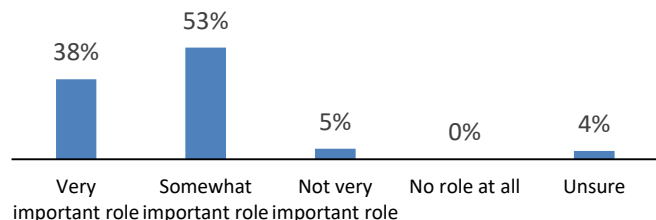


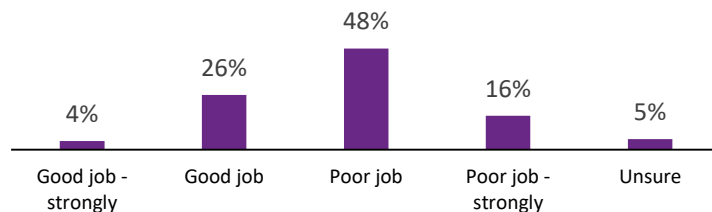
ATTITUDES TOWARD SMOKE-FREE ALTERNATIVES & PUBLIC HEALTH: ITALY RESULTS

91% believe technology and innovation play an important role in addressing public health priorities, but only 31% believe authorities have done a good job ensuring everyone has access to the latest innovations in public health

Thinking about public health priorities in this country, how important of a role do you believe technology and innovation can play in addressing these issues?

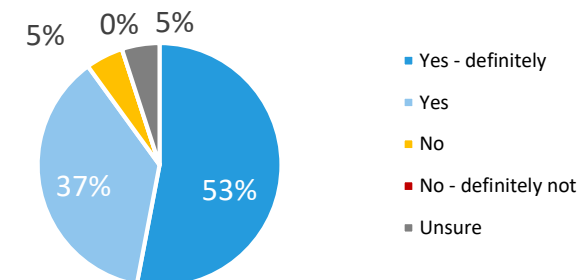


Generally speaking, do you believe authorities in this country have done a good job or a poor job ensuring everyone has access to the latest innovations and advancements that can improve public health?

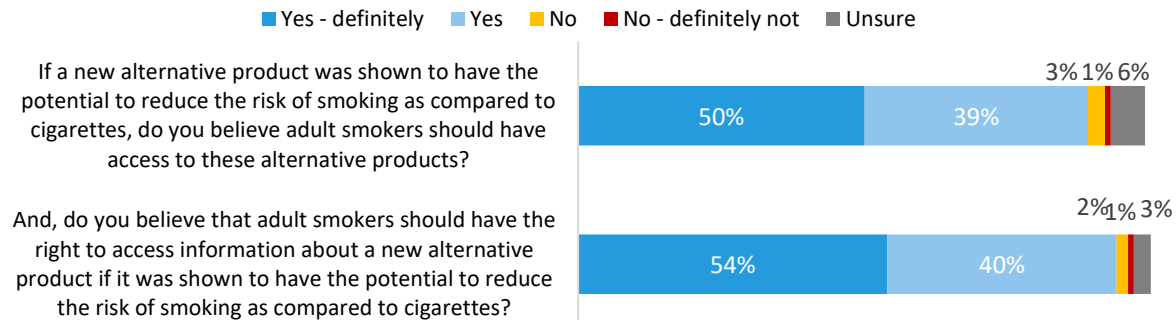


90% believe consumer goods companies have an obligation to research and innovate better alternatives

Broadly speaking, do you believe that consumer goods companies have an obligation to continually research and innovate their products in the interest of public health?

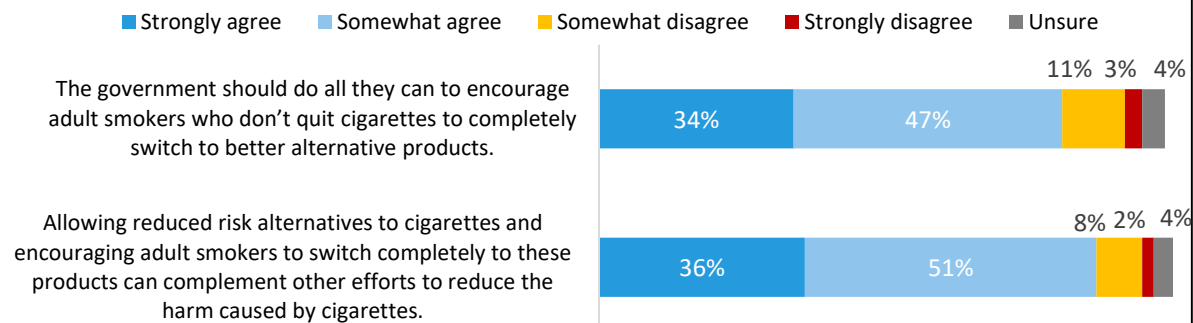


At least nine-out-of-ten believe adult smokers should have access to alternatives to cigarettes and information about these products



81% believe the government should do all they can to encourage switching; 87% view alternatives to cigarettes as a way to complement other efforts to reduce the harm caused by cigarettes

For each, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree



METHODOLOGY

Sampling universe: General population, legal age adults Geography: Italy Sample size: n=1,000 Data collection method: Online Margin of error: ±3.2%
Fielding dates: 7-16 September 2018 Research supplier: Ipsos in Hong Kong To access the full results, please visit www.pmi.com



PHILIP MORRIS INTERNATIONAL