercialized as *BONDS* by *IQOS*.

Disposable Vaping System (DVS) is launched, which uses wick and coil technology and closed e-liquid storage unit, commercialized as *VEEV NOW*.



2023

Ceramic Vaping System (CVS) is launched, commercialized as *VEEV ONE*.

Greece is the first EU country to approve differentiated health claims for THS.

There are 27.4 million users of PMI HTPs globally, of which approximately 19.7 million (72%) have **switched to PMI HTPs and stopped smoking**.



2030

By 2030, our ambition is to be a **substantially smoke-free company**.

The Cube, our R&D center in Neuchâtel, Switzerland

## SEE THE FACTS FOR YOURSELF

\* MRTP: Modified Risk Tobacco Product

\*\* PMTA: Premarket Tobacco Product Application



PMI SCIENCE  
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