



PHILIP MORRIS ČR

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PRESS RELEASE

## **Philip Morris ČR Launches the Next Generation of IQOS the World's Leading Heated Tobacco Product in the Czech Republic,**

**Philip Morris ČR a.s., member of Philip Morris International group („PMI“), the global leader in smoke-free innovation and science, has launched the next generation of IQOS in the Czech Republic. The new IQOS 3 and IQOS 3 MULTI integrate extensive consumer insights and feedback to improve design and user experience while maintaining signature taste, sensory attributes and ritual. The new versions aim to further encourage a growing number of adult smokers to switch to a less harmful alternative, for the benefit of health. The launch in the Czech Republic follows the global launch of the new generation of IQOS in Tokyo, Japan, on October 23, 2018.**

The new devices *IQOS 3* and *IQOS 3 MULTI* will be available to buy in-store starting Nov. 15, 2018 in Japan, South Korea, Russia, Germany, Switzerland, the U.K., Italy and Colombia. In the Czech Republic, the devices will be available for purchase as of **December 3, 2018**. The recommended retail price for the Czech market will be **CZK 2,790** for *IQOS 3* and **CZK 2,490** for *IQOS 3 MULTI*.

*„Our dream was to create a better alternative for adult smokers and IQOS made this dream reality. IQOS 3 and IQOS 3 MULTI deliver significant improvement and innovation and mark another step toward convincing adult smokers in the Czech Republic who would otherwise continue to smoke to switch to less harmful “smoke-free” alternative. Almost 6 million adult smokers around the world who have already stopped smoking and switched to IQOS know, that this product changes many things in their lives,”* said Árpád Könye, Chairman of the Board of Directors and Managing Director of Philip Morris ČR a.s. *“Even the products with the lowest level of risk would not bring benefits to consumers and public health if adult smokers had not switch to them. Product development is paramount, as it is a key component of consumer acceptance. We take into account consumer feedback and experience and continually improve our product,”* said Árpád Könye.

### **Modern design and functionality**

The *IQOS 3* and *IQOS 3 MULTI* is the latest addition to our portfolio of smoke-free products that PMI developed to offer a better and less harmful alternative to adult smokers. The new *IQOS 3* has improved design, functionality and is more intuitive product. The *IQOS 3 MULTI* features an all-in-one pocket-size design that allows 10 sessions without having to recharge.

The new *IQOS 3* and *IQOS 3 MULTI* devices are available with 500+ color combinations, as well as accessories. It creates wealth personalization opportunities for our *IQOS* adult users. Thanks to a real

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tobacco taste, adult smokers can experience the same cigarette-like satisfaction but with no smoke and odor. The *IQOS 3* is equipped with ProtectPlus™ System, which includes: a robust outer shell to improve shock resistance, a new designed opening tested for reliable performance, and an improved battery technology that provides longer battery life cycle.

### **Science evidence indicates that switching completely to *IQOS* presents less risk of harm than continued smoking**

Behind every development at PMI – including the development of new *IQOS* generation – is robust science. Our scientific assessment program is based on longstanding practices of the pharmaceutical industry and is in line with the U.S. Food and Drug Administration (FDA) guidance. *IQOS* produces on average 90 percent lower levels of harmful chemicals compared to cigarette smoke.

The totality of PMI's preclinical and clinical evidence indicates that switching completely to *IQOS* presents less risk of harm than continued smoking. Evidence also shows that *IQOS* does not negatively affect indoor air quality. On average, 70 to 80 percent of *IQOS* users have quit cigarettes, which makes *IQOS* the most effective smoke-free alternative today.

To learn more about how PMI is designing a smoke-free future, please visit the company website at [www.pmi.com](http://www.pmi.com).

### **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. Over the past 27 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: Building 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 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, smoke-free products and associated electronic devices and accessories, and other nicotine-containing products in markets outside the U.S. 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 heated tobacco and nicotine-containing vapor products. As of Sept. 30, 2018, PMI estimates that nearly 6 million adult smokers around the world have already stopped smoking and switched to PMI's heated-tobacco product, which is currently available for sale in 43 markets in key cities or nationwide under the *IQOS* brand. For more information, see our [PMI](#) and [PMIScience](#) websites.

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