

## **Unlocking Innovation for the Public Good Was the Focal Point of Technovation, Philip Morris International's Flagship Event that Gathers Media in Its Swiss R&D Center, the Cube**

*Media members from 23 countries met at Technovation to hear presentations and take part in discussions about the role innovation, technology and science can play in harm reduction*

On Nov. 15, 2022, Philip Morris International Inc. hosted its fifth Technovation at its R&D center in Neuchâtel, Switzerland, referred to as the Cube. Technovation offers media the opportunity to engage with senior leaders, scientists, and R&D experts from PMI. At this event, conversation among media and other stakeholders from around the world centered on the critical roles that innovation, technology, and science can play in enabling a better future for all. Also highlighted was the need for consumer access to and accurate information about science-backed innovations and the important role regulation can play in accelerating positive change.

Innovation, science, and technology have always been critical in enabling countless people to live better lives. Today, we can look back at numerous examples that have become everyday basics in the lives of people around the world. Think of refrigeration and seatbelts—as well as other advances that are progressing steadily right now—things like electronic vehicle innovations and alternative energy sources.

PMI believes that innovation and technology can help reduce the harm caused by smoking and have a role to play in addressing a global public health issue. Over years of disruptive thinking, the company has produced results based on robust science and years of R&D experience to develop, scientifically substantiate and commercialize a range of smoke-free alternatives for adults who would otherwise continue to smoke. These products, demonstrate how we constantly improve user experience and respond to consumers' needs via our consistently updated technology.

"A smoke-free future is just the beginning of fulfilling our mission," said Jacek Olczak, CEO, PMI. "We are committed to ultimately having a net positive impact on society, and to that end we are diligently working to expand our purpose, evolving in the long term into a broader lifestyle, consumer wellness, and healthcare company."

"PMI has been an early adopter and innovator in driving positive change for those legal-aged smokers who otherwise would continue to smoke," said Stefano Volpetti, Chief Consumer Officer, PMI. "For those people, we have already made significant progress on the greatest positive impact we can have on society: replacing the cigarettes they smoke with better alternatives."

Many years ago, the tobacco industry was challenged to reduce the harm caused by cigarettes. PMI accepted the challenge. Since 2008, the company has invested more than USD 9 billion in researching, developing, scientifically substantiating, and commercializing noncombustible alternatives that, although not risk-free and provide nicotine which is addictive, are a far better choice than cigarettes for the millions of adults who would otherwise continue smoking.

Tommaso Di Giovanni, Vice President, Global Communications, PMI, added: "We believe that an increasing number of governments will recognize the relative benefits of science-based smoke-free

## TECHNOVATION

Smoke-free by PMI

products for the men and women who would otherwise continue to smoke. And with that acknowledgement, we sincerely hope that policymakers will choose to bring tobacco regulation into the 21st century.”

For more information about PMI’s technology and innovation, visit [PMI.com](https://www.pmi.com).