



PHILIP MORRIS ČR

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PRESS RELEASE

## **PMI Launches Next Generation of IQOS, the World's Leading Heated Tobacco Product**

**In its passion and drive to provide better choices to people who smoke, Philip Morris International Inc. ("PMI"), the global leader in smoke-free innovation and science, has launched the next generation of IQOS. 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 - all underpinned by strong scientific substantiation. The new versions aim to further encourage a growing number of smokers to switch, for the benefit of society and public health. They were launched today in Tokyo, Japan - the country considered the birthplace of IQOS.**

The iconic brand offers the best in taste and satisfaction in the category, and has already helped almost 6 million adult smokers quit cigarettes completely - with more than half of those in Japan.

*"Our dream was to create a better alternative for smokers, and IQOS has made this dream a reality; it's a revolution for the 1.1 billion people who smoke,"* said André Calantzopoulos, PMI's chief executive officer. *"IQOS 3 and IQOS 3 MULTI deliver significant improvement and innovation and mark another step toward convincing all men and women who would otherwise continue to smoke to switch to smoke-free alternatives. IQOS consumers know that this product changes many things in their lives - we thank them, and we thank Japan for leading this positive change."*

Behind every development at PMI is robust science. Its scientific assessment program is based on longstanding practices of the pharmaceutical industry and is in line with 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.

PMI has filed a Modified Risk Tobacco Product Application (MRTPA) for IQOS with the U.S. FDA, but the U.S. FDA has not yet completed its review of our data. IQOS is not for sale in the United States.

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).

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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](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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