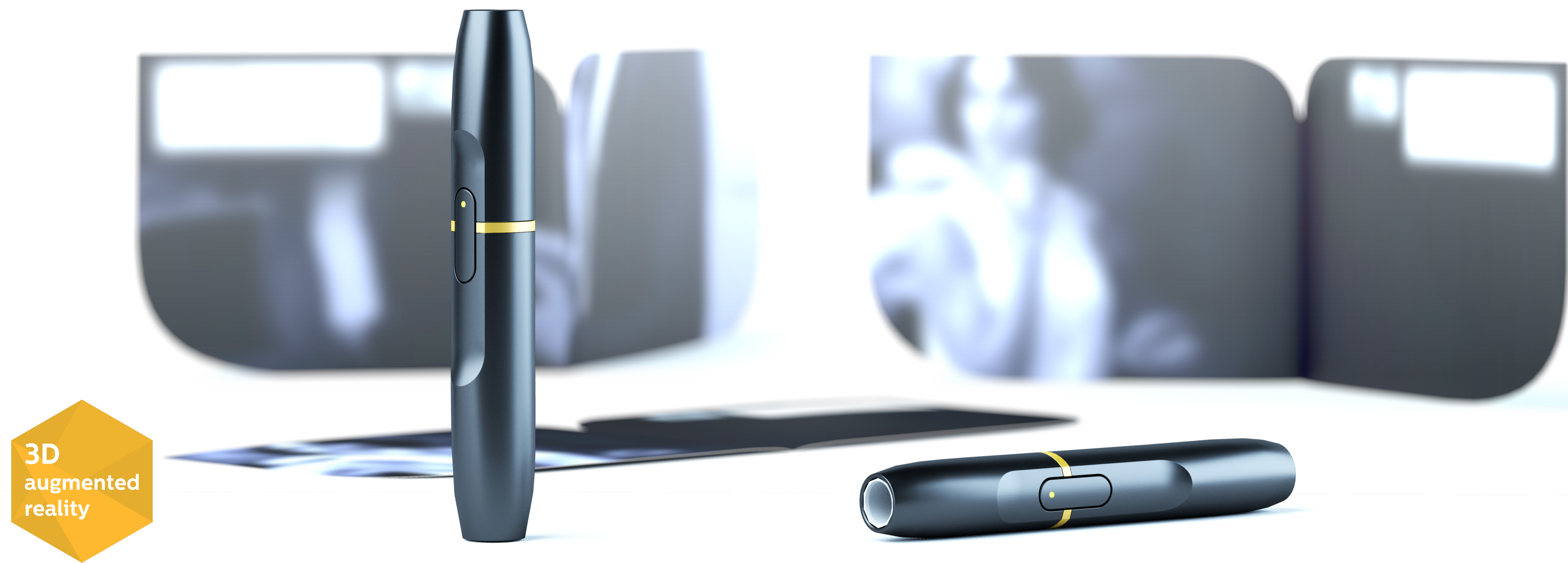


Intention to Use the Tobacco Heating System, Associated with Variants of a Potential Product Brochure



3D augmented reality

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Intro

The Tobacco Heating System (THS) is a candidate Reduced-Risk Product (RRP). A premarket assessment of an RRP's public health impact must consider projected use patterns associated with marketing material for adult smokers and non-smokers.

Methods

Three 5-arm experiments were conducted in the US. Here we present data from the two study arms on variants of a potential THS Brochure (n=943, 933, 958). The potential THS Brochure provided information on THS characteristics, risks, and the differences with cigarettes.

IN EACH STUDY:

- Arm 1 corresponded to: THS Brochure with one of the four Surgeon General Warnings rotated
- Arm 2 corresponded to: THS Brochure with a proposed PMI Warning
- Sample was stratified by smoking status, age, sex and city
- Data were acquired by computer-assisted self-interviews
- The study was approved by an Institutional Review Board

GROUPS (FOR ALL ARMS):

- Adult Smokers with no Intention to Quit CC (S-NITQ)
- Adult Smokers with the Intention to Quit CC (S-ITQ)
- Adult Former Smokers (FS)

- Adult Never Smokers (NS)
- Young Adult Never Smokers from the legal smoking age to 25 years (LA-25 NS)

INTENTION TO USE:

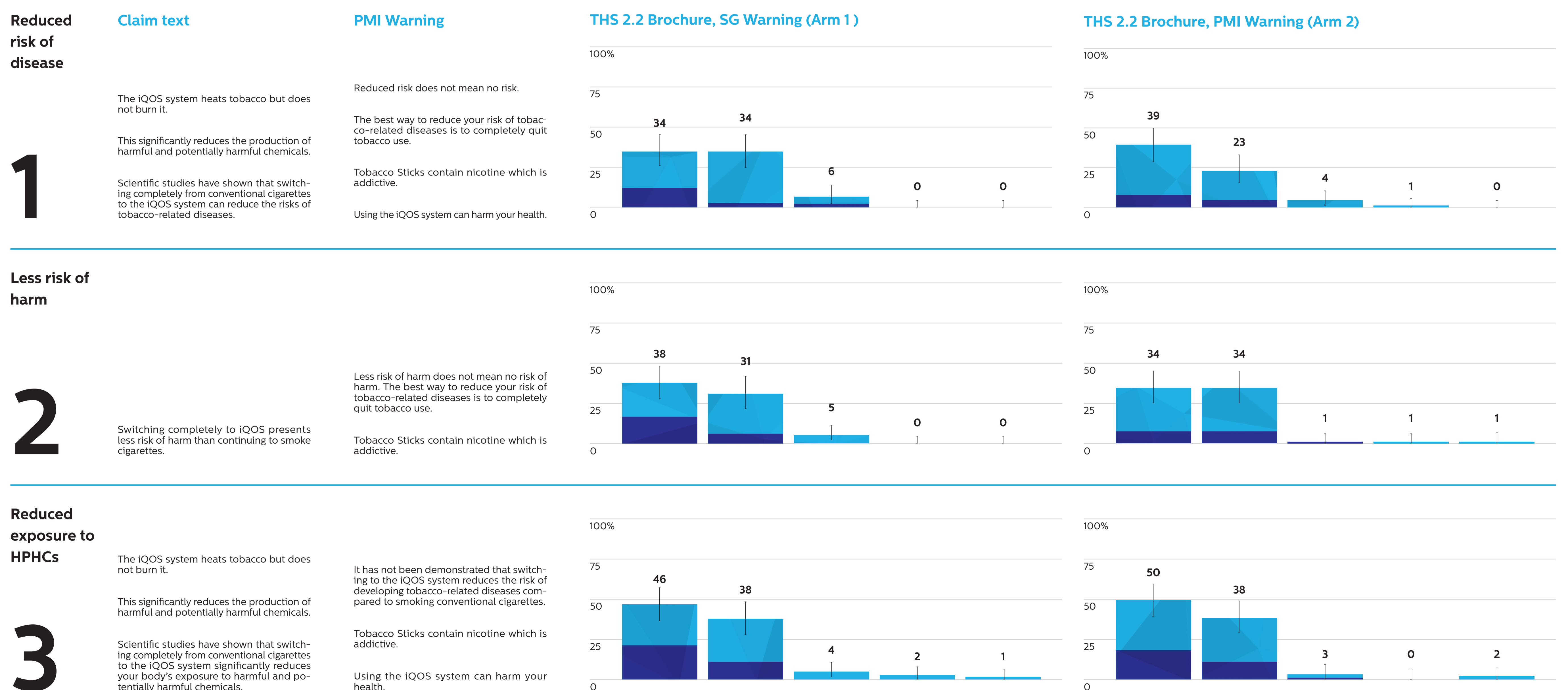
Intention to Use THS was measured by the question: If you try iQOS and like it, and taking into consideration the prices that are shown on the material, how likely or unlikely are you... to use iQOS regularly.

6 response options ranging from *Definitely not* to *Definitely*.

Conclusions

The three studies consistently reported that smoker groups indicated a substantial level of Intention to Use, and non-smoking groups indicated low or very low levels of Intention to Use THS.

Results: Intention to use THS



Reduced-Risk Products (RRPs) is the term we use to refer to products that present, are likely to present, or have the potential to present less risk of harm to consumers who switch to these products versus continued smoking. We have a range of other tobacco products, including cigarettes, cigars, and pipe tobacco, that are not RRPs. For more information on our RRPs, please visit www.pmi.com/rrp. For the complete financial interest, see the supplementary brochure.

Very likely (light blue) / Definitely (dark blue)