MILESTONES ON OUR

SMOKE-FREE JOURNEY

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

2030

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

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

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



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



Switzerland, and **Laboratories** in



Technology for Nicotine Salts Product (NSP) is acquired.



Release of the U.S. Food and Drug Administration (FDA) draft guidance on the submission of an MRTP* application, PMI's assessment approach largely in line with it.





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.



its vision of a PMIScience.com is launched to smoke-free future and its ambition to publicly share our scientific efforts, "convince all current methodologies, adult smokers that and findings on intend to continue PMI's smoke-free smoking to switch to *smoke-free products* products.

> 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.

as soon as possible.'

2016

PMI announces



PMI enters the e-vapo 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

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.



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

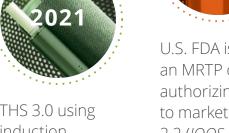
U.S. FDA authorizes the sale of THS 2.2 (IQOS 2.4) as "appropriate for the scientific results. protection of public health" pursuant to the PMTA**

pathway.



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

The first **Open** OtiTopic to **Science event** is accelerate hosted, which then became an event vision and series dedicated to sharing openly our



technology is launched, exposure claim. commercialized as IQOS ILUMA. PMI progresses on acquisition of

induction

Fertin Pharma, Vectura, and "Beyond Nicotine" provide a base for building critical respiratory and oral product Disposable Vaping development

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



2022

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.

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

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

2023

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

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.



^{**} PMTA: Premarket Tobacco Product Application



SEE THE FACTS FOR YOURSELF