



PHILIP MORRIS ČR

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PRESS RELEASE

## Czech Republic Becomes First European Market to Launch IQOS VEEV: Philip Morris International's Most Advanced E-vapor Product To Date

Philip Morris International Inc. (PMI) has made its priority clear: to innovate technologically advanced, scientifically substantiated smoke-free products that encourage adult smokers who would otherwise continue to smoke to switch, as quickly as possible, to better alternatives than continued smoking. PMI's first smoke-free product, the *IQOS* heated tobacco system, was launched in the Czech Republic three years ago and it is currently used by more than 450,000 adult users. In its pursuit to expand its offer of smoke-free alternatives, PMI proudly introduces the latest addition to its expanding portfolio of reduced-risk products – the *IQOS VEEV* e-vapor product, which launches today in the Czech Republic for the very first time in Europe.

*"Today's launch of IQOS VEEV in the Czech market represents another great milestone on our journey to create a smoke-free future. It expands our product range, which we continuously develop thanks to investments in scientific research and development in order to encourage adult smokers who would otherwise continue to smoke to switch to less harmful alternatives,"* says Andrea Gontkovičová, managing director of Philip Morris ČR a.s.

*"We listen very carefully to our consumers and know that no single smoke-free product will satisfy preferences of all adult smokers. I am therefore very pleased that today the Czech Republic becomes the very first European market, and second globally, in which we present IQOS VEEV, our most advanced e-vapor product to-date. I am sure that the IQOS brand, which has successfully gained trust of hundreds of thousands of users in our country over the past three years can now reach an even wider range of adult smokers,"* adds Andrea Gontkovičová.

*IQOS VEEV* has been designed in Switzerland and is the result of several years of scientific research and development. Unlike *IQOS* heated tobacco products, *IQOS VEEV* vaporizes a nicotine-containing e-liquid using a unique heating technology.

Unlike the traditional wick-and-coil technology in e-vapor products, the *IQOS VEEV MESH* heater is designed to remain in constant contact with the e-liquid which delivers taste consistency every time. The heater's smart digital control detects when e-liquid levels are low and turns off the device. This is designed to prevent overheating, burnt taste and to ensure the device emits, on average, over 95% lower levels of harmful chemicals compared to cigarettes<sup>1</sup>, making *IQOS VEEV* a truly consistent and better smoke-free alternative to continued smoking. In addition to PMI's existing youth access prevention efforts, *IQOS VEEV* also provides users with the ability to lock and unlock their device – when they choose – to prevent unintended use.

*IQOS VEEV* pods are designed to prevent tampering and to ensure that the e-liquid cannot be altered, which ensure its safety. A full charge of the *IQOS VEEV* device takes 30 minutes<sup>2</sup> and one 1.5ml *VEEV* pod lasts more than two days<sup>3</sup>. The recommended retail price of the device is 599 CZK; the recommended retail price of the *VEEV* pod is 169 CZK (the package contains 2 pods).

*IQOS VEEV* offers a compact design that is crafted to fit comfortably in the user's hand, and also offers its users new ways to customize individual vaping experiences through connected features. Via a mobile application, the user can for example choose from two vape-cloud sizes (amount of vapor generated) or unique vibration profiles.

Currently, there are an estimated 16.4 million adult users of our *IQOS* tobacco heating system globally, of which an approximately 12 million have already stopped smoking cigarettes. Our ambition is that, by 2025, at least 40 million PMI cigarette smokers who would have otherwise continued to smoke will have switched to the company's smoke-free products<sup>4</sup>.

<sup>1</sup> Source: Average reductions in levels of a range of harmful chemicals (excluding nicotine) compared to the smoke of a reference cigarette (3R4F). See Important Information on IQOS.com.

<sup>2</sup> With manufacturer-approved AC power adaptor, sold separately.

<sup>3</sup> Based on average of 145 puffs/day; individual vaping patterns may vary

<sup>4</sup> Source: As reported in PMI Integrated Report 2019

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**Philip Morris ČR a.s.**

Philip Morris ČR a.s., an affiliate of Philip Morris International Inc., is the largest manufacturer and distributor of tobacco products and also a limited risk distributor of the smoke-free tobacco products *HEETS*, *IQOS* devices and related accessories in the Czech Republic, and is listed on the Prague Stock Exchange (Burza cenných papírů Praha). The company, which has been present in the country since 1992, employs more than 1,000 people across the Czech Republic. Philip Morris ČR a.s. has a 99% interest in Philip Morris Slovakia s.r.o. registered in the Slovak Republic. Philip Morris CR a.s. has been repeatedly awarded by the Ministry of Finance and the General Financial Directorate for ranking among the twenty largest corporate income tax payers. Over the past 28 years, Philip Morris ČR a.s. has supported numerous charitable projects, including the development of social programs aimed at improving living conditions in local communities. For more information, see [www.philipmorris.cz](http://www.philipmorris.cz).

**Philip Morris International: Delivering a Smoke-Free Future**

Philip Morris International (PMI) is leading a transformation in the tobacco industry to create a smoke-free future and ultimately replace cigarettes with smoke-free products to the benefit of adults who would otherwise continue to smoke, society, the company and its shareholders. PMI is a leading international tobacco company engaged in the manufacture and sale of cigarettes, as well as smoke-free products and associated electronic devices and accessories, and other nicotine-containing products in markets outside the United States. In addition, PMI ships a version of its *IQOS* Platform 1 device and its consumables authorized by the U.S. Food and Drug Administration to Altria Group, Inc. for sale in the United States under license. PMI is building a future on a new category of smoke-free products that, while not risk-free, are a much better choice than continuing to smoke. Through multidisciplinary capabilities in product development, state-of-the-art facilities and scientific substantiation, PMI aims to ensure that its smoke-free products meet adult consumer preferences and rigorous regulatory requirements. PMI's smoke-free *IQOS* product portfolio includes heat-not-burn and nicotine-containing vapor products. As of September 30, 2020, PMI estimates that approximately 12 million adult smokers around the world have already stopped smoking and switched to PMI's heat-not-burn product, available for sale in 61 markets in key cities or nationwide under the *IQOS* brand. For more information, please visit [www.pmi.com](http://www.pmi.com) and [www.pmiscience.com](http://www.pmiscience.com).

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