



PMI RESEARCH & DEVELOPMENT

Safety Update Report

Tobacco Heating System / IQOS

Appendix 7 Description of Ongoing and Completed Pre-Marketing Studies for THS products in reporting interval

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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Description of Ongoing and Completed Pre-Marketing Studies for THS products in reporting interval

Study ID	Country	Study Title	Study Type	Study Population	Safety Surveillance Population	Status at DLP
THS-PBA-07-US	US	Actual Use Study of THS 2.2	Market Research, Perceptual and Behaviour Assessment	Current daily smokers, 18 years old or above	1'300 (estimated)	Ongoing
P1_BT1_RU	Russia	P1 Russia Blend Test	Market Research	Adult smokers, 19 to 64 years old	611	Completed
P1_WOT1_KO	Korea	P1 Whole Offer Test South Korea	Quantitative survey	Adult male smokers 20 to 64 years old	1'316	Completed

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