



PMI RESEARCH & DEVELOPMENT

Safety Update Report

Tobacco Heating System / iQOS

Appendix 8 Worldwide Marketing Status of THS products at Data Lock Point

Report Number: PMI_SURV_2016_SUR01

International Birth Date: 04 Nov 2014

Interval Covered: 01 May 2015 to 31 Dec 2015

Products Covered: Tobacco Heating System 2.2 and 2.4 / All variants

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Version: Final v1.0

Date: 19 Apr 2016

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Worldwide Marketing Status of THS products at Data Lock Point

(b) (4)

Country	Device Type	Brand name	Variant	Launch date
Italy	THS 2.2 THS 2.4	Marlboro Flavor	Full flavor Regular - Blue	20 Nov 2014
Italy	THS 2.2 THS 2.4	Low Menthol	Low Menthol - Light Green	20 Nov 2014
Japan	THS 2.2 THS 2.4	Marlboro Flavor	Full flavor Regular - Blue	04 Nov 2014
Japan	THS 2.2 THS 2.4	Marlboro Regular Balanced	Smooth Regular - Light Blue	Jun 2015
Japan	THS 2.2 THS 2.4	Marlboro Menthol	High Menthol - Green	04 Nov 2014
Japan	THS 2.2 THS 2.4	Marlboro Mint	Low Menthol - Light Green	Jun 2015
Monaco	THS 2.4	Marlboro Blue	Full flavor Regular	01 Nov 2015
Monaco	THS 2.4	Marlboro Fresh Mint	Extra Low Menthol	01 Nov 2015
Monaco	THS 2.4	Marlboro Sky Blue	Smooth Regular	01 Nov 2015
Portugal	THS 2.4	Marlboro Flavor	Full flavor Regular - Blue	Nov 2015
Portugal	THS 2.4	Marlboro Smooth	Smooth Regular - Light Blue	Nov 2015
Portugal	THS 2.4	Marlboro Fresh	Extra Low Menthol - White	Nov 2015
Romania	THS 2.4	Marlboro Blue	Full Flavor Regular	Nov 2015

¹ NA = Not Applicable² MIA = Menthol In Aerosol**Confidentiality Statement**

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(b) (4)

Country	Device Type	Brand name	Variant	Launch date
Romania	THS 2.4	Marlboro Fresh Mint	Extra Low Menthol	Nov 2015
Romania	THS 2.4	Marlboro Silver Blue	Smooth Regular	Nov 2015
Russia	THS 2.4	Parliament Blue	Smooth Regular	Nov 2015
Russia	THS 2.4	Parliament Fresh	Extra Low Menthol	Nov 2015
Slovenia	THS 2.4	Marlboro Blue	Full Flavor Regular	Nov 2015
Slovenia	THS 2.4	Marlboro Fresh	Extra Low Menthol	Nov 2015
Slovenia	THS 2.4	Marlboro Sky Blue	Smooth Regular	Nov 2015
Switzerland	THS 2.4	Marlboro Flavor	Full flavor Regular - Blue	May 2015
Switzerland	THS 2.4	Marlboro Smooth	Smooth Regular - Light Blue	Jun 2015
Switzerland	THS 2.4	Marlboro Fresh	Extra Low Menthol - White	May 2015

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