



PHILIP MORRIS ČR

PRESS RELEASE

Philip Morris ČR a.s. launches IQOS 3 DUO in the Czech Republic, the Latest Addition to IQOS Smoke-Free Portfolio

IQOS, the Preferred Heat-Not-Burn Product around the World, Continues to Evolve to Help Adult Smokers Go Smoke-Free

PRAGUE, the Czech Republic, 15/10/2019 — In our pursuit to innovate the most-advanced smoke-free products for adult smokers, Philip Morris ČR a.s. introduces to the Czech market the latest addition to its smoke-free portfolio — IQOS 3 DUO, featuring our fastest and most powerful holder within the IQOS family. We are committed to providing industry-leading products that help to enable current adult smokers to switch, as quickly as possible, to less harmful alternatives than cigarettes if they do not otherwise quit smoking.

IQOS 3 DUO designed with new features makes the switch from cigarettes more seamless. The compact style of IQOS 3 DUO now provides two consecutive uses without recharging the holder. Holder charging time is much faster than charging time of IQOS 3 and IQOS 2.4+.

“We continue investing in science and technology to develop products that meet the needs of adult smokers; products that can help many who would otherwise continue to smoke to switch,” said **Andrea Gontkovičová**, Chairman of the Board of Directors and Managing Director Philip Morris ČR a.s., an affiliate of Philip Morris International Inc.

New IQOS 3 DUO will be available for legal-age smokers and legal-age users of nicotine products through our commercial channels starting of 4th November, 2019.

“With IQOS 3 DUO, switching from cigarettes becomes even easier because of the new product features. The new IQOS 3 DUO has been driven by customer feedback to create a more sophisticated product, designed around consumers’ needs and in sync with the way consumers enjoy tobacco,” said **Andrea Gontkovičová**, and explained: *„From consumers we know sometimes they don’t want to wait for the holder charging for the second use.”*

More than 10 years and USD\$6 billion have been invested globally in scientific research, development and commercialization of our growing portfolio of advanced smoke-free products, including IQOS 3 DUO. Our No. 1 heated tobacco product has been developed by a team of more than 300 leading scientists, engineers and experts at PMI. It offers tobacco enjoyment with no smoke, no ash and less smell and produces dramatically lower levels of harmful chemicals compared to cigarettes. IQOS heats tobacco instead of burning it, so consumers can enjoy real tobacco taste and satisfaction, with 95 percent less harmful chemicals compared to cigarettes¹.

¹ Average reductions in levels of a broad range of harmful chemicals (excluding nicotine) compared to the smoke of a reference cigarette (3R4F). It does not necessarily equal a 95 percent reduction in risk.

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The totality of PMI's clinical evidence indicates that switching completely to IQOS is less harmful than continued smoking. It is important to note that IQOS is not risk-free. It delivers nicotine, which is addictive. Evidence also shows that IQOS does not negatively affect indoor air quality². The majority of smokers who switch to IQOS completely quit cigarettes³, which makes IQOS the most compelling smoke-free alternative today.

Our goal is that by 2025 at least 40 million PMI cigarette smokers who would otherwise continue to smoke will have switched to smoke-free products and that at least 30 percent of our volume will come from smoke-free products.

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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. 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.

Philip Morris International: Building a Smoke-Free Future

Philip Morris International (PMI) is leading a transformation in the tobacco industry to create a smokefree 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, 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 riskfree, 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 June 30, 2019, PMI estimates that approximately 8 million adult smokers around the world have already stopped smoking and switched to PMI's heat-not-burn product, which is currently available for sale in 48 markets in key cities or nationwide under the IQOS brand. For more information, please visit www.pmi.com and www.pmisience.com.

² Source: PMI study conducted under ISO standards simulating real-world scenarios and based on threshold limits established by existing air-quality guidelines.

³ Source: PMI Financials or estimates, IQOS user panels and PMI Market Research

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