



Reduce post-consumer waste

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Cumulative number of smoke-free electronic devices refreshed or repaired since 2021 (in thousands)

KPI description

In markets where we commercialize PMI smoke-free products, we aim to collect used devices and process them to improve their circularity, minimize e-waste, and maximize resource use. A key element of this strategy is our device second-life program, which seeks to refresh and repair smoke-free devices for reuse.

The number of devices refreshed or repaired represents the number of devices that are processed in PMI operated or contracted qualified hubs and partners, and then received by our markets for reuse. The reuse of devices includes the commercialization and remarketing of the products to adult smokers or adult nicotine-product consumers, replacement under warranty, or other consumer program offerings (e.g., lending program). These devices can be either a full mobility kit (charger, holder, and related accessories) or single line-up (either charger or holder).

Definitions

Refresh services Care and maintenance activities with respect to smoke-free devices, which may include unpacking, diagnostics, cleaning, battery charging, firmware update, cosmetic parts replacement, and repacking of devices, allowing their reuse without functional repair.

Refreshed devices Smoke-free devices resulting from the refresh services that meet the agreed quality requirements to allow for their reuse as pre-owned devices.

Repair services Repair, care, and maintenance activities with respect to smoke-free devices, which may include unpacking, diagnostics, testing, cleaning, battery charging, and firmware update, cosmetic part or battery replacement, component harvesting, and repacking of devices allowing their reuse.

Repaired devices Smoke-free devices resulting from the repair services that meet the agreed quality requirements to allow for their reuse as pre-owned devices.

Serviced devices All smoke-free devices that go through care and maintenance, cleaning, firmware upgrade, and customization accessories (e.g., rings and door covers) for maintenance or replacement. Service is provided to adult users on the spot at IQOS service points or at home. This service is not available at the hubs.

Expired/Loss on Goods Destroyed Devices Devices that have passed or will pass their expiry date deeming them ineligible to sell to a consumer or that are not intended to be sold and therefore are destined for recycling if not serviced.

CIRCLE program Program that covers services provided at the CIRCLE hubs, generally including inspection, dismantling, disposal and recycling, and repair services. In addition, CIRCLE hubs serve as a consolidation point for devices returned from various market affiliates.

CIRCLE hubs Any of one or more partner-operated sites under direction of PMI for the purposes of carrying out services related to our CIRCLE program.

Scope

Included Smoke-free electronic devices sold by PMI, including devices commercialized through licensing arrangements, and e-vapor devices. Additionally, close to being expired/expired/Loss on Goods Destroyed Devices that would otherwise be recycled, and which are shipped for repair (where possible) and subsequent reuse. Refresh services and/or repair services have been developed as of IQOS 3 DUO (launched in 2019) and subsequent generations of devices with the blade or IQOS ILUMA Smartcore Induction System™.

Excluded Consumable products including disposable e-vapor and pods.

Calculation methodology

Cumulative number of devices refreshed or repaired and received by PMI markets from the respective hubs since January 2021 until December 31 of the reporting year.

Estimates and assumptions Devices might be refreshed or repaired multiple times over their lifetime. Each time a device is refreshed or repaired, it is accounted for in the respective year in which the activity occurs.

Data management

Source data on the number of devices repaired or refreshed and received by PMI markets is extracted from our SAP system monthly. Exceptionally for devices repaired or refreshed on which service is performed without change of ownership, the reporting is based on a packing list containing a unique code of the devices on which service was performed.

Data verification The KPI, as published in [PMI's Value Report 2025](#), has been assured by PwC (limited assurance).

See the independent practitioner's [limited assurance report](#)