

Altria
Altria Client Services

Jose Luis Murillo
Senior Vice President
Regulatory Affairs

June 7, 2019

Via CTP Portal

Ms. Cristi Stark
Director, Division of Regulatory Project Management
Center for Tobacco Product
Food and Drug Administration
Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Spring, Maryland 20993

RE: 30-Day Notification for PM0000424 PM0000426 and PM0000479

Dear Ms. Stark,

Altria Client Services LLC ("ALCS") on behalf of Philip Morris USA ("PM USA")[1] submits this 30-day notification related to Philip Morris Products S.A.'s ("PMPSA")[2] marketing order for PM0000424 PM0000426 and PM0000479, Marlboro HeatSticks® and IQOS® System holder and charger.[3] This notification is not for pre-approval, but provides FDA timely access to PM USA's marketing materials and plans for which previous notification has not been provided. PM USA expects to begin dissemination of the materials attached no earlier than 30 days from the date of this notification.

[1] PM USA is a wholly owned subsidiary of Altria Group, Inc. ("Altria"). Altria Client Services LLC provides certain services, including regulatory affairs, research and development, and regulatory sciences to the Altria family of companies. "We" or similar pronouns are used throughout to refer to PM USA.

[2] Philip Morris Products S.A. (PMP S.A.) is the PMTA applicant for PM0000424 PM0000426 and PM0000479 (collectively, the "Authorized Products"), all of which were granted a Marketing Order by FDA on April 30, 2019. PMP S.A.'s parent company, Philip Morris International Management S.A. (PMI) has entered into an agreement with Altria Client Services LLC ("ALCS") by which ALCS and its affiliates, including Philip Morris USA ("PM USA"), are licensed to sell the Authorized Products in the United States after marketing authorization. The ALCS affiliate that will distribute and sell the Authorized Products in the United States is PM USA. Therefore, the marketing plans described in these responses are the marketing plans of PM USA.

[3] ALCS and its affiliates submit this notification in accordance with the Marketing Order and reserve all rights and remedies available under the law, Constitutional or otherwise.

Altria Client Services LLC
2325 Bells Road
Richmond, Virginia 23234
(804) 335 2879
Joe.Murillo@altria.com

30 Day Notification
Philip Morris USA
June 7, 2019

The attachments to this notification for PM0000424 – PM0000426 and PM0000479 are:

- Attachment 1 – Background Information
- Appendix A - (b) (4)
- Appendix B - Labeling, advertising, marketing and promotional materials
- Appendix C - IQOS® email creative brief, flighting plans and costs
- Appendix D - PMPSA's September 5, 2018 Response to FDA's August 20, 2018 Information Request for PM0000424 – PM0000426
- Appendix E - PMPSA's March 25, 2019 Response to FDA's March 19, 2019 Information Request for PM0000424 – PM0000426

Please address all correspondence related to this 30-day notification to:

Ms. Rebecca Rivas
Sr. Director Regulatory Submissions
Altria Client Services LLC
2325 Bells Road
Richmond, Virginia 23234
Email: Rebecca.A.Rivas@altria.com
Phone: (804) 335-2853

This request contains confidential commercial information that PM USA considers to be proprietary and highly sensitive, and which is protected from disclosure under FDCA §§ 301(j) and 906(c) (21 U.S.C. §§ 331(j) and 387f(c)), the Trade Secrets Act (18 U.S.C. § 1905), the Freedom of Information Act ("FOIA") (5 U.S.C. § 552), and FDA's implementing regulations, 21 C.F.R. Part 20. If FDA receives a request for these records and tentatively determines that any portion of the submission is disclosable, PM USA requests that FDA provide notice and an opportunity for PM USA to object to any disclosure in accordance with 21 C.F.R. §§ 20.47 and 20.61. PM USA reserves all legal rights to protect against public disclosure of its trade secret and confidential commercial information and to seek legal recourse against anyone who discloses such information without legal authorization.

Sincerely,

(b) (6)

Attachments

CC: Jeff Walker
Malgorzata Wronowska

Attachment 1

Attachment 1

BACKGROUND INFORMATION FOR NOTIFICATIONS PURSUANT TO MARKETING ORDER FOR PM0000424 – PM0000426 AND PM0000479

In conjunction with notifications of labeling, advertising, marketing, and/or promotional materials submitted pursuant to the April 30, 2019 Marketing Order for PM0000424 – PM0000426 and PM0000479 (Marketing Order, Appendix B, pp. 12-13), we[1] provide herein background information for those materials.[2] We describe here the foundation for our marketing strategy, the marketing channels that we will employ, and our approach to limiting youth access.

I. (b) [redacted][3] and Good Conversion Principles

IQOS® and HeatSticks®[4] are for adult smokers and PM USA's marketing plans are built around engaging with this audience. To that end, all of our marketing and consumer engagement efforts are guided by the following core principles, called Good Conversion Principles (See Appendix A, p. 7):

1. Our goal is to convert adult smokers to IQOS®.

2. IQOS® is for adult smokers who want to continue enjoying tobacco products. IQOS® is not for people who have never smoked or who have quit smoking.

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[1] Philip Morris Products S.A. (PMP S.A.) is the PMTA applicant for PM0000424 – PM0000426 and PM0000479 (collectively, the "Authorized Products"), all of which were granted a Marketing Order by FDA on April 30, 2019. PMP S.A.'s parent company, Philip Morris International Management S.A. (PMI) has entered into an agreement with Altria Client Services LLC ("ALCS") by which ALCS and its affiliates, including Philip Morris USA ("PM USA"), are licensed to sell the Authorized Products in the United States after marketing authorization. The ALCS affiliate that will distribute and sell the Authorized Products in the United States is PM USA. Therefore, the marketing plans described in these responses are the marketing plans of PM USA. Any references herein to "we" or "our" refer to PM USA. PM USA is a wholly-owned subsidiary of Altria Group, Inc. ("Altria"). Altria Client Services LLC provides certain services, including regulatory affairs, research and development, and regulatory sciences to the Altria family of companies.

[2] ALCS and its affiliates submit this notification in accordance with the Marketing Order and reserve all rights and remedies available under the law, Constitutional or otherwise.

[3] Appendix A (designated as Trade Secret/Confidential Commercial Information).

[4] IQOS® is the brand name for the system consisting of the Holder and Charger (PM0000479); Marlboro HeatSticks® is the brand name for the consumable product (PM0000424 – PM0000426).

3. We are committed to supporting adult smokers in their conversion journey through education and guidance.

4. We age verify every adult smoker in our one-to-one consumer engagements.

5. To experience the benefits of IQOS®, adult smokers should switch completely to IQOS®.

6. IQOS® is not an alternative to quitting. The best choice for consumers concerned about the health risks of smoking is to quit altogether.

7. IQOS® is not risk free or a safe alternative to cigarettes.

Our goal is to maximize the number of adult smokers who would otherwise continue to use combustible tobacco products to fully switch to the IQOS® tobacco heating system while limiting reach to unintended audiences. (b) (4)

In conjunction with the Good Conversion Principles, the (b) A copy of the (b) is included for reference. See Appendix A. The (b) (4)

II. PM USA'S Marketing Plan

PM USA's marketing plan aligns with the principles and brand strategy described above and uses the following channels, which are described in more detail below:

- Direct Mail & Email
- Social Media
- Company-Owned Website
- Print Advertisements
- Brochures and Point-Of-Sale Materials

- Inserts and Printed Cellophane on Conventional Cigarette Packaging
- IQOS® Stores
- Face-to-Face Interactions and Consumer Engagement Programs
- (b) (4)

Our pre-launch approach will focus on the (b) (4)

A. Direct Mail & Email

To raise awareness and educate our target audience about IQOS®, we will communicate via direct mail and email with smokers who are least 21 years old identified through PM USA's Adult Tobacco Consumer Database ("ATCD"). (b) (4)

Examples of pre-launch direct mail and email communications include:

- (b)
- (b) (4)
- (b) (4)

In addition to the pre-launch direct mail and e-mail communications, PM USA will continue to communicate with adult smokers and IQOS® users through these channels post launch.

B. Social Media

PM USA will drive product awareness and offer customer support via Facebook and Instagram, and only offer customer support via Twitter. Because Facebook and Instagram have age-restriction capabilities, we will post product-branded content. (b) (4) PM USA will use Twitter solely for customer support issues, such as device troubleshooting.

When the products become available post launch, Facebook and Instagram [redacted] (b) (4)

[redacted] (b) (4)

C. Company-Owned Websites

We will use getIQOS.com to drive awareness as part of the pre-launch plan. The getIQOS.com website will be divided into two distinct portions: (1) product information about IQOS® and HeatSticks® and (2) marketing-focused portions that will also have an e-commerce component post launch.

Post launch, getIQOS.com will also include a store locator on the product information portion of the website. We will also advertise on Marlboro.com periodically to drive awareness of IQOS® and HeatSticks® in both pre- and post-launch plans.

D. Print Advertisements

After launching IQOS® and HeatSticks®, we will use print advertisements in adult publications with predominantly adult readership (e.g., magazines). [redacted] (b) (4)

E. Brochures and Point-Of-Sale Materials

The brochure is a multipage informational pamphlet that explains IQOS® and heating tobacco, provides information about accessing customer support, and directs adult consumers to the IQOS® website post launch.

[redacted] (b) (4)

F. Inserts and Printed Cellophane on Conventional Cigarette Packaging

[redacted] (b)

G. IQOS® Stores

After the launch, our IQOS® stores will provide an opportunity to engage with adult smokers who would otherwise continue to use combustible tobacco products. Such engagements will include hands-on guided tutorials and ongoing conversion support.

H. Face-to-Face Interactions and Consumer Engagement Programs

Because heated tobacco products represent a category that is new and unfamiliar to U.S consumers, (b) (4)

I. (b) (4)

(b) (4)

III. Comprehensive Approach to Limiting Youth Access

Our products are intended only for adult smokers, and we are committed to communicating to them in a responsible manner. As such, we have varying marketing practices based on the channel in which a consumer engages with us. For each of those marketing practices, we employ the following safeguards to limit reach to unintended audiences including youth.

A. One-to-One Communications

For one-to-one communications such as direct mail, email, face-to-face interactions and consumer engagements, we will only engage with age-verified adults who confirm they are current smokers or current IQOS® users. Specifically, we minimize reach to youth in the following ways:

1. Direct Mail & Email

We will use direct mail and email to send direct communications to age-verified adult smokers who have agreed to receive communications from us through PM USA's ATCD. All smokers in our database must be at least 21 years of age, confirmed they are a current smoker and have been through a rigorous third-party age verification process. Specifically, the ATCD registration process utilizes (b) (4) to validate age and identity. See March 25, 2019 Response to FDA's March 19, 2019 Information Request for PM0000424 – PM0000426 (Appendix E).

2. Face-to-Face Interactions and Consumer Engagement Programs

Our face-to-face interactions and consumer engagement programs—including interactions at IQOS® stores, at select traditional third-party retail locations and at other selected venues—are limited to age-verified adults who confirm they are current smokers or current IQOS® users. See September 5, 2018 Response to FDA's August 20, 2018 Information Request for PM0000424 – PM0000426 (Appendix D).

B. Digital Channels

1. Company-Owned Website

Our process for limiting youth access to marketing on our company-owned website is described in the March 25, 2019 Response to FDA's March 19, 2019 Information Request for PM0000424 – PM0000426. See Appendix E.

2. Social Media

We will utilize age-restriction capabilities to limit our interactions with unintended audiences by only posting product awareness content to social media platforms where age-restriction capabilities exist (e.g., currently Facebook and Instagram). On such platforms, we will set an age threshold of at least 21 years of age.

Where age-restriction capabilities are unavailable (e.g., Twitter), we will limit our interactions solely to customer support issues and take steps to limit those interactions to smokers and IQOS® users at least 21 years of age who are registered on PM USA's ATCD.

C. Print Advertisements

Print advertisements will be placed in adult publications with predominantly adult readership. Specifically, when using print advertising, we are guided by the FDA's proposed definition of the term "adult publication" for cigarette and smokeless tobacco advertising (21 CFR 1140.32(a)(2)), which encompasses publications: (1) whose readers younger than 18 years of age constitute fifteen percent or less of the total readership of the publication as measured by competent and reliable survey evidence; and (2) that are read by fewer than two million persons younger than 18 years of age as measured by competent and reliable survey evidence.

Additionally, we do not use advertising images of anyone who is, or appears to be, under 25 years of age.

D. Brochures and Point-Of-Sale Materials

Brochures will be available to adult smokers in age-restricted environments, including, for example, our IQOS® stores as well as events in adult-only facilities, where we can limit the potential reach of the brochures to unintended audiences. Additionally, copies of brochures will be available in a non-self-service location in traditional third-party retail stores where HeatSticks® are sold.

We will also place POS materials at IQOS® stores and at traditional third-party retail stores where adults purchase conventional cigarettes and where HeatSticks® are available for purchase.

E. Traditional Third-Party Retail Locations

Through agreements with third-party retailers, PM USA will require that HeatSticks® are placed behind the counter to prevent direct access and sold only in a face-to-face transaction with store personnel. PM USA will also require that underage tobacco prevention materials be placed in a prominent location along with multiple We Card or equivalent signs which must be displayed prominently so they are visible inside and at the entry of the store. And, all retail employees selling tobacco products including HeatSticks® must complete underage prevention or We Card training.

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IV. Future Market Expansions

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V. Appendices

- Appendix A - (b)
- Appendix B - Labeling, advertising, marketing and promotional materials
- Appendix C - IQOS® email creative brief, flighting plans and costs
- Appendix D - PMPSA's September 5, 2018 Response to FDA's August 20, 2018 Information Request for PM0000424 – PM0000426
- Appendix E - PMPSA's March 25, 2019 Response to FDA's March 19, 2019 Information Request for PM0000424 – PM0000426

Appendix A

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TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

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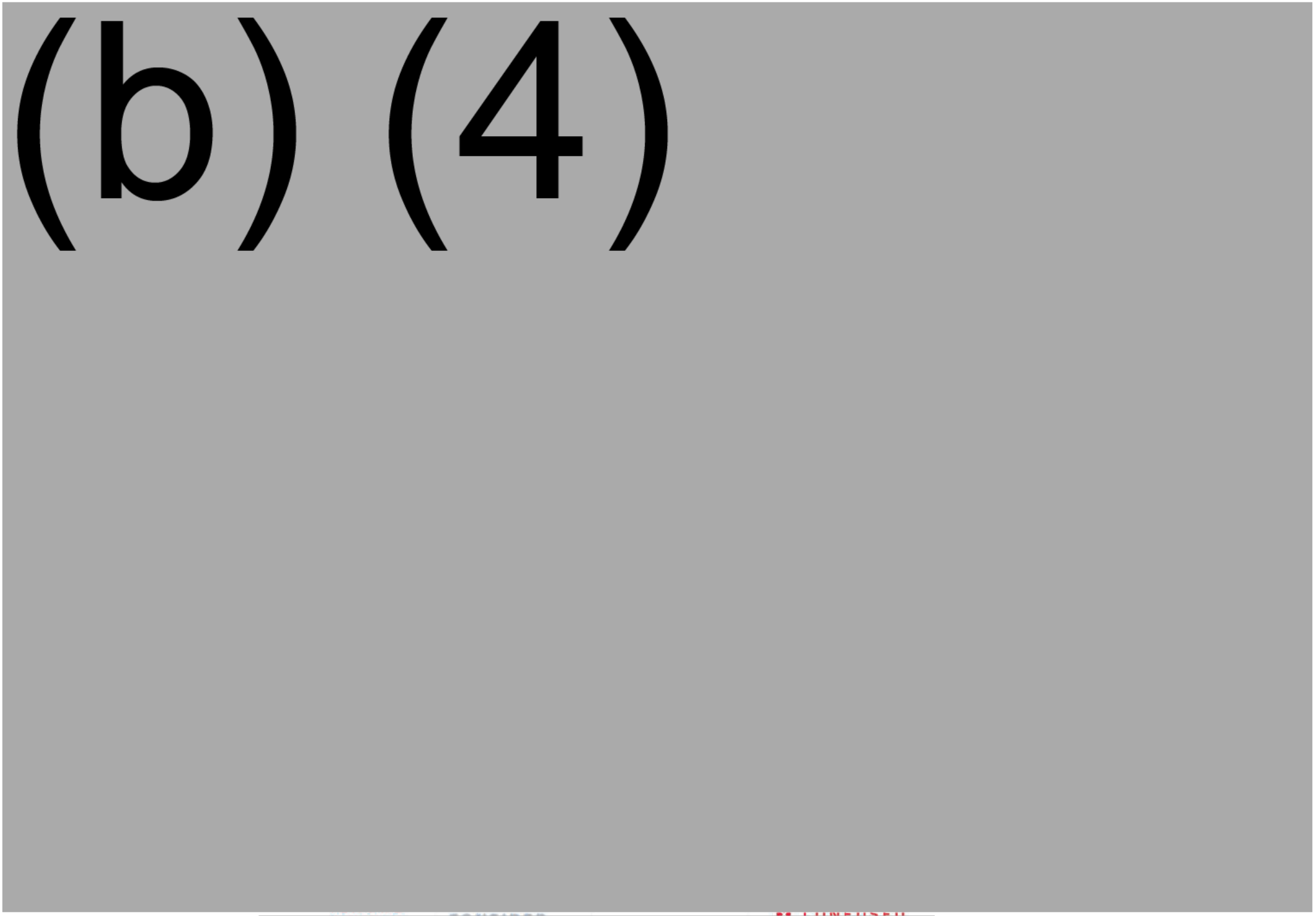
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TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

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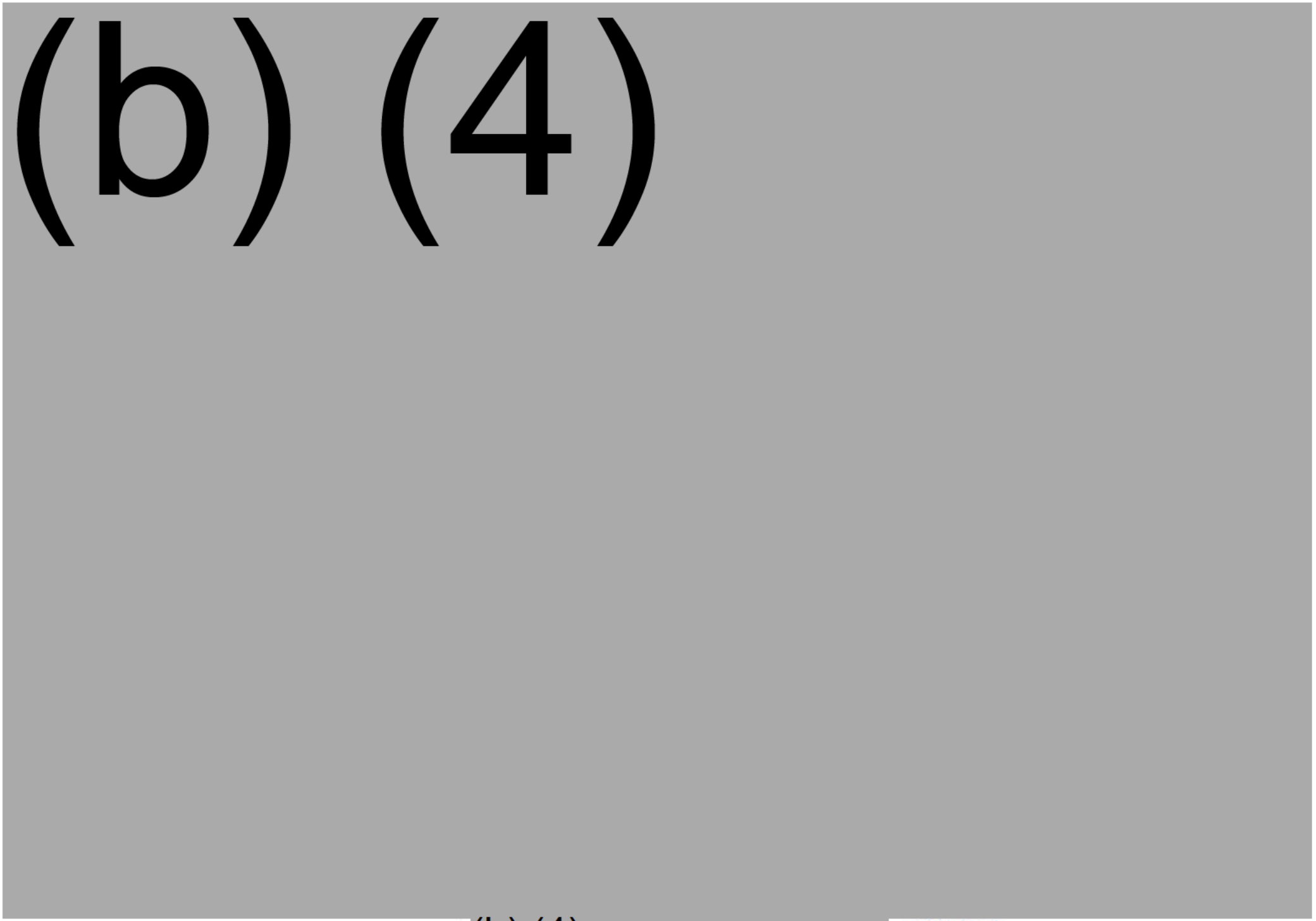
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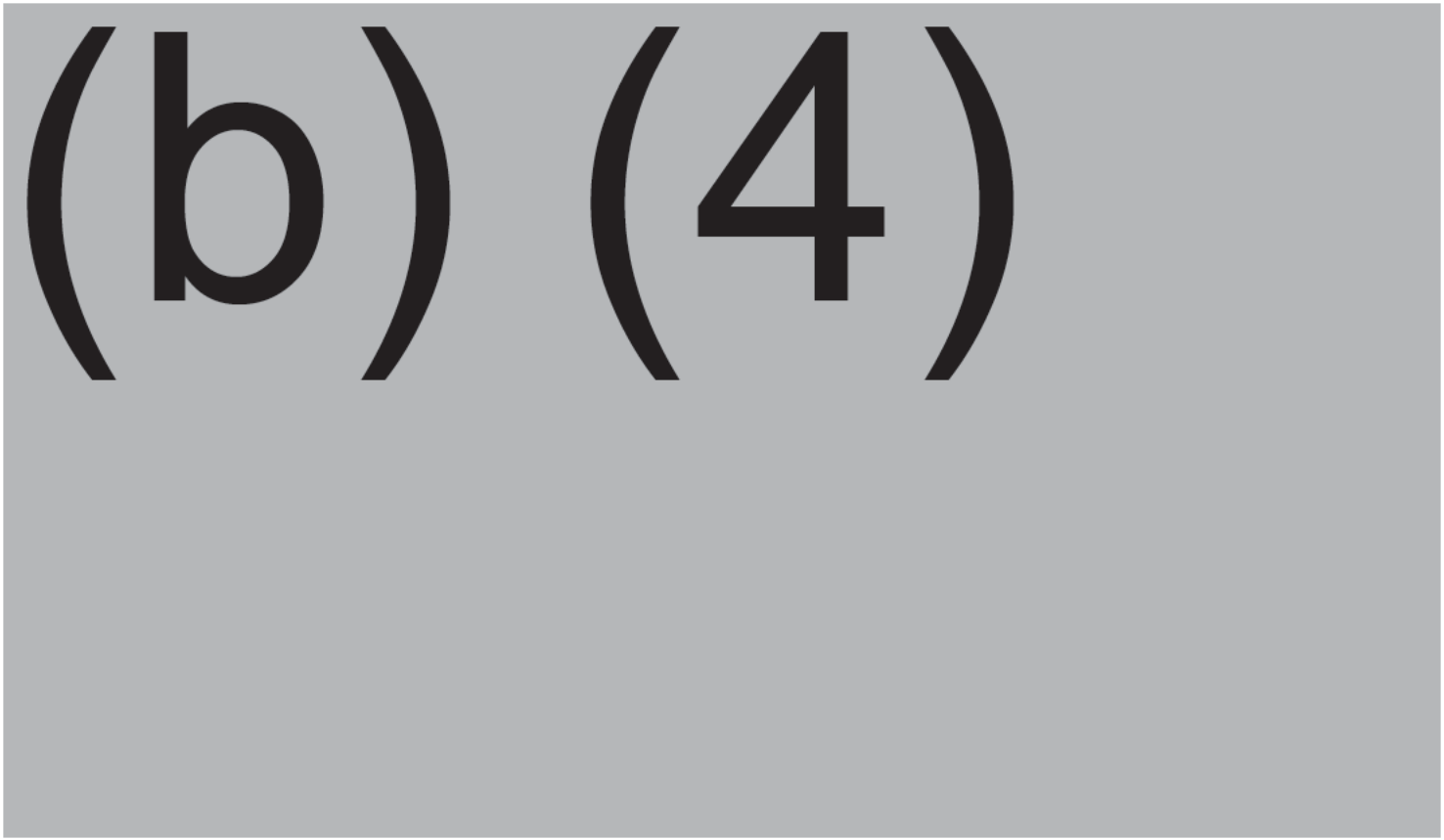
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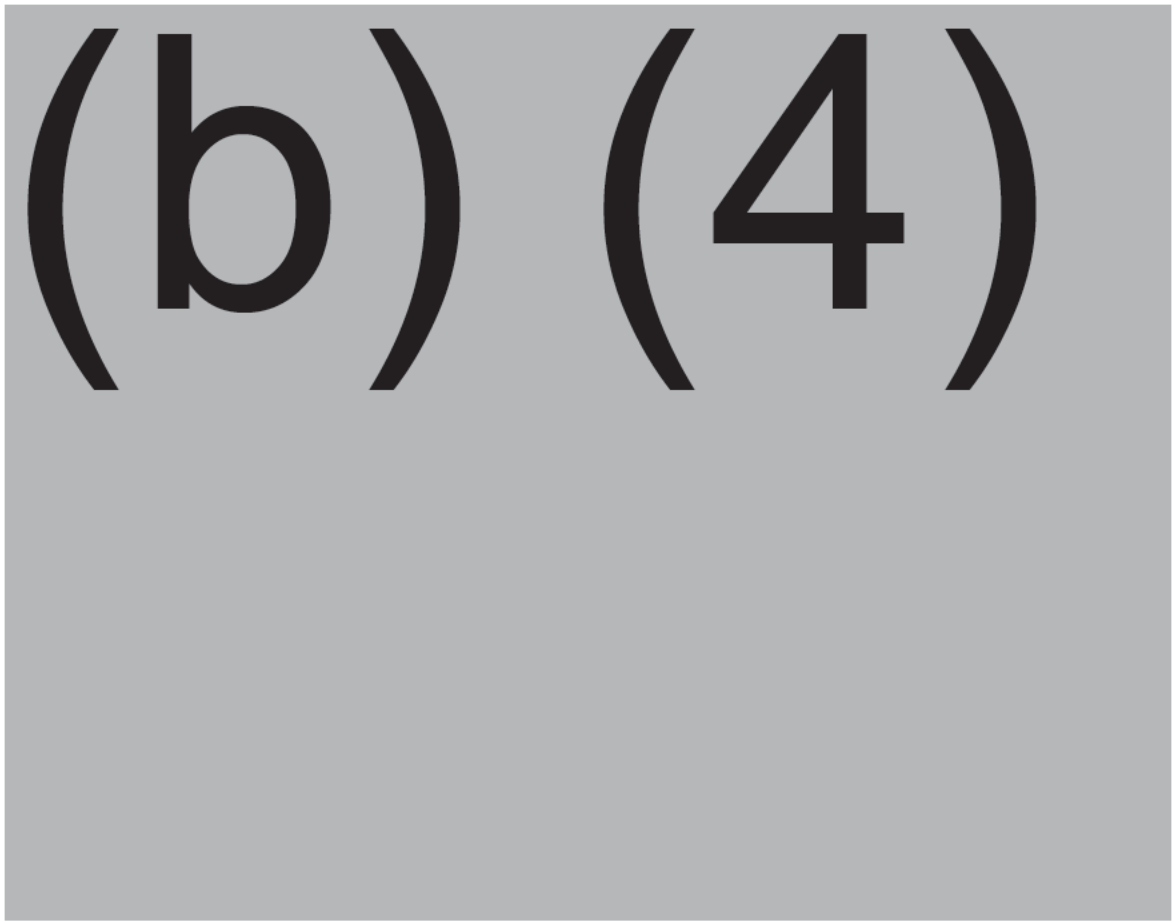
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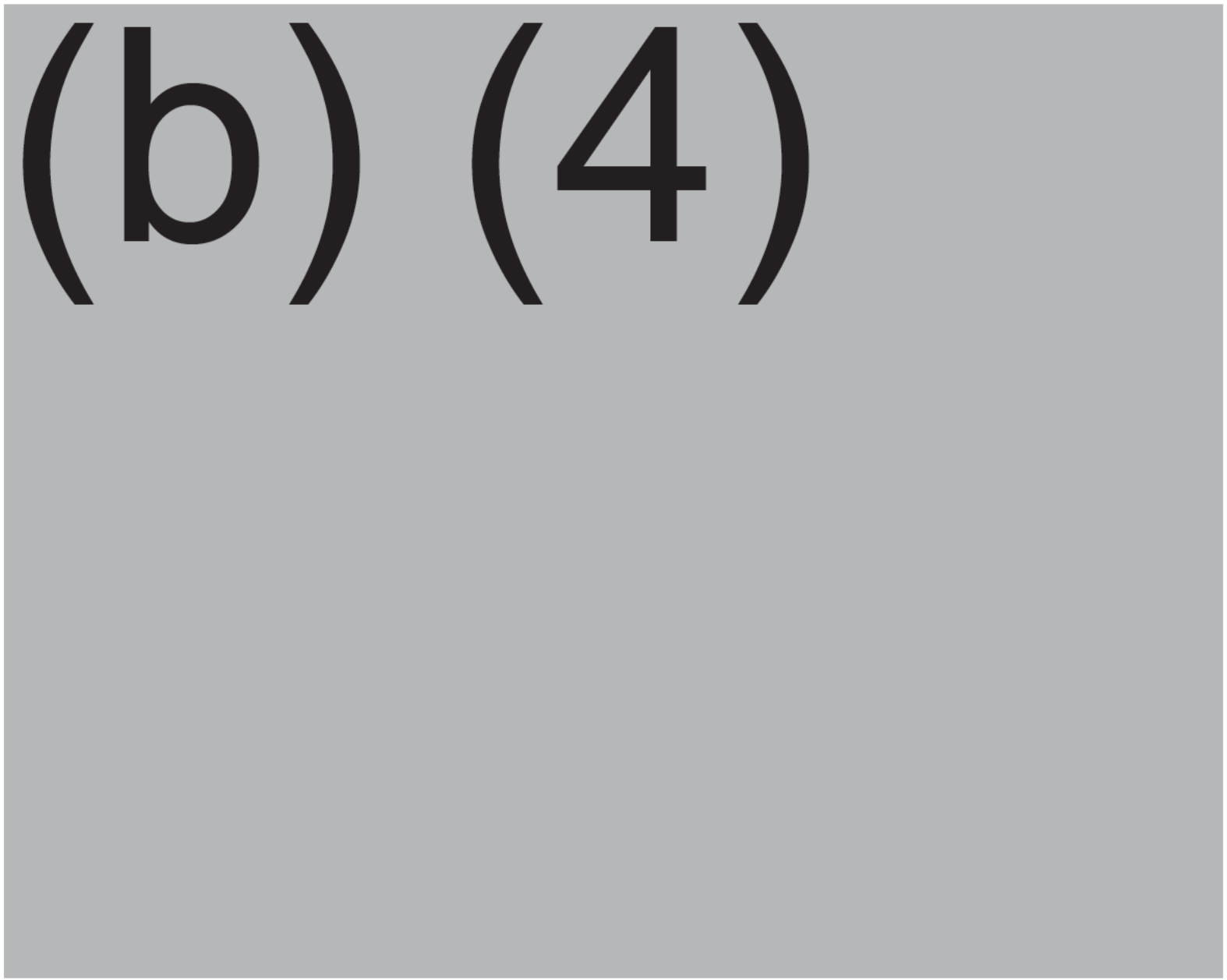
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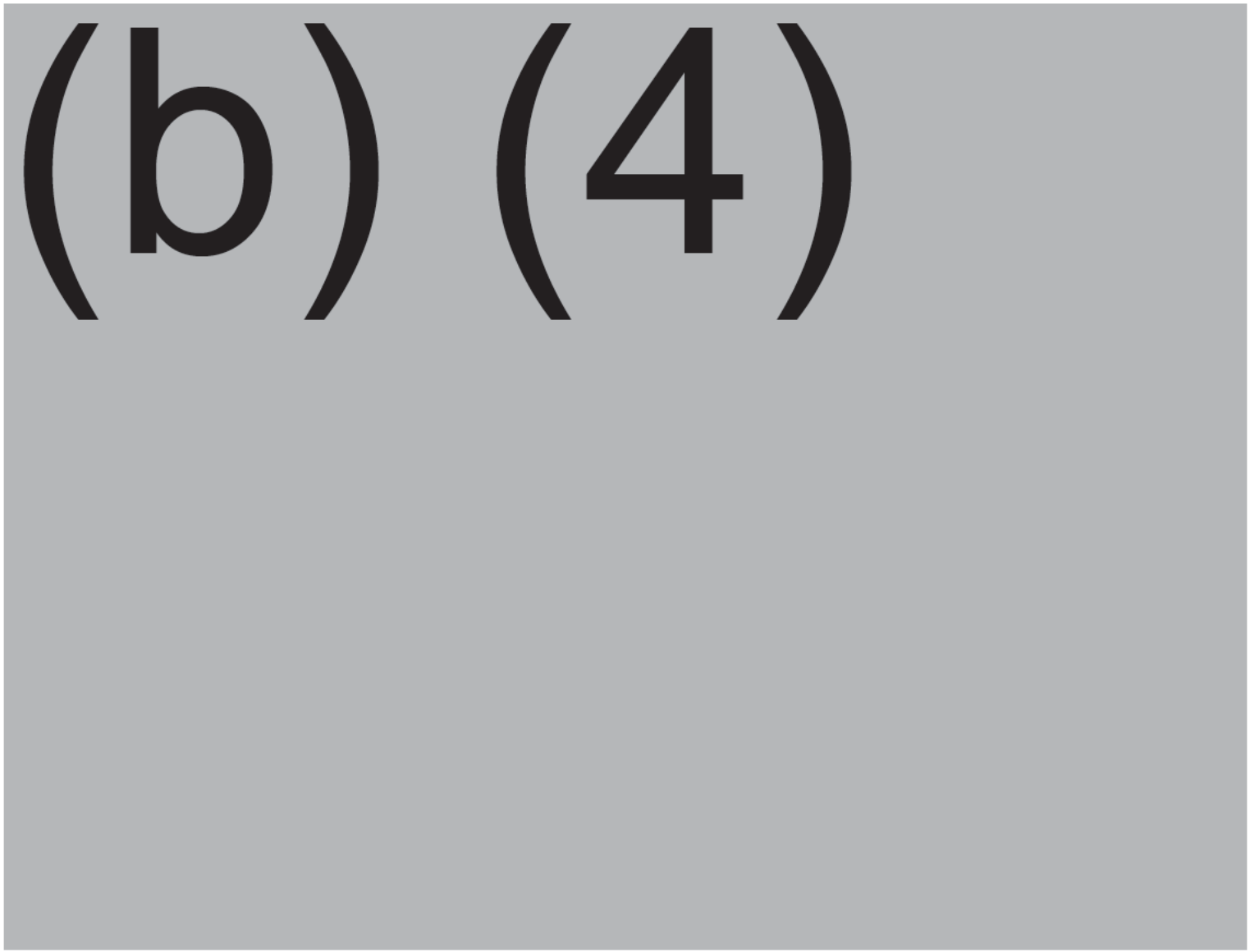
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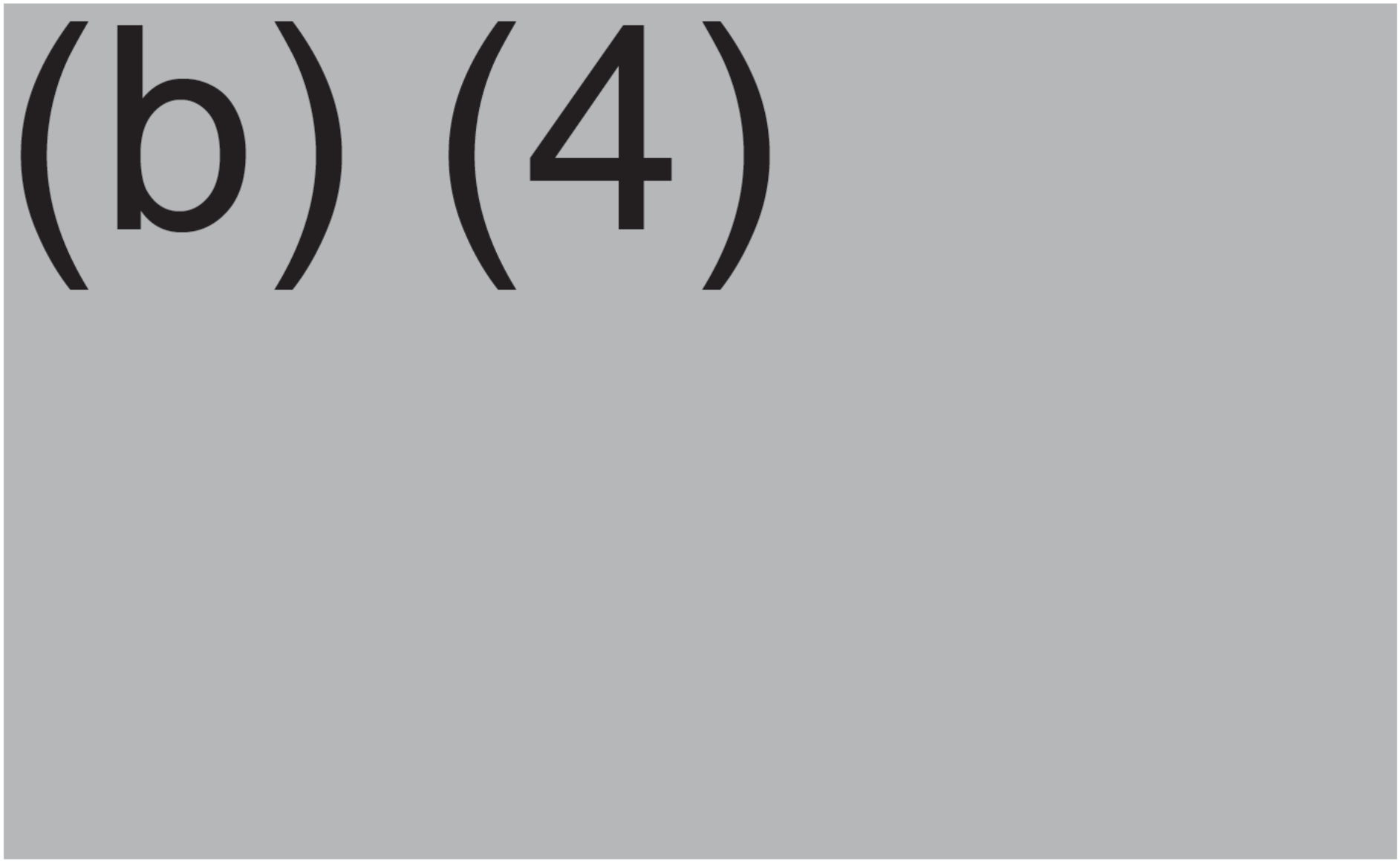
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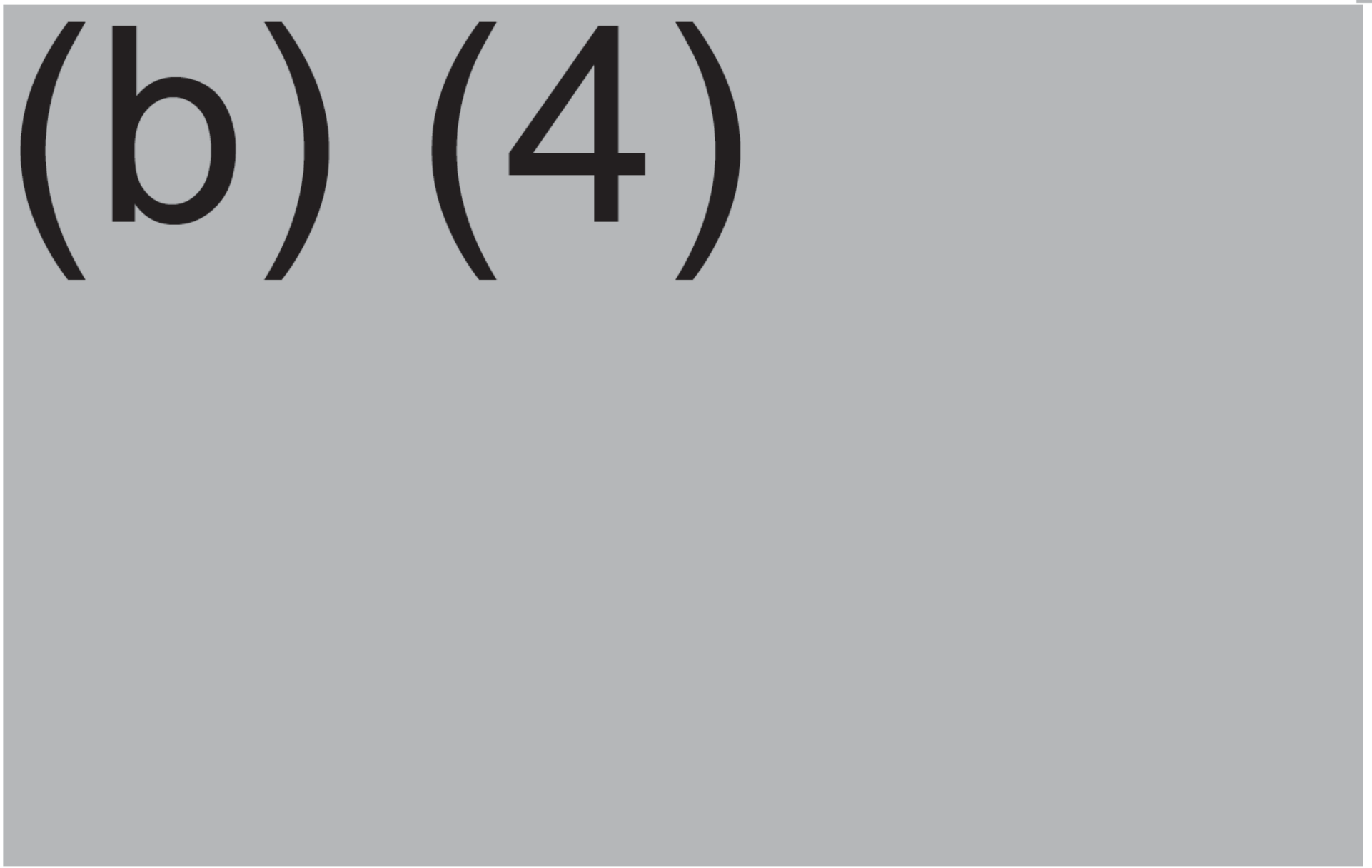
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TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

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Appendix B

Batch 1 FDA Notification, Marketing Creative Assets, May 2019

Materials are current as of 5/31/2019.

Subject to minor modifications.

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

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TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

IQOS® Retail Locations

CONFIDENTIAL | IQOS

FILE NAME: IQOS_Retail_K9724_K9729_Bags_r2

JOB#: K9724-2

DATE: April 10, 2018

PRODUCT & VERSION: (b) (6)

LIVE: x" w x x" h

TRIM SIZE: 36"w x 10" h

BLEED: 36.5"w x 10.5" h

SIDED: single sided

SCALE: 100%

DESIGN: XX

AD AREA: XX" w x XX" h = XX sq in

TRACKING SIZE: xx" x xx"

DIRECTLANCE FONT: 30pt

COLORS: CMYK

SPOT COLORS: None

PMS XXX PMS XXX PMS XXX

Note:

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CONFIDENTIAL | IQOS

FILENAME: IQOS_Retail_K9724_K9729_Bags_r2

JOB#: K9729-2

DATE: April 10, 2018

PRINTED ARTWORK DIMENSIONS

LIVE: x" w x x" h
TRIM SIZE: 28"w x 8" h
BLEED: 28.5"w x 8.5" h
SIDES: single sided
SCALE: 100%

EXHIBIT: XX
SC AREA: XX" w x XX" h = XX sq in
WARNING SIZE: xx" x xx"
DISCLAIMER FONT: XXpt

COLORS: CMYK
SPOT COLORS: None
PMS XXX PMS XXX PMS XXX

Note:

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7-DAY COMMITMENT

JOIN THE IQOS MOVEMENT

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

FILENAME: IQOS_ K7144_Care_Card_F

Printer: K7144
DATE: April 29, 2019 10:18 AM
(b) (4)
(b)

LIVE: 3.25"w x 1.75" h
TRIM SIZE: 3.5"w x 2" h
BLEED: 3.625"w x 2.125" h
SIDES: single sided
SCALE: 100%

COLORS: CMYK
SPOT COLORS: None
PMS XXX PMS XXX PMS XXX

Note:

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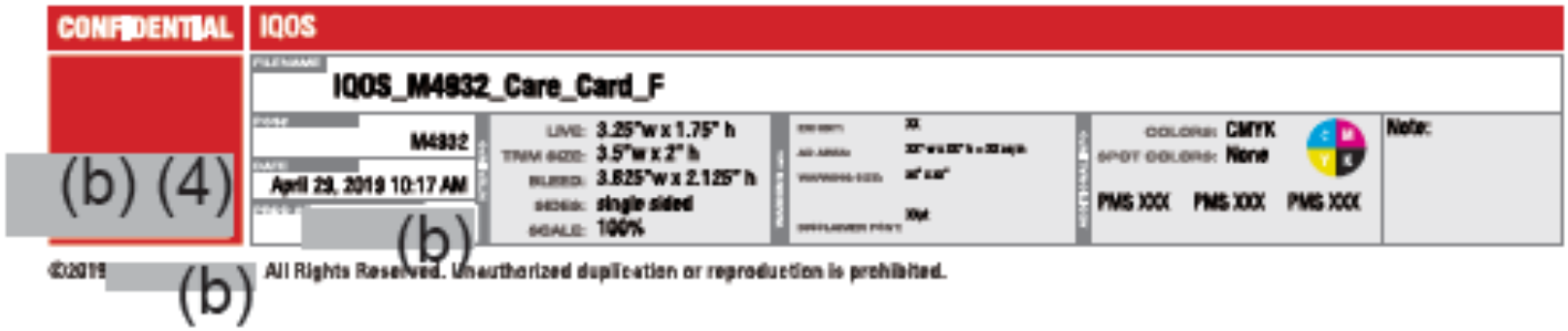
For information about our programs, products, and initiatives, please contact:

IQOS CARE

1-877-438-4767

(9am-5pm EST – Monday-Friday)

K7144



For information about our programs, products, and initiatives, please contact:

IQOS CARE

1-877-438-4767

(9am-9pm EST – Monday-Friday, 9am-5pm EST – Saturday)

M4932

CONFIDENTIAL IQOS

IQOS_M7702_ALCSPA_Card_F2

M7702

May 16 2019 1:25 PM

LIVE: 3.25 w x 1.75 h
TRIM SIZE: 3.5 w x 2 h
BLEED: 3.625 w x 2.125 h
SIDES: double sided
SCALE: 100%

COLORS: CMYK
SPOT COLORS: None

PMS XXX PMS XXX PMS XXX

Notes:

(b)

(b)

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To reach an Altria Client Services spokesperson authorized to speak on behalf of Altria and its tobacco companies, please call:

Altria Client Services Media Relations
6601 West Broad Street
Richmond, VA 23230
804-484-8897 *(24 Hours)*

Philip Morris USA ■ U.S. Smokeless Tobacco Company ■ John Middleton
Nat Sherman ■ Ste. Michelle Wine Estates ■ Philip Morris Capital Corporation

IQOS_M7702_ALCSPA_Card_F2

M7702

y 16 2019 1:25 PM

LIVE: 3 25 w x 1 75 h
TRIM SIZE: 3 5 w x 2 h
BLEED: 3 625 w x 2 125 h
SIDES: doub s ded
SCALE: 100%

COLORS: CMYK
SPOT COLORS: None

PM XXX PMS XXX PMS XXX

(b) (4)

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(b) (4)

Altria

CONFIDENTIAL IQOS
IQOS_Retail_M0467_BundleOffer_r5
M0467 B2
May 16, 2019 1:59 PM
LIVE: 5.5"W x 7.5"h
TRIM SIZE: 6"W x 8"h
BLEED: 7.25"W x 8.25"h
SCALE: 100%
COLORS: CMYK
SPOT COLORS: None
PMS XXX PMS XXX PMS XXX
Note
(b)
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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

BUNDLE OFFER

GET THE IQOS® KIT & A CARTON OF HEATSTICKS® WITH REGISTRATION

A $155 VALUE FOR

$80 PLUS TAX

ADDITIONAL BENEFITS

- → IQOS® Expert Care
- → Extended warranty
- → Join local IQOS® community
- → Exclusive offers & special events

©Philip Morris USA 2019 M0467-B2

HEATSTICKS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

CONFIDENTIAL IQOS
IQOS_Retail_M0467_BundleOffer_r5
(b) (4)
M0467 B2
May 16, 2019 1:59 PM
LIVE: 5.5"W x 7.5"h
TRIM SIZE: 6"W x 8"h
BLEED: 7.25"W x 8.25"h
SCRIB: single sided
SCALE: 100%
COLORS: CMYK
SPOT COLORS: None
PMS XXX PMS XXX PMS XXX
Note
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14 DAY SATISFACTION GUARANTEE

We stand behind the quality of all IQOS® products and are so confident that you will be thrilled with your IQOS® purchase that we offer a money-back guarantee. If your IQOS® device or accessories do not meet your expectations, you may return any of them within 14 days after date of purchase for a refund of the full amount of your purchase. Please note that if your device or accessory was purchased as a part of a bundle with HeatSticks®, only the discounted device or accessory will be eligible for a refund.

IQOS®
TOBACCO HEATING SYSTEM

©Philip Morris USA 2019 M0466-2

CONFIDENTIAL | IQOS

FILENAME: IQOS RSL KF784 GoodConversionPrinciplesPlacard F

(b) (4)

POS#: KF784-4
DATE: November26,20182:52PM
PROD ARTIST/DESIGNER: (b) (6)

PRINTER INFO: LIVE: 6.375"w x 8.375" h; TRIM SIZE: 8"w x 10" h; BLEED: 8.25"w x 10.25" h; SIDES: double sided; SCALE: 100%

WARNING INFO: (Height): XX; AD AREA: XX" w x XX" h XX sq in; WARNING SIZE: xx" x xx"; DISCLAIMER FONT: XXpt

ADDITIONAL INFO: COLORS: CMYK; SPOT COLORS: None; PMS XXX PMS XXX PMS XXX

Note: Content the same on both sides.

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IQOS®

TOBACCO HEATING SYSTEM

GOOD CONVERSION PRINCIPLES

1. Our goal is to convert adult smokers to IQOS®.
2. IQOS® is for adult smokers who want to continue enjoying tobacco products. IQOS® is not for people who have never smoked or who have quit smoking.
3. We are committed to supporting adult smokers in their conversion journey through education and guidance.
4. We age verify every adult smoker in our one to one consumer engagements.
5. To experience the benefits of IQOS®, adult smokers should switch completely to IQOS®.
6. IQOS® is not an alternative to quitting. The best choice for consumers concerned about the health risks of smoking is to quit altogether.
7. IQOS® is not risk free or a safe alternative to cigarettes.



©Philip Morris USA 2018 KF784-4

CONFIDENTIAL	IQOS

(b) (4)

FILENAME: IQOS_M6977_LM_Awning_r2

POS#: M6977

DATE: May 15, 2019 3:11 PM

PROD ARTIST/DESIGNER: (b

TRIM SIZE: x" w x x" h
250.56"w x 27.84" h
x" w x x" h
single sided
10%

WARNING INFO: EXHIBIT: XX
AD AREA: XX" w x XX" h = XX sq in
WARNING SIZE: xx" x xx"
DISCLAIMER FONT: XXpt

ADDITIONAL INFO: COLORS: CMYK
SPOT COLORS: None
PMS XXX PMS XXX PMS XXX

Note:

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CONFIDENTIAL

IQ S

FILENAME

IQOS M6980 M Hee sWall 2 i

RELEASE DATE

M y 5 2 19

ART DIRECTOR

DESIGNER / PROD. ARTIST

PRINTER INFO

TACTIC: LM e t Wal

TRIM SIZE: 1 0 W 96 H

BLEED:

SIDES: s g e i ed

SCALE: 1 0%

E h i: x wXx h

Ad e : x wX x h X s n

W r ng z : X wX x h

D s am F n: X t

ADDITIONAL INFO

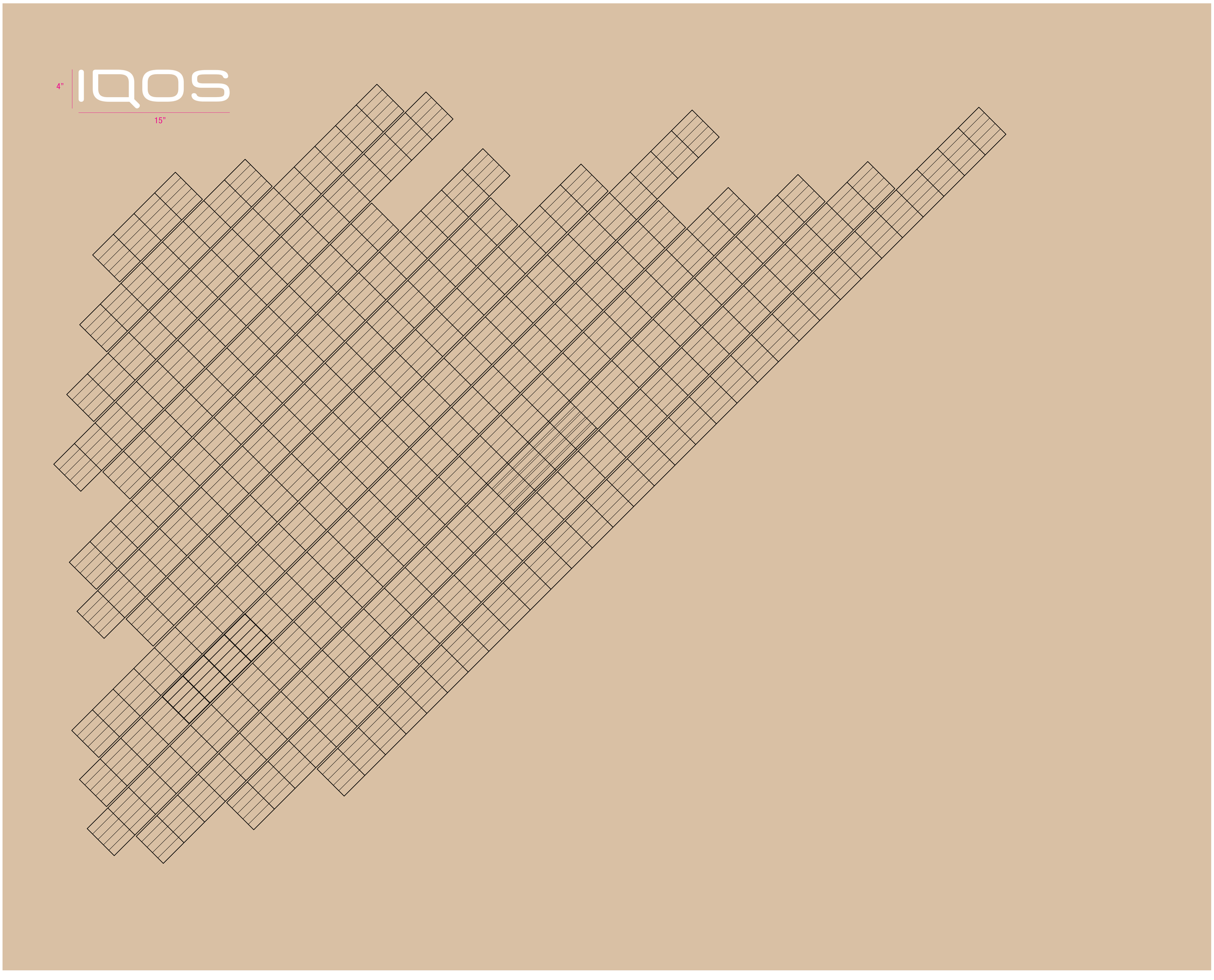
N t : r wn oo is

F O

P nt O O ON Y

© 0 9 I Rg ts e e ved na t o i ed u l c t n or e r du t ni p ohb ed

S



(b) (4)

Philip Morris USA Inc. • IQOS • 2019 POS • 60" x 80" Large Floor Equity • ATL + Mall of GA Store • M6835-C3

(b) (4)

(b) (6)

60" x 80"



(b) (4) (b) (6)

36" x 36"


WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

(b) (4) (b) (4) CONFIDENTIAL

Philip Morris USA Inc. • IQOS • 2019 POS • 63.75" x 44.5" • Accessories Wall • ATL + Mall of GA Store • M6837-2

(b) (4) (b) (6)

64" x 45"



(b) (4) (b) (4)

Philip Morris USA Inc. • IQOS • 2019 POS • 18" x 18" Education Wall #1 • ATL + Mall of GA Store • M6838-2

(b) (4) (b) (6)

18" x 18"



(b) (4) (b) (4) CONFIDENTIAL

Philip Morris USA Inc. • IQOS • 2019 POS • 64" x 28" Workshop • ATL + Mall of GA Store • M6841-2

PD010129_1g02_64x28_M6841.ai
5-17-2019 12:36 PM

(b) (4)

Live: 5' 3 in x 2' 3 in
Trim: 5' 4 in x 2' 4 in
Bleed: 5' 5 in x 2' 5 in
Scale: 0.25 in = 1 in
Printing: 4C

(b) (6)

Notes: Unbranded

64" x 28"



Traditional 3rd Party Retail Locations

IQOS_POS_CPOS_M6478_3' THS Header (white)_Walgreens








WARNING: This product contains nicotine. Nicotine is an addictive chemical.
TOBACCO HEATING SYSTEM
IQOS
4.750 in
4.250 in
3.750 in
33.125 in
33.625 in
34.125 in

(b)


APPROVALS
LAYOUT

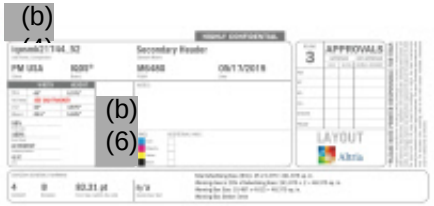
(b)
(6)


Advertising Area

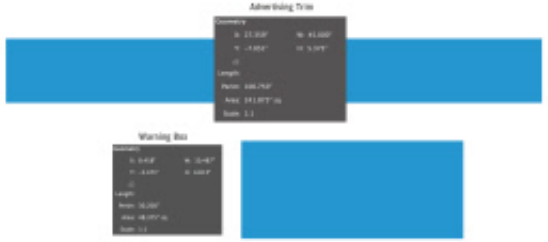

Warning Box


45.500"
45.000"
44.000"
4.875"
5.375"
5.625"
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
EXPERIENCE IQOS
IQOS

(b)(4)


Secondary Header
APPROVALS
LAYOUT

(b)(6)

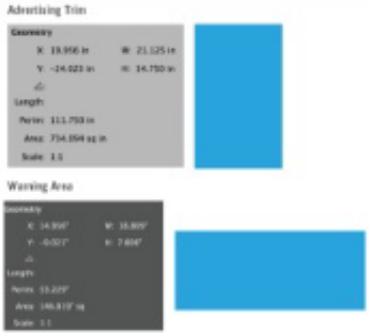

Adhesive Trim
Warning Box


21.375 in
21.125 in
19.125 in
32.750 in
34.750 in
35.000 in
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
MEET IQOS
TOBACCO HEATING SYSTEM
IQOS
getIQOS.com
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b)



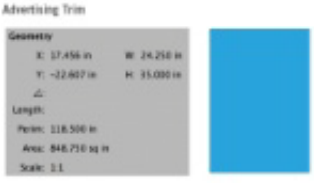
(b)

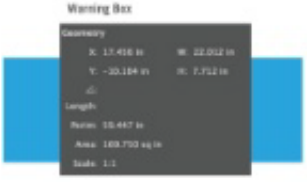

Advertising Trim
Warning Area


24.500 in
24.250 in
22.250 in
33.000 in
35.000 in
35.250 in
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
MEET IQOS
TOBACCO HEATING SYSTEM
IQOS
getIQOS.com
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b)(6)




Advertising Trim


Warning Box



(b)



(b)






WARNING: This product contains nicotine. Nicotine is an addictive chemical.
getIQOS.com
IQOS
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
(b)
(b)
(6)
Advertising Trim
Warning Box

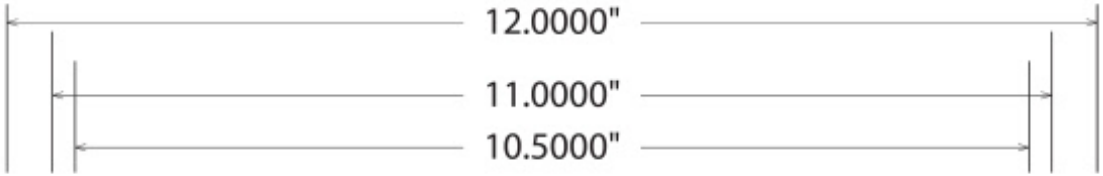

24.250 in
24.000 in
23.750 in
17.750 in
18.000 in
18.250 in
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
MEET IQOS®
TOBACCO HEATING SYSTEM
IQOS
getIQOS.com
Site limited to legal age smokers.
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

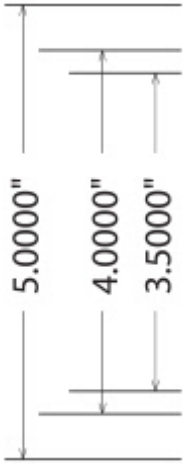
(b)


HIGHLY CONFIDENTIAL
iqosm21744_57
Yard Sign - QuikTrip
PM USA
IQOS®
M6485
05/31/2019
APPROVALS
LAYOUT
Altria

(b)
(6)

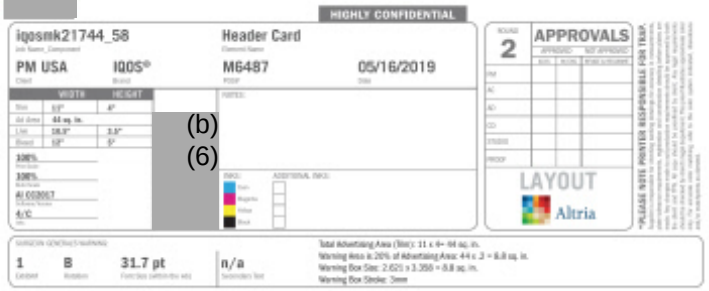

Advertising Trim

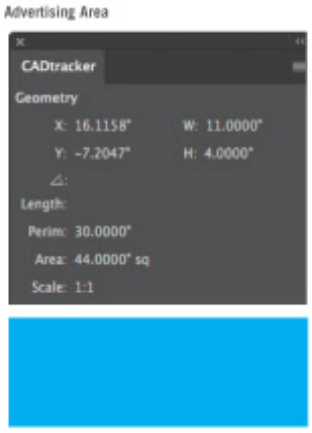

12.0000"
11.0000"
10.5000"


5.0000"
4.0000"
3.5000"


WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS®
TOBACCO HEATING SYSTEM
getIQOS.com
Site limited to legal age smokers.
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b) (4)


HIGHLY CONFIDENTIAL
iqosmk21744_58
Header Card
PM USA
IQOS®
M6487
05/16/2019
(b)
(6)
APPROVALS
LAYOUT
Altria
1
B
31.7 pt
n/a


Advertising Area
CADtracker
Geometry
X: 16.1158"
W: 11.0000"
Y: -7.2047"
H: 4.0000"
Length:
Perim: 30.0000"
Area: 44.0000" sq
Scale: 1:1


Warning Box
Geometry
X: 18.687"
W: 2.621"
Y: -8.238"
H: 3.358"
Length:
Perim: 11.957"
Area: 8.800" sq
Scale: 1:1


WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
TOBACCO HEATING SYSTEM
IQOS

(b)

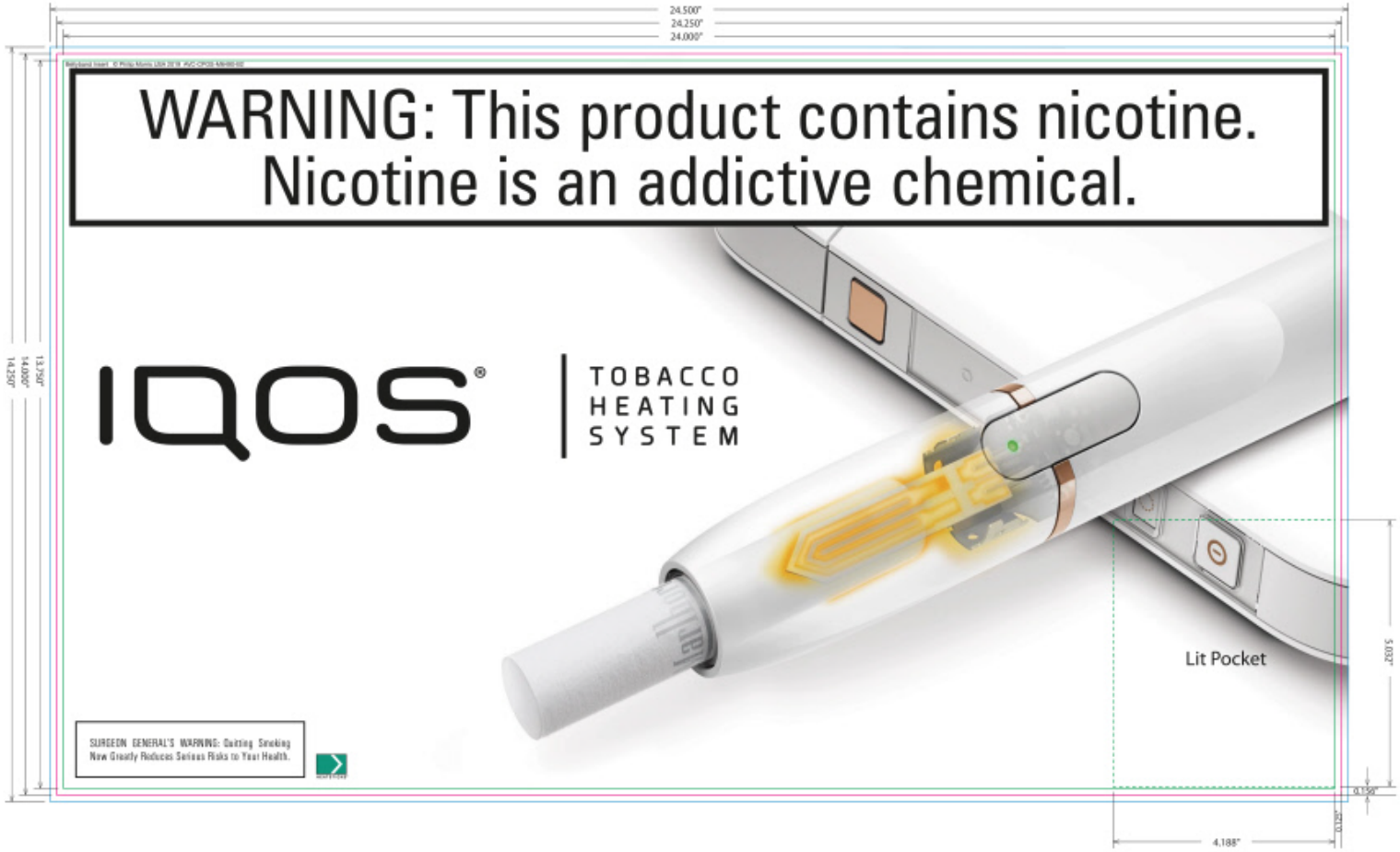
(b)



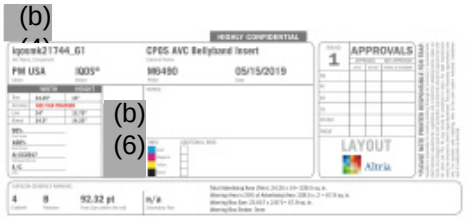





WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
TOBACCO HEATING SYSTEM


24.500"
24.250"
24.000"
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
TOBACCO
HEATING
SYSTEM
Lit Pocket
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
4.188"

(b)
(6)

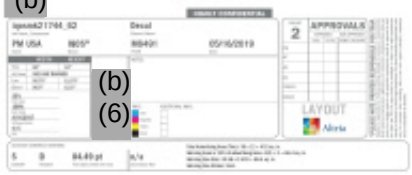

HIGHLY CONFIDENTIAL
CPOS AVC Bellyband Insert
PM USA
IQOS®
M6490
05/15/2019
APPROVALS
LAYOUT
Altria


Advertising Trim
Geometry
X: 13.519"
W: 24.250"
Y: -9.632"
H: 14.000"
Length:
Perim: 76.500"
Area: 339.500" sq
Scale: 1:1


Warning Box
Geometry
X: 26.261"
W: 23.647"
Y: -25.908"
H: 2.871"
Length:
Perim: 53.036"
Area: 67.900" sq
Scale: 1:1


36.5000"
36.0000"
35.7500"
11.7500"
12.0000"
12.5000"
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
TOBACCO
HEATING
SYSTEM
IQOS
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b)



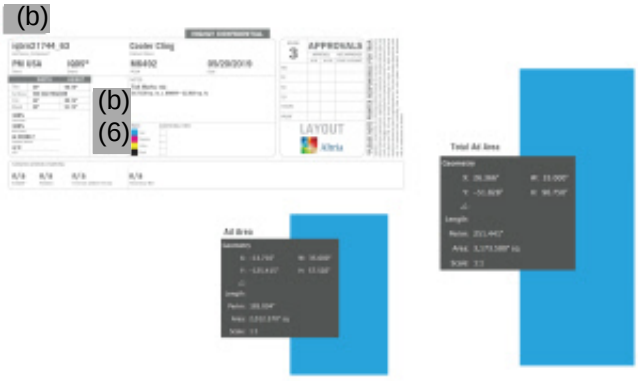
(b)
(6)







(b)





(b) (4)

HIGHLY CONFIDENTIAL

iqosmk21744_69 — Job Name_Component
Publix (Lozier Gondola) — Element Name
PM USA — Client
IQOS® — Brand
M6498 — POS#
05/20/2019 — Date

	WIDTH	HEIGHT
Trim	13"	6"
Ad Area	SEE CAD TRACKER	
Live	12.5"	5.5"
Bleed	13.25"	6.25"

100% — Print Scale
100% — Build Scale
AI CC2017 — Software/Version
4/C — Inks

(b) (6)

NOTES:
Double sided: Same image both sides

INKS: Cyan, Magenta, Yellow, Black
ADDITIONAL INKS:

ROUND 3

APPROVALS

	APPROVED AS IS	APPROVED W/ CHG	NOT APPROVED REVISE & RESUBMIT
PM			
AC			
AD			
CD			
STUDIO			
PROOF			

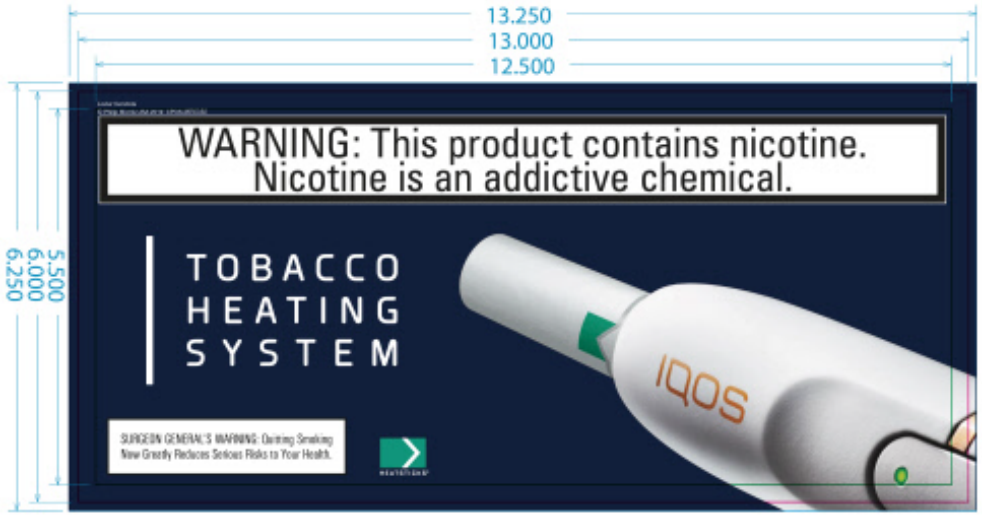
LAYOUT
Altria

*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.

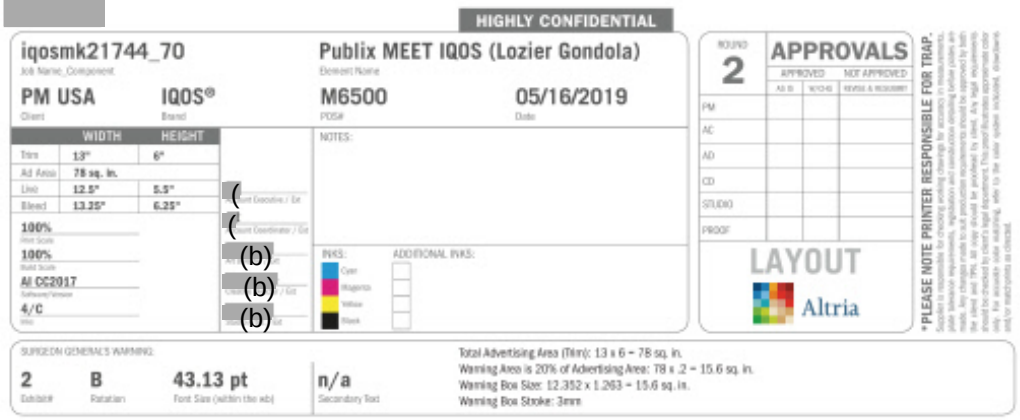
SURGEON GENERALS WARNING:

Exhibit#	Rotation	Font Size (within the wb)	Secondary Text
n/a	n/a	n/a	n/a

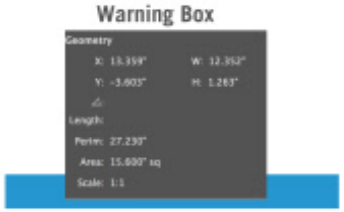



13.250
13.000
12.500
5.500
6.000
6.250
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
TOBACCO
HEATING
SYSTEM
IQOS
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

(b) (4)

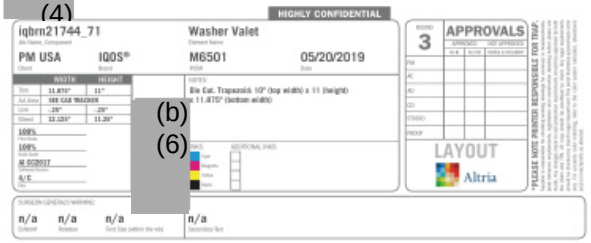

HIGHLY CONFIDENTIAL
iqosmk21744_70
Publix MEET IQOS (Lozier Gondola)
PM USA
IQOS®
M6500
05/16/2019
WIDTH
HEIGHT
Trim
13"
6"
Ad Area
78 sq. in.
Live
12.5"
5.5"
Bleed
13.25"
6.25"
100%
100%
AI CC2017
4/C
NOTES:
INKS:
ADDITIONAL INKS:
ROUND
2
APPROVALS
APPROVED
NOT APPROVED
PM
AC
AD
CD
STUDIO
PROOF
LAYOUT
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.
SURGEON GENERAL'S WARNING:
2
B
43.13 pt
n/a
Total Advertising Area (Trim): 13 x 6 = 78 sq. in.
Warning Area is 20% of Advertising Area: 78 x .2 = 15.6 sq. in.
Warning Box Size: 12.352 x 1.263 = 15.6 sq. in.
Warning Box Stroke: 3mm


Advertising Trim
Geometry
X: 27.176"
W: 13.000"
Y: -7.440"
H: 6.000"
Length:
Perim: 38.000"
Area: 78.000" sq
Scale: 1:1

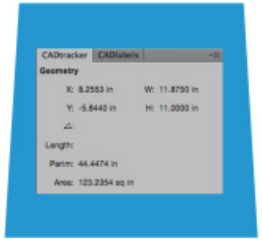

Warning Box
Geometry
X: 13.359"
W: 12.352"
Y: -3.603"
H: 1.263"
Length:
Perim: 27.230"
Area: 15.600" sq
Scale: 1:1


Channel
MEET IQOS®
TOBACCO HEATING SYSTEM
11.0000 in
11.2500 in
11.8750 in
12.1250 in

(b)
(4)


HIGHLY CONFIDENTIAL
iqbrn21744_71
Washer Valet
PM USA
IQOS®
M6501
05/20/2019
APPROVALS
LAYOUT
Altria

(b)
(6)


CADtracker
CADlabels
Geometry


MEET IQOS
TOBACCO HEATING SYSTEM
17.500"
18.000"
18.500"
11.500"
12.000"
12.500"

(b) (4)


HIGHLY CONFIDENTIAL
iqbm21744_72
Trash Can Insert
PM USA
IQOS®
M6502
05/20/2019
APPROVALS
LAYOUT
Altria
Advertising Area

(b) (6)


IQOS®
TOBACCO HEATING SYSTEM

(b)
(4)


(b)
(6)
APPROVALS
LAYOUT


Advertising Trim

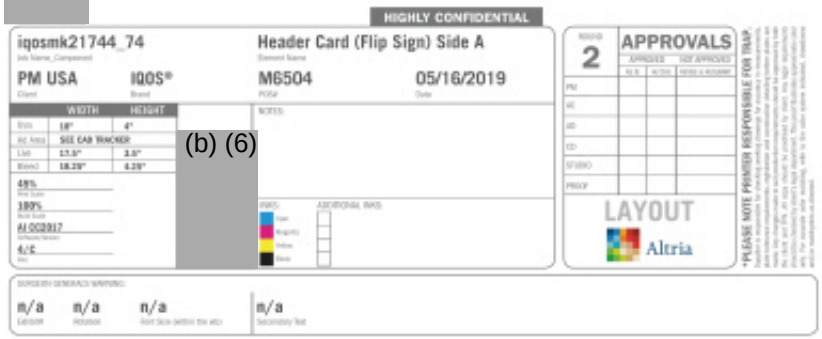

WARNING: This product contains nicotine. Nicotine is an addictive chemical.
TOBACCO HEATING SYSTEM
IQOS

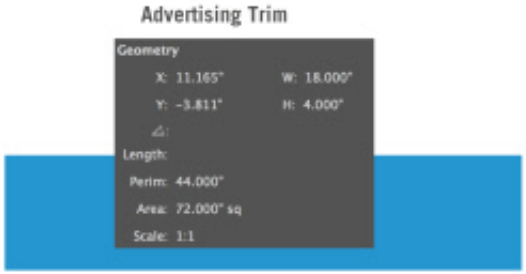

(b)
(6)
(b)
(6)
APPROVALS
LAYOUT

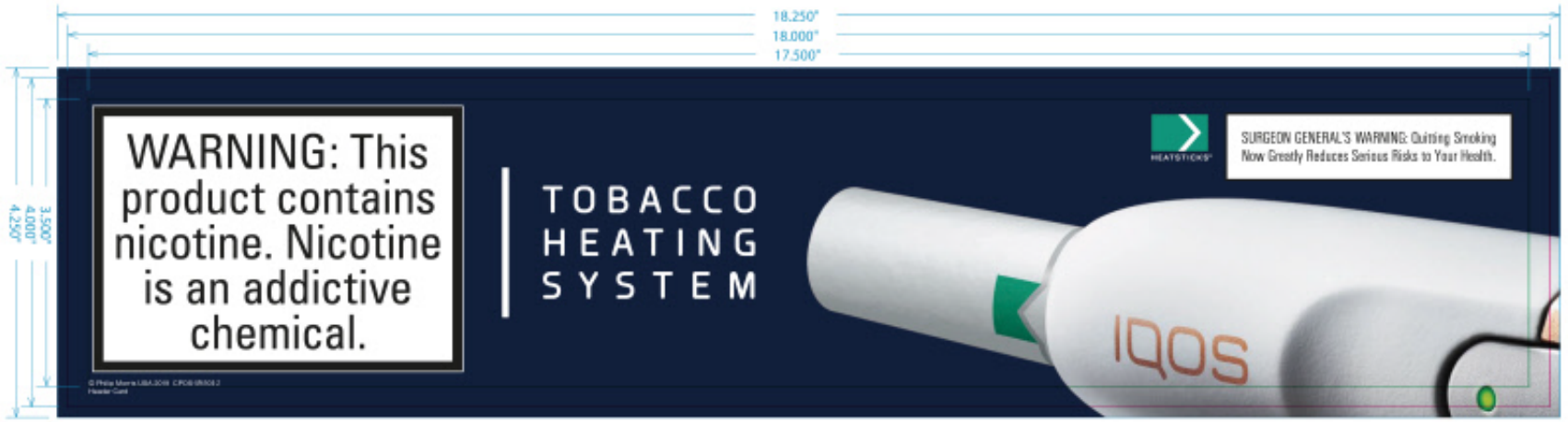

Advertising Trim


18.250"
18.000"
17.500"
3.500"
4.000"
4.250"
IQOS®
TOBACCO HEATING SYSTEM

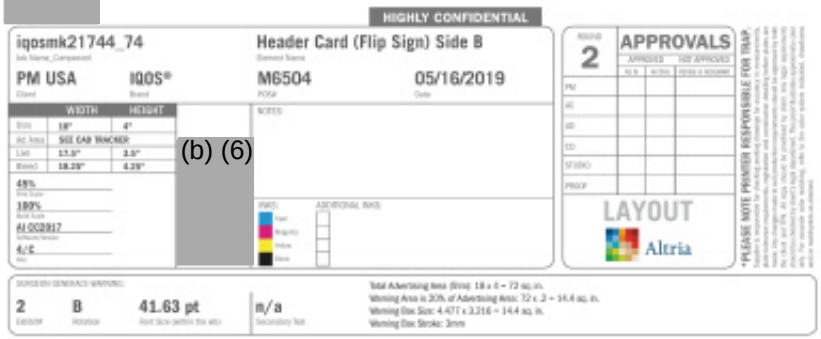
(b) (4)


HIGHLY CONFIDENTIAL
iqosmk21744_74
Header Card (Flip Sign) Side A
PM USA
IQOS®
M6504
05/16/2019
WIDTH
HEIGHT
18"
4"
SEE CAB TRACKER
17.5"
3.5"
18.25"
4.25"
100%
AI 002017
4/C
(b) (6)
APPROVALS
2
LAYOUT
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP
n/a
n/a
n/a
n/a

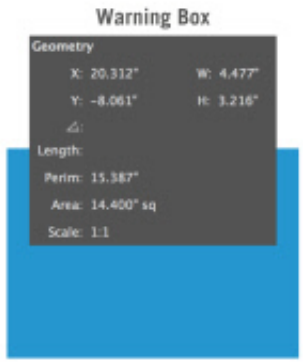

Advertising Trim
Geometry
X: 11.165"
W: 18.000"
Y: -3.811"
H: 4.000"
Length:
Perim: 44.000"
Area: 72.000" sq
Scale: 1:1


18.250"
18.000"
17.500"
3.500"
4.000"
4.250"
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
TOBACCO HEATING SYSTEM
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
IQOS

(b) (4)


HIGHLY CONFIDENTIAL
iqosmk21744_74
Header Card (Flip Sign) Side B
PM USA
IQOS®
M6504
05/16/2019
WIDTH
HEIGHT
18"
4"
SEE CAB TRACKER
17.5"
3.5"
18.25"
4.25"
48%
100%
AI 002917
4/C
(b) (6)
2
APPROVALS
LAYOUT
Altria
2
B
41.63 pt
n/a


Advertising Trim
Geometry
X: 11.165"
W: 18.000"
Y: -3.811"
H: 4.000"
Length:
Perim: 44.000"
Area: 72.000" sq
Scale: 1:1


Warning Box
Geometry
X: 20.312"
W: 4.477"
Y: -8.061"
H: 3.216"
Length:
Perim: 15.387"
Area: 14.400" sq
Scale: 1:1



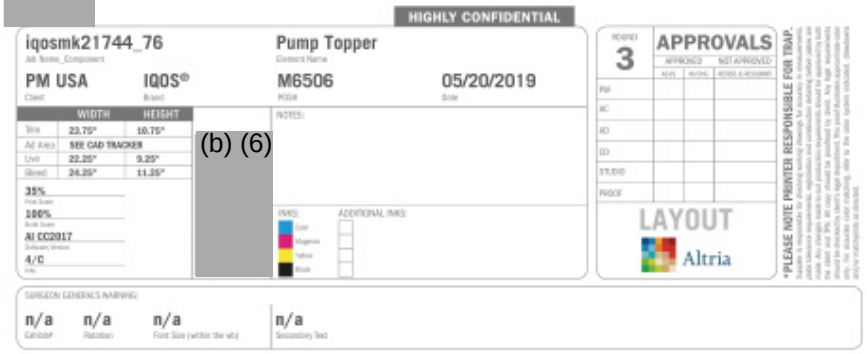
(b)



(b)


MEET IQOS®
TOBACCO HEATING SYSTEM

(b) (4)


HIGHLY CONFIDENTIAL
iqosmk21744_76
Pump Topper
PM USA
IQOS®
M6506
05/20/2019
WIDTH
HEIGHT
23.75"
10.75"
SEE CAD TRACKER
22.25"
9.25"
24.25"
11.25"
35%
100%
AI CC2017
4/C
(b) (6)
APPROVALS
3
LAYOUT
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.
n/a
n/a
n/a
n/a


Advertising Trim
Geometry
X: 25.028"
W: 23.750"
Y: -9.888"
H: 10.750"
Length:
Perim: 67.721"
Area: 254.836" sq
Scale: 1:1


28.500"
28.000"
27.000"
43.000"
44.000"
44.500"
MEET IQOS
TOBACCO HEATING SYSTEM

(b)
(4)


APPROVALS
LAYOUT

(b)
(6)


Advertising Trim
Geometry


26.500"
26.000"
25.500"
5.500"
6.000"
6.500"
MEET IQOS®
TOBACCO HEATING SYSTEM

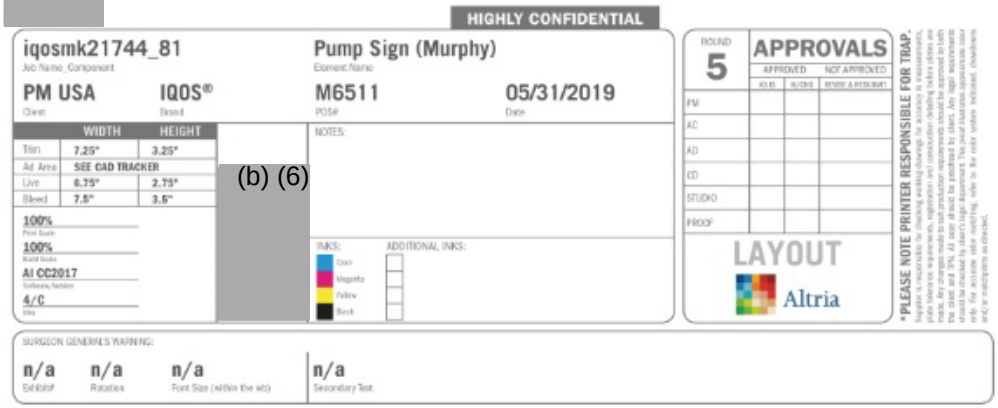
(b) (4)

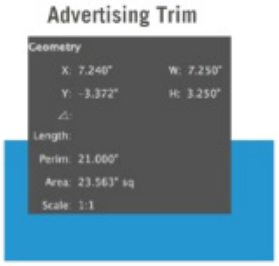

HIGHLY CONFIDENTIAL
iqosmk21744_78
Door Decal
PM USA
IQOS®
M6508
05/20/2019
WIDTH
HEIGHT
SIZE CAB TRACKER
(b) (6)
Double sided, same image both sides
APPROVALS
4
LAYOUT
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.
n/a
n/a
n/a
n/a


Advertising Trim
Geometry
Length:
Perim: 64.000"
Area: 156.000" sq
Scale: 1:1


7.500"
7.250"
6.750"
2.750"
3.250"
3.500"
MEET IQOS®
TOBACCO HEATING SYSTEM
© Philip Morris USA 2019 CPOS-M6511-2
Pump Sign

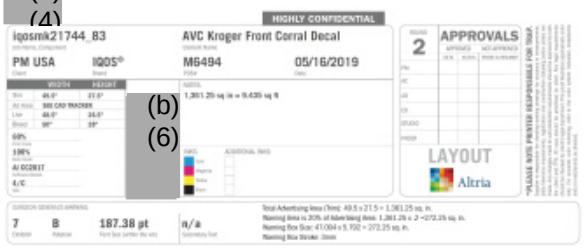
(b) (4)


HIGHLY CONFIDENTIAL
iqosmk21744_81
Job Name_Component
Pump Sign (Murphy)
Element Name
PM USA
Client
IQOS®
Brand
M6511
POS#
05/31/2019
Date
WIDTH
HEIGHT
Trim
7.25"
3.25"
Ad Area
SEE CAD TRACKER
Live
6.75"
2.75"
Bleed
7.5"
3.5"
100%
100%
AI CC2017
4/C
NOTES:
INKS:
ADDITIONAL INKS:
(b) (6)
ROUND
5
APPROVALS
APPROVED
NOT APPROVED
PM
AC
AD
CD
STUDIO
PROOF
LAYOUT
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.
SURGEON GENERAL'S WARNING:
n/a
Exhibit#
n/a
Rotation
n/a
Font Size (within the wb)
n/a
Secondary Text


Advertising Trim
Geometry
X: 7.240"
W: 7.250"
Y: -3.372"
H: 3.250"
Length:
Perim: 21.000"
Area: 23.563" sq
Scale: 1:1


50.000"
49.500"
48.500"
26.500"
27.500"
28.000"
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
TOBACCO HEATING SYSTEM
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b)
(4)


HIGHLY CONFIDENTIAL
iqosmk21744_83
AVC Kroger Front Corral Decal
PM USA
IQOS
M6494
05/16/2019
APPROVALS
LAYOUT
Altria

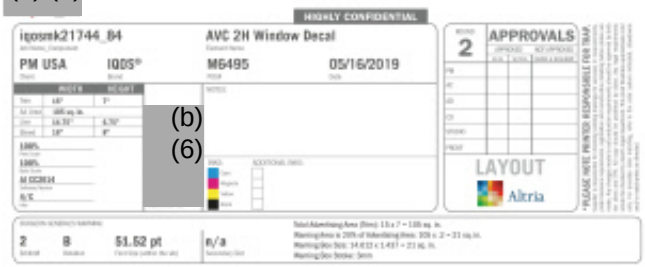
(b)
(6)


Advertising Trim


Warning Box


16.000"
15.000"
14.750"
8.000"
7.000"
6.750"
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
TOBACCO HEATING SYSTEM
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b) (4)


HIGHLY CONFIDENTIAL
iqosmk21744_B4
AVC 2H Window Decal
PM USA
IQOS®
M6495
05/16/2019
2
APPROVALS
LAYOUT
Altria
2
B
51.52 pt
n/a

(b) (6)

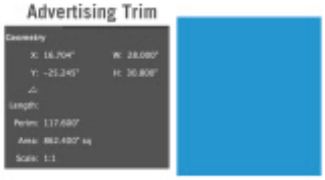

Advertising Trim
Geometry
Length:
Perim: 44.000
Area: 105.000
Scale: 1:1

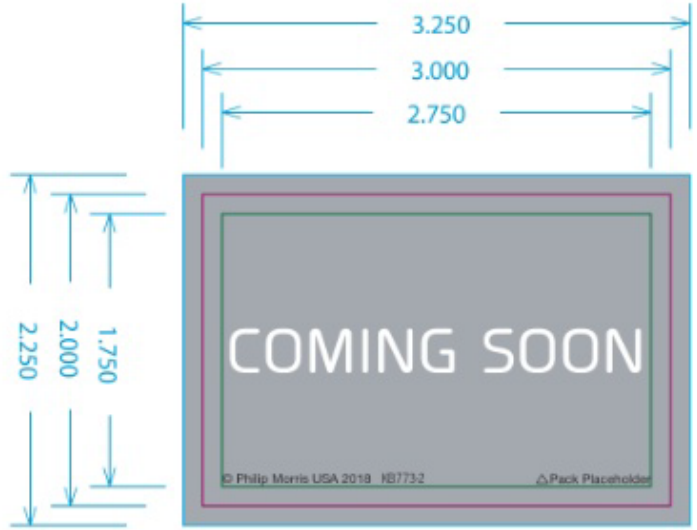

28.500"
28.000"
27.000"
29.800"
30.800"
31.300"
MEET IQOS®
TOBACCO HEATING SYSTEM

(b) (4)

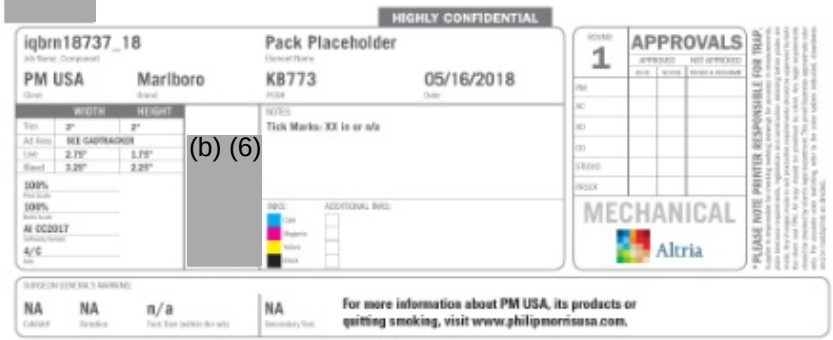

HIGHLY CONFIDENTIAL
iqosmk21744_85
Windmaster Sign Insert (Pilot)
PM USA
IQOS®
M6732
05/20/2019
3
APPROVALS
LAYOUT
Altria

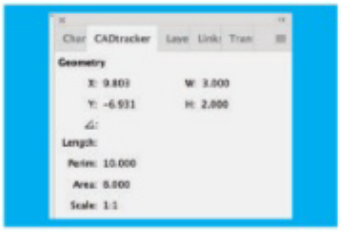
(b) (6)


Advertising Trim


3.250
3.000
2.750
2.250
2.000
1.750
COMING SOON
© Philip Morris USA 2018 KB773-2
△Pack Placeholder

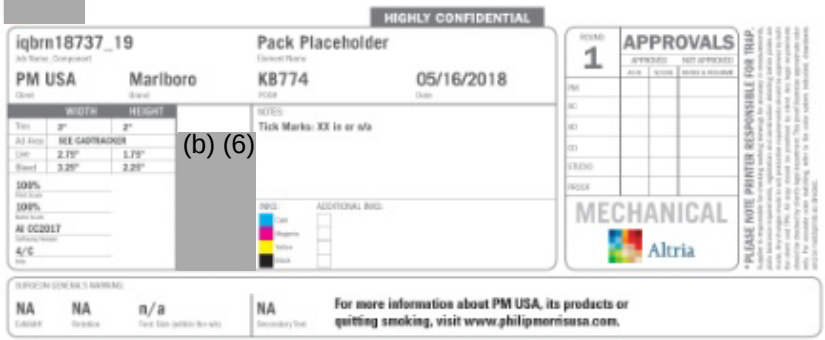
(b) (4)

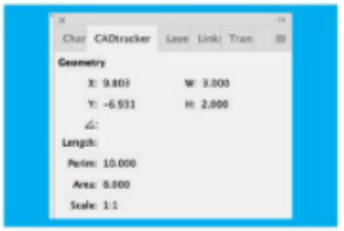

HIGHLY CONFIDENTIAL
iqbrn18737_18
Pack Placeholder
PM USA
Marlboro
KB773
05/16/2018
(b) (6)
APPROVALS
MECHANICAL
Altria
NA
NA
n/a
NA
For more information about PM USA, its products or quitting smoking, visit www.philipmorrisusa.com.


CADtracker
Geometry
Length:
Perim: 10.000
Area: 6.000
Scale: 1:1


3.250
3.000
2.750
2.250
2.000
1.750
COMING SOON
© Philip Morris USA 2018 KB774.2
Pack Placeholder

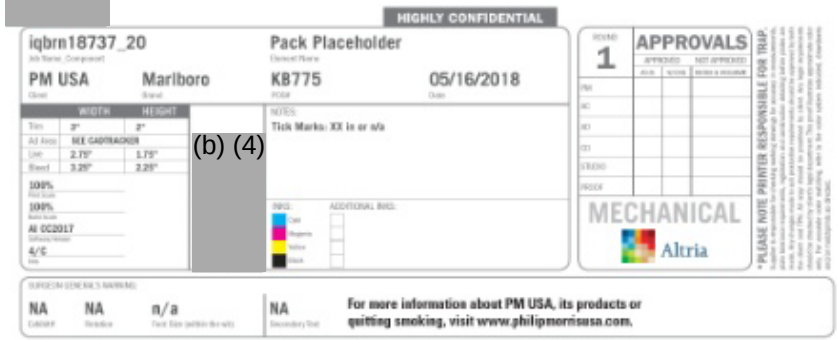
(b) (4)

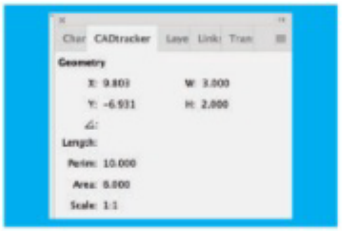

HIGHLY CONFIDENTIAL
iqbrn18737_19
Pack Placeholder
PM USA
Marlboro
KB774
05/16/2018
(b) (6)
APPROVALS
MECHANICAL
Altria
NA
NA
n/a
NA
For more information about PM USA, its products or quitting smoking, visit www.philipmorrisusa.com.


CADtracker
Geometry
Length:
Perim: 10.000
Area: 6.000
Scale: 1:1


3.250
3.000
2.750
2.250
2.000
1.750
COMING SOON
© Philip Morris USA 2018 KB775-2
△Pack Placeholder

(b) (4)


HIGHLY CONFIDENTIAL
iqbrn18737_20
Pack Placeholder
PM USA
Marlboro
KB775
05/16/2018
(b) (4)
APPROVALS
MECHANICAL
Altria
NA
NA
n/a
NA
For more information about PM USA, its products or quitting smoking, visit www.philipmorrisusa.com.


CADtracker
Geometry
Length:
Perim: 10.000
Area: 6.000
Scale: 1:1



(b) (4)

HIGHLY CONFIDENTIAL

iqbrn18737_55

Pack Merchandiser Label

PM USA	IQOS®	KB904	07/20/2018
Client	Brand	POS#	Date

	WIDTH	HEIGHT
Trim	2.969"	0.46"
Ad Area	1.366 sq. in.	
Live	2.719"	0.21"
Bleed	3.219"	.71"

100%
100%
AI CC2014
4/C

(b) (6)

NOTES:
Tick Marks: n/a

INKS: ADDITIONAL INKS:
Cyan
Magenta
Yellow
Black

ROUND 1	APPROVALS		
	APPROVED		NOT APPROVED
	AS IS	WORK	WORK & RESUBMIT
PM			
AC			
AD			
CD			
STUDIO			
PROOF			

MECHANICAL

Altria

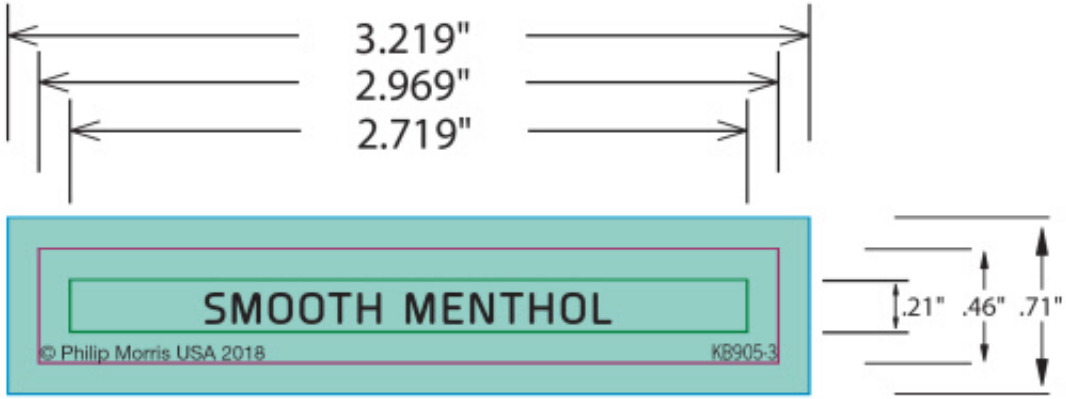
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.

SURGEON GENERAL'S WARNING:

n/a	n/a	n/a	n/a
Exhibit#	Rotation	Font Size (within the w/o)	Secondary Text

Advertising Trim

Geometry
X: 2.771" W: 2.969"
Y: -1.241" H: 0.460"
∠:
Length:
Perim: 6.858"
Area: 1.366" sq
Scale: 1:1



(b) (4)

HIGHLY CONFIDENTIAL

iqbrn18737_56 — Pack Merchandiser Label

PM USA | IQOS® | KB905 | 07/19/2018

	WIDTH	HEIGHT
Trim	2.969"	0.46"
Ad Area	1.366 sq. in.	
Live	2.719"	0.21"
Bleed	3.219"	0.71"

100%
100%
AI CC2014
4/C

(b) (6)

NOTES:
Tick Marks: n/a

INKS: Cyan, Magenta, Yellow, Black
ADDITIONAL INKS:

ROUND 1 APPROVALS

	APPROVED	NOT APPROVED
PM		
AC		
AD		
CD		
STUDIO		
PROOF		

MECHANICAL
Altria

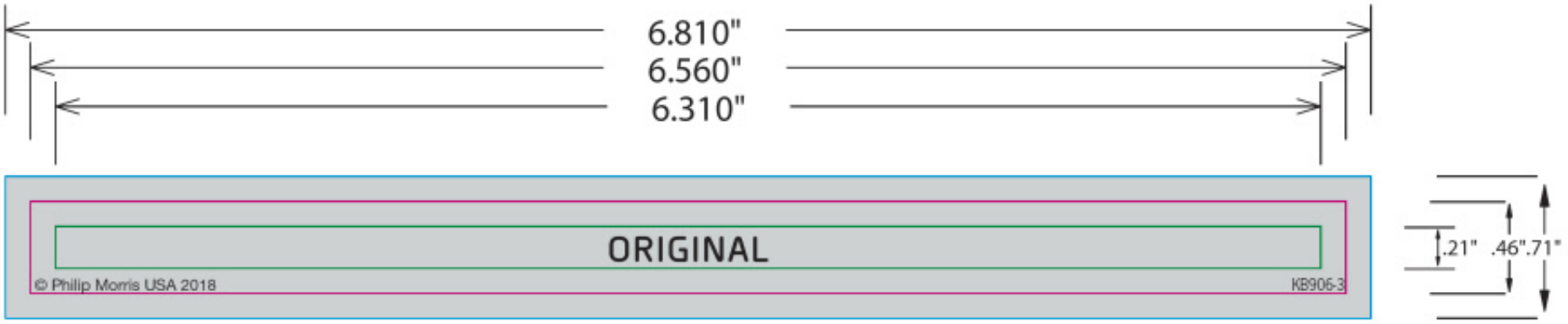
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.

SURGEON GENERAL'S WARNING:

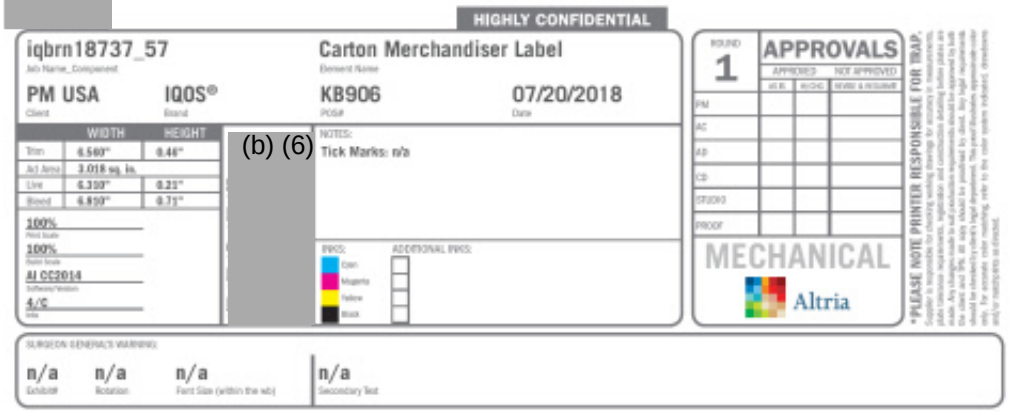
n/a	n/a	n/a	n/a
Exhibit#	Rotation	Font Size (within the w/o)	Secondary Text

Advertising Trim

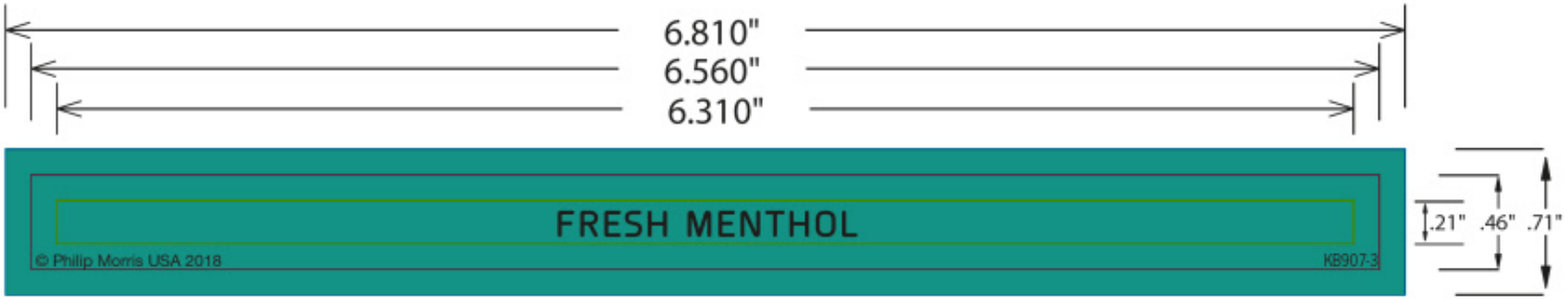
Geometry
X: 2.771" W: 2.969"
Y: -1.241" H: 0.460"
∠:
Length:
Perim: 6.858"
Area: 1.366" sq
Scale: 1:1


6.810"
6.560"
6.310"
ORIGINAL
© Philip Morris USA 2018
KB906-3
.21"
.46"
.71"

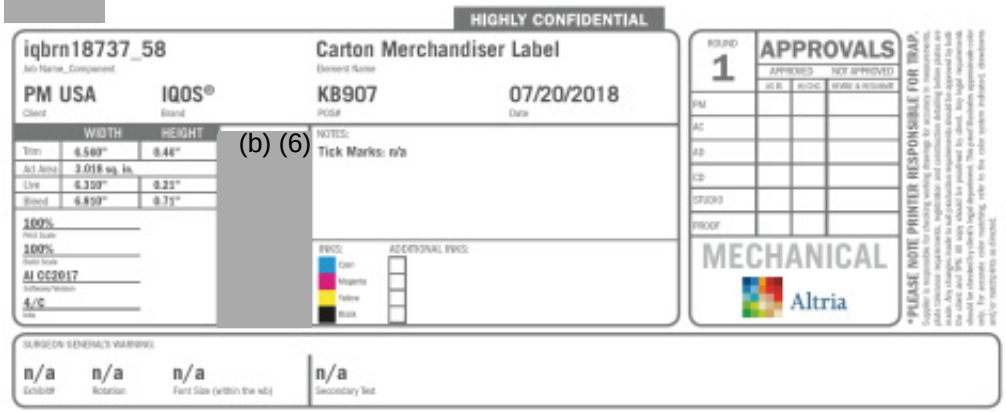
(b) (4)


HIGHLY CONFIDENTIAL
iqbrn18737_57
Carton Merchandiser Label
PM USA
IQOS®
KB906
07/20/2018
WIDTH
HEIGHT
(b) (6)
Tick Marks: n/a
APPROVALS
MECHANICAL
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.
n/a
n/a
n/a
n/a

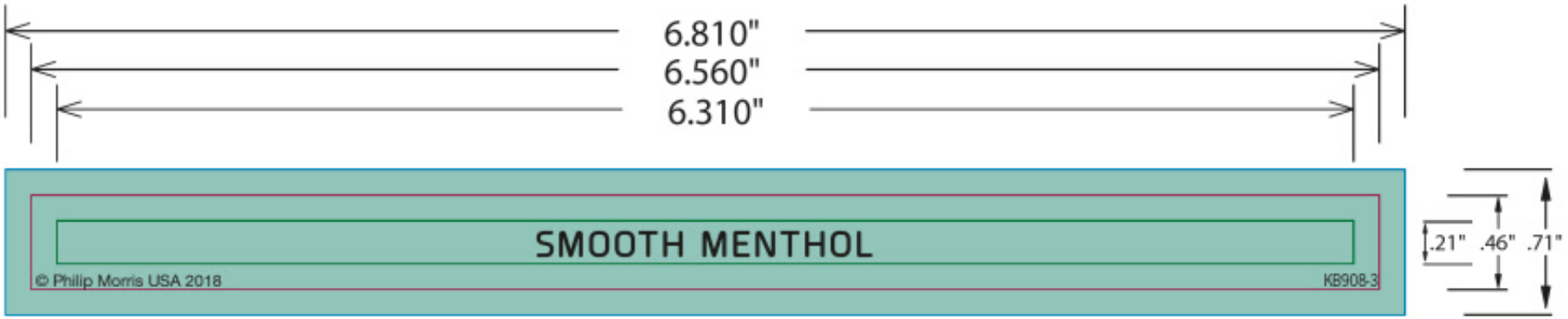

Advertising Trim
CADtracker
Geometry
X: 3.672"
W: 6.560"
Y: -1.324"
H: 0.460"
Length:
Perim: 14.040"
Area: 3.018" sq
Scale: 1:1


6.810"
6.560"
6.310"
FRESH MENTHOL
© Philip Morris USA 2018
KB907-3
.21"
.46"
.71"

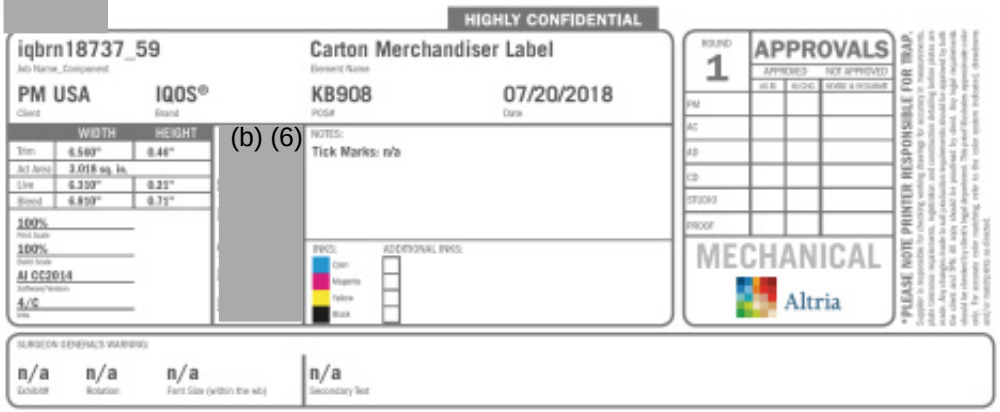
(b) (4)


HIGHLY CONFIDENTIAL
iqbrn18737_58
Carton Merchandiser Label
PM USA
IQOS®
KB907
07/20/2018
(b) (6)
Tick Marks: n/a
APPROVALS
1
MECHANICAL
Altria
n/a
n/a
n/a
n/a


Advertising Trim
CADtracker
Geometry
X: 3.672"
W: 6.560"
Y: -1.324"
H: 0.460"
Length:
Perim: 14.040"
Area: 3.018" sq
Scale: 1:1


6.810"
6.560"
6.310"
SMOOTH MENTHOL
© Philip Morris USA 2018
KB908-3
.21"
.46"
.71"

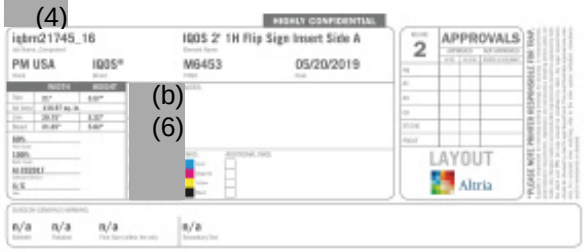
(b) (4)


HIGHLY CONFIDENTIAL
iqbrn18737_59
Carton Merchandiser Label
PM USA
IQOS®
KB908
07/20/2018
(b) (6)
Tick Marks: n/a
APPROVALS
MECHANICAL
Altria
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.
n/a
n/a
n/a
n/a


Advertising Trim
CADtracker
Geometry
X: 3.672"
Y: -1.324"
W: 6.560"
H: 0.460"
Length:
Perim: 14.040"
Area: 3.018" sq
Scale: 1:1


IQOS
COMING SOON
IQOS

(b)
(4)


HIGHLY CONFIDENTIAL
iqbm21745_16
IQOS 2' 1H Flip Sign Insert Side A
PM USA
IQOS®
M6453
05/20/2019
2
APPROVALS
LAYOUT
Altria
n/a
n/a
n/a
n/a

(b)
(6)


Advertising Trim
Geometry
Length:
Perim: 53.340"
Area: 116.970" sq
Scale: 1:1



(b)
(4)

HIGHLY CONFIDENTIAL

iqbm21745_16
2' 1H Flip Sign Insert Side B
PM USA
IQOS®
M6453
05/20/2019

(b)
(6)

2
APPROVALS
LAYOUT
Altria

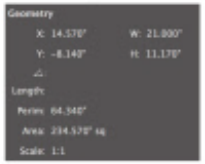
Advertising Trim


IQOS®
COMING SOON
IQOS

(b)
(4)


HIGHLY CONFIDENTIAL
iqbm21745_17
2' 2H Flip Sign Insert Side A
PM USA
Marlboro
M6454
05/20/2019
APPROVALS
LAYOUT
Altria

(b)
(6)


Advertising Trim
Geometry
X: 14.570"
W: 21.000"
Y: -8.148"
H: 11.170"
Length:
Perim: 64.340"
Area: 234.578" sq
Scale: 1:1





(b)
(4)

HIGHLY CONFIDENTIAL

iqbrn21745_17 — 2' 2H Flip Sign Insert Side B
PM USA — Marlboro — M6454 — 05/20/2019

(b)
(6)

APPROVALS

LAYOUT
Altria

n/a n/a n/a n/a

Advertising Trim

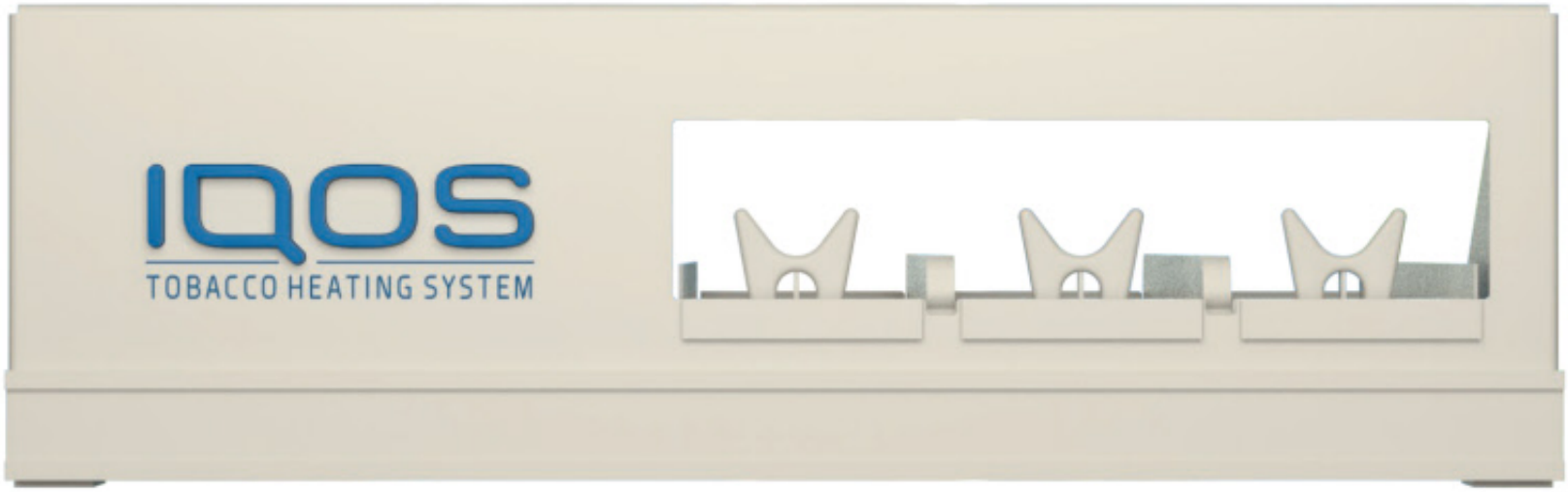
Geometry
X: 14.570" W: 21.000"
Y: -8.148" H: 11.170"
Length:
Perim: 64.340"
Area: 234.578" sq
Scale: 1:1



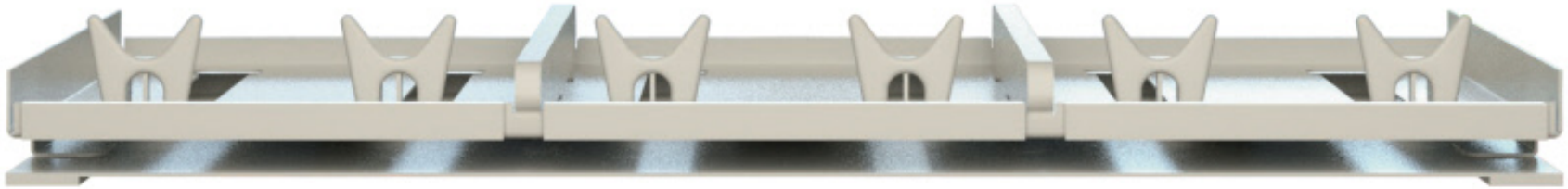
1 High Flip Sign Frame 21" Wide, 5 3/4" Tall, 11" Deep **K8507**



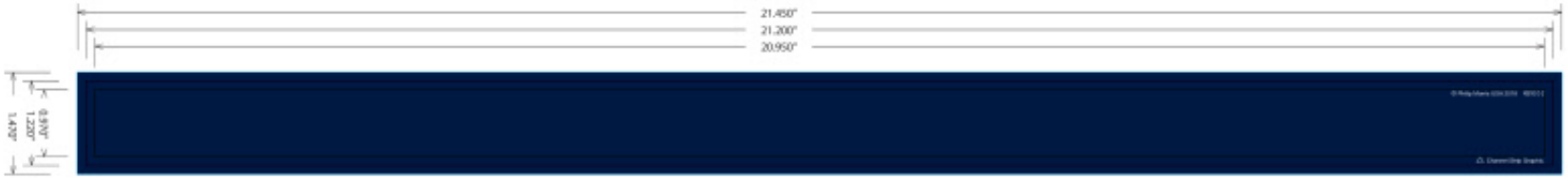
2 High Flip Sign Frame 21" Wide, 11 3/8" Tall, 11" Deep **M7779**



QT 19 1/2" Wide, 6" Tall, 10" Deep **K8428**



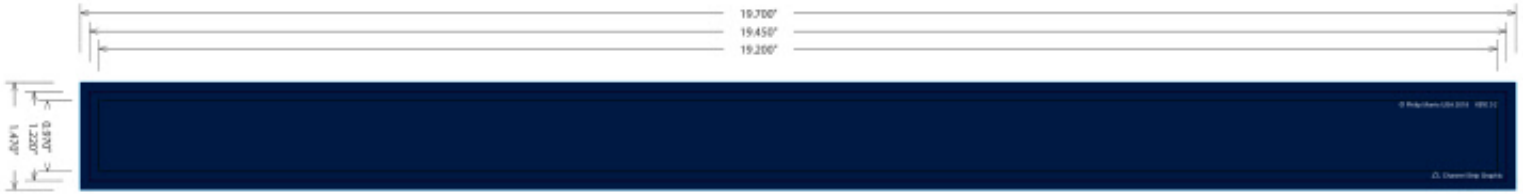
Carton Shelf 21 1/4" Wide, 2" Tall, 10 1/4" Deep (Included with K8507 & K8428)


21.450"
21.200"
20.950"
1.470"
0.870"
1.220"

(b)


(b)
(4)
APPROVALS
MECHANICAL


Advertising Trim


19.700"
19.450"
19.200"

(b)


(b)
(4)
APPROVALS
MECHANICAL

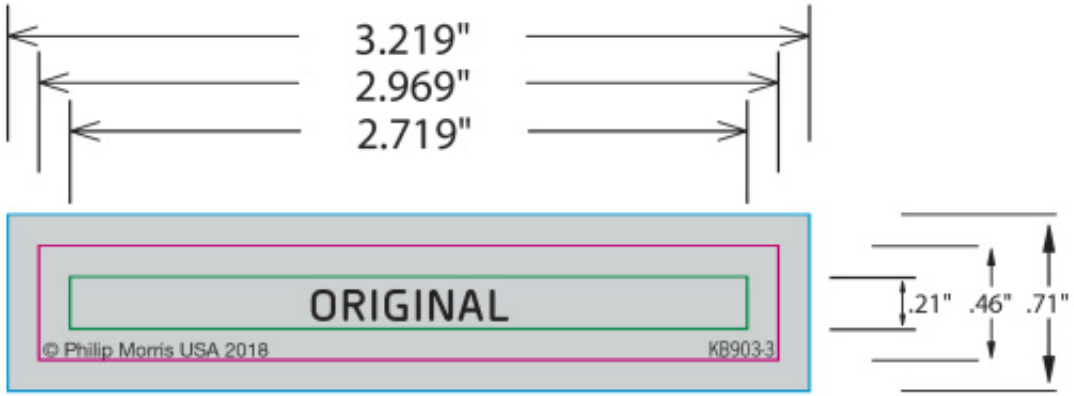

Advertising Trim


24.469"
24.219"
23.969"
1.250"
1.500"
1.250"

(b)


(b)
(6)
APPROVALS
MECHANICAL


Advertising Trim



(b) (4)

HIGHLY CONFIDENTIAL

iqbrn18737_54 — Pack Merchandiser Label

PM USA	IQOS®	KB903	08/01/2018
Client	Brand	PDS#	Date

	WIDTH	HEIGHT
Trim	2.969"	0.46"
Ad Area	1.366 sq. in.	
Live	2.719"	0.21"
Bleed	3.219"	0.71"

100% Print Scale
100% Build Scale
AI CC2014 Software/Version
4/C Inks

(b) (6)

NOTES:
Tick Marks: n/a

INKS: Cyan, Magenta, Yellow, Black
ADDITIONAL INKS:

ROUND 2

APPROVALS

	APPROVED	NOT APPROVED	HOLD & RESUBMIT
PM			
AC			
AD			
CD			
STUDIO			
PROOF			

MECHANICAL

Altria

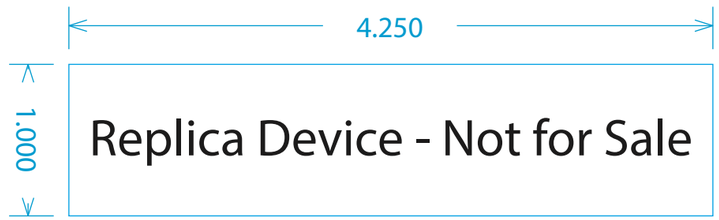
*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP.

SURGEON GENERAL'S WARNING:

n/a	n/a	n/a	n/a
Exhibit#	Rotation	Font Size (within the w/o)	Secondary Text

Advertising Trim

Geometry
X: 2.771" W: 2.969"
Y: -1.241" H: 0.460"
∠:
Length:
Perim: 6.858"
Area: 1.366" sq
Scale: 1:1



(b) (4)

Display Not For Sale Sticker 4.25" Wide, 1" Tall **KB902**

Owned Website

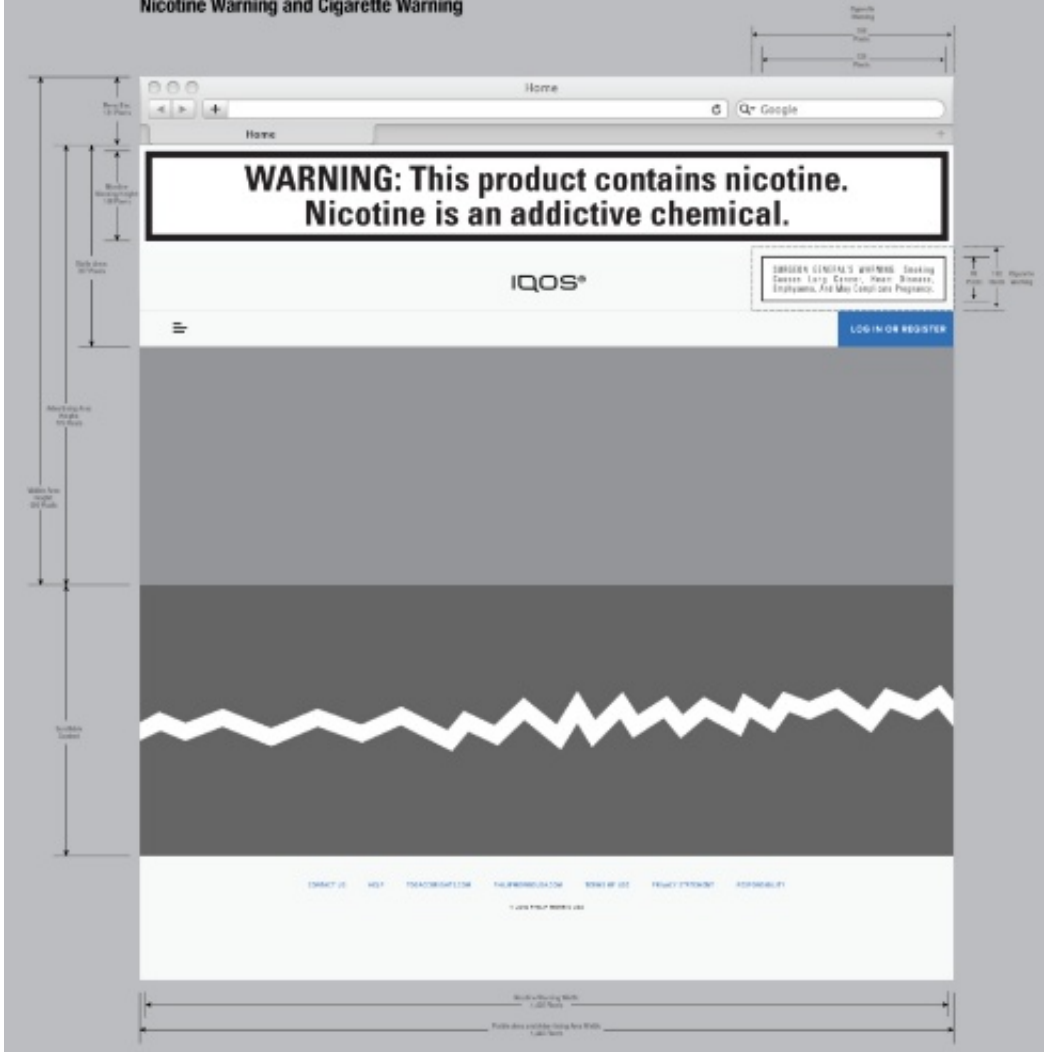
The following images are for marketing display purposes.

See subsequent copy decks for actual wording.

GetIQOS.com

E-comm Desktop framework: M7790
DESKTOP WEB SIZES – 1,440 x 900
Nicotine Warning and Cigarette Warning

OPTION 1



NICOTINE WARNING – 62 pt

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.

The GetIQOS.com framework is based on the following:

Monitors with a screen resolution of 1,440 x 900 pixels at 75 PPI (pixels per inch)
and a standard screen dimension of 19.2" x 12".

Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 62 pt
Advertising Area: 1,440 x 779 = 1,121,760 sq. pixels
Warning Area is 20% of Advertising Area: 1,121,760 x .2 = 224,352 sq. pixels
Warning Area: 1,438 x 156 = 224,360 sq. pixels
Warning Border: 4 mm = 12 pixels at 75 PPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 1,440 x 779 divided by 75 PPI (Pixels Per Inch) = 19.2 x 10.387 inches
Viewable Advertising Area in Square Inches is 19.2 x 10.387 = 199.439 Total Square Inches
[Exhibit 4 will be used]

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

REFLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

GetIQOS.com

DESKTOP WEB SIZES – 1,440 x 900

Nicotine Warning and Cigarette Warning

The GetiQOS.com framework is based on the following:

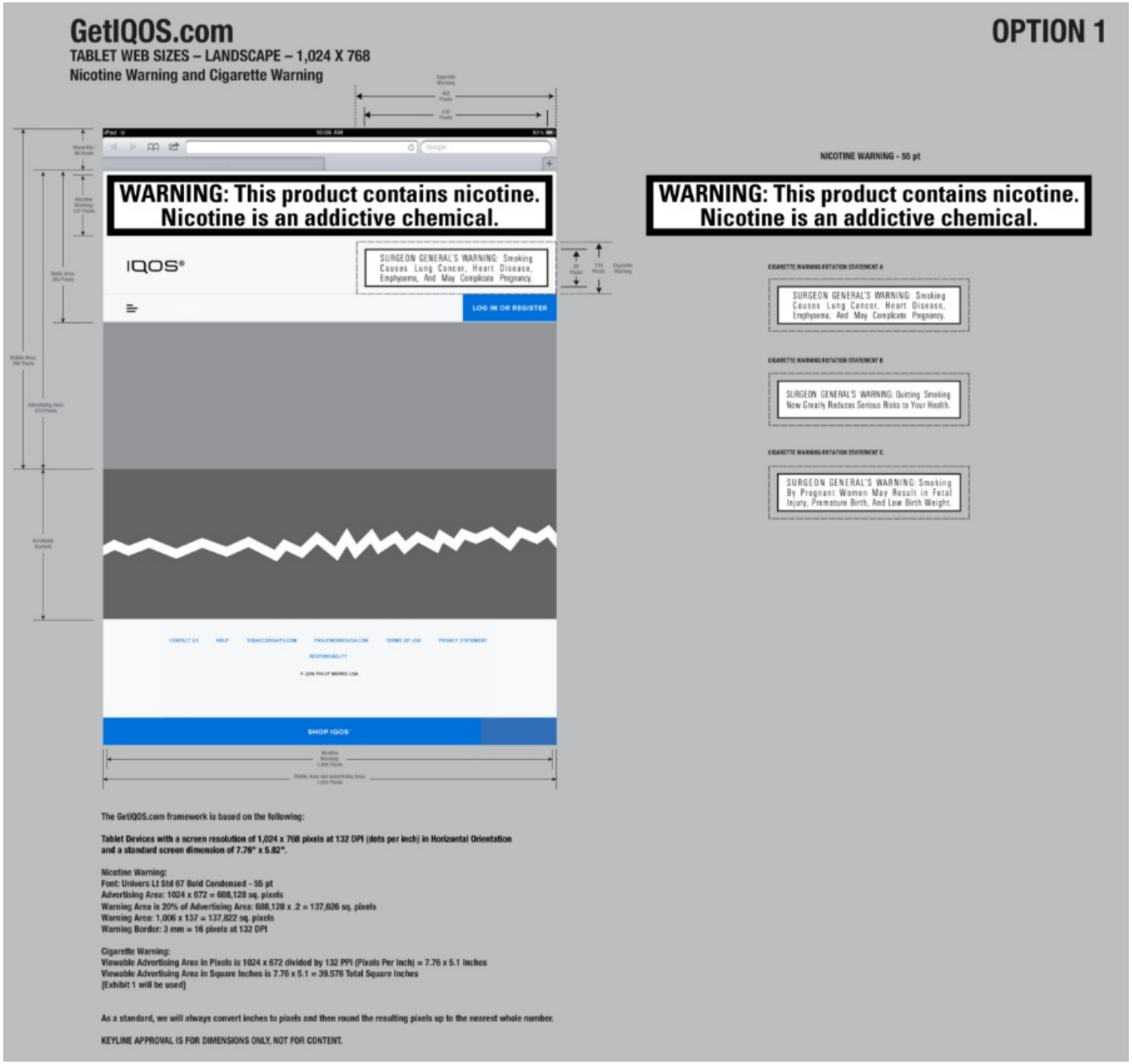
**Monitors with a screen resolution of 1,440 x 900 pixels at 75 PPI (pixels per inch)
and a standard screen dimension of 19.2" x 12".**

Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 62 pt
Advertising Area: 1,440 x 779 = 1,121,760 sq. pixels
Warning Area is 20% of Advertising Area: 1,121,760 x .2 = 224,352 sq. pixels
Warning Area: 1,420 x 158 = 224,360 sq. pixels
Warning Border: 4 mm = 12 pixels at 75 PPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 1,440 x 779 divided by 75 PPI (Pixels Per Inch) = 19.2 x 10.387 Inches
Viewable Advertising Area in Square Inches is 19.2 x 10.387 = 199.430 Total Square Inches
[Exhibit 4 will be used]

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.


GetIQOS.com
OPTION 1
TABLET WEB SIZES – LANDSCAPE – 1,024 X 768
Nicotine Warning and Cigarette Warning
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
LOG IN OR REGISTER
SHOP IQOS
NICOTINE WARNING - 55 pt
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
CIGARETTE WARNING ROTATION STATEMENT A
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
CIGARETTE WARNING ROTATION STATEMENT B
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
CIGARETTE WARNING ROTATION STATEMENT C
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
The GetIQOS.com framework is based on the following:
Tablet Devices with a screen resolution of 1,024 x 768 pixels at 132 DPI (dots per inch) in Horizontal Orientation and a standard screen dimension of 7.76" x 5.82".
Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 55 pt
Advertising Area: 1024 x 672 = 688,128 sq. pixels
Warning Area is 20% of Advertising Area: 688,128 x .2 = 137,626 sq. pixels
Warning Area: 1,006 x 137 = 137,822 sq. pixels
Warning Border: 3 mm = 16 pixels at 132 DPI
Cigarette Warning:
Viewable Advertising Area in Pixels is 1024 x 672 divided by 132 PPI (Pixels Per Inch) = 7.76 x 5.1 Inches
Viewable Advertising Area in Square Inches is 7.76 x 5.1 = 39.576 Total Square Inches
[Exhibit 1 will be used]
As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.
KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

GetIQOS.com

TABLET WEB SIZES – LANDSCAPE – 1,024 X 768

Nicotine Warning and Cigarette Warning

The GetiQOS.com framework is based on the following:

Tablet Devices with a screen resolution of 1,024 x 768 pixels at 132 DPI (dots per inch) in Horizontal Orientation and a standard screen dimension of 7.76" x 5.82".

Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 55 pt
Advertising Area: 1024 x 672 = 688,128 sq. pixels
Warning Area is 20% of Advertising Area: 688,128 x .2 = 137,626 sq. pixels
Warning Area: 1,006 x 137 = 137,822 sq. pixels
Warning Border: 3 mm = 16 pixels at 132 DPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 1024 x 672 divided by 132 PPI (Pixels Per Inch) = 7.76 x 5.1 Inches
Viewable Advertising Area in Square Inches is 7.76 x 5.1 = 39.576 Total Square Inches
[Exhibit 1 will be used]

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

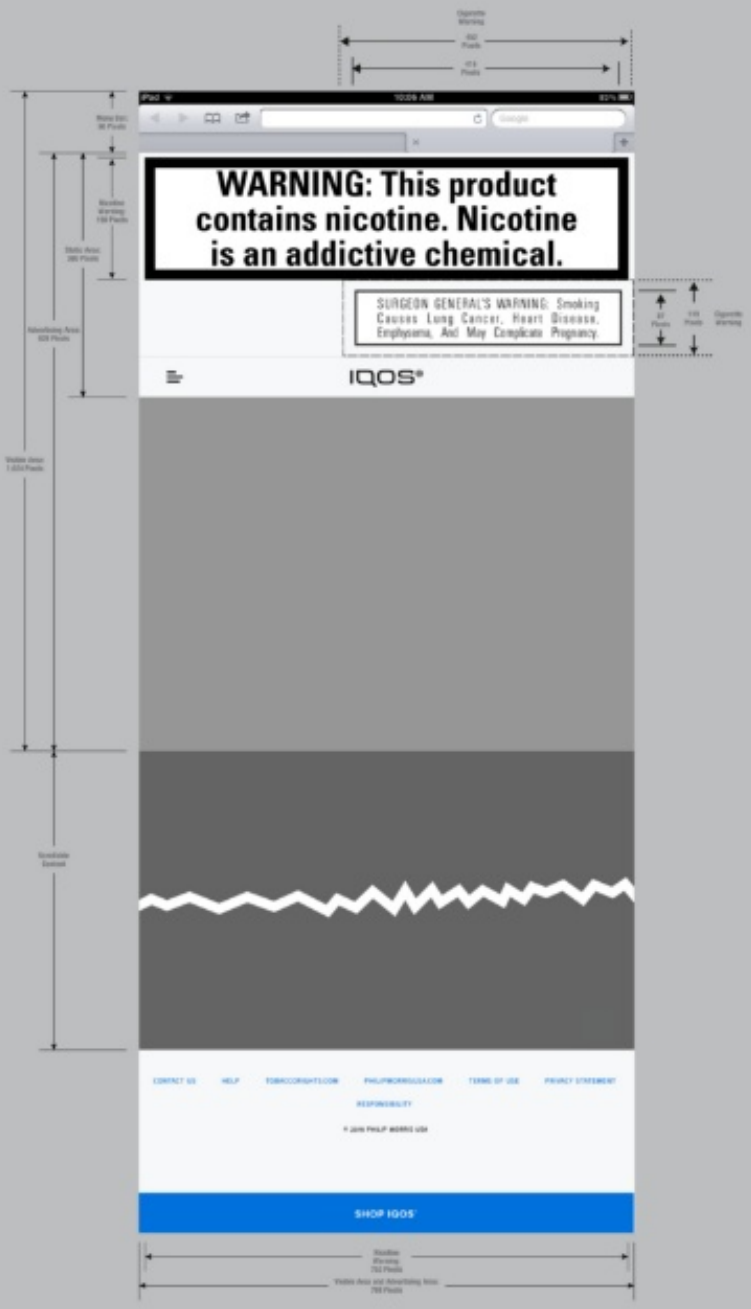
KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

GetIQOS.com

TABLET WEB SIZES – PORTRAIT – 768 x 1,024

Nicotine Warning and Cigarette Warning

OPTION 1



NICOTINE WARNING - 54 pt

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

CIGARETTE WARNING ROTATION STATEMENT A

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

CIGARETTE WARNING ROTATION STATEMENT B

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

CIGARETTE WARNING ROTATION STATEMENT C

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

The GetIQOS.com framework is based on the following:

Tablet Devices with a screen resolution of 768 x 1,024 pixels at 132 DPI (dots per inch) in Vertical Orientation and a standard screen dimension of 5.82" x 7.76".

Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 54 pt
Advertising Area: 768 x 928 = 712,704 sq. pixels
Warning Area is 20% of Advertising Area: 712,704 x .2 = 142,541 sq. pixels
Warning Area: 752 x 190 = 142,880 sq. pixels
Warning Border: 3 mm = 16 pixels at 132 DPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 768 x 928 divided by 132 PPI (Pixels Per Inch) = 5.818 x 7.03 Inches
Viewable Advertising Area in Square Inches is 5.818 x 7.03 = 40.901 Total Square Inches
(Exhibit 1 will be used)

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

GetIQOS.com

TABLET WEB SIZES – PORTRAIT – 768 x 1,024

Nicotine Warning and Cigarette Warning

The GetiQOS.com framework is based on the following:

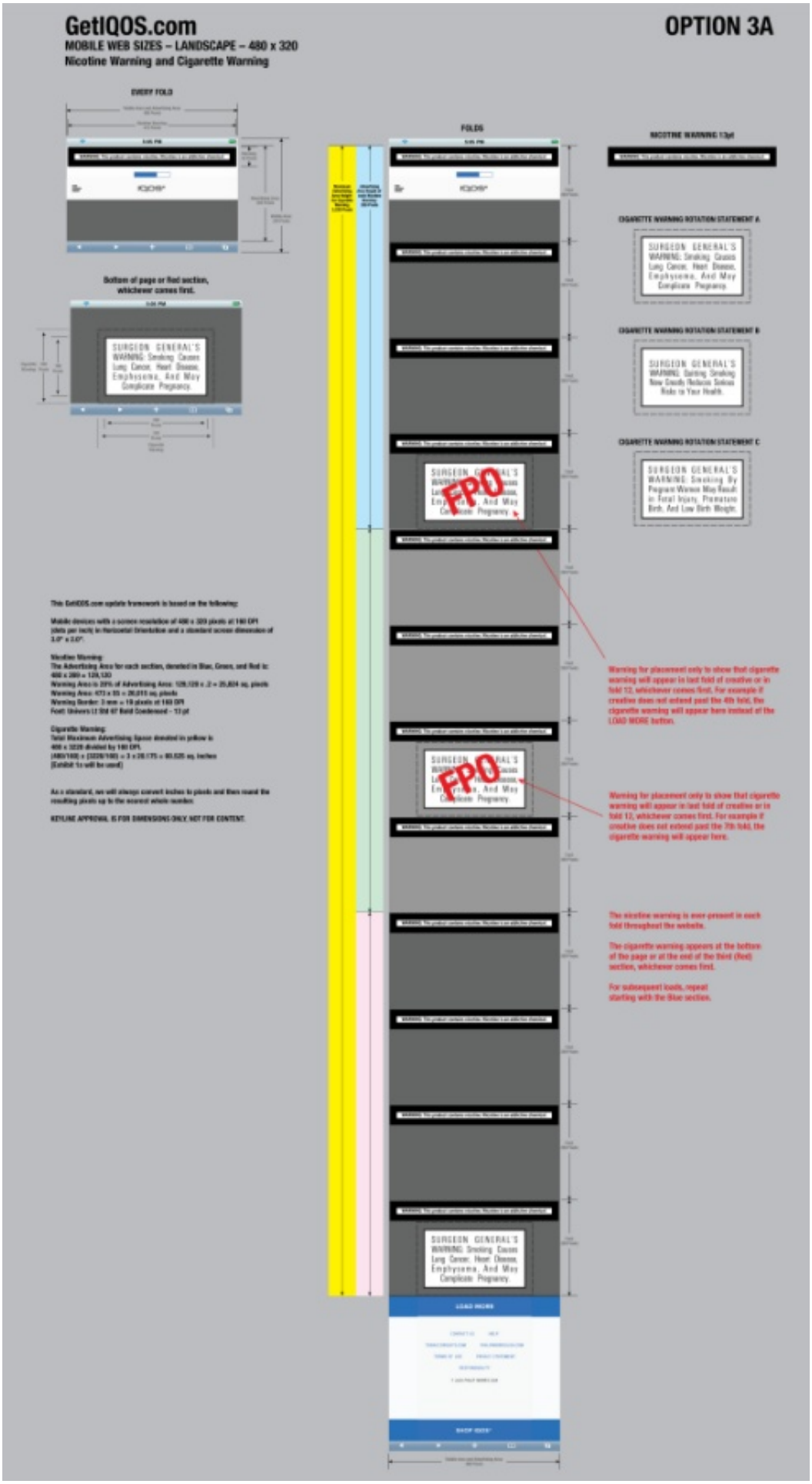
Tablet Devices with a screen resolution of 768 x 1,024 pixels at 132 DPI (dots per inch) in Vertical Orientation and a standard screen dimension of 5.82" x 7.76".

Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 54 pt
Advertising Area: 768 x 928 = 712,704 sq. pixels
Warning Area is 20% of Advertising Area: 712,704 x .2 = 142,541 sq. pixels
Warning Area: 752 x 190 = 142,880 sq. pixels
Warning Border: 3 mm = 16 pixels at 132 DPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 768 x 928 divided by 132 PPI (Pixels Per Inch) = 5.818 x 7.03 Inches
Viewable Advertising Area in Square Inches is 5.818 x 7.03 = 40.901 Total Square Inches
[Exhibit 1 will be used]

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.


GetIQOS.com
MOBILE WEB SIZES – LANDSCAPE – 480 x 320
Nicotine Warning and Cigarette Warning
OPTION 3A
EVERY FOLD
Bottom of page or first section, whichever comes first.
FOLDS
NICOTINE WARNING 13pt
CIGARETTE WARNING ROTATION STATEMENT A
CIGARETTE WARNING ROTATION STATEMENT B
CIGARETTE WARNING ROTATION STATEMENT C
FPO
FPO
Warning for placement only to show that cigarette warning will appear in last fold of creative or in fold 12, whichever comes first. For example if creative does not extend past the 4th fold, the cigarette warning will appear here instead of the LOAD MORE button.
Warning for placement only to show that cigarette warning will appear in last fold of creative or in fold 12, whichever comes first. For example if creative does not extend past the 7th fold, the cigarette warning will appear here.
The nicotine warning is ever present in each fold throughout the website.
The cigarette warning appears at the bottom of the page or at the end of the third (first) section, whichever comes first.
For subsequent loads, repeat starting with the Blue section.
LOAD MORE

GetIQOS.com

MOBILE WEB SIZES – LANDSCAPE – 480 x 320

Nicotine Warning and Cigarette Warning

This GetiQOS.com update framework is based on the following:

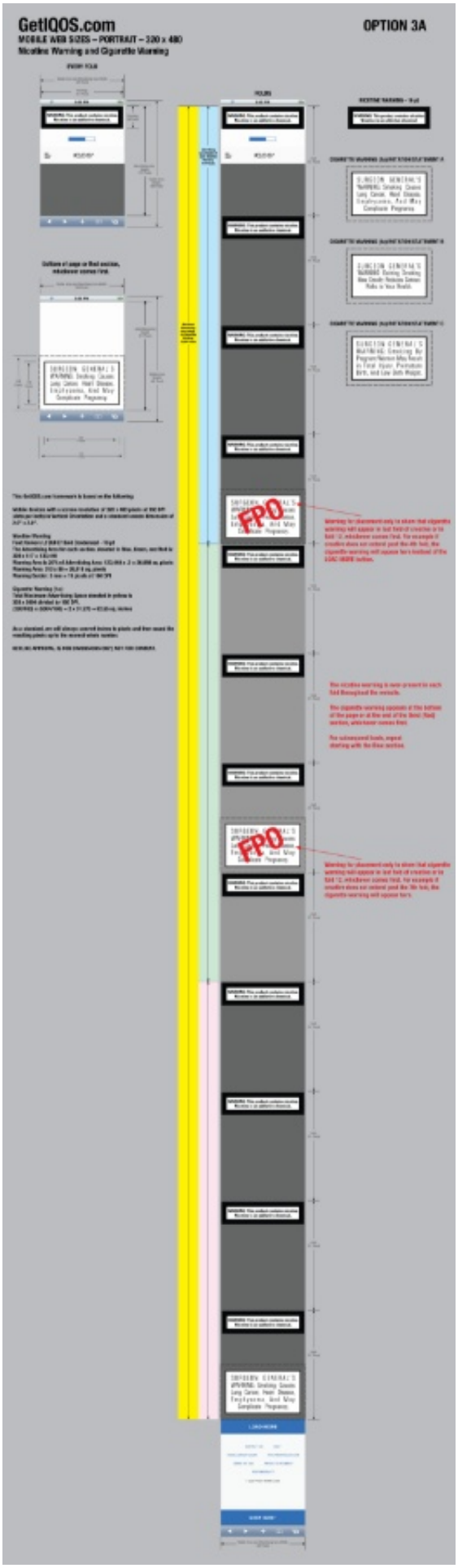
Mobile devices with a screen resolution of 480 x 320 pixels at 160 DPI (dots per inch) in Horizontal Orientation and a standard screen dimension of
3.0" x 2.0".

Nicotine Warning:
The Advertising Area for each section, denoted in Blue, Green, and Red is:
480 x 269 = 129,120
Warning Area is 20% of Advertising Area: 129,120 x .2 = 25,824 sq. pixels
Warning Area: 473 x 55 = 26,015 sq. pixels
Warning Border: 3 mm = 19 pixels at 160 DPI
Font: Univers Lt Std 67 Bold Condensed - 13 pt

Cigarette Warning:
Total Maximum Advertising Space denoted in yellow is
480 x 3228 divided by 160 DPI.
(480/160) x (3228/160) = 3 x 20.175 = 60.525 sq. inches
[Exhibit 1a will be used]

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.


GetIQOS.com
OPTION 3A
MOBILE WEB SIZES – PORTRAIT – 320 x 480
Nicotine Warning and Cigarette Warning
FPO
FPO

GetIQOS.com

MOBILE WEB SIZES – PORTRAIT – 320 x 480

Nicotine Warning and Cigarette Warning

This GetiQOS.com framework is based on the following:

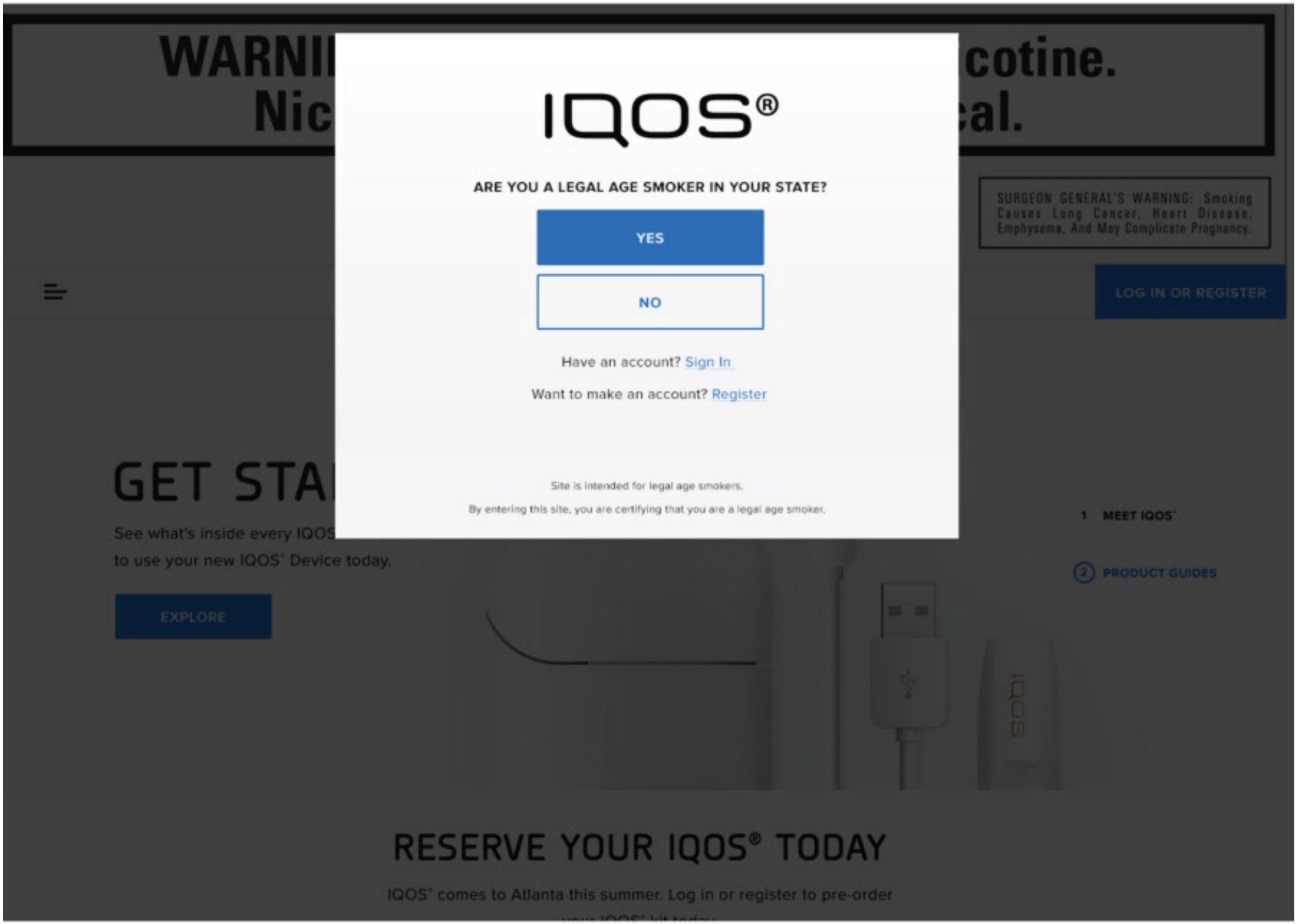
Mobile devices with a screen resolution of 320 x 480 pixels at 160 DPI (dots per inch) in Vertical Orientation and a standard screen dimension of 2.0" x 3.0".

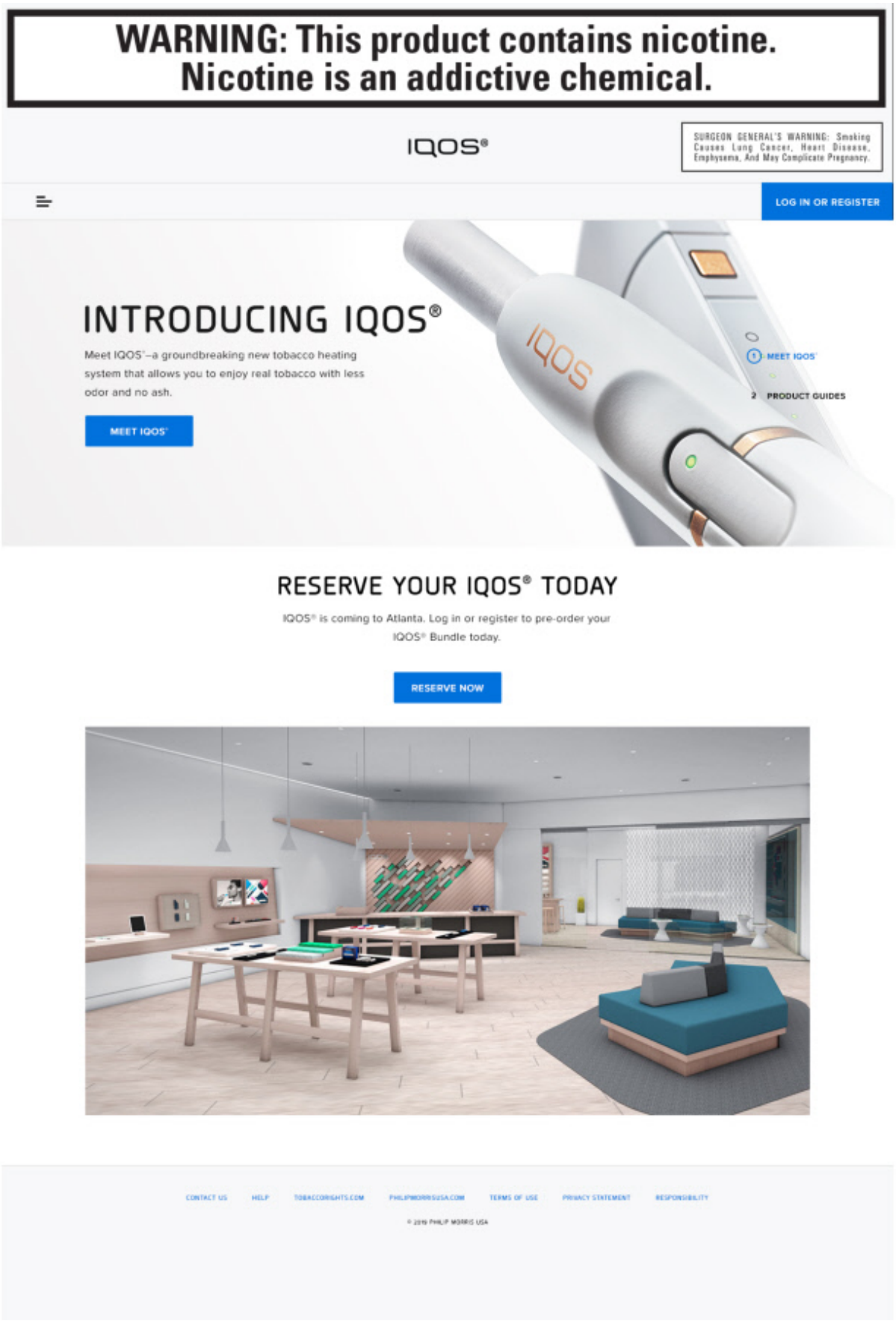
Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 16 pt
The Advertising Area for each section, denoted in Blue, Green, and Red is:
320 x 417 = 133,440
Warning Area is 20% of Advertising Area: 133,440 x .2 = 26,688 sq. pixels
Warning Area: 313 x 86 = 26,918 sq. pixels
Warning Border: 3 mm = 19 pixels at 160 DPI

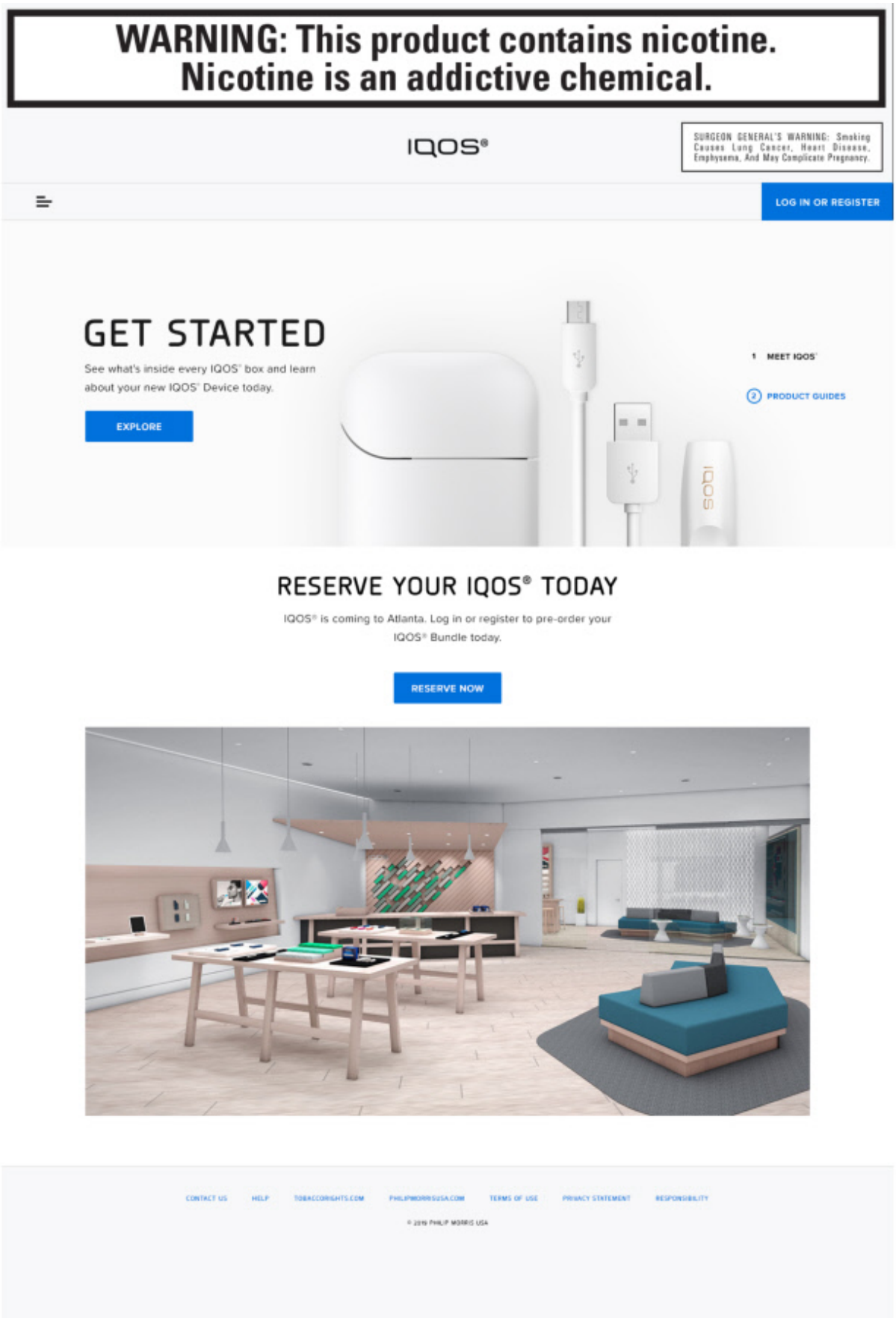
Cigarette Warning (1a):
Total Maximum Advertising Space denoted in yellow is
320 x 5004 divided by 160 DPI.
(320/160) x (5004/160) = 2 x 31.275 = 62.55 sq. inches

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

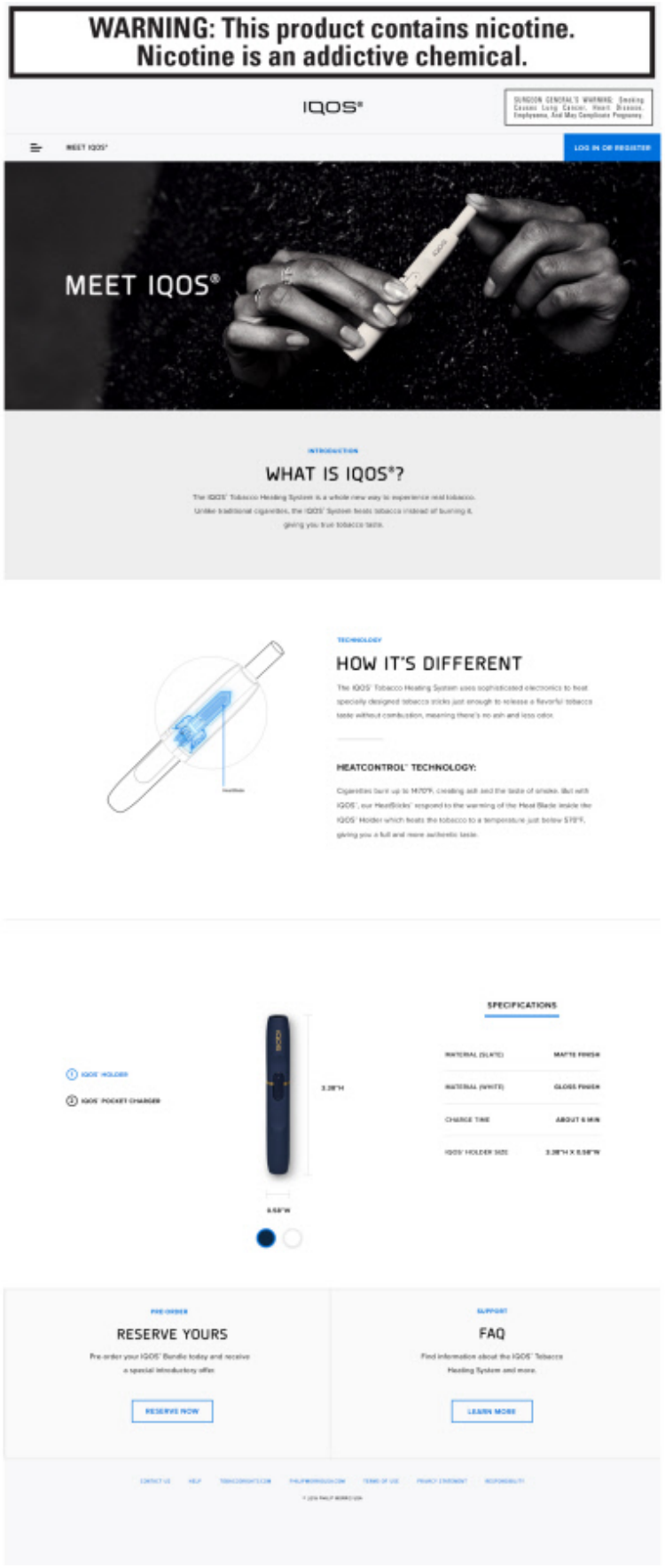
KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

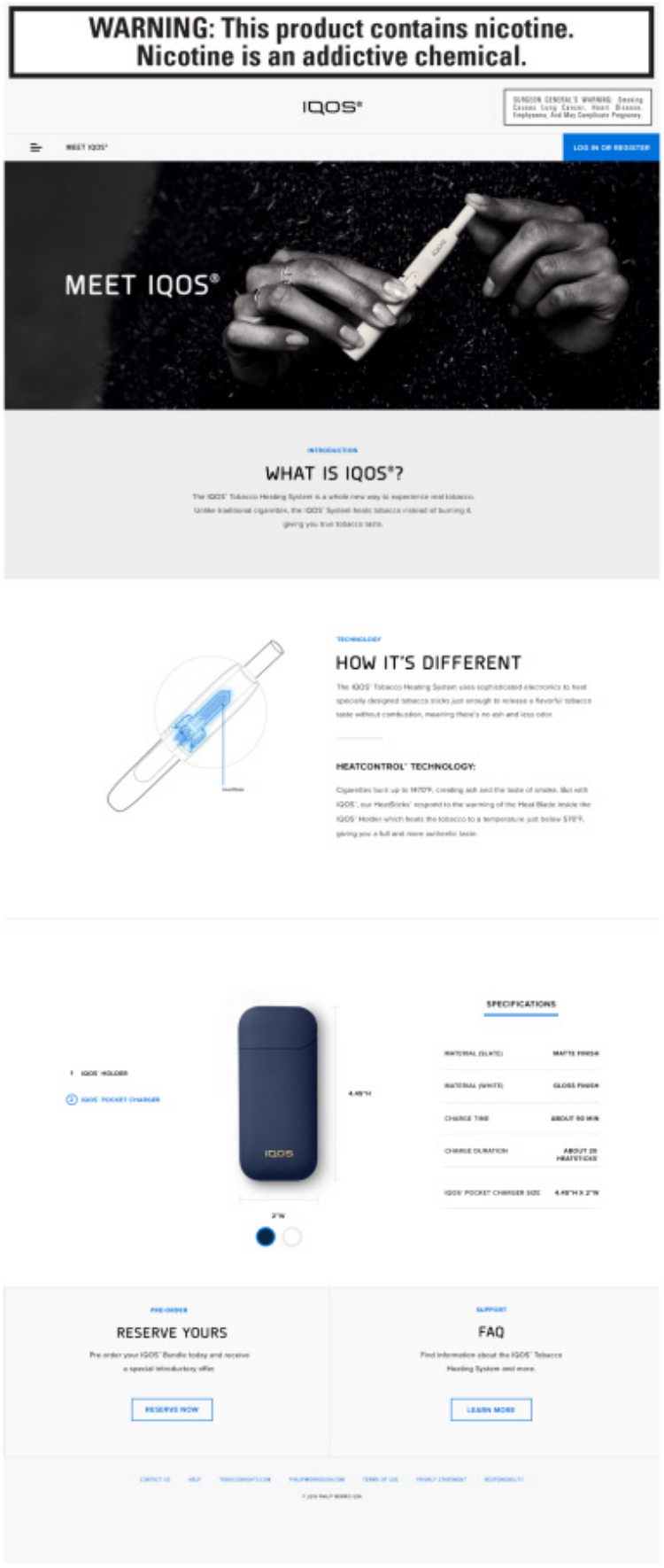

IQOS®
ARE YOU A LEGAL AGE SMOKER IN YOUR STATE?
YES
NO
Have an account? Sign In
Want to make an account? Register
Site is intended for legal age smokers.
By entering this site, you are certifying that you are a legal age smoker.
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
LOG IN OR REGISTER
GET STA
See what's inside every IQOS
to use your new IQOS® Device today.
EXPLORE
1 MEET IQOS®
2 PRODUCT GUIDES
RESERVE YOUR IQOS® TODAY
IQOS® comes to Atlanta this summer. Log in or register to pre-order

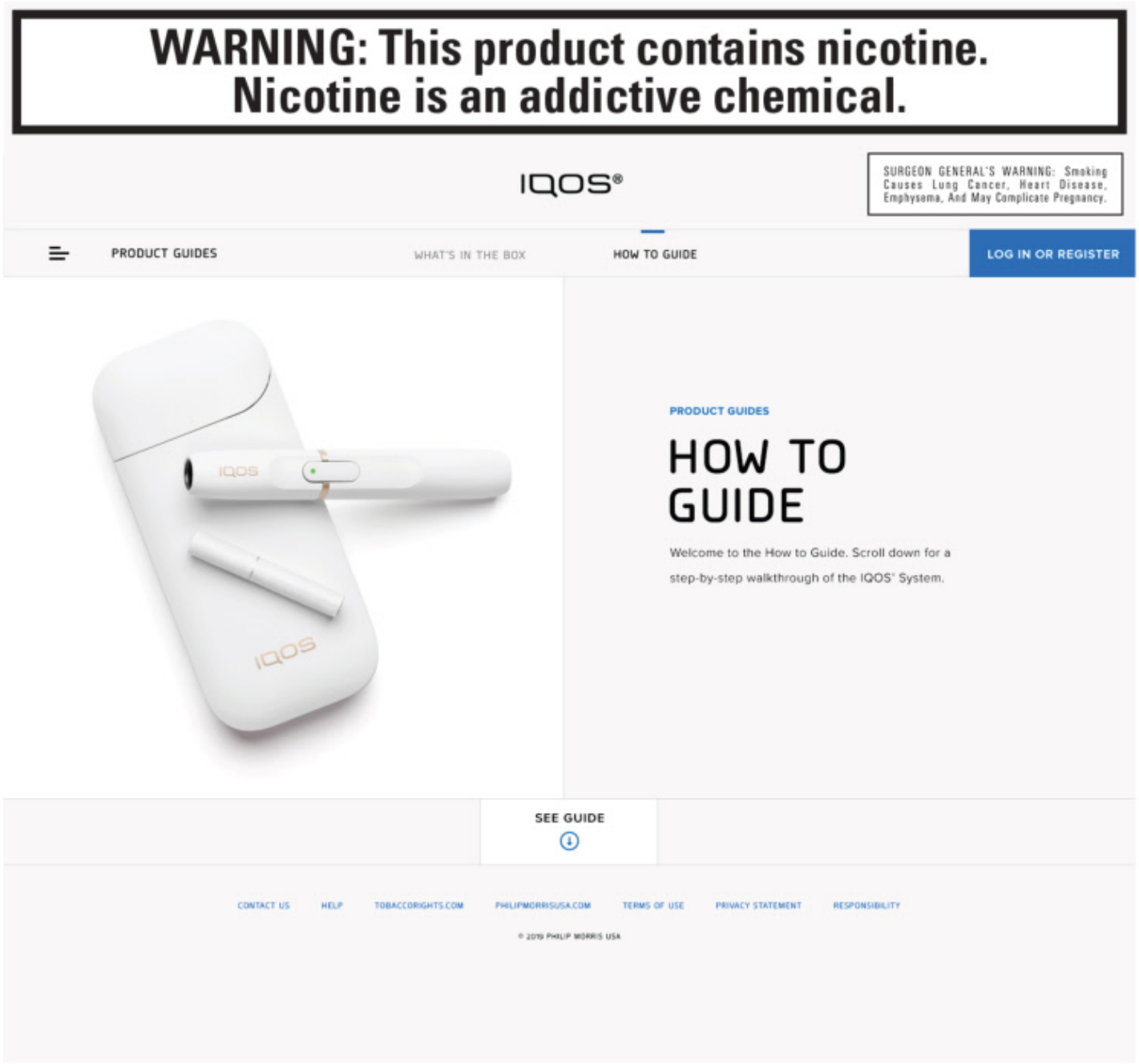

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
LOG IN OR REGISTER
INTRODUCING IQOS®
Meet IQOS™–a groundbreaking new tobacco heating system that allows you to enjoy real tobacco with less odor and no ash.
MEET IQOS™
1 MEET IQOS™
2 PRODUCT GUIDES
RESERVE YOUR IQOS® TODAY
IQOS® is coming to Atlanta. Log in or register to pre-order your IQOS® Bundle today.
RESERVE NOW
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
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PRIVACY STATEMENT
RESPONSIBILITY
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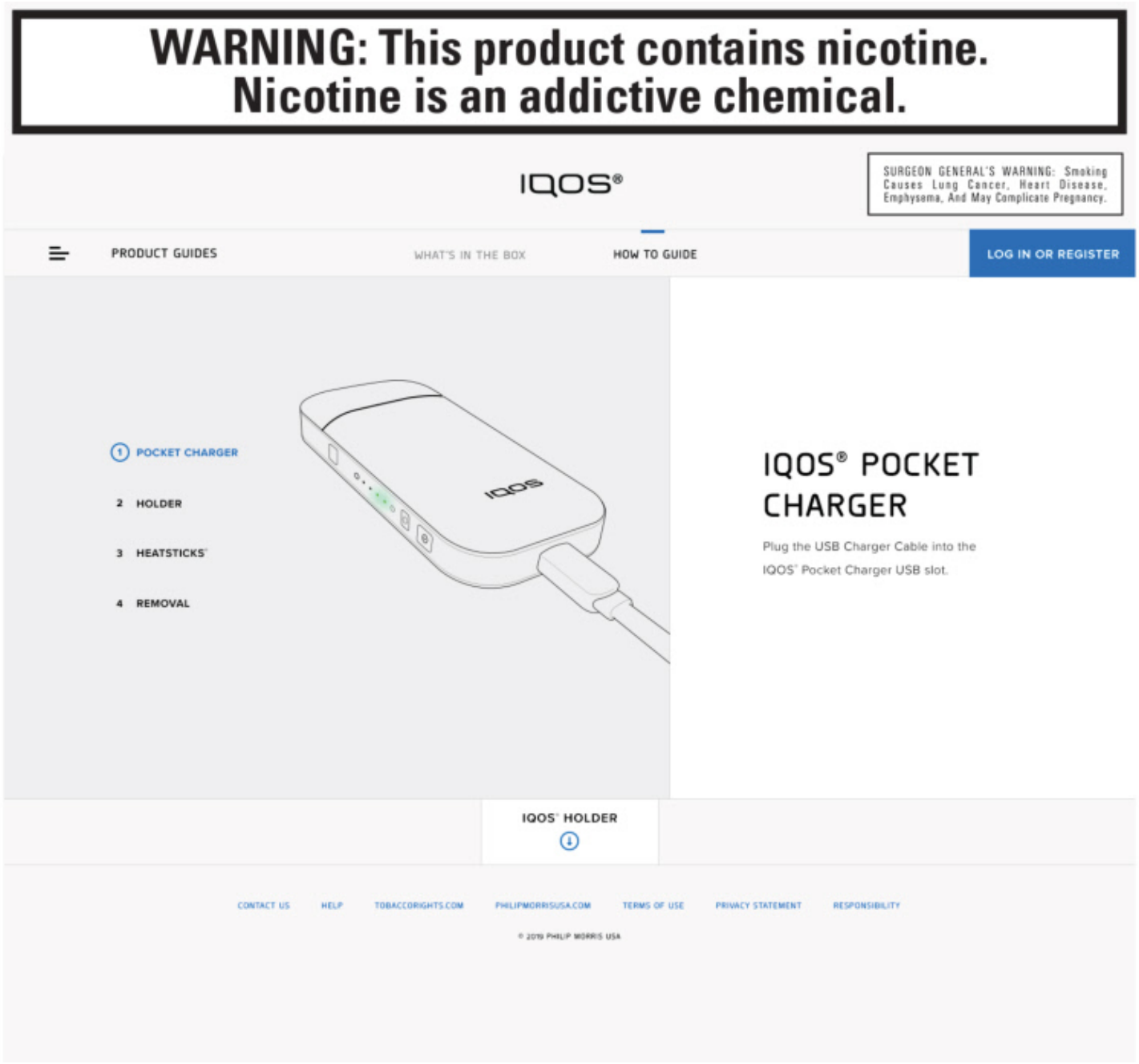

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
LOG IN OR REGISTER
GET STARTED
See what's inside every IQOS™ box and learn about your new IQOS™ Device today.
EXPLORE
1 MEET IQOS™
2 PRODUCT GUIDES
RESERVE YOUR IQOS® TODAY
IQOS® is coming to Atlanta. Log in or register to pre-order your IQOS® Bundle today.
RESERVE NOW
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
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PRIVACY STATEMENT
RESPONSIBILITY
© 2019 PHILIP MORRIS USA

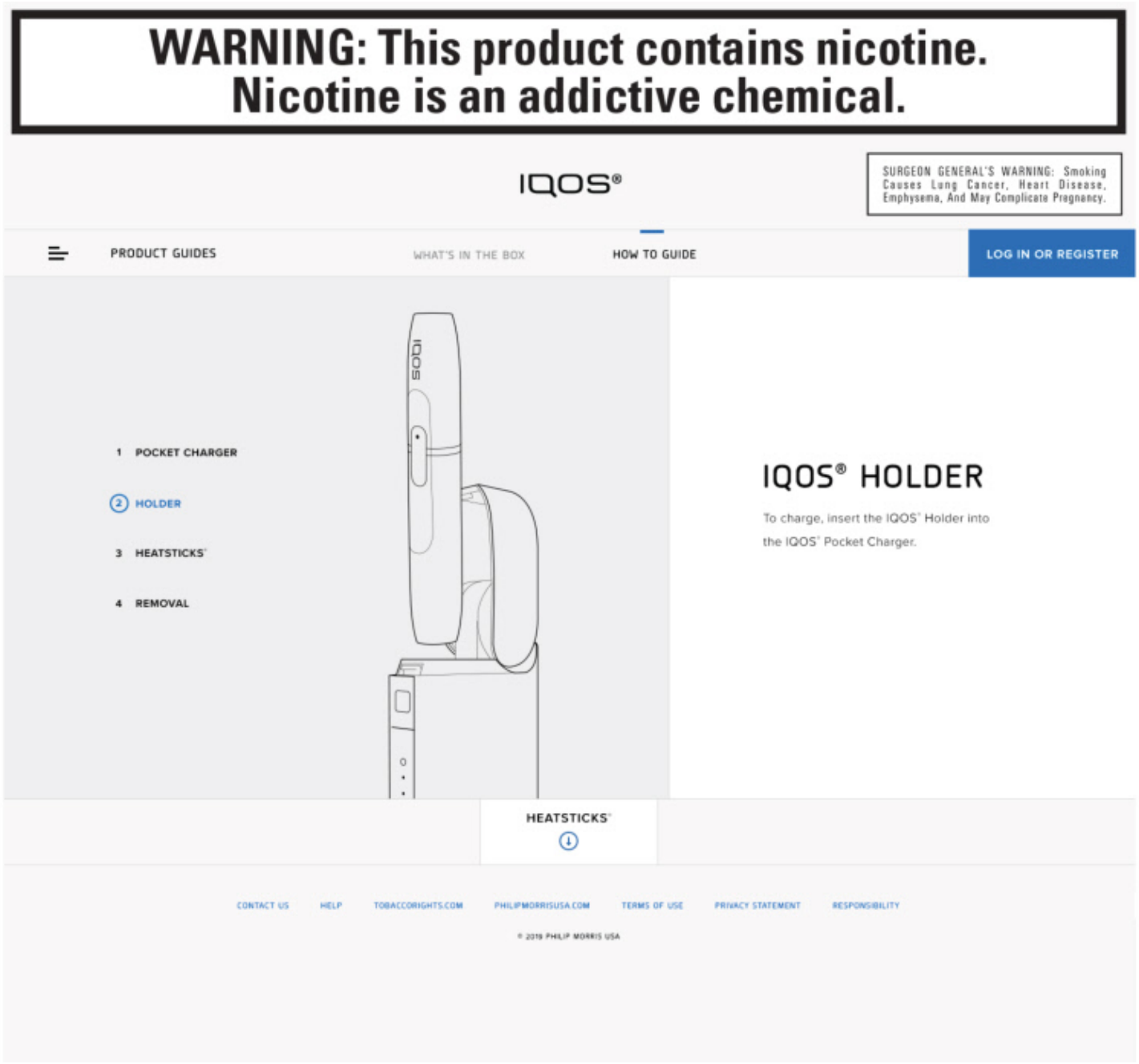

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
LOG IN OR REGISTER
IQOS®
Log In or Sign Up
Meet IQOS
Product Guides
Support & FAQ
Reserve IQOS

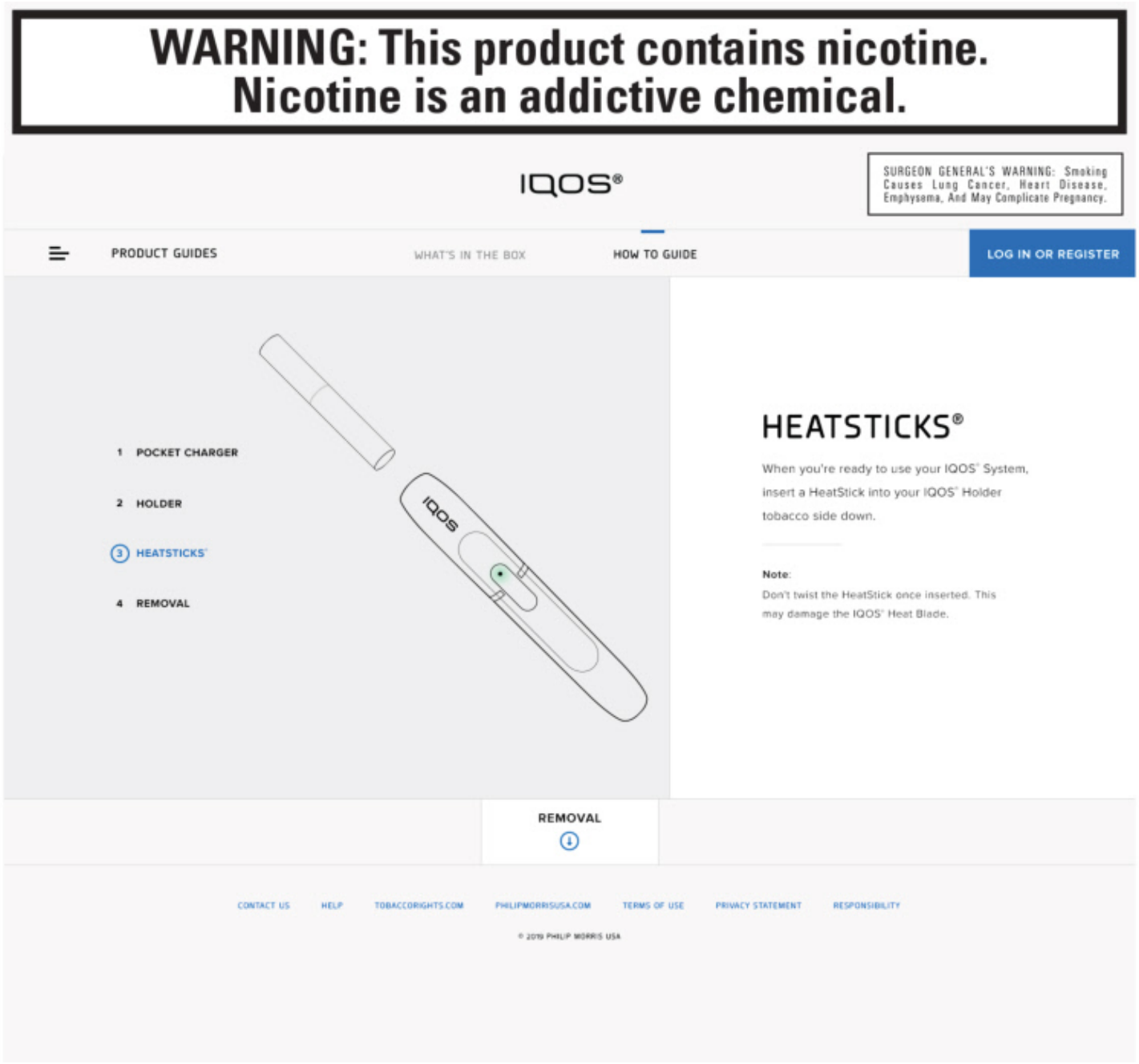

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
MEET IQOS®
WHAT IS IQOS®?
HOW IT'S DIFFERENT
HEATCONTROL™ TECHNOLOGY:
SPECIFICATIONS
RESERVE YOURS
FAQ

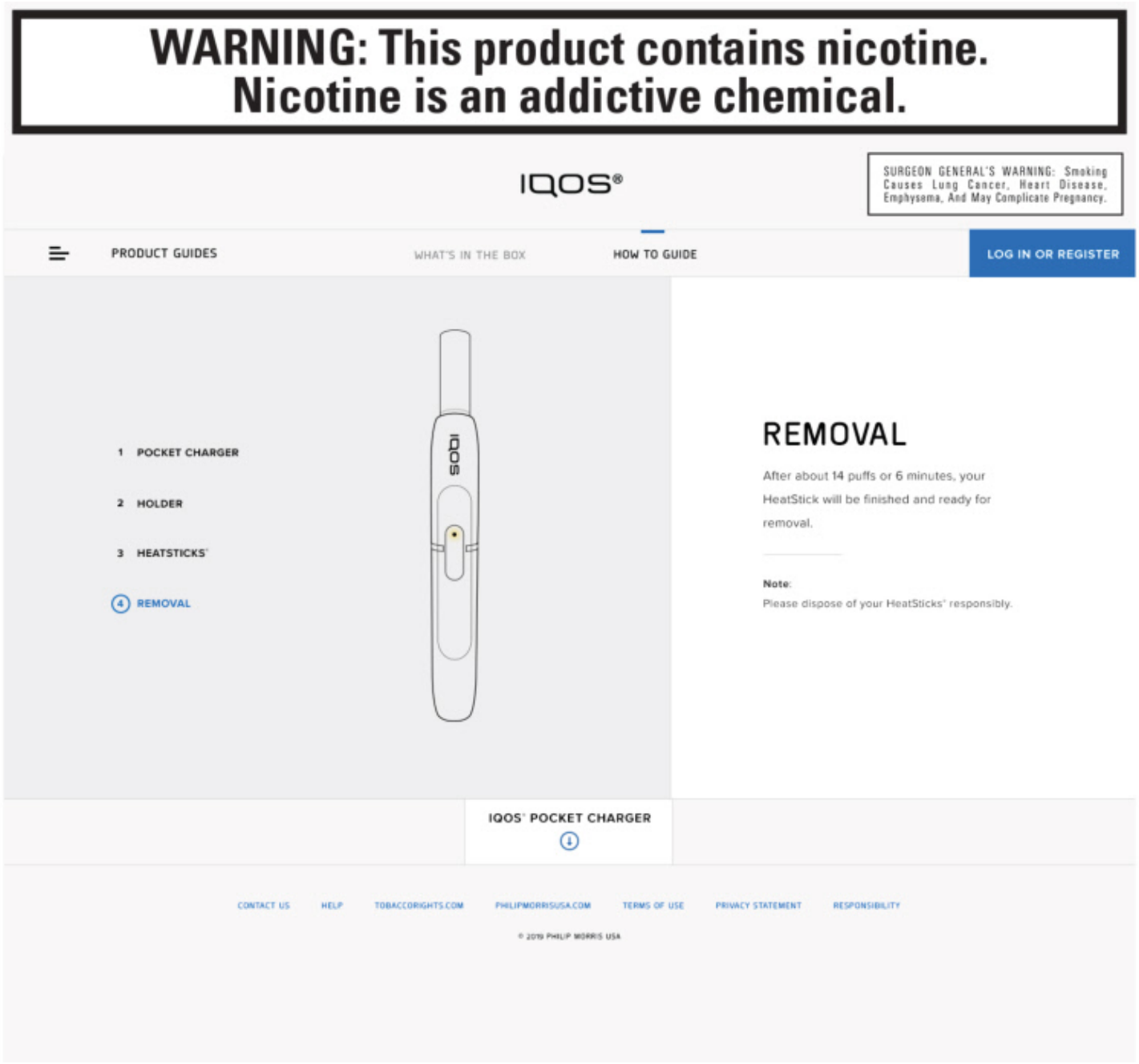

WARNING: This product contains nicotine.
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IQOS®
MEET IQOS®
WHAT IS IQOS®?
HOW IT'S DIFFERENT
HEATCONTROL™ TECHNOLOGY:
SPECIFICATIONS
RESERVE YOURS
FAQ

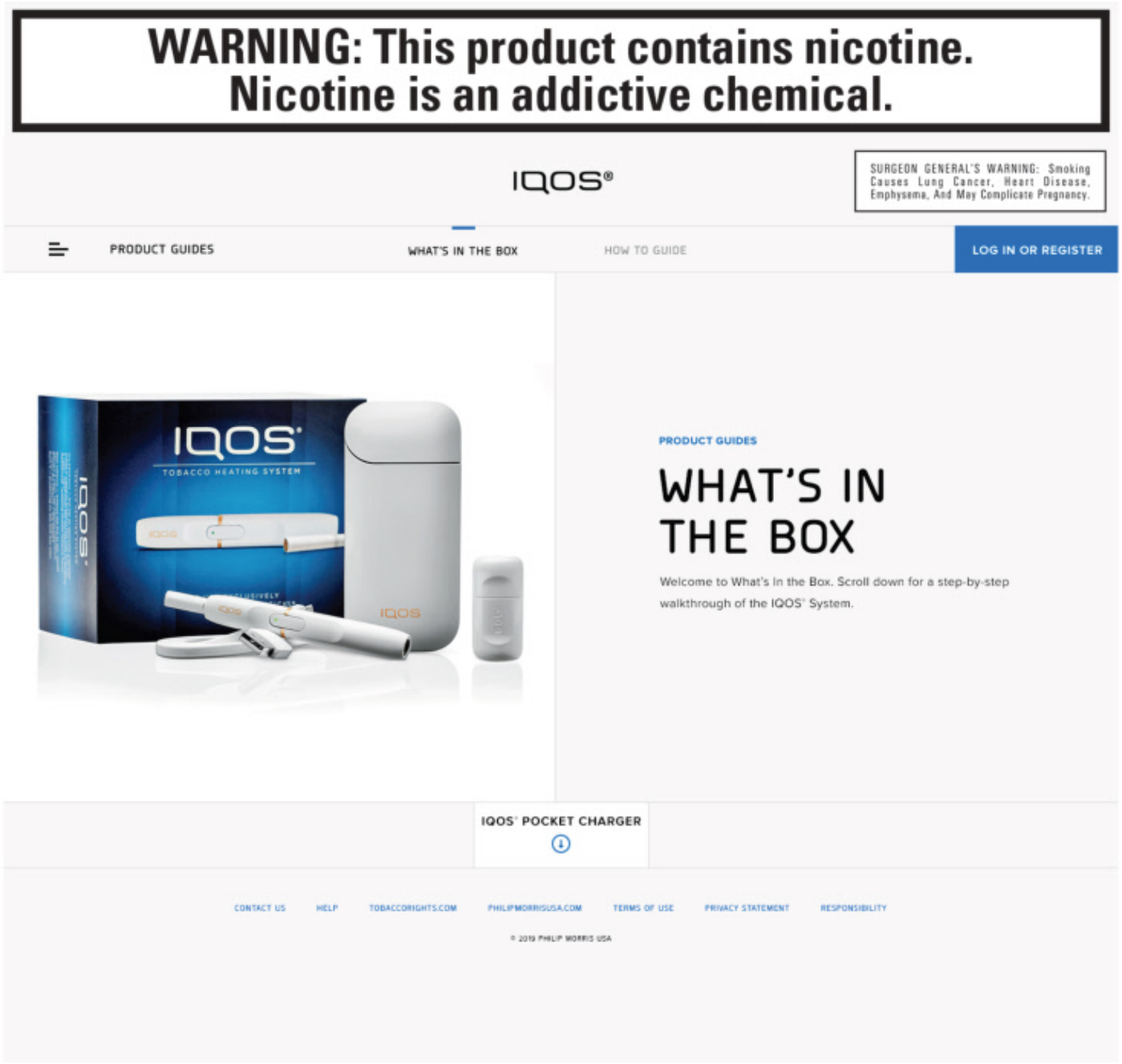

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
PRODUCT GUIDES
HOW TO GUIDE
Welcome to the How to Guide. Scroll down for a step-by-step walkthrough of the IQOS® System.
SEE GUIDE
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
© 2019 PHILIP MORRIS USA

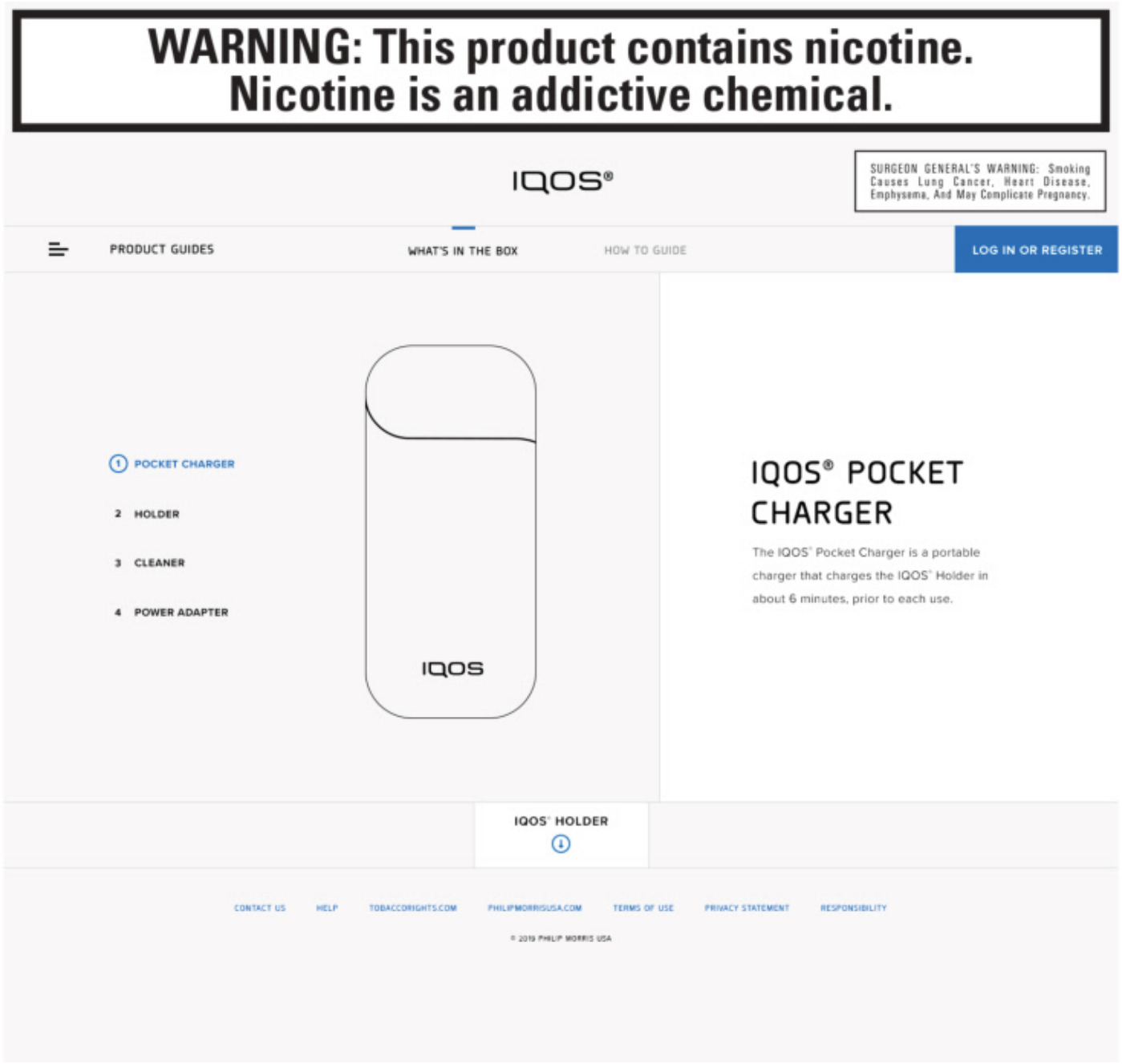

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 HEATSTICKS
4 REMOVAL
IQOS® POCKET CHARGER
Plug the USB Charger Cable into the IQOS Pocket Charger USB slot.
IQOS HOLDER
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
© 2019 PHILIP MORRIS USA

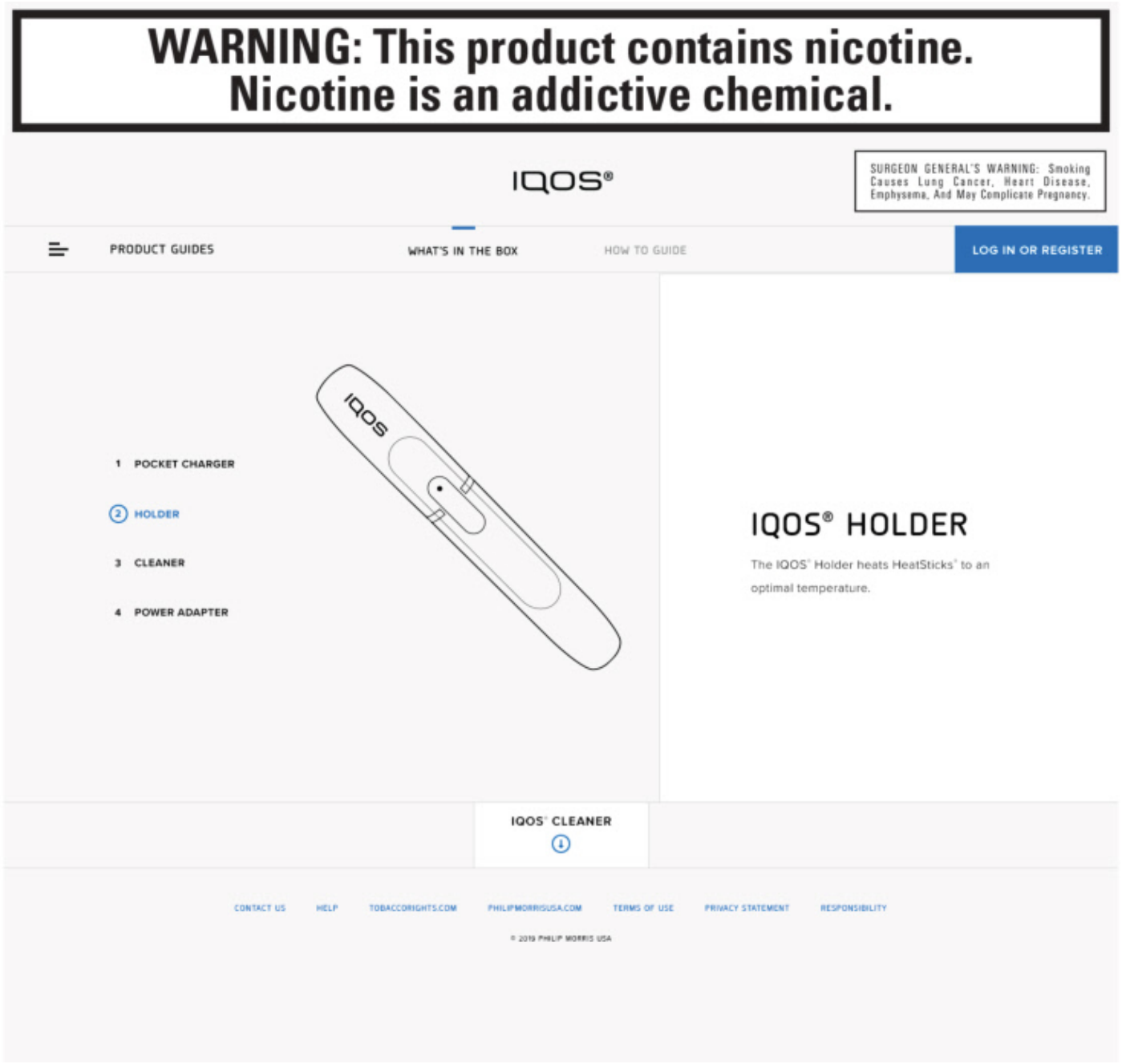

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Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 HEATSTICKS
4 REMOVAL
IQOS® HOLDER
To charge, insert the IQOS Holder into the IQOS Pocket Charger.
HEATSTICKS
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
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PRIVACY STATEMENT
RESPONSIBILITY
© 2019 PHILIP MORRIS USA

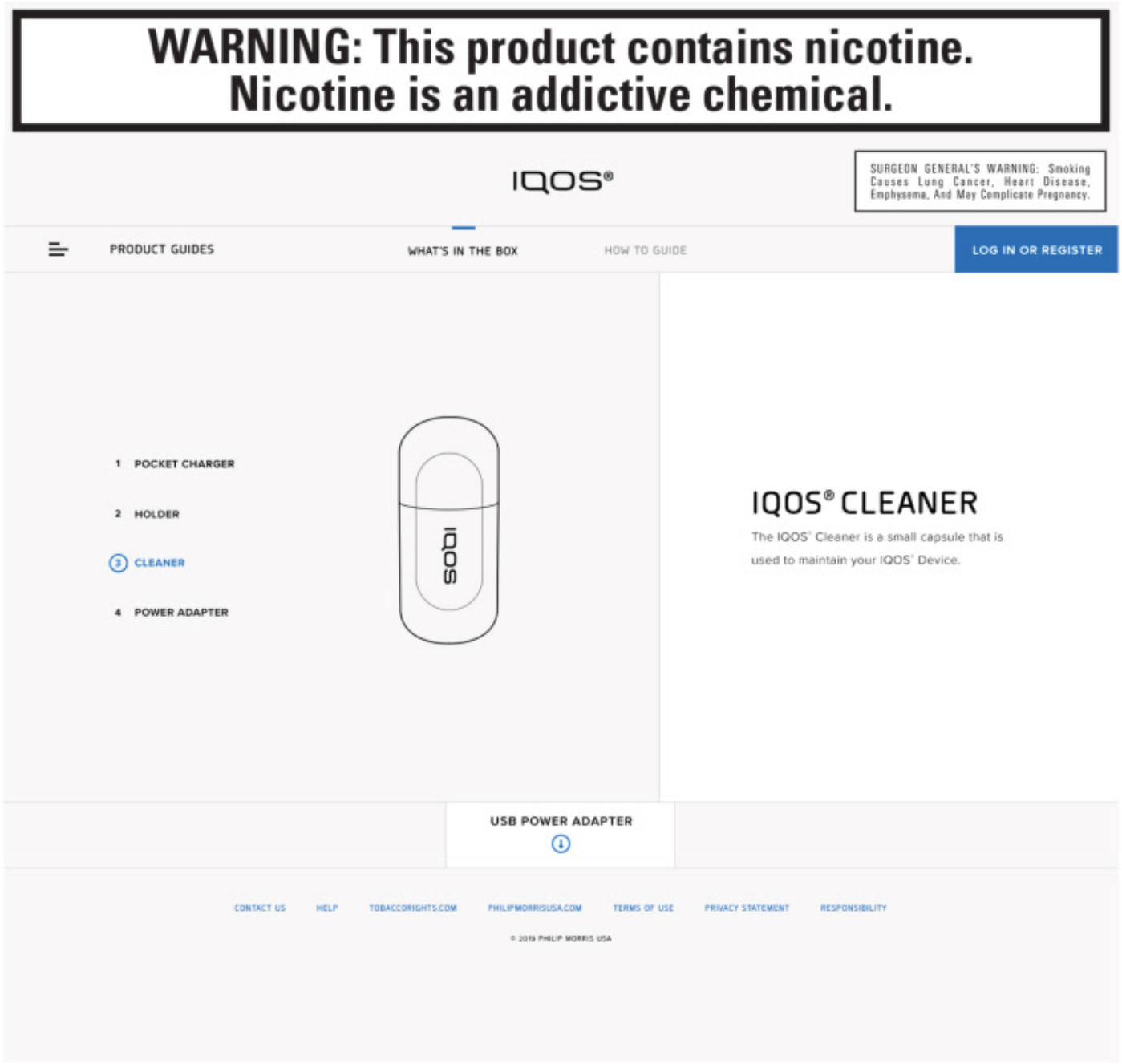

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Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 HEATSTICKS
4 REMOVAL
IQOS
HEATSTICKS®
When you're ready to use your IQOS System, insert a HeatStick into your IQOS Holder tobacco side down.
Note:
Don't twist the HeatStick once inserted. This may damage the IQOS Heat Blade.
REMOVAL
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
© 2019 PHILIP MORRIS USA


WARNING: This product contains nicotine.
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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 HEATSTICKS
4 REMOVAL
REMOVAL
After about 14 puffs or 6 minutes, your HeatStick will be finished and ready for removal.
Note:
Please dispose of your HeatSticks responsibly.
IQOS POCKET CHARGER
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
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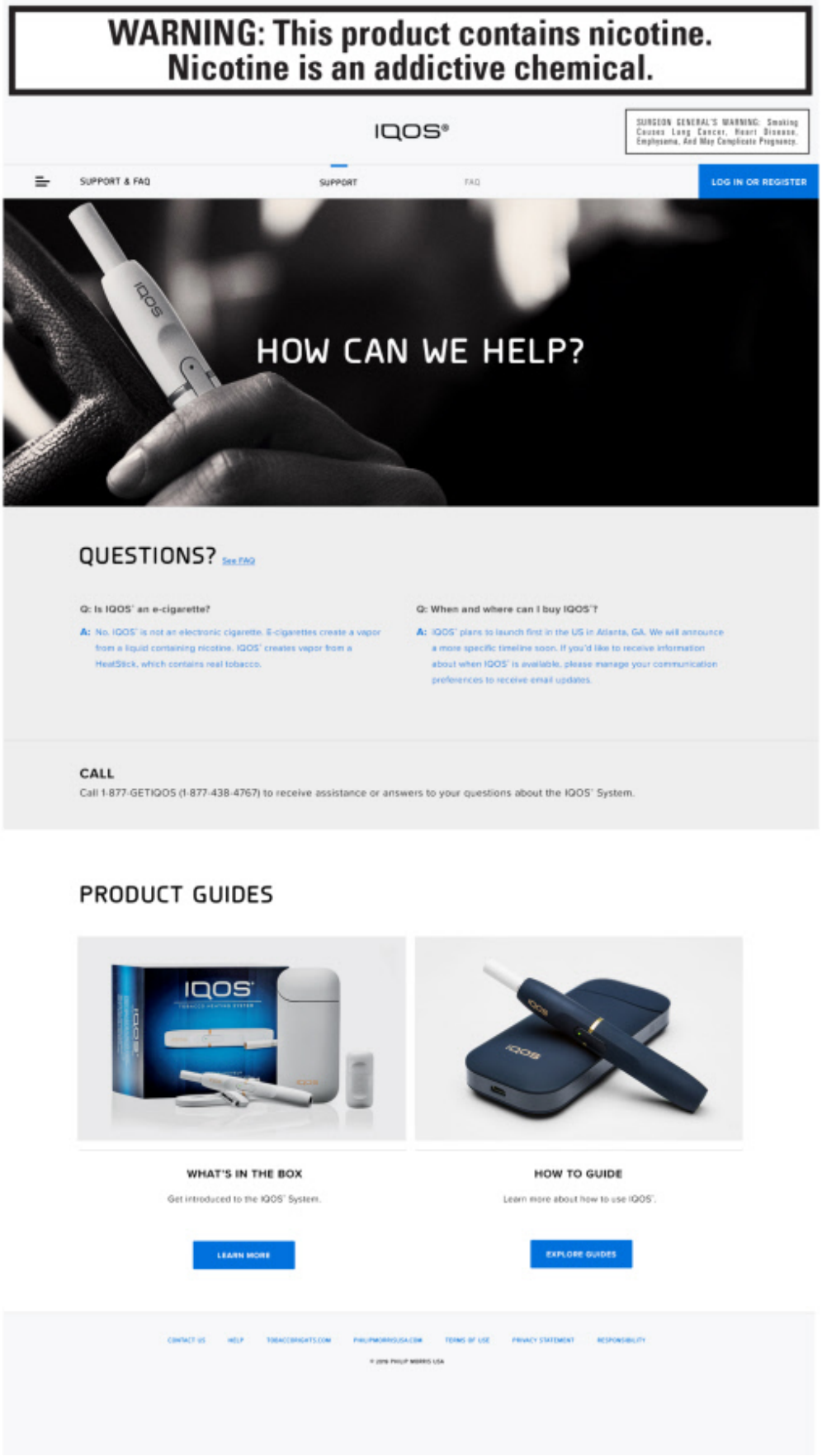

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PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
IQOS
TOBACCO HEATING SYSTEM
PRODUCT GUIDES
WHAT'S IN THE BOX
Welcome to What's In the Box. Scroll down for a step-by-step walkthrough of the IQOS™ System.
IQOS™ POCKET CHARGER
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
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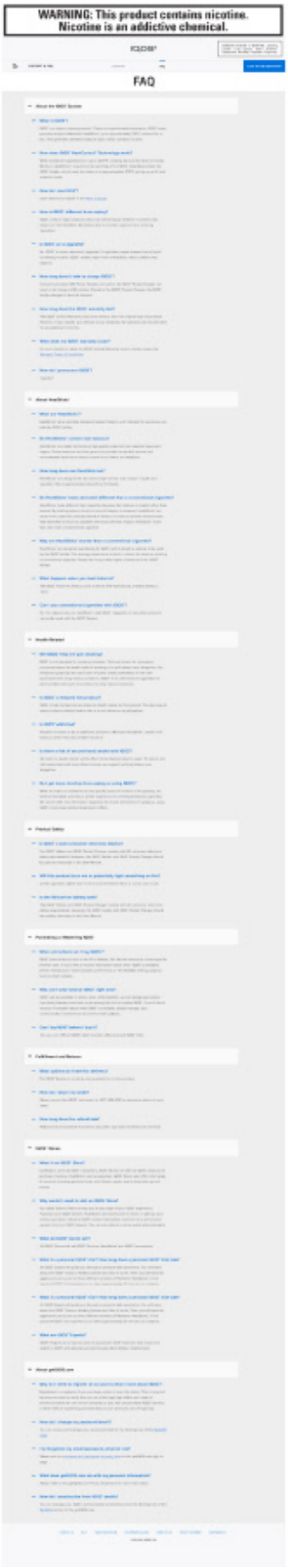

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS
IQOS® POCKET CHARGER
The IQOS® Pocket Charger is a portable charger that charges the IQOS® Holder in about 6 minutes, prior to each use.
IQOS® HOLDER
CONTACT US
HELP
TOBACCORIGHTS.COM
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PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS
IQOS® HOLDER
The IQOS™ Holder heats HeatSticks™ to an optimal temperature.
IQOS™ CLEANER
CONTACT US
HELP
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PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS® CLEANER
The IQOS™ Cleaner is a small capsule that is used to maintain your IQOS™ Device.
USB POWER ADAPTER
CONTACT US
HELP
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PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
LOG IN OR REGISTER
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS
USB POWER ADAPTER
The USB Power Adapter fully charges the IQOS™ Pocket Charger in about 90 minutes.
IQOS™ POCKET CHARGER
CONTACT US
HELP
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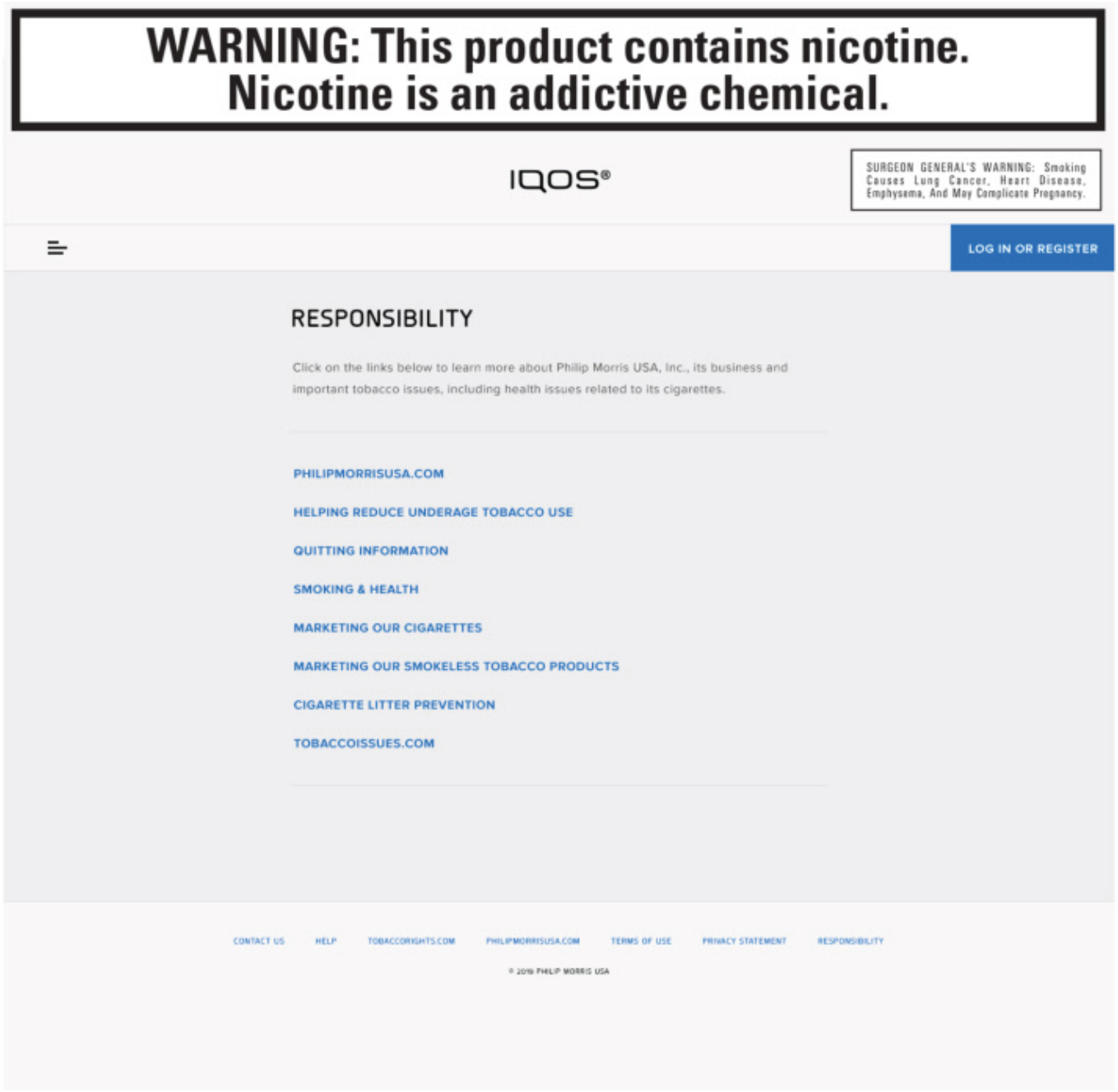

WARNING: This product contains nicotine.
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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
SUPPORT & FAQ
SUPPORT
FAQ
LOG IN OR REGISTER
HOW CAN WE HELP?
QUESTIONS? See FAQ
Q: Is IQOS™ an e-cigarette?
A: No. IQOS™ is not an electronic cigarette. E-cigarettes create a vapor from a liquid containing nicotine. IQOS™ creates vapor from a HeatStick, which contains real tobacco.
Q: When and where can I buy IQOS™?
A: IQOS™ plans to launch first in the US in Atlanta, GA. We will announce a more specific timeline soon. If you'd like to receive information about when IQOS™ is available, please manage your communication preferences to receive email updates.
CALL
Call 1-877-GETIQOS (1-877-438-4767) to receive assistance or answers to your questions about the IQOS™ System.
PRODUCT GUIDES
WHAT'S IN THE BOX
Get introduced to the IQOS™ System.
LEARN MORE
HOW TO GUIDE
Learn more about how to use IQOS™.
EXPLORE GUIDES


WARNING: This product contains nicotine.
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FAQ

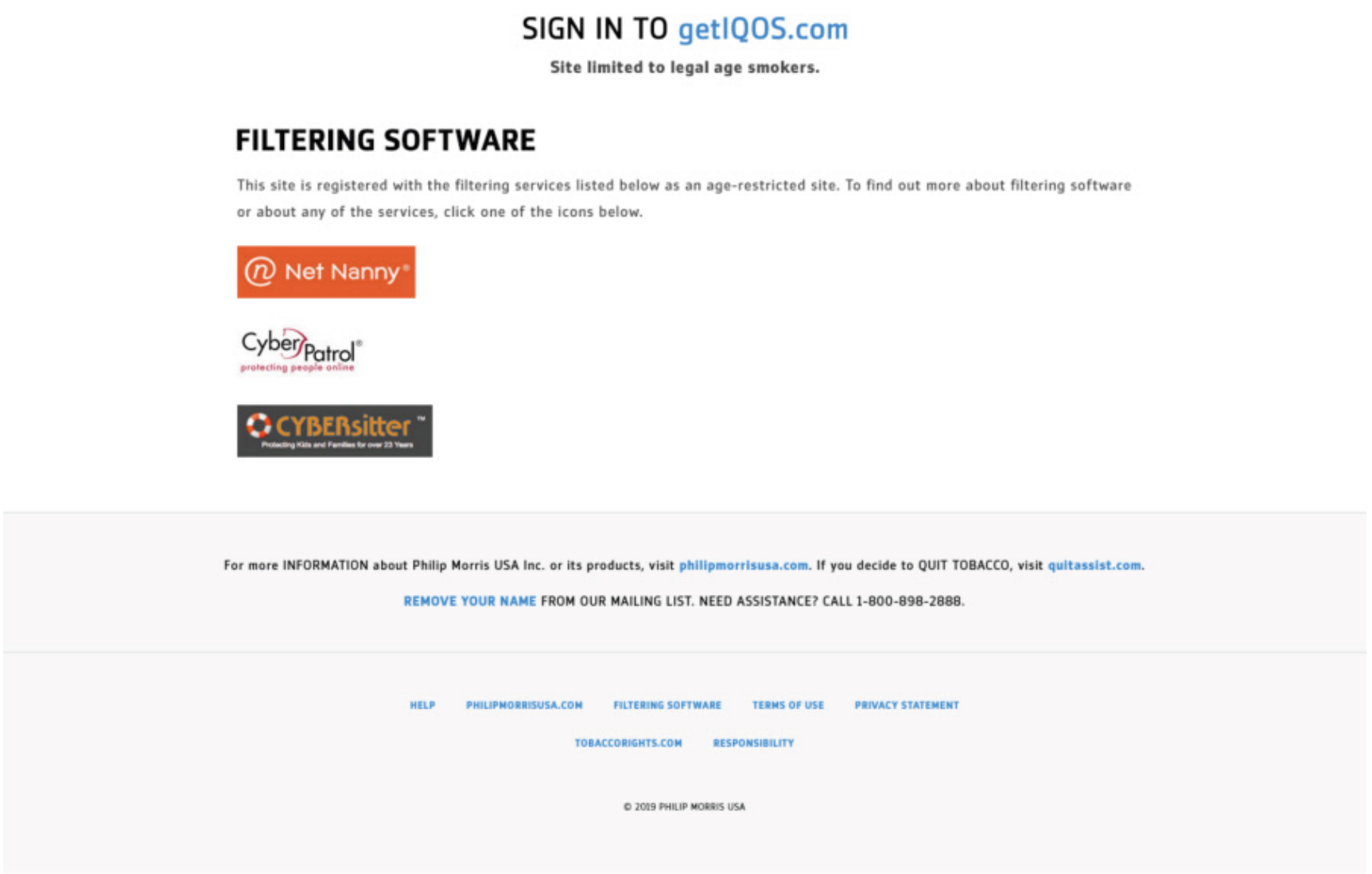

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LOG IN OR REGISTER
RESPONSIBILITY
Click on the links below to learn more about Philip Morris USA, Inc., its business and important tobacco issues, including health issues related to its cigarettes.
PHILIPMORRISUSA.COM
HELPING REDUCE UNDERAGE TOBACCO USE
QUITTING INFORMATION
SMOKING & HEALTH
MARKETING OUR CIGARETTES
MARKETING OUR SMOKELESS TOBACCO PRODUCTS
CIGARETTE LITTER PREVENTION
TOBACCOISSUES.COM
CONTACT US
HELP
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SIGN IN TO getIQOS.com
Site limited to legal age smokers.
FILTERING SOFTWARE
This site is registered with the filtering services listed below as an age-restricted site. To find out more about filtering software or about any of the services, click one of the icons below.
Net Nanny
CyberPatrol
protecting people online
CYBERsitter
For more INFORMATION about Philip Morris USA Inc. or its products, visit philipmorrisusa.com. If you decide to QUIT TOBACCO, visit quitassist.com.
REMOVE YOUR NAME FROM OUR MAILING LIST. NEED ASSISTANCE? CALL 1-800-898-2888.
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SIGN IN TO getIQOS.com

PRIVACY STATEMENT – YOUR PRIVACY RIGHTS

Effective Date: May 2019

Access and Use Restrictions

What We Collect

We collect information from you and other sources. We also receive information about you from third parties.

We collect information you provide to us:

We collect information passively:

We collect information from third parties.

Why We Collect Information About You

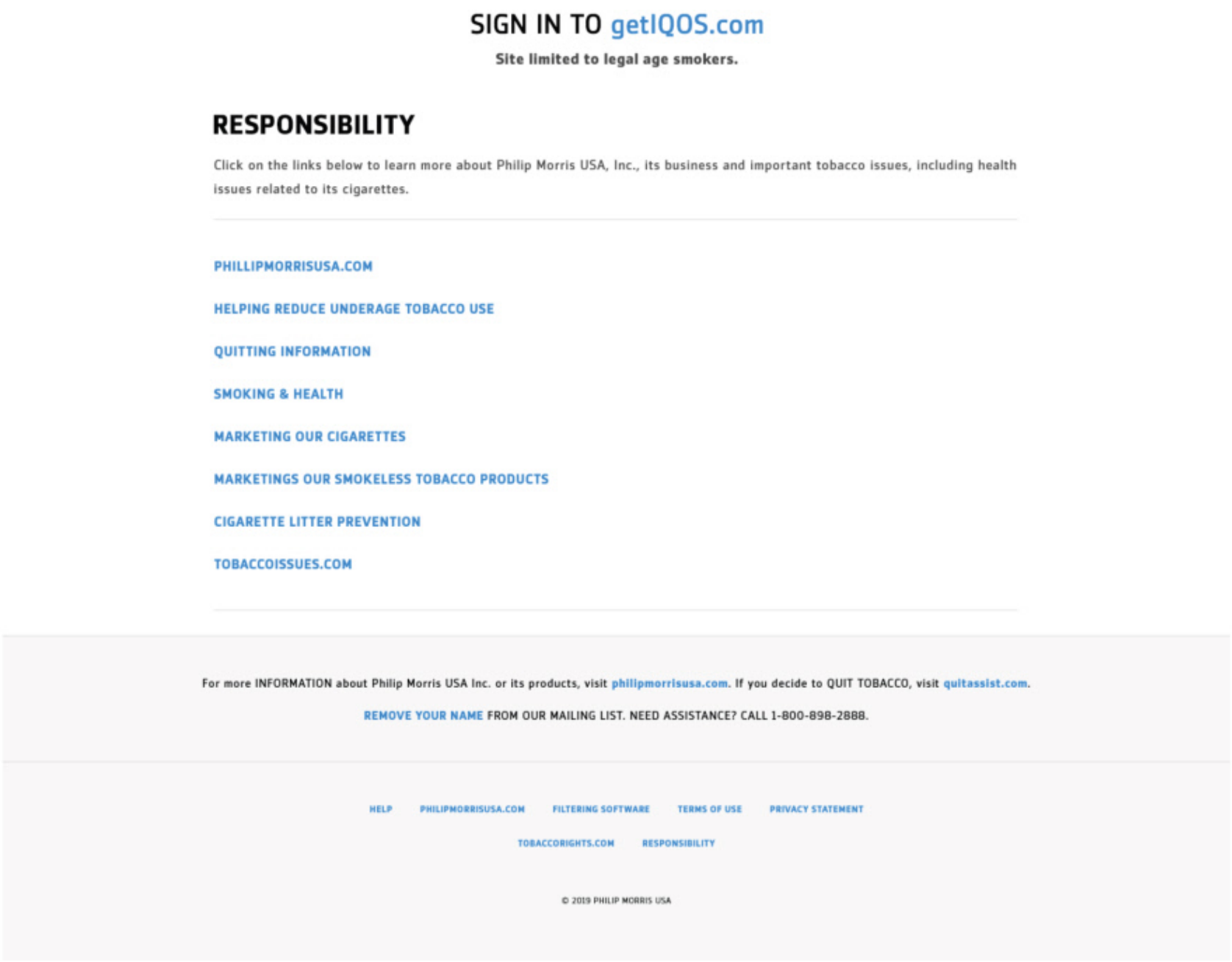
With Whom Do We Share Information About You?

How You Can Control Your Information

How We Protect Your Information

Links to Third Party Websites

Changes To This Privacy Statement


SIGN IN TO getIQOS.com
Site limited to legal age smokers.
RESPONSIBILITY
Click on the links below to learn more about Philip Morris USA, Inc., its business and important tobacco issues, including health issues related to its cigarettes.
PHILLIPMORRISUSA.COM
HELPING REDUCE UNDERAGE TOBACCO USE
QUITTING INFORMATION
SMOKING & HEALTH
MARKETING OUR CIGARETTES
MARKETINGS OUR SMOKELESS TOBACCO PRODUCTS
CIGARETTE LITTER PREVENTION
TOBACCOISSUES.COM
For more INFORMATION about Philip Morris USA Inc. or its products, visit philipmorrisusa.com. If you decide to QUIT TOBACCO, visit quitassist.com.
REMOVE YOUR NAME FROM OUR MAILING LIST. NEED ASSISTANCE? CALL 1-800-898-2888.
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IQOS® BRANDED FOOTER AGE AFFIRMED COPYDECK
getIQOS.com AA Website Experience
POS # M7722

Footer Links:

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HELP

Description: Official IQOS Tobacco Heating System Website. Website limited to legal age adult tobacco consumers.

SELECT A TOPIC:

LOGIN AND PASSWORDS

Q: I CAN'T FIND/DON'T REMEMBER MY LOGIN ID. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I DON'T KNOW MY PASSWORD. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I FORGOT MY SECURITY QUESTION. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I GET A MESSAGE SAYING THE LOGIN ID I AM CREATING IS INVALID. WHAT DO I DO NOW?

A: Email addresses can only include letters, numbers, and/or the following symbols: (_ ? ' ! @ # $ % ^ * ( ) ? + = : ; ' . ? / \ { } [ ]) and must not be identical to another user's email address. Email addresses should follow the following format: you@example.com

Q: I GET A MESSAGE SAYING THE PASSWORD I AM CREATING IS INVALID. WHAT DO I DO NOW?

A: Please try a different Password. Passwords must be 8 to 12 characters long and can only include letters, numbers, and/or the following symbols: (_ ? ' ! @ # $ % ^ * ( ) ? + = : ; ' . ? / \ { } [ ]).

Q: WHY DO I HAVE TO CHOOSE A SECURITY QUESTION?

A: If you forget your Password, you'll be able to reset it online. To ensure your account is secure, you'll be asked to answer your security question before you'll be allowed to reset your Password.

REGISTRATION

Q: HOW DO YOU VERIFY MY IDENTITY ONLINE?

A: We use various electronic data sources to validate information you provide on this website.

Q: WHAT IS AN ELECTRONIC SIGNATURE? IS IT LEGALLY BINDING?

A: An electronic signature is a method of "signing" or executing an online document and is commonly considered legally binding.

Q: WHY DO YOU NEED BOTH MY MAILING ADDRESS AND GOVERNMENT-ISSUED ID ADDRESS?

A: We need your mailing address for you to be eligible to receive mailings, including information about coupons and special offers, from us. We need your government-issued ID address to verify your identity.

Q: WHY DO YOU NEED MY EMAIL ADDRESS?

A: Your email address is your login ID and is required to sign in to the getIQOS.com website. By providing your email address you agree to view and receive communications from Philip Morris USA and its affiliates including U.S. Smokeless Tobacco Company, John Middleton Company, Nu Mark LLC and Nat Sherman, LLC.

Q: WHAT DO YOU CONSIDER A VALID, GOVERNMENT-ISSUED ID?

A: Driver's licenses, sporting licenses (hunting or fishing licenses) and state ID cards are all valid, government-issued IDs. The ID you submit must include your name, address, signature and date of birth.

Q: YOUR SITE TOLD ME THAT AGE VERIFICATION DIDN'T WORK FOR ME - WHY?

A: We don't know, but the most likely cause is that for some reason the information you provided couldn't be matched to the electronic records we use for age verification.

Q: I DON'T HAVE A SOCIAL SECURITY NUMBER. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: WHY MUST I CHECK THE BOX UNDER TERMS AND CONDITIONS?

A: The information contained in these Terms and Conditions is important, and we want to be sure that you have read them and that you have agreed to the terms.

Q: CAN I PROVIDE A P.O. BOX OR RURAL ROUTE OR APO FOR MY ADDRESS?

A: No. Because we verify your adult age against government-issued IDs (voter registration or driver's license), and those IDs use a physical address, we are unable to verify your age when a P.O. Box, rural route or APO is used as an address.

PROMOTIONS AND OFFERS

Q: WHERE CAN I LEARN MORE ABOUT CURRENT PROMOTIONS OR OFFERS?

A: Current Promotions or Offers you're eligible to participate in are located in the Offers section. When promotions are available, see Official Rules for details.

COMMUNICATION FROM PMUSA

Q: WHEN I REGISTER, WHAT AM I SIGNING UP FOR? WHAT KIND OF COMMUNICATIONS CAN I EXPECT?

A: You're signing up to become eligible to receive communications via U.S. Mail or email from Philip Morris USA Inc. tobacco brands including marketing promotions and offers from Philip Morris USA about tobacco-related issues.

Q: HOW CAN I BE REMOVED FROM YOUR MAILING LIST?

A: Please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: CAN I SIGN UP TO RECEIVE ONLY COUPONS? I DON'T WANT OTHER MAIL.

A: No, we're sorry, but there is not currently a process in place to send you only the specific mailings you wish to receive.

Q: THE WEBSITE IS SAYING THAT YOU ALREADY HAVE MY NAME. HOW DID YOU GET IT? I DON'T REMEMBER SIGNING UP TO RECEIVE MAIL FROM YOU.

A: There are several ways your name could have been added to our mailing list. To speak with a Customer Service Representative, please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: HOW DO I SIGN UP TO RECEIVE EMAIL COMMUNICATIONS FROM PHILIP MORRIS USA INC.?

A: You can sign up for email communications when you register on getIQOS.com. You'll be subscribed to receive Philip Morris USA tobacco brand email communications after you confirm your Philip Morris USA tobacco brand email subscription.

Q: EVEN THOUGH I SUBSCRIBED TO RECEIVE EMAIL COMMUNICATIONS FROM getIQOS.com, I HAVEN'T BEEN RECEIVING ANY EMAILS. IS THERE SOMETHING I HAVE TO DO TO ENSURE THAT I RECEIVE EMAILS?

A: Before you can receive our emails, you must request a confirmation email and click the link in that email to complete your registration. To ensure delivery of our message, please add us to your address book. Check your spam folder if you do not receive a confirmation email.

Q: HOW DO YOU KNOW MY EMAIL ADDRESS?

A: You previously provided this email address to Philip Morris USA or one of its affiliates.

Q: I SIGNED UP TO RECEIVE EMAILS, BUT THE SITE INDICATES THAT I AM CURRENTLY "UNSUBSCRIBED."

A: There are a few possible explanations for this. You may be unable to subscribe because your email address is restricted or invalid. If you continue to have problems, call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

CHANGING MY PERSONAL DATA

Q: I MOVED. HOW DO I CHANGE MY MAILING ADDRESS?

A: Once you sign in to the getIQOS.com website, you can click the MyIQOS Settings tab to view your contact information. From that screen, click the Edit My Address button to edit your address. Or call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: HOW DO I CHANGE MY PASSWORD?

A: Once you sign in to the getIQOS.com website, you can click the MyIQOS Settings tab on the left-hand side of the screen.

Q: I LOST MY CUSTOMER NUMBER. WHERE CAN I GET IT?

A: We include your unique 9-digit Customer Number on all mailings we send you through the U.S. Mail. Your Customer Number is digits 7-15 of the 16 digits appearing above your name. If you misplaced your number, contact us at 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

TECHNICAL ISSUES

Q: WHAT ARE THE MINIMUM SITE REQUIREMENTS TO VIEW THIS SITE?

A: For desktop PC: best viewed with Windows XP, Windows Vista or Windows 7 or 8 operating systems and Internet Explorer 8, 9, 10, 11 or Firefox 20 or higher or Google Chrome 27 or higher browsers.
For desktop Mac: best viewed with Mac OSX, Snow Leopard, Lion or Mountain Lion operating systems and Firefox 20 or higher or Google Chrome 27 or higher browsers.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR INTERNET EXPLORER 8, 9, 10 AND 11?

1. Open Internet Explorer and click the "Tool" button in the menu bar. Select "Internet Options" and then select the "Security" tab.
2. Select the "Internet" area, select "Custom Level" and go to the "Security Settings / Internet Zone" box.
3. Click the checkbox to enable "Active Scripting" under the Scripting section and then click OK to apply the settings.
Restart your browser when finished to update your settings and enable JavaScript™.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR FIREFOX 20 OR HIGHER?

A: Visit http://support.mozilla.com/en-US/kb/Javascript™ to learn more.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR SAFARI 5.1 OR HIGHER?

1. Select the "Safari" menu (Mac) or "Edit" menu (PC).
2. Select "Preferences."
3. Choose the "Security" tab from the icons on the top.
4. Click the checkbox to the left of "Enable Java" so that a tick appears.
Close the Preferences window.

Q: HOW DO I ENABLE JAVASCRIPT™; FOR GOOGLE CHROME 27 OR HIGHER?

1. Click the spanner icon on the browser toolbar.
2. Select Options.
3. Choose the "Under the Hood" tab.

4. Choose Content Settings in the "Privacy" section.
5. Allow all sites to run JavaScript™ in the "JavaScript™" section.

Q: HOW DO I ENABLE COOKIES FOR INTERNET EXPLORER, FIREFOX, SAFARI AND CHROME?

A: Visit http://support.google.com/accounts/bin/answer.py?hl=en&ctx=ch&answer=61416 to learn more.

Q: MY INTERNET SERVICE PROVIDER FILTERS UNWANTED EMAIL AND SPAM. COULD THESE FILTERS BLOCK EMAIL THAT I WISH TO RECEIVE?

A: Yes, they may. Spam filters may restrict wanted email as well as unwanted email. To ensure delivery, please add us to your address book.

Q: WHAT IS AGE-FILTERING SOFTWARE?

A: This software allows consumers to control access to specific websites. Philip Morris USA has submitted this site as an age-restricted site to the age-filtering services listed in the Filtering Software section of this site. To learn more about Philip Morris USA, its business and important tobacco issues, view our Responsibility section.

Q: I'VE CHECKED SITE REQUIREMENTS AND SETTINGS. EVERYTHING IS SET AS SUGGESTED BUT I STILL CAN'T VIEW THE SITE. WHAT SHOULD I DO NOW?

A: If you're experiencing difficulty with the site, please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance. A Customer Service Representative will request information about your computer system.

PRIVACY AND SECURITY

Q: HOW DO I GET A COPY OF YOUR PRIVACY STATEMENT?

A: You can read and print our complete Privacy Statement here.

Q: IS IT SAFE TO ENTER PERSONAL INFORMATION ONLINE?

A: Yes. The personal information that you provide on this website is encrypted using 128–bit encryption to help keep it secure.

Q: WHAT DO YOU DO WITH INFORMATION THAT I PROVIDE?

A: We use the information that you provide to verify your age and identity and confirm that you are eligible to receive communications from Philip Morris USA tobacco brands. The contact information you provide is stored in our records only if we are able to confirm your eligibility and add you to the Philip Morris USA tobacco brand mailing list.

Q: DO YOU SHARE PERSONAL INFORMATION WITH THIRD PARTIES?

A: Philip Morris USA does not sell or otherwise disclose personal information that we collect about you on this website to any third parties for their own marketing purposes. We do disclose this information to service providers that we have retained to perform services on our behalf. These service providers are contractually restricted from using or disclosing the information except as necessary to perform services on our behalf. Philip Morris USA and its service providers also may disclose information about you if required by law.

Q: DOES THIS WEBSITE USE COOKIES?

A: Yes. To understand more, please read our Privacy Statement.

CONTACT US

For consumer inquiries, please contact:

Phone: 1-877-438-4767
Monday-Friday, 9 a.m. – 6 p.m. ET
Closed on Holidays

PHILIPMORRISUSA.COM

PHILIPMORRISUSA.COM
CTA URL: http://www.altria.com/our-companies/philipmorrisusa/Pages/default.aspx

Terms Of Use

Description: Official IQOS Tobacco Heating System Website. Website limited to legal age adult tobacco consumers.

TERMS OF USE

Effective Date: May 2019

WEBSITE TERMS OF USE

The following "Terms of Use" are the terms on which Philip Morris USA Inc. offers you access to this site. Throughout this site, the terms "Philip Morris USA", "we", "us" and "our" refer to Philip Morris USA Inc. Philip Morris USA offers this site, including all information, tools and services available from this site, to you, the user, conditioned upon your acceptance of all the terms, conditions, policies and notices stated here. Your use of the site constitutes your agreement to all such terms, conditions policies and notices in these Terms of Use.

REGISTRATION

You must register for, and complete the registration process to use, this site. We will open a registered user account for you when you complete your registration. You will select or we may assign to you a user ID and password that will be identified with your account. Your user ID, password and date of birth are your credentials to give you access to this site. You must provide complete and accurate information about yourself during the registration process. You must be a tobacco consumer who is at least 21 years of age who is legally competent to enter into contracts. You may not have a user ID that is indecent or distasteful or that we otherwise determine in our discretion is unacceptable. All personal information provided via this site will be handled in accordance with this site's online Privacy Statement, which may be viewed anywhere on the site by clicking on the "Privacy Statement" link on the footer of the page.

ELECTRONIC CONTRACTING AND NOTICES

Your affirmative act of registering for a user ID and password constitutes your electronic signature to these Terms of Use and your consent to enter into agreements with us electronically. You also agree that we may send to you in electronic form any notices or other communications regarding this site. We can send you electronically any notices or other communications to the email address that you provided to us during registration, or by posting any notices or other communications on this site. The delivery of any notices or other communications from us is effective when sent by us, regardless of whether you read such notice or other communication when you receive it or whether you actually receive the delivery. You can withdraw your consent to receive such notices or other communications electronically by canceling or discontinuing your use of this site.

ACCESS COSTS, EQUIPMENT AND SOFTWARE

You must provide at your own expense the equipment and Internet connections that you will need to access this site. This site may require the use of certain third-party software. You are responsible for all costs associated with acquiring such software, if any, and complying with any licenses associated with such software. We are not responsible for any costs you incur to access or use this site.

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YOUR USER ID AND PASSWORD

You may only use your user ID and password to access this site from inside the United States. You agree not to share your user ID and password with anyone else. You understand that we may suspend or terminate your use of your user ID and password at any time for any or no reason. If access to your account is suspended or terminated, you acknowledge that you have no right to access this site. Notwithstanding such suspension or termination, the remainder of these Terms of Use shall remain in effect.

USE OF MATERIAL FROM THIS SITE

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ALCS, Assistant General Counsel - IP
2325 Bells Road
Richmond, VA 23234
Telephone: 804-274-2000
Facsimile: 804-335-2080
Email: ALCSDMCA@altria.com

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3. a description of where the material you claim is infringing is located on the site, including by providing a URL to the page containing the material;

4. your address, telephone number, email address and all other information reasonably sufficient to permit Philip Morris USA to contact you;

5. a statement by you that you have a good-faith belief that the disputed use is not authorized by the copyright or trademark owner, its agent or the law; and

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Privacy Statement

Description: Official IQOS Tobacco Heating System Website. Website limited to legal age adult tobacco consumers.

PRIVACY STATEMENT – YOUR PRIVACY RIGHTS

Effective Date: May 2019

This Privacy Statement explains how we treat the personal information we collect from and about you on Philip Morris USA's IQOS brand website. This Privacy Statement does not apply to PM USA websites that do not display this statement or that have their own privacy statements.

This Privacy Statement may be amended from time to time.

Access and Use Restrictions

You must affirm or we must independently verify that you meet our minimum age requirements as disclosed on our site to use this website. We restrict the IQOS brand contact list to individuals who have certified that:

(1) They are adult smokers;
(2) They meet our minimum age requirements; and
(3) They want to be added to our brand contact lists to receive content, offers, and advertising from Philip Morris USA and its affiliates.

We independently verify that you meet our minimum age requirements before granting access to create a website account, buying IQOS products, and adding you to our brand contact list.

What We Collect

We collect information from you and your devices. We also receive information about you from third parties.

We collect information you provide to us:

- **Registering with our website:** When you request to be added to our brand contact list, create a website account, or buy IQOS products on the website, we ask you to provide personal information to verify your age and identity, to communicate with you, and to complete your purchase. Personal information you may share with us includes:

    - **For verifying age and identity:** your name, address, date of birth, and if applicable, the last four digits of your Social Security Number. We may also request additional information from you to assist us with verification.

    - **For joining our brand contact lists:** your name, address, date of birth, email address, telephone number, username and password, 5-digit PIN, security question and answer. If applicable, we will also collect your payment information such as credit card details.

- **On our website:** Upon creating your account, we may ask you to provide information such as product, brand preferences, or other survey data. In addition, we may ask you to provide your telephone number or communication channel preferences.

We collect information passively:

- **Website browsing information:** When you visit our branded website, your browser may send certain information such as browser type, browser language preference, operating system, internet service provider, Internet Protocol (IP) address, device identifiers, geo-location data and online browsing data (such as date and time of access to our website, mouse movements, referring website address, pages viewed, features used, links clicked, and other actions you take in connection with the website, sometimes referred to as "clickstream data").

- **Tracking information:** When you visit our website, automated collection tools such as "cookies" and "web beacons" may gather information about your visit and your device.

    A *cookie* is a small text file stored on your device that lets us know whether you've visited the website before as well as your navigation experience during your visit. Cookies may be used to facilitate your access to our website, enhance and personalize your online experience, personalize advertising and recognize your computer or your device.

    Web beacons are small graphics placed on our website and in email communications that are used to measure the effectiveness of our website and email communications.
    - Web beacons on our website collect information about your visit, such as the pages you view, the features you use, the links you click, and other actions you take in connection with our website.
    - Web beacons in our emails track your interactions with those messages, such as when you receive, open, forward or click a link in an email message from us.

We may use third-party web analytics services on our website that analyze how a visitor uses our website.

We and third parties may also collect information about your online activities over time and across multiple sites or services for use in providing you with advertising tailored to your individual interests. This is sometimes referred to as *online behavioral advertising*.

We and third parties track your online activities through automated means, including through the use of cookies, web server logs, web beacons, and other technologies. The information collected includes the pages or advertisements you view and the actions you take online. This data collection takes place both on our website and on third-party websites. Third parties may also combine information collected online with information collected offline. In addition to helping us better target our advertising, the use of these tracking tools helps us improve our platforms and user experience and track the effectiveness of our marketing efforts.

We collect information from third parties:

We collect information about you from third-party sources, such as public and third-party databases. We also collect information about you from our business and trade partners to supplement information about you. For example, we may purchase information about your interests and hobbies to help us tailor our marketing content and communications to you. We may also receive information about you from our third-party business partners, such as your tobacco product purchase history.

Why We Collect Information About You

We collect information about you for marketing purposes, as well as for other purposes that include but are not limited to:

- **Customize our communications with you** and provide personalized content, offers and advertising, including on our website.
- **Conduct the purchase transaction** e.g., for payment processing.
- **Administrative purposes**, such as to assist you with registration on our branded website and brand contact list or to respond to inquiries from you.
- **Administer offers, promotions and surveys**.
- **Communicate with you** about tobacco-related issues.
- **Operate, evaluate, and improve our business** (including developing and enhancing products, managing communications, determining the effectiveness of our sales, marketing and advertising, performing accounting, auditing, billing, reconciliation and collection activities, and analyzing and enhancing our branded website).
- **Perform data analyses** and other processing (including market and consumer research, trend analysis, and financial analysis).

- **Protect against and identify fraud and other criminal activity** or to exercise or **defend legal claims**.

With Whom Do We Share Information About You?

- **Our Affiliates.** We may share your information with Philip Morris USA's affiliates, including other subsidiaries of Altria Group, Inc., that market tobacco products such as those found at the following link: http://www.altria.com/About-Altria/At-A-Glance/Pages/default.aspx.

- **Others Working for Us.** We may share your information with third parties that perform services on our behalf, including running our website, sending communications for us, performing age and identity verification, payment processors that process and fulfill your orders, and executing marketing programs and promotions. When we contract with these third parties, we do not permit them to use or disclose your information for any purpose other than the work they are doing on our behalf or as required by law. However, in limited exceptions, we may share your information with these third parties without an ability to contractually restrict how the third parties use the information. For example, we use Google ReCAPTCHA to limit fraudulent activity on our website, and we use Google Maps to help you search for retail locations.

- **Other Third Parties**. We may share your information about you (i) if we are required to do so by law or legal process, (ii) if we believe there has been a violation of our website policies, (iii) to law enforcement authorities or other government officials or (iv) when we believe disclosure is necessary or appropriate to prevent injury, harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

- **Corporate Restructure.** We may transfer information about you in the event of a liquidation, reorganization, merger, consolidation, change of control, asset or stock acquisition/disposition or other corporate combination. Should such an event occur, we will use reasonable efforts to ensure the transferee uses your information in a manner consistent with this Privacy Statement.

How You Can Control Your Information

Opting Out. If you would like to stop receiving marketing communications from us, click on the "Remove Your Name" link located on the Login Page of this website or call 1-877-438-4767. Even if you opt out of receiving marketing messages, we will still send you messages about your questions and purchases and your existing or past business relationships with us.

Your Browser Settings. Your browser may give you the ability to control cookies or other tracking tools. The Help portion of the toolbar on most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie and how to delete existing cookies. Note that if you choose to disable cookies, it is possible that some of our website's features may not function properly. Choices you make are browser and device specific. For more information on deleting or controlling cookies, visit www.aboutcookies.org.

Do Not Track Requests. Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.

Making Changes to Your Information. You can update certain information associated with your account by contacting customer service at 1-877-438-4767 or when available on the site, by logging into your profile.

Contact Us. If you have any questions or comments about this Privacy Statement, or you would like us to update information about you, please send us an IQOSPrivacyStatement@consumerconnectioncenter.com or call 1-877-438-4767.

Notice to California Residents – Your California Privacy Rights

If you reside in California, you have the right to ask us one time each year for information identifying any third parties with whom we have shared your personal information for their direct marketing purposes. You can also request a description of the categories of personal information disclosed to that third party in the preceding calendar year. To make such a request, please send us an IQOSPrivacyStatement@consumerconnectioncenter.com or call 1-877-438-4767. Indicate that you are a California resident making a "Shine the Light" inquiry.

How We Protect Your Information

We recognize the importance of maintaining the security of your information. We have implemented technical, administrative and physical security measures designed to protect your information from unauthorized access, disclosure, use, and modification. Unfortunately, guaranteed security does not exist on the Internet or offline. We therefore cannot guarantee that your information will be free from unauthorized access by third parties.

Links to Third-Party Websites

From time to time, we may provide links to unaffiliated third-party websites. These websites operate independently from Philip Morris USA and may have their own privacy statements in place, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites you visit are not operated by or on behalf of Philip Morris USA, we are not responsible for their content or your use of the websites.

Changes To This Privacy Statement

This Privacy Statement may be updated periodically and will be posted on our website, indicating when it was last updated. If there are material changes to our Privacy Statement, we will post a prominent notice on our website and/or provide other notice as required by law. Use of our website following such changes constitutes your acceptance of the revised Privacy Statement then in effect.

Tobaccorights.com

TOBACCORIGHTS.COM
(Note: Link https://tobaccorights.com)

Responsibility

Description: Official IQOS Tobacco Heating System Website. Website limited to legal age adult tobacco consumers.

RESPONSIBILITY

Click on the links below to learn more about Philip Morris USA, Inc., its business and important tobacco issues, including health issues related to its cigarettes.

PHILIPMORRISUSA.COM
(Note: Link http://www.altria.com/our-companies/philipmorrisusa/Pages/default.aspx)

HELPING REDUCE UNDERAGE TOBACCO USE
(Note: Link http://www.altria.com/Responsibility/Tobacco-Harm-Reduction/Helping-Reduce-Underage-Tobacco-Use/Pages/default.aspx?src=leftnav)

QUITTING INFORMATION
(Note: Link http://www.quitassist.com)

SMOKING & HEALTH
(Note: Link http://www.altria.com/our-companies/philipmorrisusa/smoking-and-health-issues/Pages/default.aspx)

MARKETING OUR CIGARETTES
(Note: Link http://www.altria.com/Responsibility/Marketing-Practices/Pages/default.aspx?src=topnav)

MARKETING OUR SMOKELESS TOBACCO PRODUCTS
(Note: Link http://www.altria.com/Responsibility/Marketing-Practices/Pages/default.aspx?src=topnav)

CIGARETTE LITTER PREVENTION
(Note: Link http://www.altria.com/Responsibility/Environmental-Management/Pages/default.aspx?src=topnav

TOBACCOISSUES.COM
(Note: Link https://tobaccoissues.com/)

IQOS® FAQ AGE AFFIRMED COPYDECK
getIQOS.com AA Website Experience
POS # M7723

IQOS®: Support - FAQ - Age Affirmed

Utility Heading 4: About the IQOS® System

Utility Heading 4: What is IQOS®?
Default Body Copy: IQOS® is a tobacco heating system. Thanks to sophisticated electronics, IQOS® heats specially designed Marlboro HeatSticks® up to approximately 570°F, without fire or ash. This generates a heated tobacco vapor, which contains nicotine.

Utility Heading 4: How does IQOS® HeatControl™ Technology work?
Default Body Copy: While traditional cigarettes burn up to 1,470°F, creating ash and the taste of smoke, Marlboro HeatSticks® respond to the warming of the IQOS® Heat Blade inside the IQOS® Holder, which heats the tobacco to approximately 570°F, giving you a full and authentic taste.

Utility Heading 4: How do I use IQOS®?
Default Body Copy: Learn how to use IQOS® in the How To Guide.

Utility Heading 4: How is IQOS® different from vaping?
Default Body Copy: IQOS® unlike e-vapor products does not contain liquid nicotine; it contains real tobacco in the HeatStick. We believe this is a similar experience to smoking cigarettes.

Utility Heading 4: Is IQOS® an e-cigarette?
Default Body Copy: No. IQOS® is not an electronic cigarette. E-cigarettes create a vapor from a liquid containing nicotine. IQOS® creates vapor from a HeatStick, which contains real tobacco.

Utility Heading 4: How long does it take to charge IQOS®?
Default Body Copy: Using the provided USB Power Adapter and cable, the IQOS® Pocket Charger can reach a full charge in 90 minutes. Placed in the IQOS® Pocket Charger, the IQOS® Holder charges in about 6 minutes.

Utility Heading 4: How long does the IQOS® warranty last?
Default Body Copy: The IQOS® Limited Warranty lasts three months from the original date of purchase. However, if you register your Device on our database, the warranty can be extended for an additional 9 months.

Utility Heading 4: What does my IQOS® warranty cover?
Default Body Copy: For more details on what the IQOS® Limited Warranty covers, please review the Warranty Terms & Conditions.

Utility Heading 4: How do I pronounce IQOS®?
Default Body Copy: “eye-kos”

Utility Heading 4: About HeatSticks®

Utility Heading 4: What are HeatSticks®?
Default Body Copy: HeatSticks® are a specially designed Heated Tobacco unit intended for exclusive use with the IQOS® Holder.

Utility Heading 4: Do HeatSticks® contain real tobacco?
Default Body Copy: HeatSticks® are made by blending high-quality tobaccos from selected types and origins. These tobaccos are then ground to provide the perfect mixture and reconstituted back into a tobacco sheet found within the HeatStick.

Utility Heading 4: How long does one HeatStick last?
Default Body Copy: HeatSticks® are designed for the same length of time and number of puffs as a cigarette. This is approximately 14 puffs or 6 minutes.

Utility Heading 4: Do HeatSticks® taste and smell different than a conventional cigarette?
Default Body Copy: HeatSticks® taste different than cigarettes because the tobacco is heated rather than burned. By heating tobacco the true taste of tobacco is released. HeatSticks® are made from a specially selected blend of tobacco in order to provide tobacco taste that replicates as much as possible what adult smokers expect. HeatSticks® leave less odor than a conventional cigarette.

Utility Heading 4: Why are HeatSticks® shorter than a conventional cigarette?
Default Body Copy: HeatSticks® are designed specifically for IQOS® and its length is optimal to be used by the IQOS® Holder. The average experience duration is about the same as smoking a conventional cigarette. Please do not put other types of tobacco in the IQOS® Holder.

Utility Heading 4: What happens when you heat tobacco?
Default Body Copy: The IQOS® heats the tobacco stick to below 570°F producing a heated tobacco vapor.

Utility Heading 4: Can I use conventional cigarettes with IQOS®?
Default Body Copy: No. You should only use HeatSticks® with IQOS®. Cigarettes or any other products cannot be used with the IQOS® System.

Utility Heading 4: Can I smoke a HeatStick like a conventional cigarette?
Default Body Copy: HeatSticks® are designed specifically for use in the IQOS® Holder. You should not light a HeatStick with a match, lighter or other flame source.

Utility Heading 4: Health Related

Utility Heading 4: Will IQOS® help me quit smoking?
Default Body Copy: IQOS® is not intended for smoking cessation. The best choice for consumers concerned about the health risks of smoking is to quit tobacco use altogether. You should be guided by the conclusion of public health authorities on the risks associated with using tobacco products. IQOS® is an alternative to cigarettes for adult smokers who want to continue to enjoy tobacco products.

Utility Heading 4: Is IQOS® a reduced risk product?

Default Body Copy: IQOS® is not risk free and we make no health claims on this product. The best way to reduce tobacco-related health risks is to quit tobacco use altogether.

Utility Heading 4: Is IQOS® addictive?
Default Body Copy: Nicotine is known to be an addictive substance. Marlboro HeatSticks® contain real tobacco, which naturally contains nicotine.

Utility Heading 4: Is there a risk of second-hand smoke with IQOS®?
Default Body Copy: We make no health claims on the effect of the heated tobacco vapor. To reduce any risks associated with secondhand smoke, we suggest quitting tobacco use altogether.

Utility Heading 4: Do I get more nicotine from vaping or using IQOS®?
Default Body Copy: While we make no comments on the specific levels of nicotine in the product, we believe that IQOS® provides a similar experience to smoking traditional cigarettes. We cannot offer any information regarding the levels of nicotine in vaping vs. using IQOS® since every product experience differs.

Utility Heading 4: Product Safety

Utility Heading 4: Is IQOS® a safe consumer electronic Device?
Default Body Copy: The IQOS® Holder and IQOS® Pocket Charger comply with US consumer electronic safety requirements. However, the IQOS® Holder and IQOS® Pocket Charger should be used as instructed in the User Manual.

Utility Heading 4: Will this product burn me or potentially light something on fire?
Default Body Copy: Unlike cigarettes, IQOS® has no lit end and therefore there is no fire and no ash.

Utility Heading 4: Is the lithium-ion battery safe?
Default Body Copy: The IQOS® Holder and IQOS® Pocket Charger comply with US consumer electronic safety requirements. However, the IQOS® Holder and IQOS® Pocket Charger should be used as instructed in the User Manual.

Utility Heading 4: Purchasing or Reserving IQOS®

Utility Heading 4: When and where can I buy IQOS®?
Default Body Copy: IQOS® plans to launch first in the US in Atlanta, GA. We will announce a more specific timeline soon. If you'd like to receive information about when IQOS® is available, please manage your communication preferences on the MyIQOS settings page to receive email updates.

Utility Heading 4: Why can I only reserve IQOS® right now?
Default Body Copy: IQOS® will be available in stores soon. Until that time, we are taking reservations from Adult Smokers who wish to be among the first to receive IQOS®. If you'd like to receive information about when IQOS® is available, please manage your communication preferences to receive email updates.

- CTA Link Label: manage your communication preferences
- CTA Link URL: MyIQOS Profile tab
- CTA Link Style: INLINE-TEXT-LINK
- CTA Link Type: same tab

Utility Heading 4: Can I try IQOS® before I buy it?
Default Body Copy: Yes, you can. Official IQOS® retail locations offer personal IQOS® trials.

Utility Heading 4: Fullfillment and Returns

Utility Heading 4: What options do I have for delivery?
Default Body Copy: The IQOS® System is currently only available for in store pickup.

Utility Heading 4: How do I return my order?
Default Body Copy: Please contact the IQOS® call center at 1-877-438-4767 to process a return on your order.

Utility Heading 4: How long does the refund take?
Default Body Copy: Refunds are processed 5-7 business days after your returned items are received.

Utility Heading 4: **IQOS® Stores**

Utility Heading 4: What is an IQOS® Store?
Default Body Copy: Outfitted to serve all IQOS® consumers, IQOS® Stores will offer all IQOS® products for purchase: Devices, HeatSticks®, and accessories. IQOS® Stores also offer a full range of services including personal trials, and Device repair, and in-store pick-up and events.

Utility Heading 4: Why would I need to visit an IQOS® Store?

Default Body Copy: Our IQOS® Store is there to help you at any stage of your IQOS® experience. Purchase your IQOS® Device, HeatSticks® and accessories in store, or pick up your online reservation. Receive IQOS® product education, customer care and product support from our IQOS® Experts. You can also attend in-store events and participate in a personal IQOS® trial.

Utility Heading 4: What do IQOS® Stores sell?

Default Body Copy: All IQOS® Stores will sell IQOS® Devices, HeatSticks® and IQOS® accessories

Utility Heading 4: What is a personal IQOS® trial? How long does a personal IQOS® trial take?

Default Body Copy: An IQOS® Expert will guide you through a personal trial experience. You will learn about the IQOS® Tobacco Heating System and how it works. Then you will have the opportunity to try one to three different varieties of Marlboro HeatSticks®. A full personal IQOS® trial experience can take approximately 30 minutes to complete.

Utility Heading 4: What are IQOS® Experts?

Default Body Copy: IQOS® Experts are a diverse team of passionate IQOS® believers that inspire the switch to IQOS® and advocacy across focused legal age smoker communities.

Utility Heading 4: About getIQOS.com

Utility Heading 4: Why do I need to register an account to learn more about IQOS®?
Default Body Copy: Registration is mandatory if you purchase online or over the phone. This is required because we need to verify that you are of the legal age within your state of residence before we can sell our products to you. You can purchase IQOS® Devices in store without registering provided that you can prove you are of legal age.

Utility Heading 4: How do I change my password/email?
Default Body Copy: You can review and manage your password/email on the Settings tab of the MyIQOS page.

Utility Heading 4: I've forgotten my email/password, what do I do?
Default Body Copy: Please use our username and password recovery tool on the getIQOS.com sign in page.

Utility Heading 4: What does getIQOS.com do with my personal information?
Default Body Copy: Please refer to the getIQOS.com Privacy Statement for more information.

Utility Heading 4: How do I unsubscribe from IQOS® emails?
Default Body Copy: You can manage your IQOS® communication preferences from the Settings tab of the MyIQOS section of the getIQOS.com.

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IQOS® HOME: Hero Carousel

Link 1: MEET IQOS®

Link 2: PRODUCT GUIDES

INTRODUCING IQOS®
Meet IQOS®–a groundbreaking new tobacco heating system that allows you to enjoy real tobacco with less odor and no ash.
CTA: MEET IQOS®

GET STARTED
See what's inside every IQOS® box and learn about your new IQOS® Device today.
CTA: EXPLORE

IQOS® HOME: RESERVE

RESERVE YOUR IQOS® TODAY
IQOS® is coming to Atlanta. Log in or register to pre-order your IQOS® Bundle today.
CTA: RESERVE NOW

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Hero

MEET IQOS®

What is IQOS® Module

INTRODUCTION
WHAT IS IQOS®?
The IQOS® Tobacco Heating System is a whole new way to experience real tobacco. Unlike traditional cigarettes, the IQOS® System heats tobacco instead of burning it, giving you true tobacco taste.

How It's Different Module

TECHNOLOGY
HOW IT'S DIFFERENT
The IQOS® Tobacco Heating System uses sophisticated electronics to heat specially designed tobacco sticks just enough to release a flavorful tobacco taste without combustion, meaning there's no ash and less odor.

HEATCONTROL™ TECHNOLOGY:
Cigarettes burn up to 1470°F, creating ash and the taste of smoke. But with IQOS®, our HeatSticks® respond to the warming of the Heat Blade inside the IQOS® Holder which heats the tobacco to a temperature just below 570°F, giving you a full and more authentic taste.

Product + Specifications Selector

PRODUCT DETAILS
IQOS® HOLDER
IQOS® POCKET CHARGER

SPECIFICATIONS:
MATERIAL (SLATE)
MATTE FINISH

MATERIAL (WHITE)
GLOSS FINISH

CHARGE TIME
ABOUT 6 MIN

IQOS® HOLDER SIZE
3.38"H X 0.58"W

SPECIFICATIONS:
MATERIAL (SLATE)

MATTE FINISH
MATERIAL (WHITE)
GLOSS FINISH

CHARGE TIME
ABOUT 90 MIN

CHARGE DURATION
ABOUT 20 HEATSTICKS®

IQOS® POCKET CHARGER SIZE
4.45"H x 2"W

Learn More

PRE-ORDER
RESERVE YOURS
Pre-order your IQOS® Bundle today and receive a special introductory offer.
RESERVE NOW

FAQ

SUPPORT
FAQ
Find information about the IQOS® Tobacco Heating System and more.
LEARN MORE

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Secondary Horizontal Navigation

WHAT'S IN THE BOX

HOW TO GUIDE

How To Guide

PRODUCT GUIDES
HOW TO GUIDE
Welcome to the How to Guide. Scroll down for a step-by-step walkthrough of the IQOS® System.

CTA: SEE GUIDE

POCKET CHARGER
HOLDER
HEATSTICKS®
REMOVAL

Panel 1 of 4
IQOS® POCKET CHARGER
Plug the USB Charger Cable into the IQOS® Pocket Charger USB slot.
CTA: IQOS® HOLDER

Panel 2 of 4
IQOS® HOLDER
To charge, insert the IQOS® Holder into the IQOS® Pocket Charger.
CTA: HEATSTICKS®

Panel 3 of 4
HEATSTICKS®
When you're ready to use your IQOS® System, insert a HeatStick into your IQOS® Holder tobacco side down.
Note: Don't twist the HeatStick once inserted. This may damage the IQOS® Heat Blade.
CTA: REMOVAL

Panel 4 of 4
REMOVAL
After about 14 puffs or 6 minutes, your HeatStick will be finished and ready for removal.
Note: Please dispose of your HeatSticks® responsibly.
CTA: IQOS® POCKET CHARGER

IQOS® PRODUCT GUIDES WHAT'S IN THE BOX AGE AFFIRMED COPYDECK
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What's in the Box

PRODUCT GUIDES
WHAT'S IN THE BOX
Welcome to What's In the Box. Scroll down for a step-by-step walkthrough of the IQOS® System.
CTA: IQOS® POCKET CHARGER

POCKET CHARGER
HOLDER
CLEANER
POWER ADAPTER

Panel 1 of 4
IQOS® POCKET CHARGER
The IQOS® Pocket Charger is a portable charger that charges the IQOS® Holder in about 6 minutes, prior to each use.
CTA: IQOS® HOLDER

Panel 2 of 4
IQOS® HOLDER
The IQOS® Holder heats HeatSticks® to an optimal temperature.
CTA: IQOS® CLEANER

Panel 3 of 4
IQOS® CLEANER
The IQOS® Cleaner is a small capsule that is used to maintain your IQOS® Device.
CTA: USB POWER ADAPTER

Panel 4 of 4
USB POWER ADAPTER
The USB Power Adapter fully charges the IQOS® Pocket Charger in about 90 minutes.
CTA: IQOS® POCKET CHARGER

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Questions Module

QUESTIONS?
CTA: See FAQ

Q: Is IQOS® an e-cigarette?
A: No. IQOS® is not an electronic cigarette. E-cigarettes create a vapor from a liquid containing nicotine. IQOS® creates vapor from a HeatStick, which contains real tobacco.

Q: When and where can I buy IQOS®?
A: IQOS® plans to launch first in the US in Atlanta, GA. We will announce a more specific timeline soon. If you'd like to receive information about when IQOS® is available, please manage your communication preferences to receive email updates.

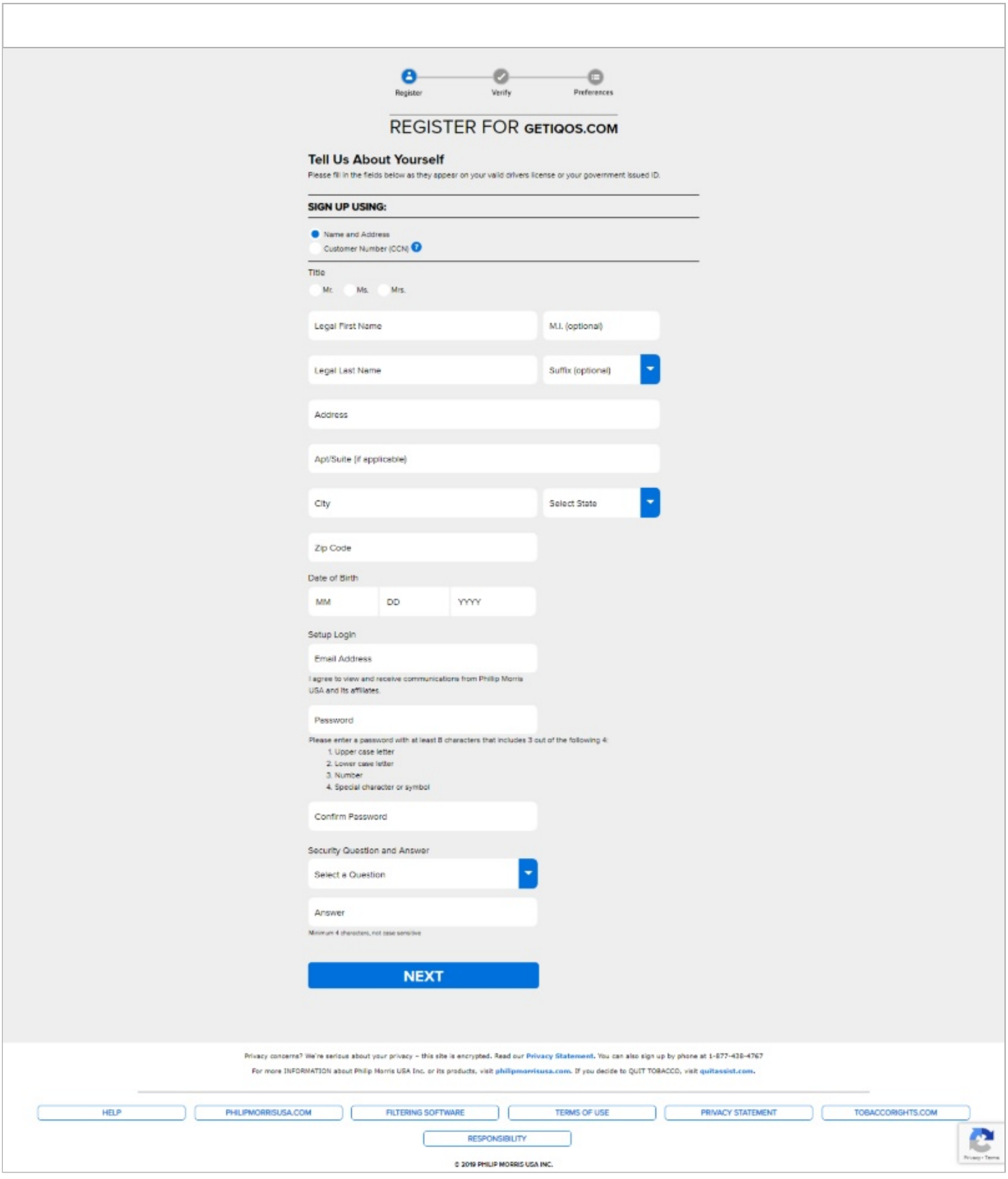
CALL
Call 1-877-GETIQOS (1-877-438-4767) to receive assistance or answers to your questions about the IQOS® System.

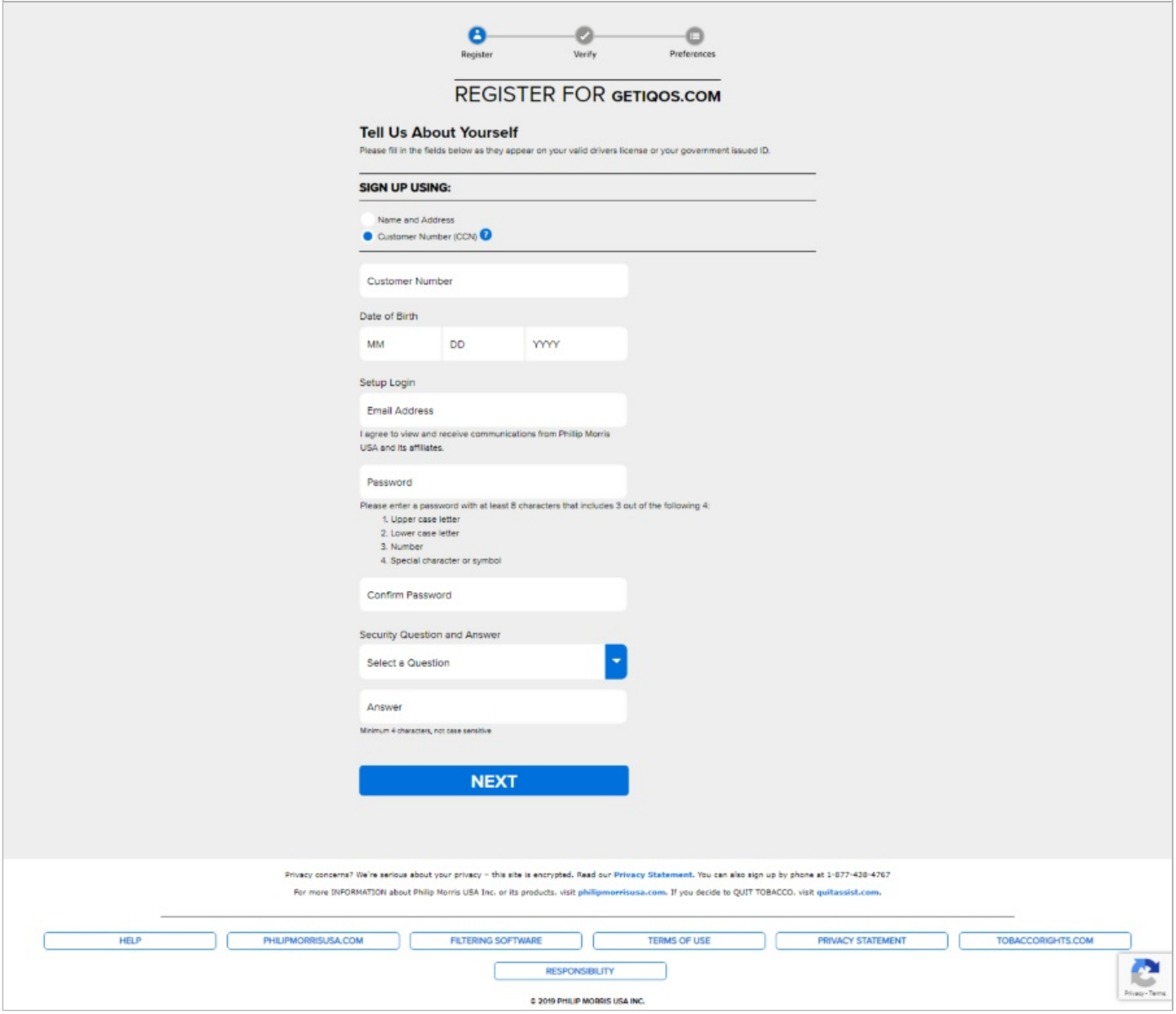
Product Guides Module

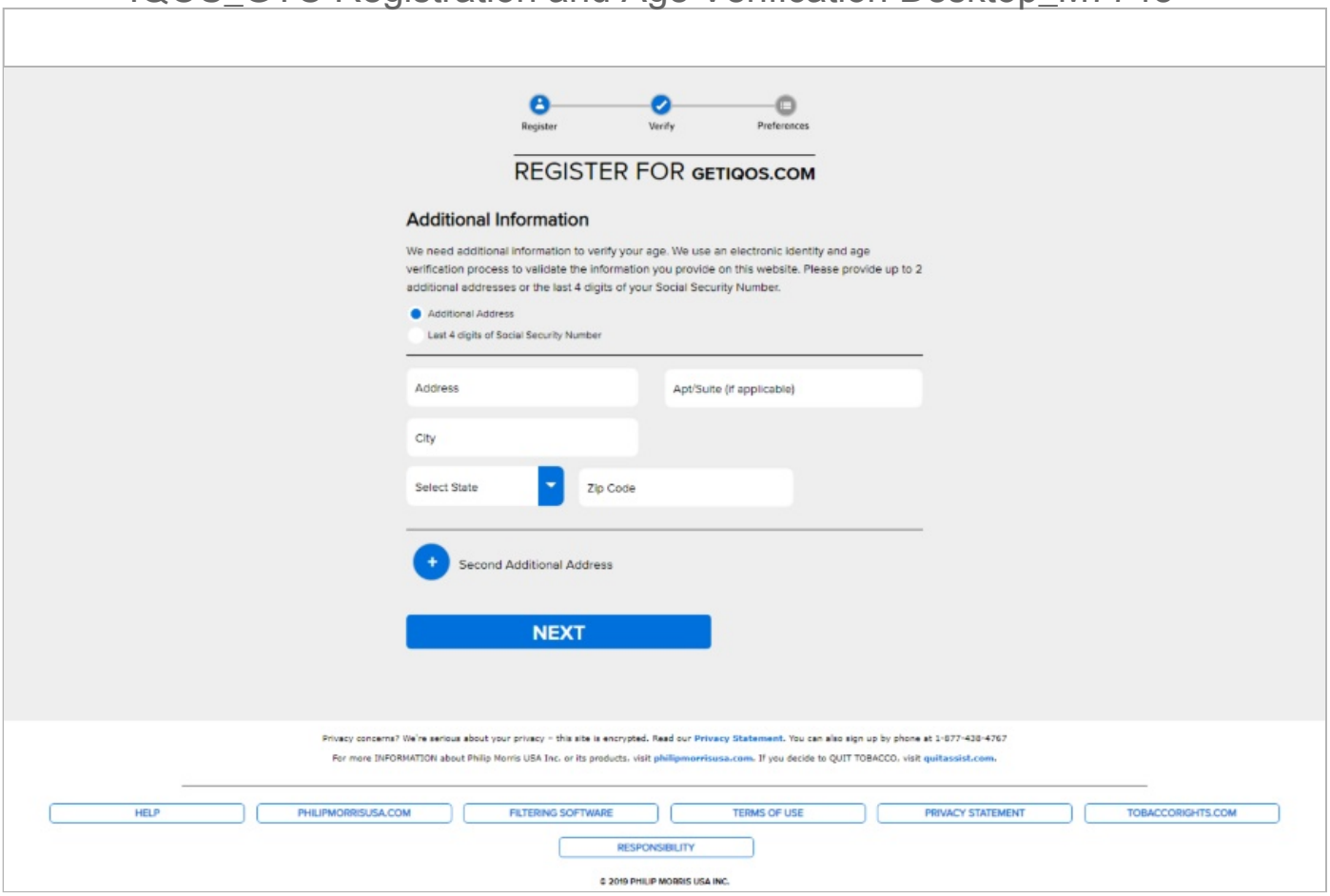
PRODUCT GUIDES

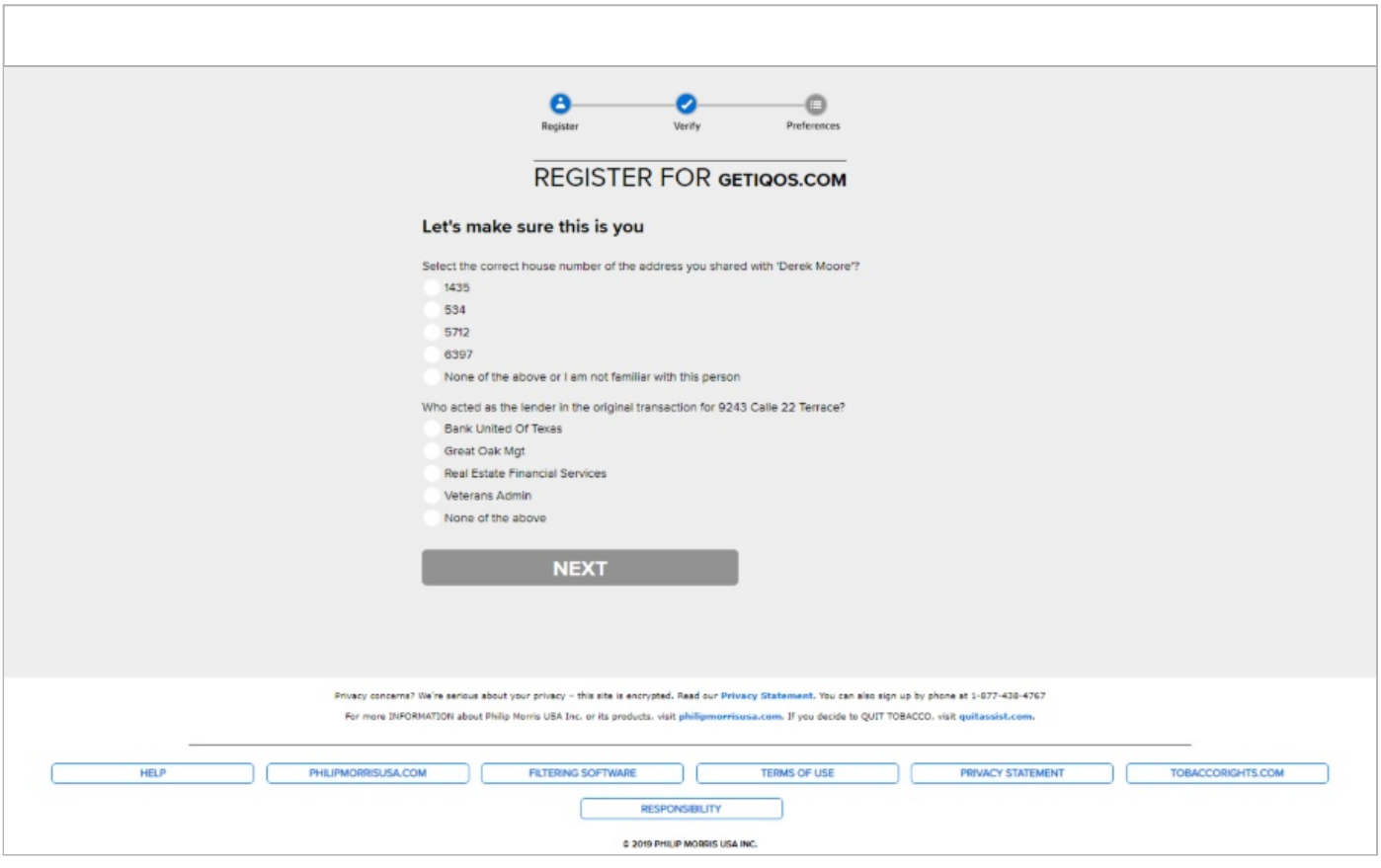
WHAT'S IN THE BOX
Get introduced to the IQOS® System.
CTA: LEARN MORE

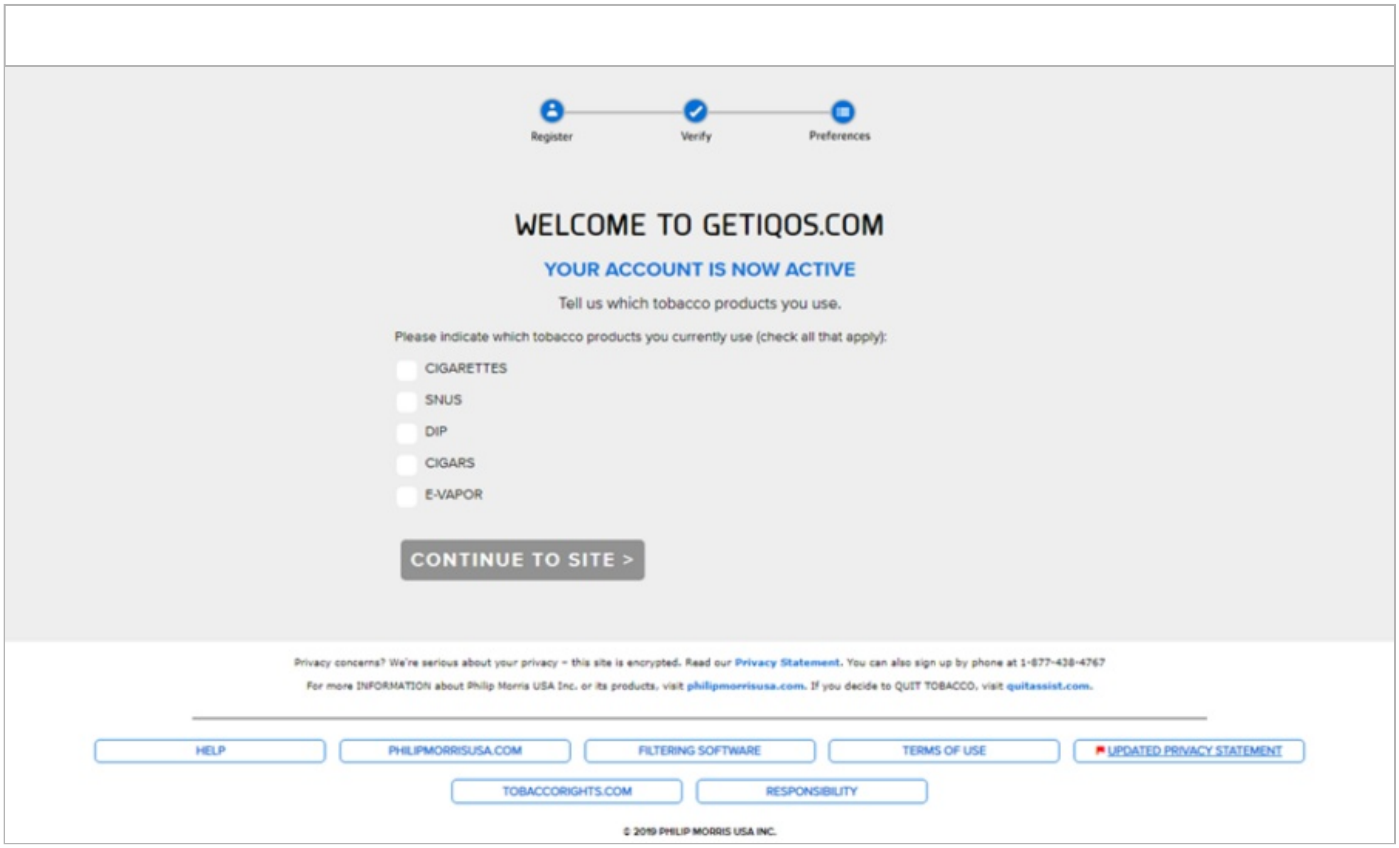
HOW TO GUIDE
Learn more about how to use IQOS®.
CTA: EXPLORE GUIDES


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Verify
Preferences
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Tell Us About Yourself
Please fill in the fields below as they appear on your valid drivers license or your government issued ID.
SIGN UP USING:
Name and Address
Customer Number (CCN)
Title
Mr.
Ms.
Mrs.
Legal First Name
M.I. (optional)
Legal Last Name
Suffix (optional)
Address
Apt/Suite (if applicable)
City
Select State
Zip Code
Date of Birth
MM
DD
YYYY
Setup Login
Email Address
I agree to view and receive communications from Philip Morris USA and its affiliates.
Password
Please enter a password with at least 8 characters that includes 3 out of the following 4:
1. Upper case letter
2. Lower case letter
3. Number
4. Special character or symbol
Confirm Password
Security Question and Answer
Select a Question
Answer
NEXT
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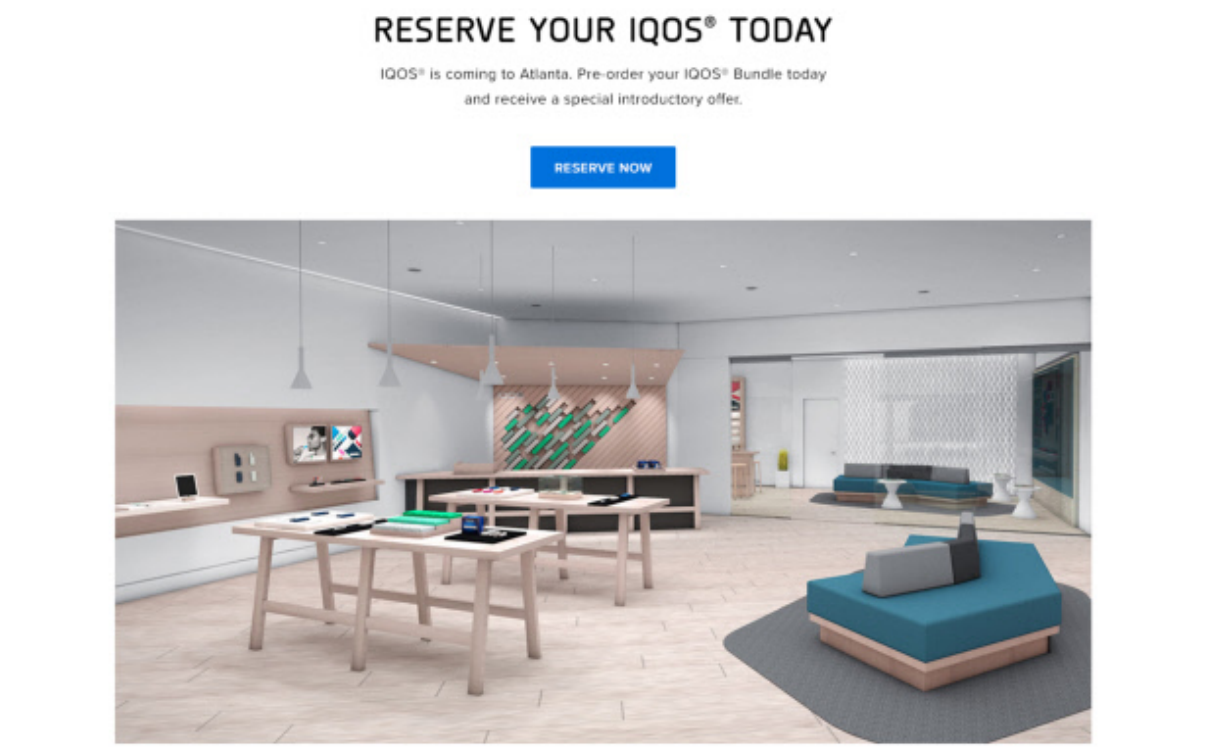

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Verify
Preferences
REGISTER FOR GETIQOS.COM
Tell Us About Yourself
Please fill in the fields below as they appear on your valid drivers license or your government issued ID.
SIGN UP USING:
Name and Address
Customer Number (CCN)
Customer Number
Date of Birth
MM
DD
YYYY
Setup Login
Email Address
I agree to view and receive communications from Philip Morris USA and its affiliates.
Password
Please enter a password with at least 8 characters that includes 3 out of the following 4:
1. Upper case letter
2. Lower case letter
3. Number
4. Special character or symbol
Confirm Password
Security Question and Answer
Select a Question
Answer
Minimum 4 characters, not case sensitive
NEXT
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Additional Information
We need additional information to verify your age. We use an electronic identity and age verification process to validate the information you provide on this website. Please provide up to 2 additional addresses or the last 4 digits of your Social Security Number.
Additional Address
Last 4 digits of Social Security Number
Address
Apt/Suite (if applicable)
City
Select State
Zip Code
Second Additional Address
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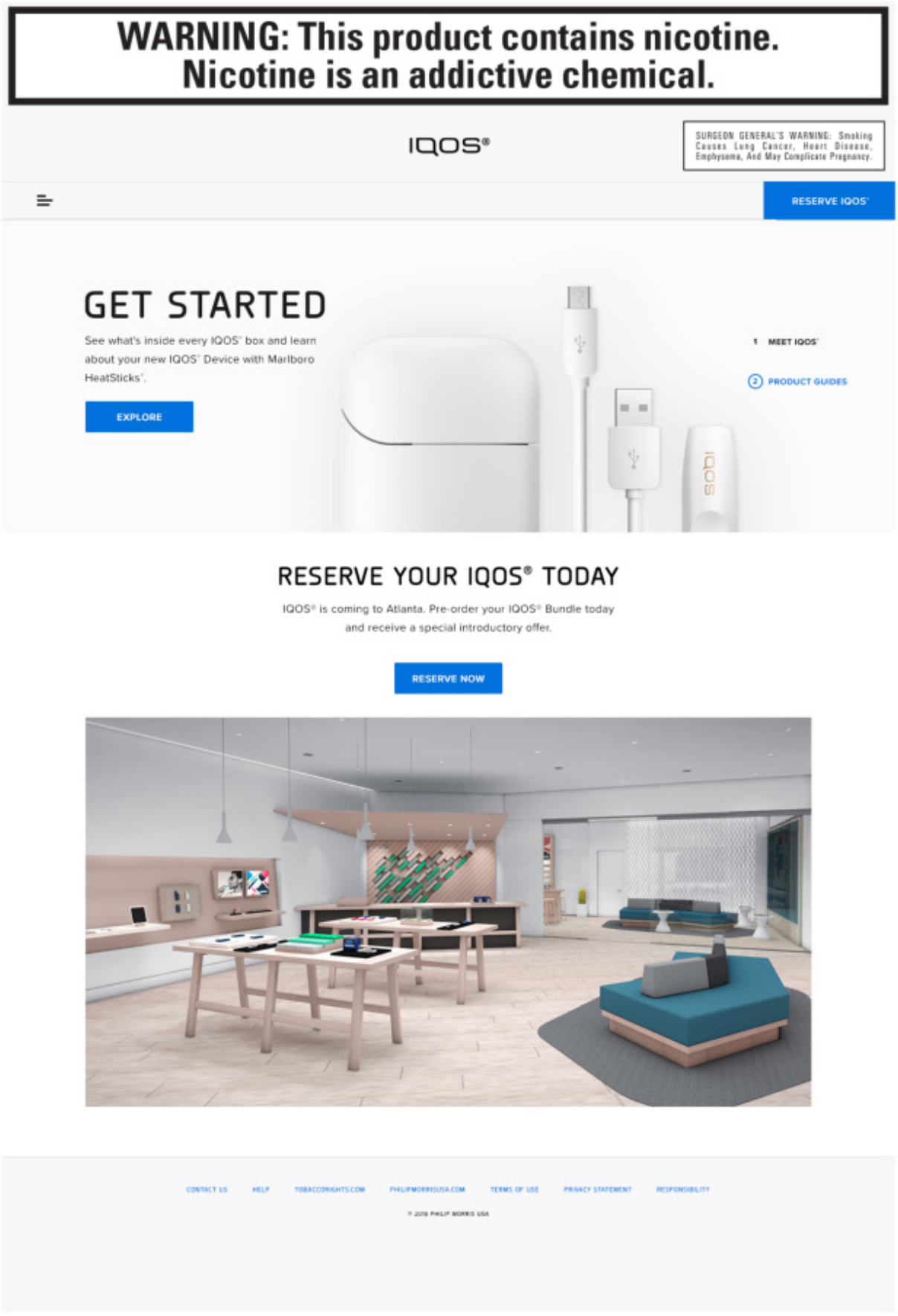

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REGISTER FOR GETIQOS.COM
Let's make sure this is you
Select the correct house number of the address you shared with 'Derek Moore'?
1435
534
5712
6397
None of the above or I am not familiar with this person
Who acted as the lender in the original transaction for 9243 Calle 22 Terrace?
Bank United Of Texas
Great Oak Mgt
Real Estate Financial Services
Veterans Admin
None of the above
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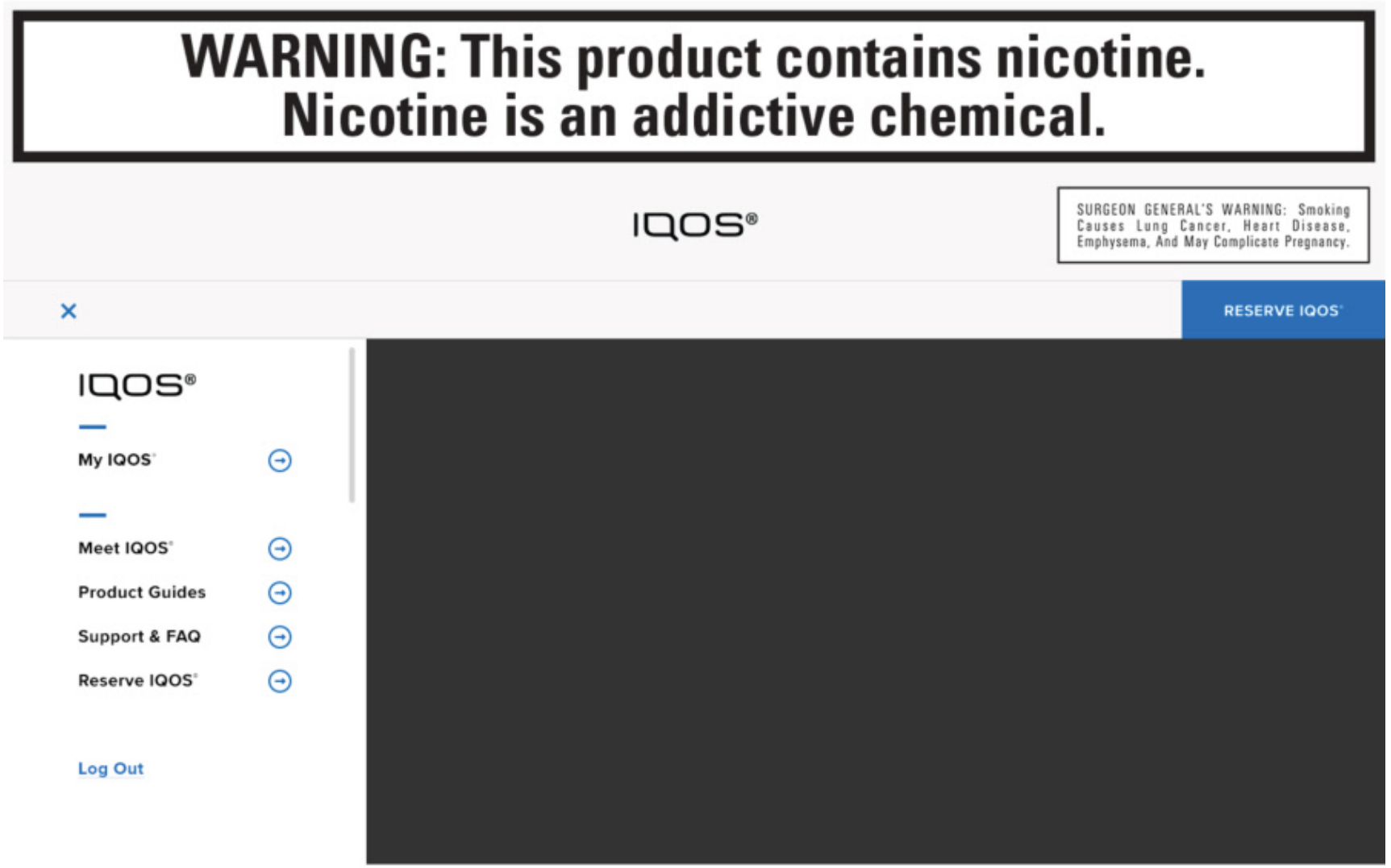

Register
Verify
Preferences
WELCOME TO GETIQOS.COM
YOUR ACCOUNT IS NOW ACTIVE
Tell us which tobacco products you use.
Please indicate which tobacco products you currently use (check all that apply):
CIGARETTES
SNUS
DIP
CIGARS
E-VAPOR
CONTINUE TO SITE >
Privacy concerns? We're serious about your privacy – this site is encrypted. Read our Privacy Statement. You can also sign up by phone at 1-877-438-4767
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WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
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IQOS
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2 PRODUCT GUIDES


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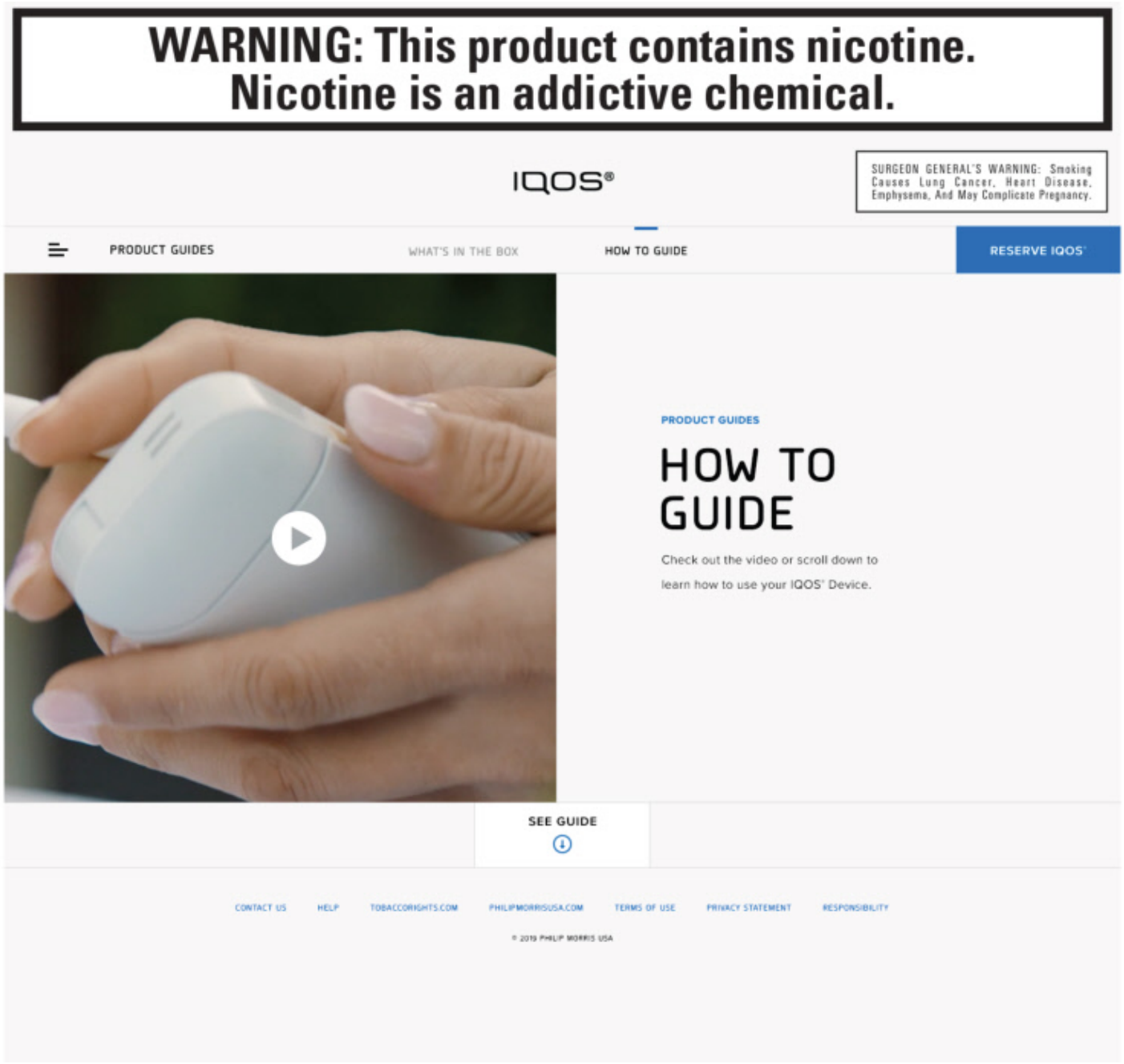

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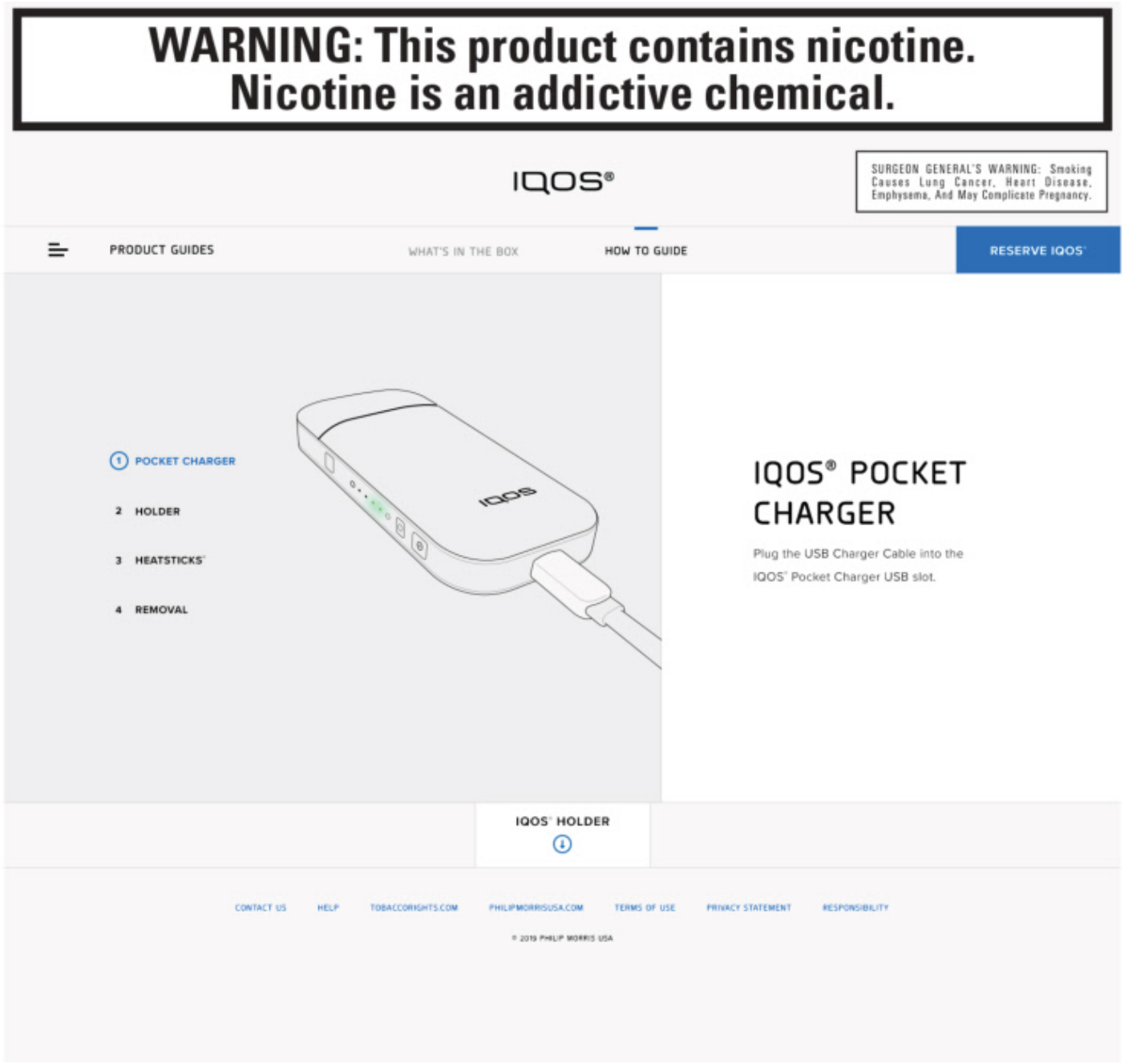

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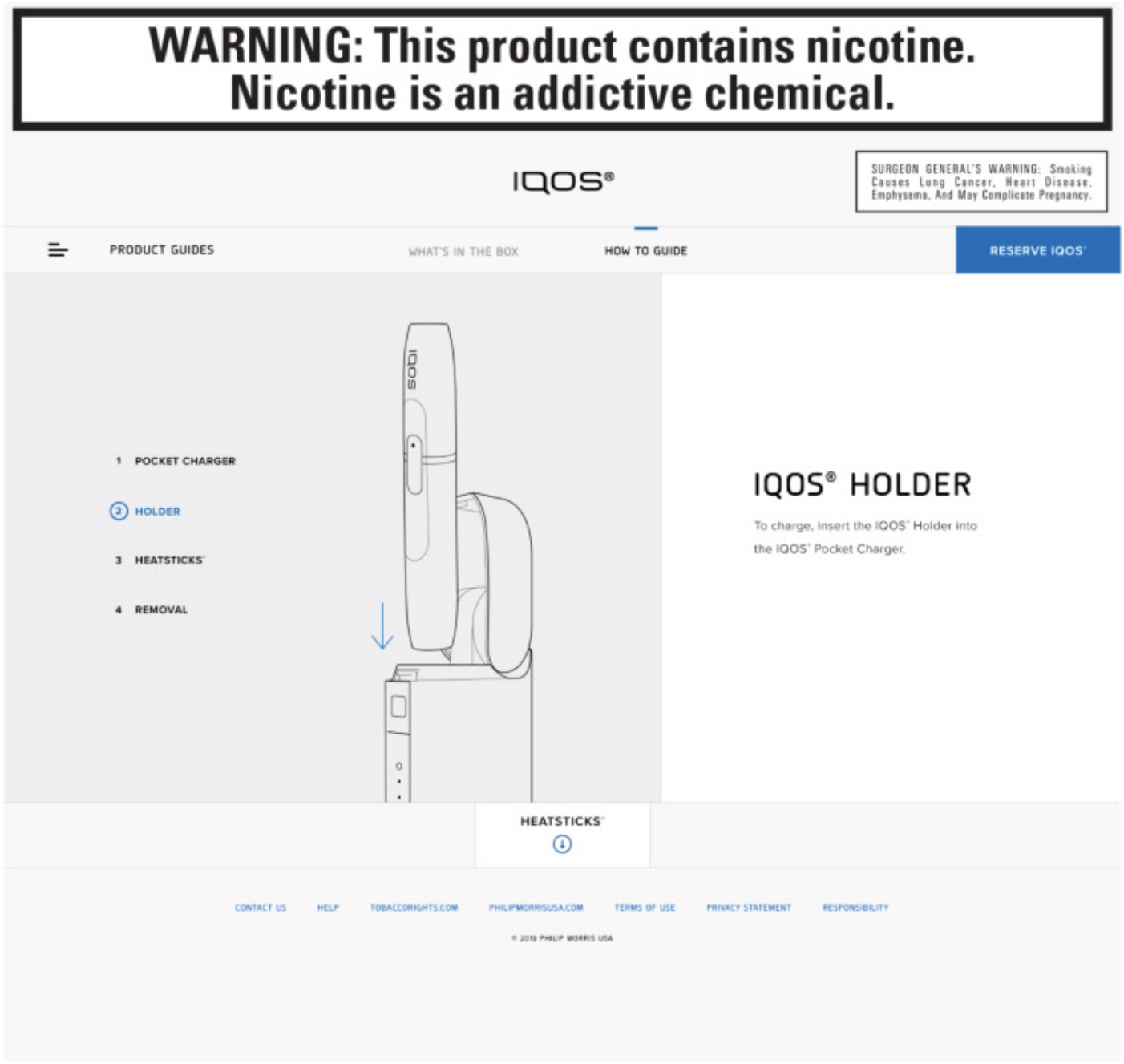

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HOW IT'S DIFFERENT
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FAQ

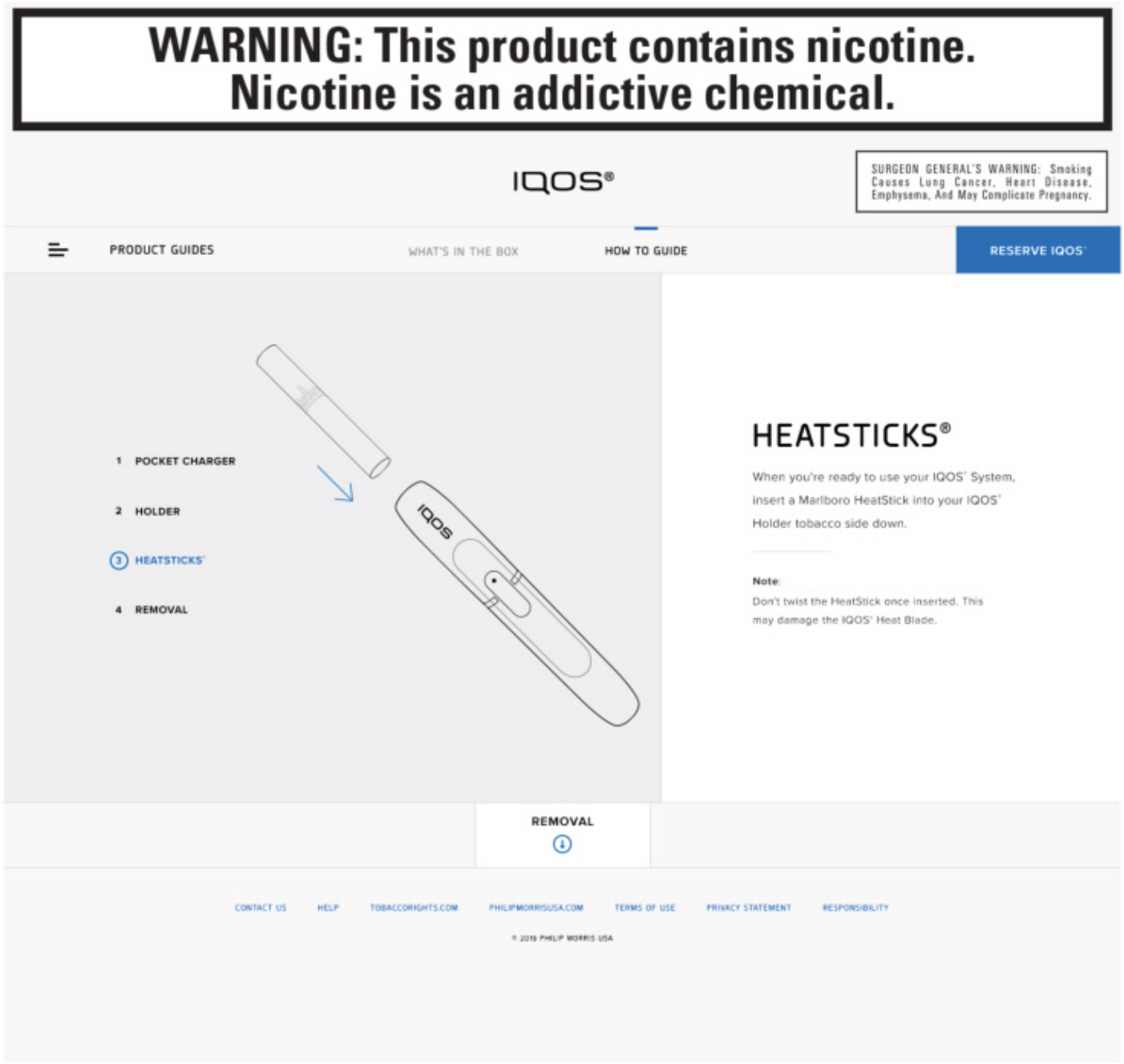

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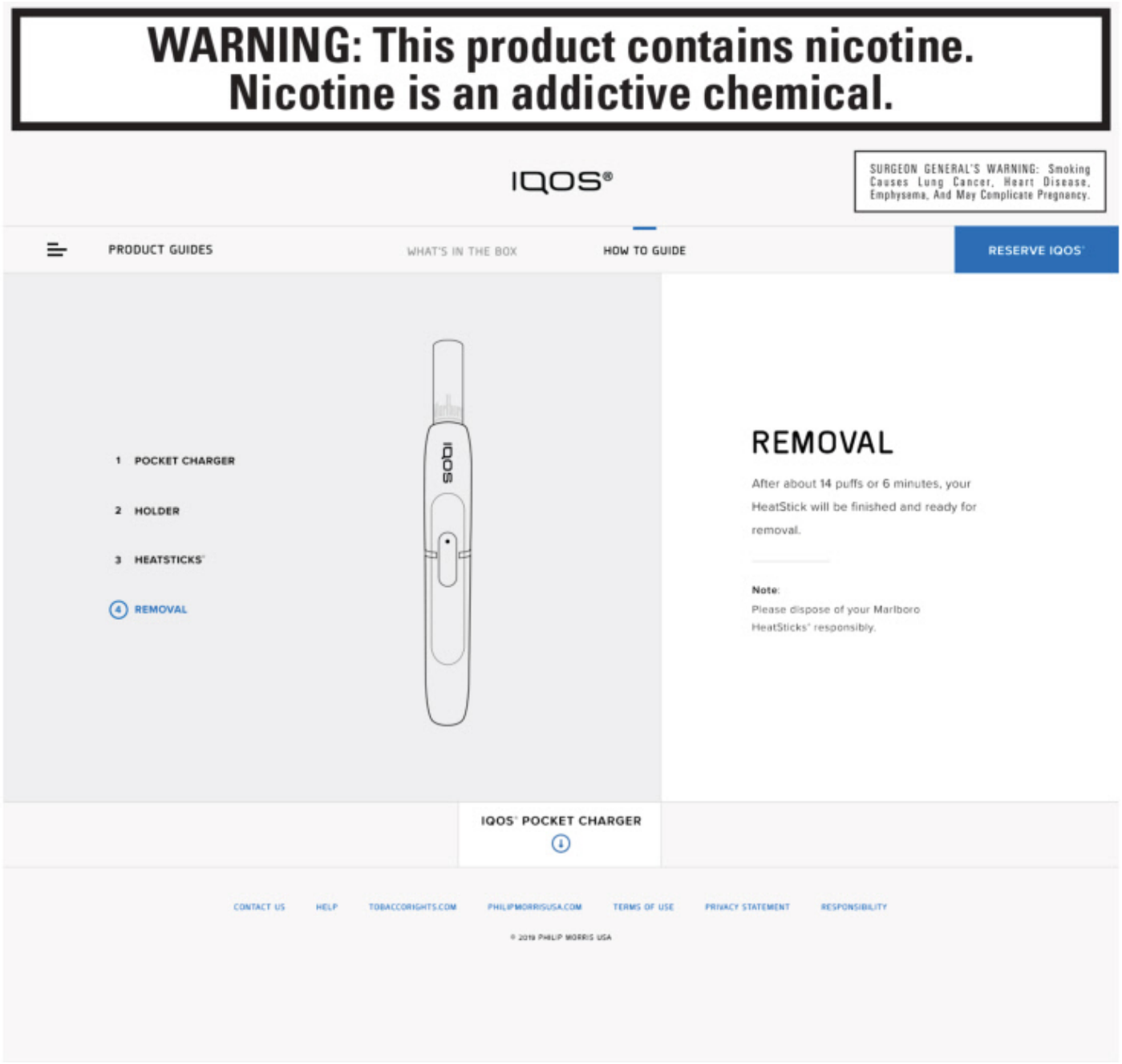

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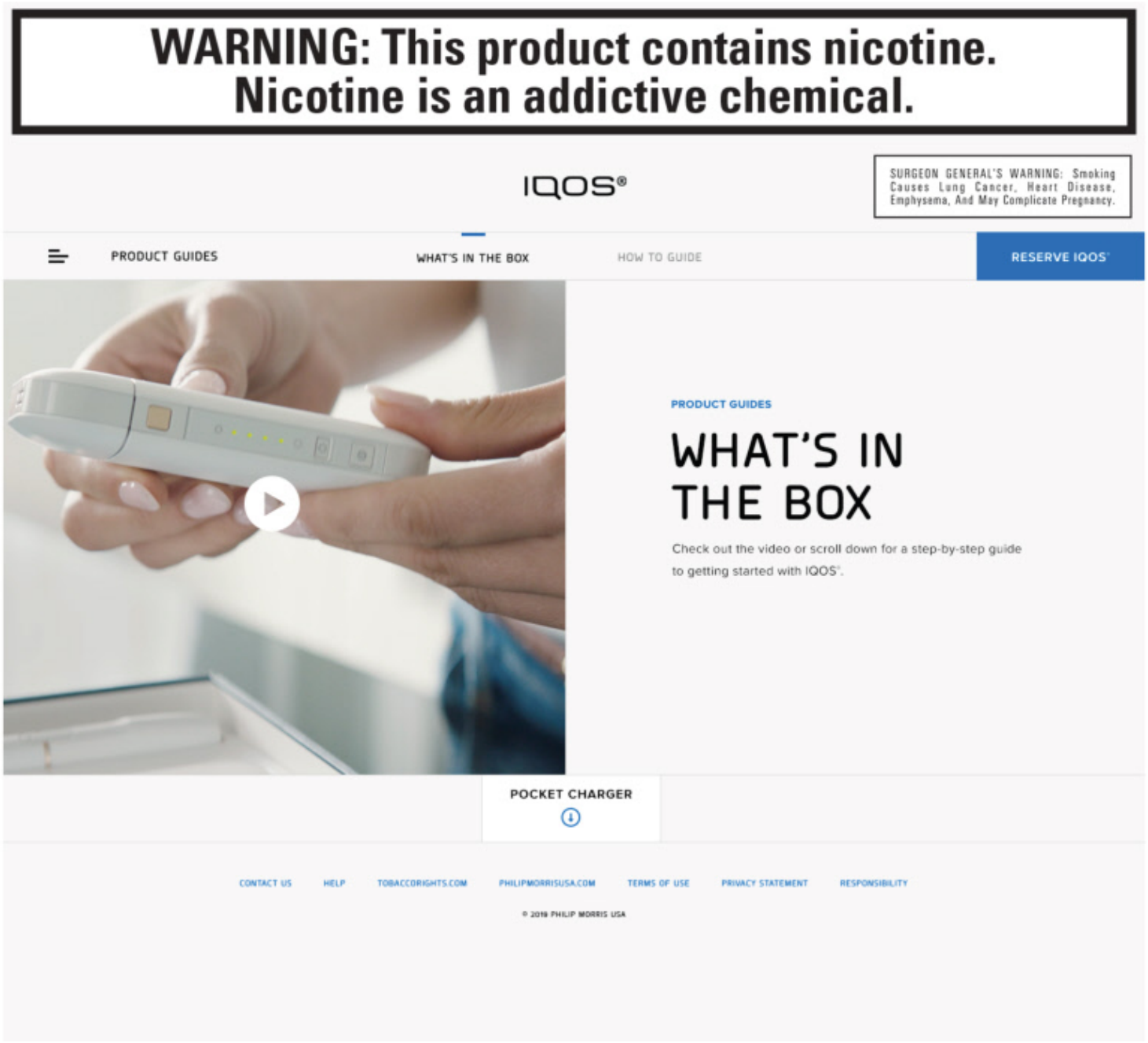

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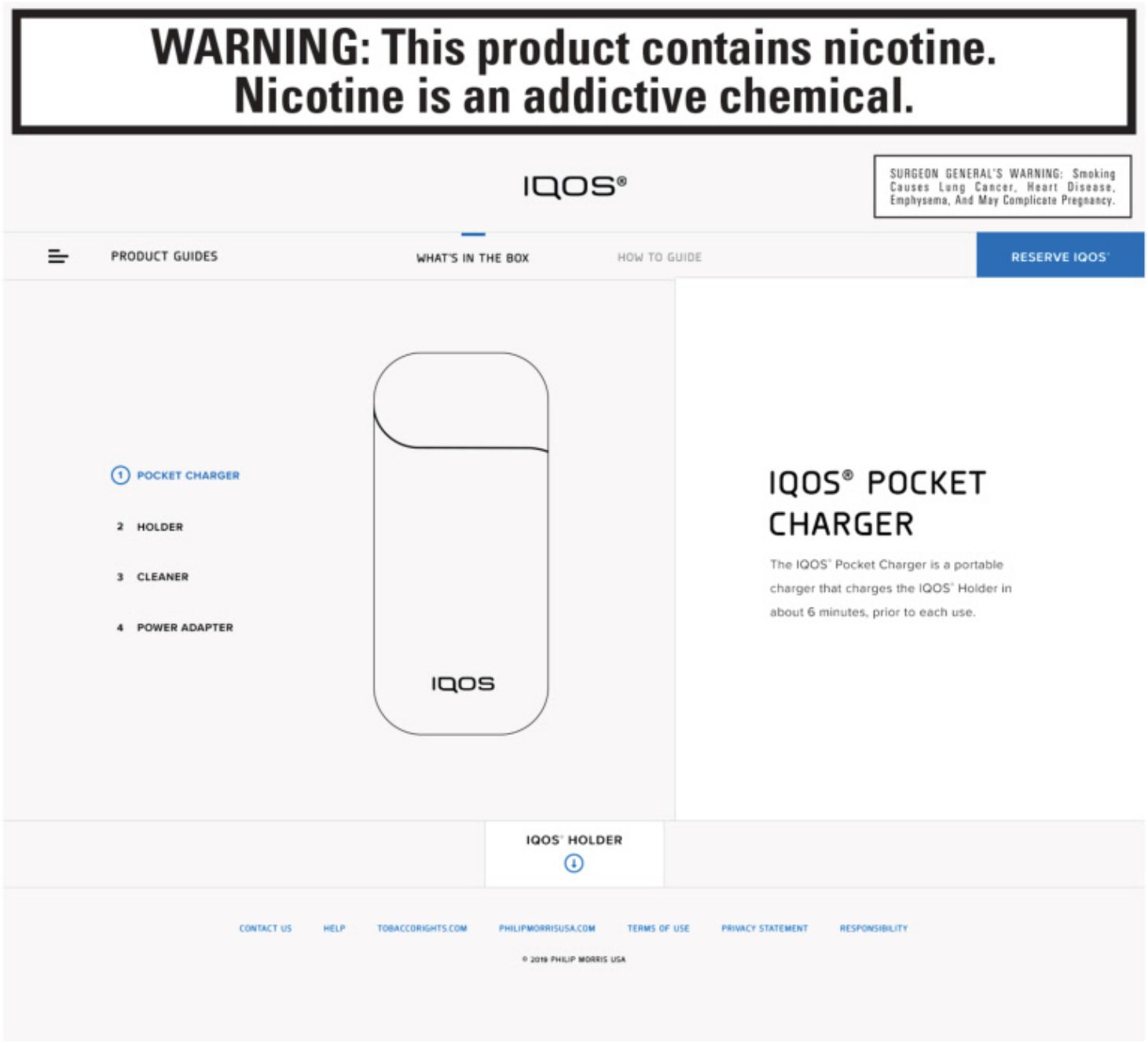

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3 HEATSTICKS
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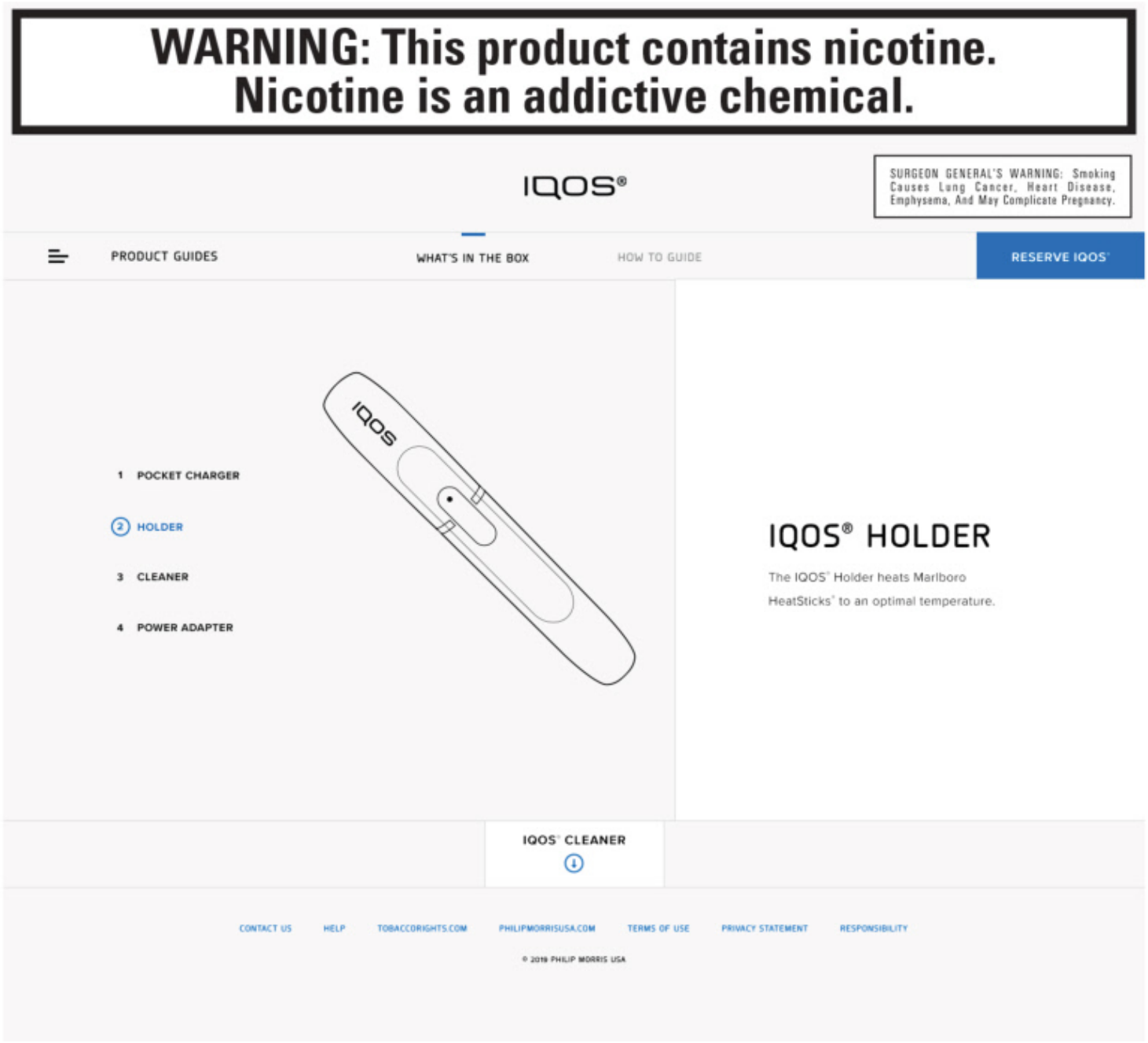

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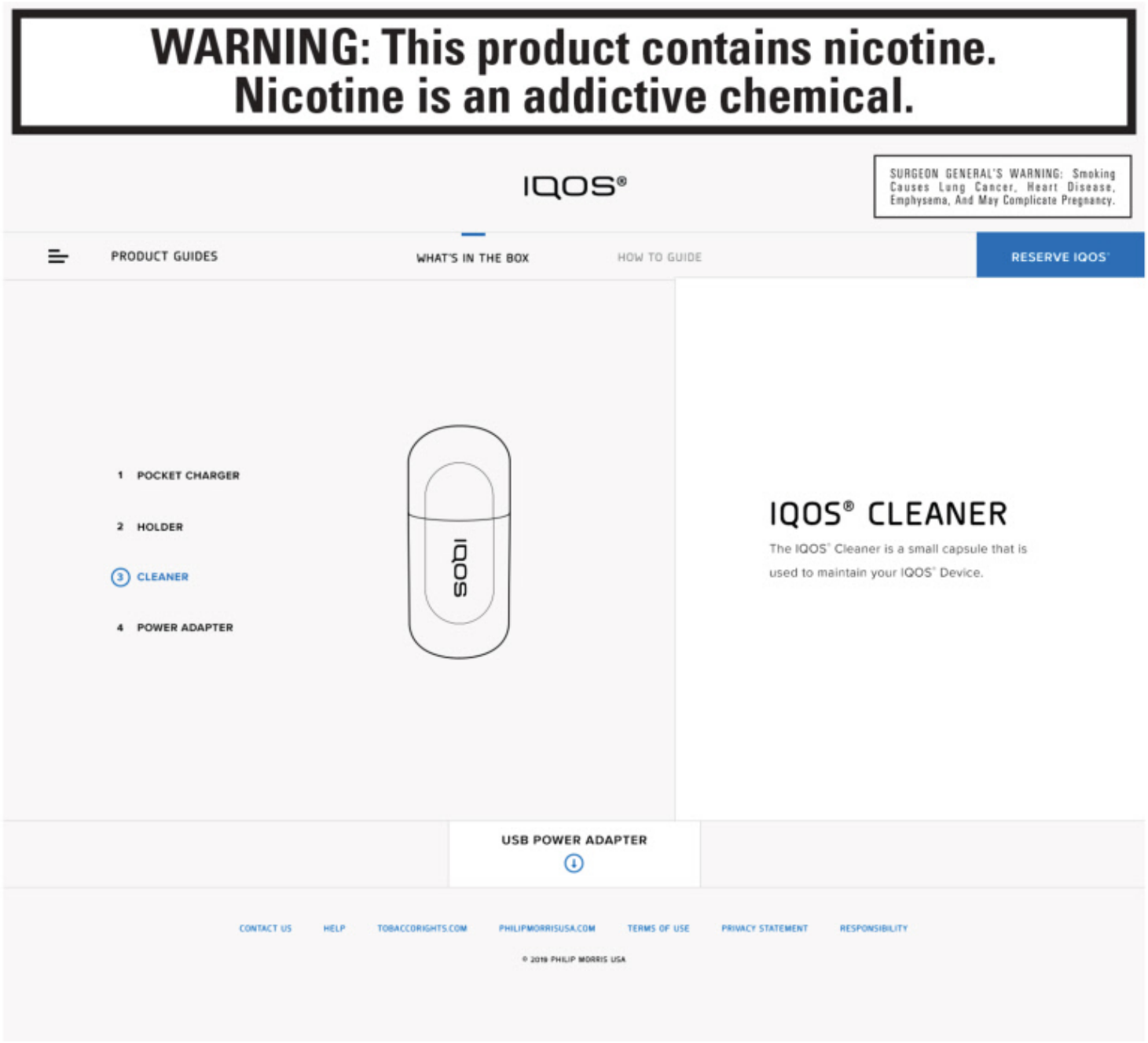

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PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
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WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
RESERVE IQOS
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS
IQOS® POCKET CHARGER
The IQOS Pocket Charger is a portable charger that charges the IQOS Holder in about 6 minutes, prior to each use.
IQOS HOLDER
CONTACT US
HELP
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PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
RESERVE IQOS
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS
IQOS® HOLDER
The IQOS Holder heats Marlboro HeatSticks to an optimal temperature.
IQOS CLEANER
CONTACT US
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PRODUCT GUIDES
WHAT'S IN THE BOX
HOW TO GUIDE
RESERVE IQOS
1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER
IQOS® CLEANER
The IQOS Cleaner is a small capsule that is used to maintain your IQOS Device.
USB POWER ADAPTER
CONTACT US
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PRIVACY STATEMENT
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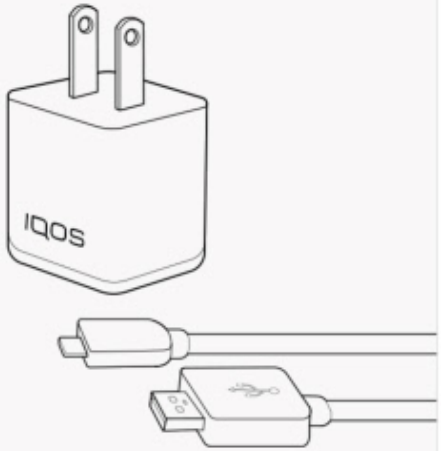
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

PRODUCT GUIDES | WHAT'S IN THE BOX | HOW TO GUIDE | RESERVE IQOS

1 POCKET CHARGER
2 HOLDER
3 CLEANER
4 POWER ADAPTER



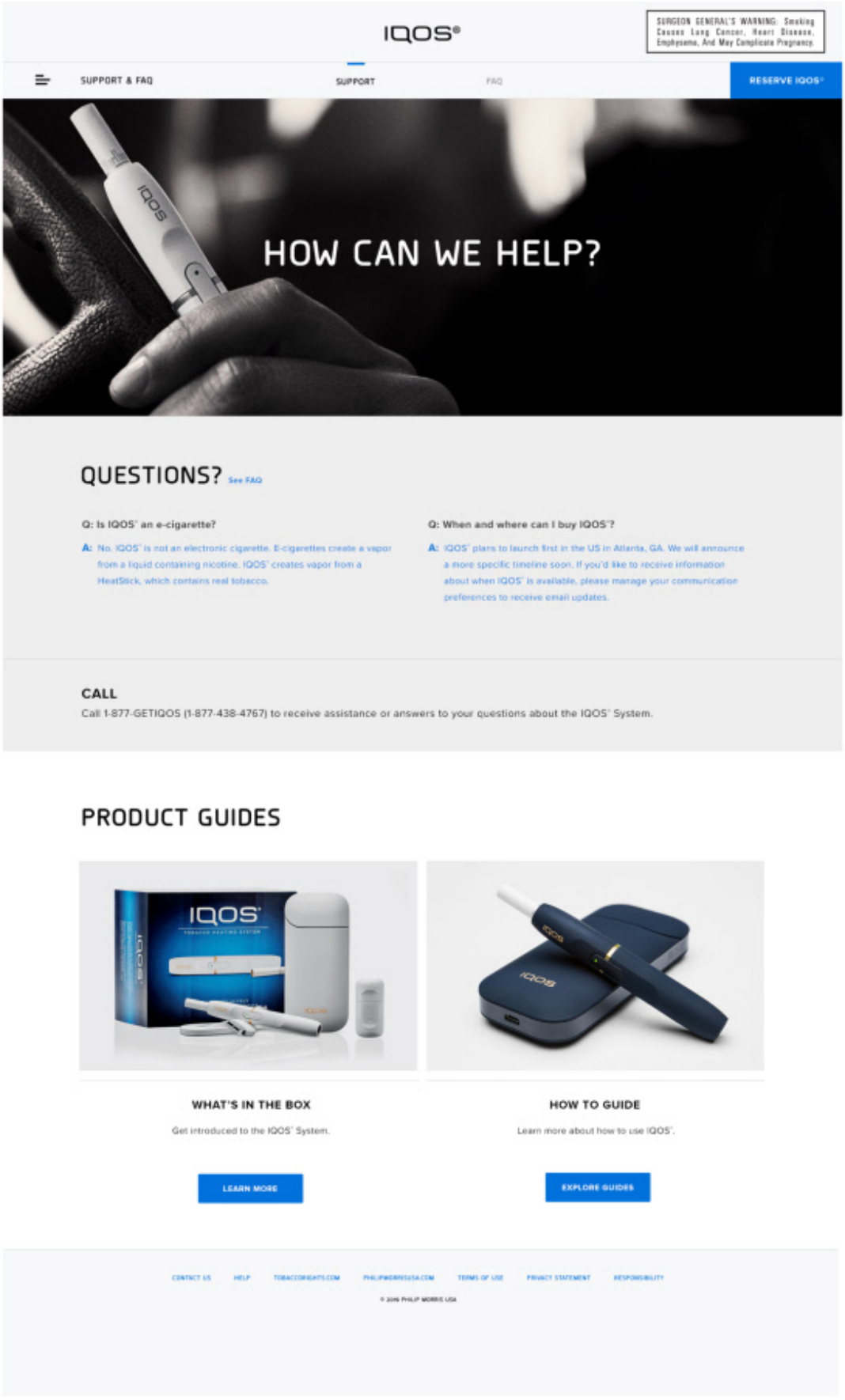
USB POWER ADAPTER

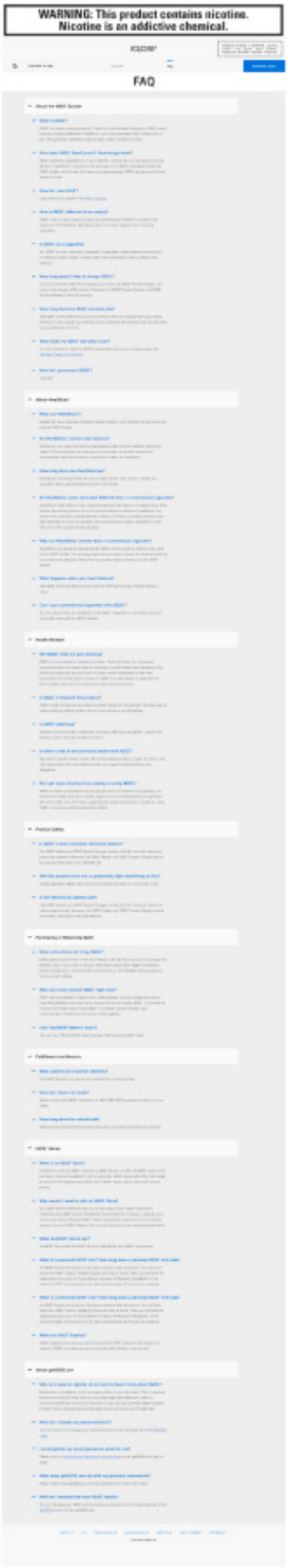
The USB Power Adapter fully charges the IQOS™ Pocket Charger in about 90 minutes.

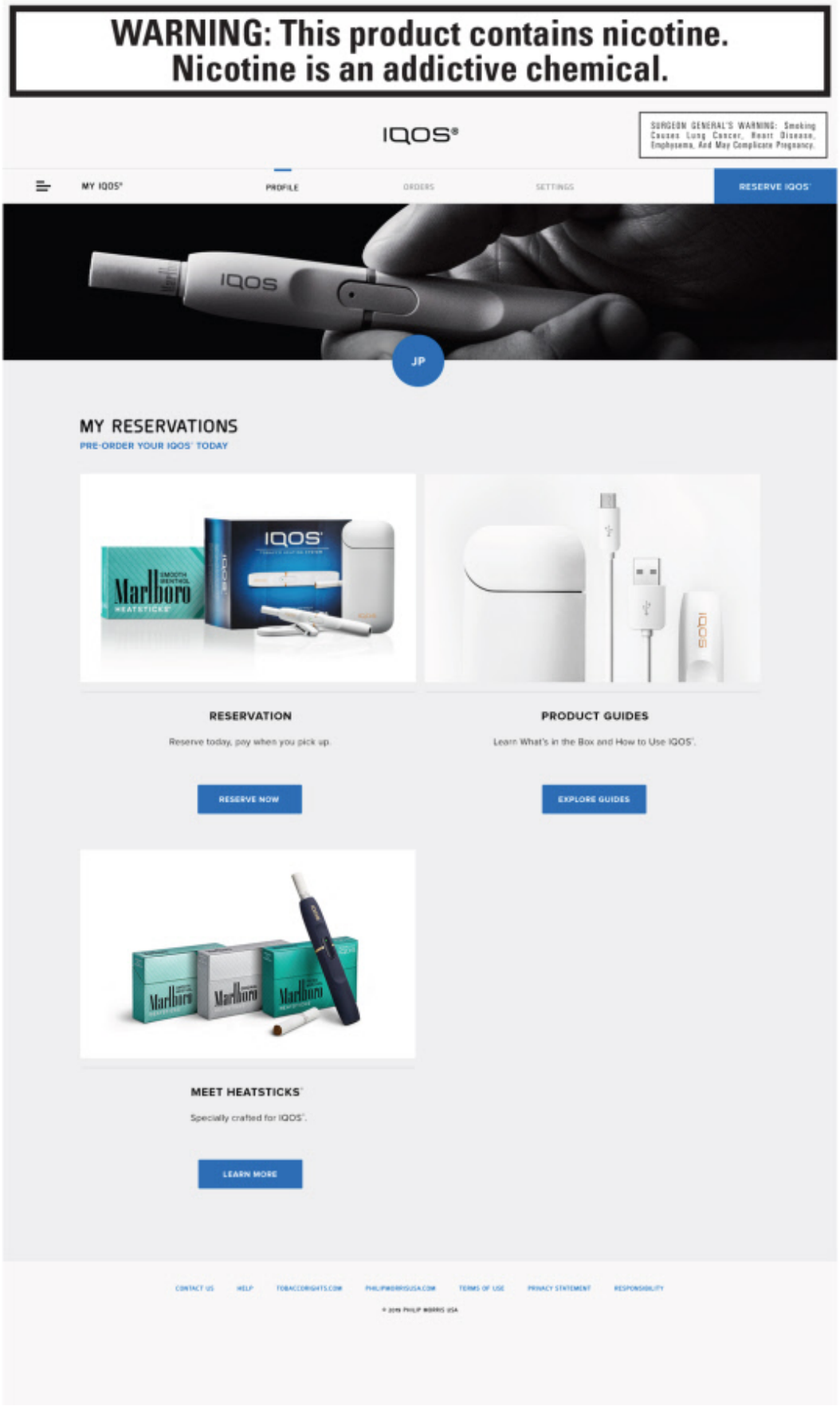
IQOS™ POCKET CHARGER

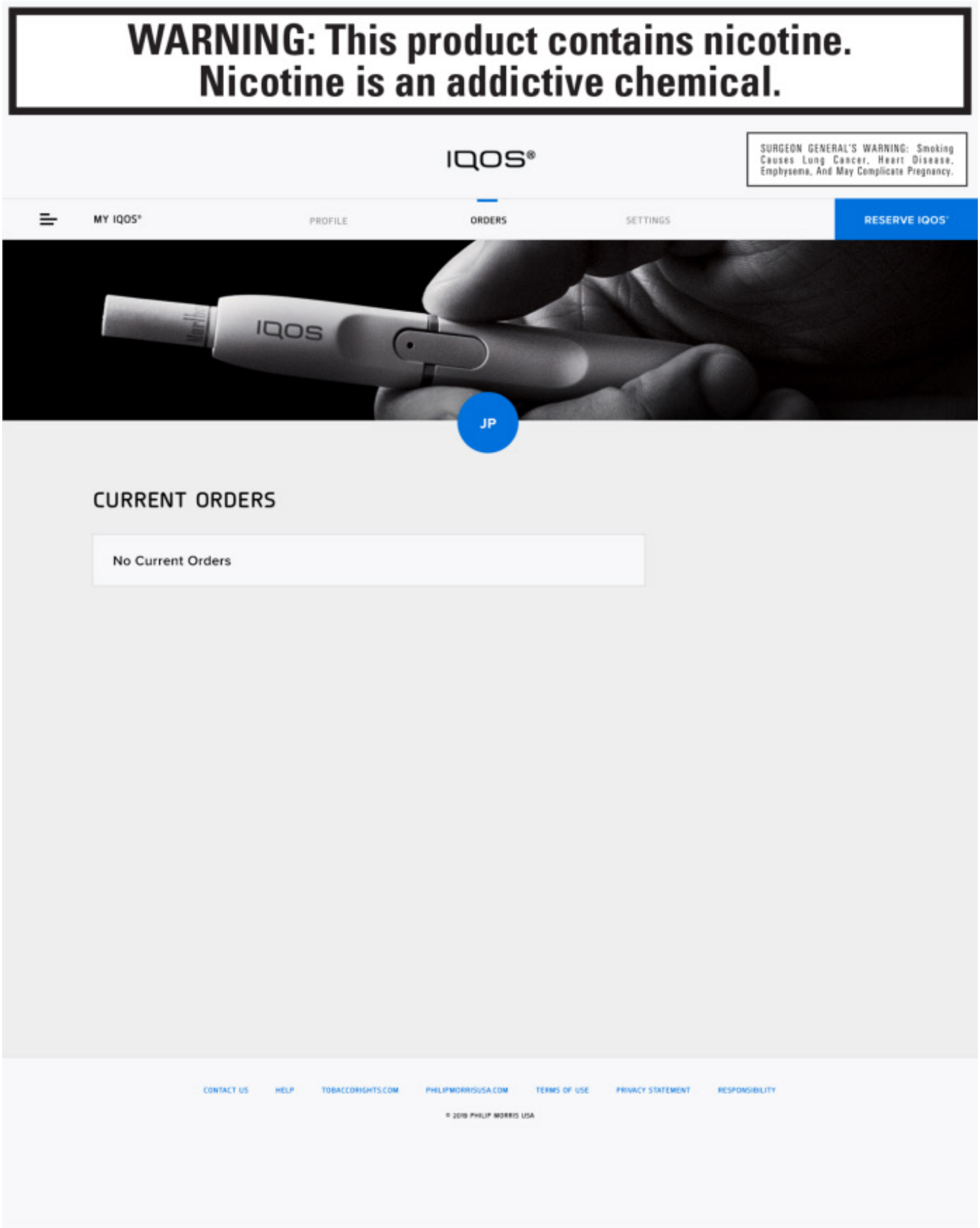
CONTACT US | HELP | TOBACCORIGHTS.COM | PHILIPMORRISUSA.COM | TERMS OF USE | PRIVACY STATEMENT | RESPONSIBILITY

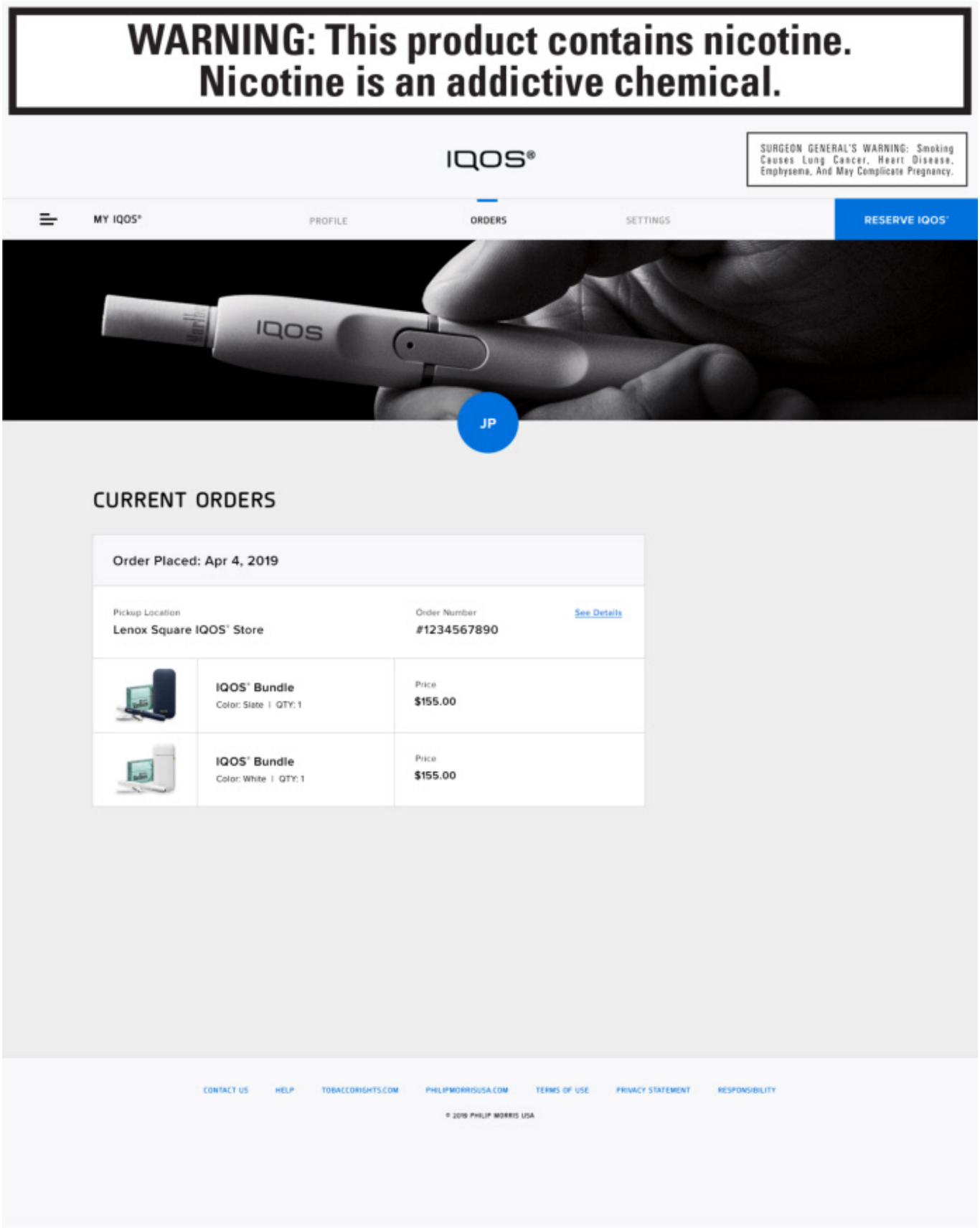
© 2019 PHILIP MORRIS USA

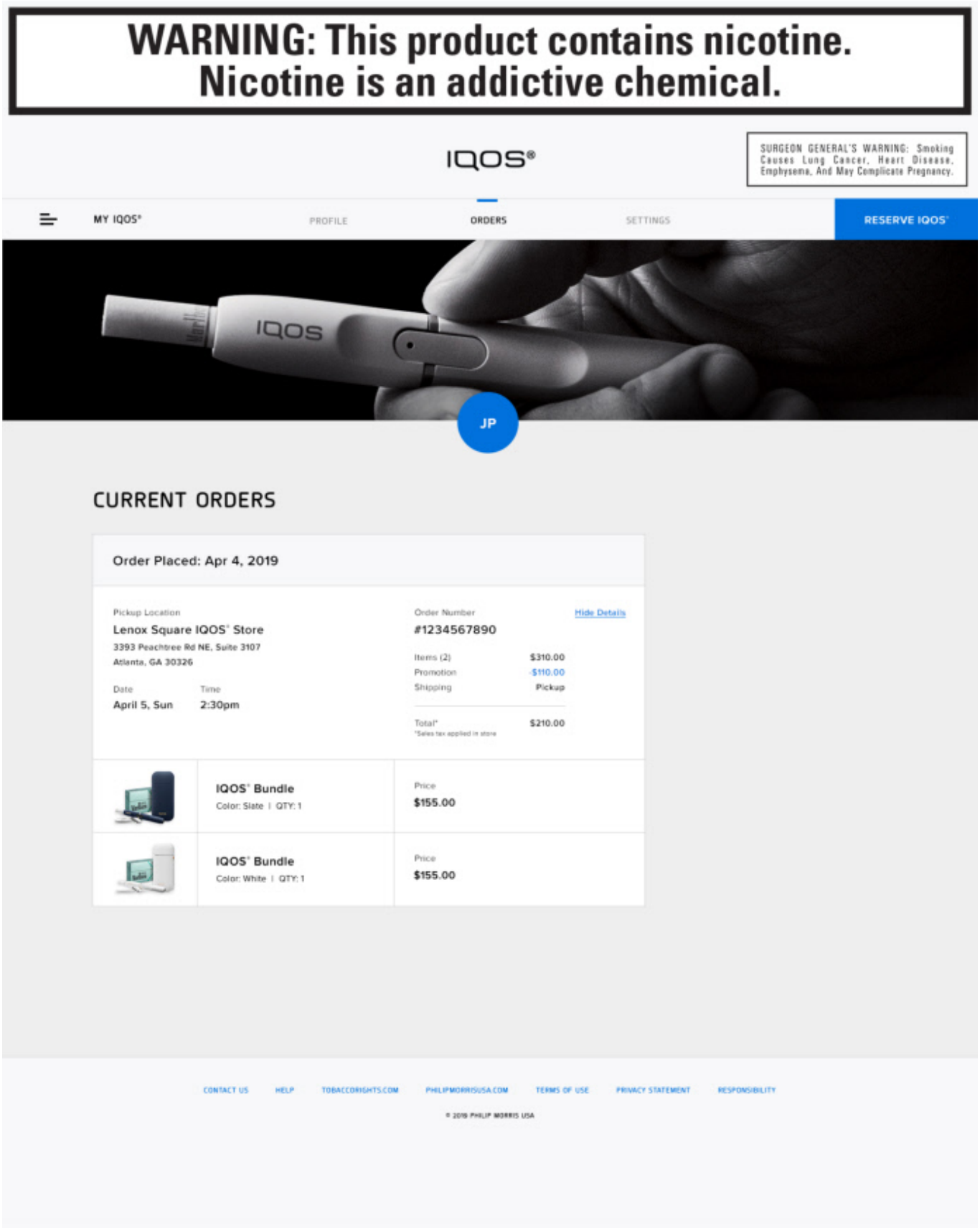

IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
SUPPORT & FAQ
SUPPORT
FAQ
RESERVE IQOS®
HOW CAN WE HELP?
QUESTIONS? See FAQ
Q: Is IQOS™ an e-cigarette?
A: No. IQOS™ is not an electronic cigarette. E-cigarettes create a vapor from a liquid containing nicotine. IQOS™ creates vapor from a HeatStick, which contains real tobacco.
Q: When and where can I buy IQOS™?
A: IQOS™ plans to launch first in the US in Atlanta, GA. We will announce a more specific timeline soon. If you'd like to receive information about when IQOS™ is available, please manage your communication preferences to receive email updates.
CALL
Call 1-877-GETIQOS (1-877-438-4767) to receive assistance or answers to your questions about the IQOS™ System.
PRODUCT GUIDES
IQOS
WHAT'S IN THE BOX
Get introduced to the IQOS™ System.
LEARN MORE
HOW TO GUIDE
Learn more about how to use IQOS™.
EXPLORE GUIDES

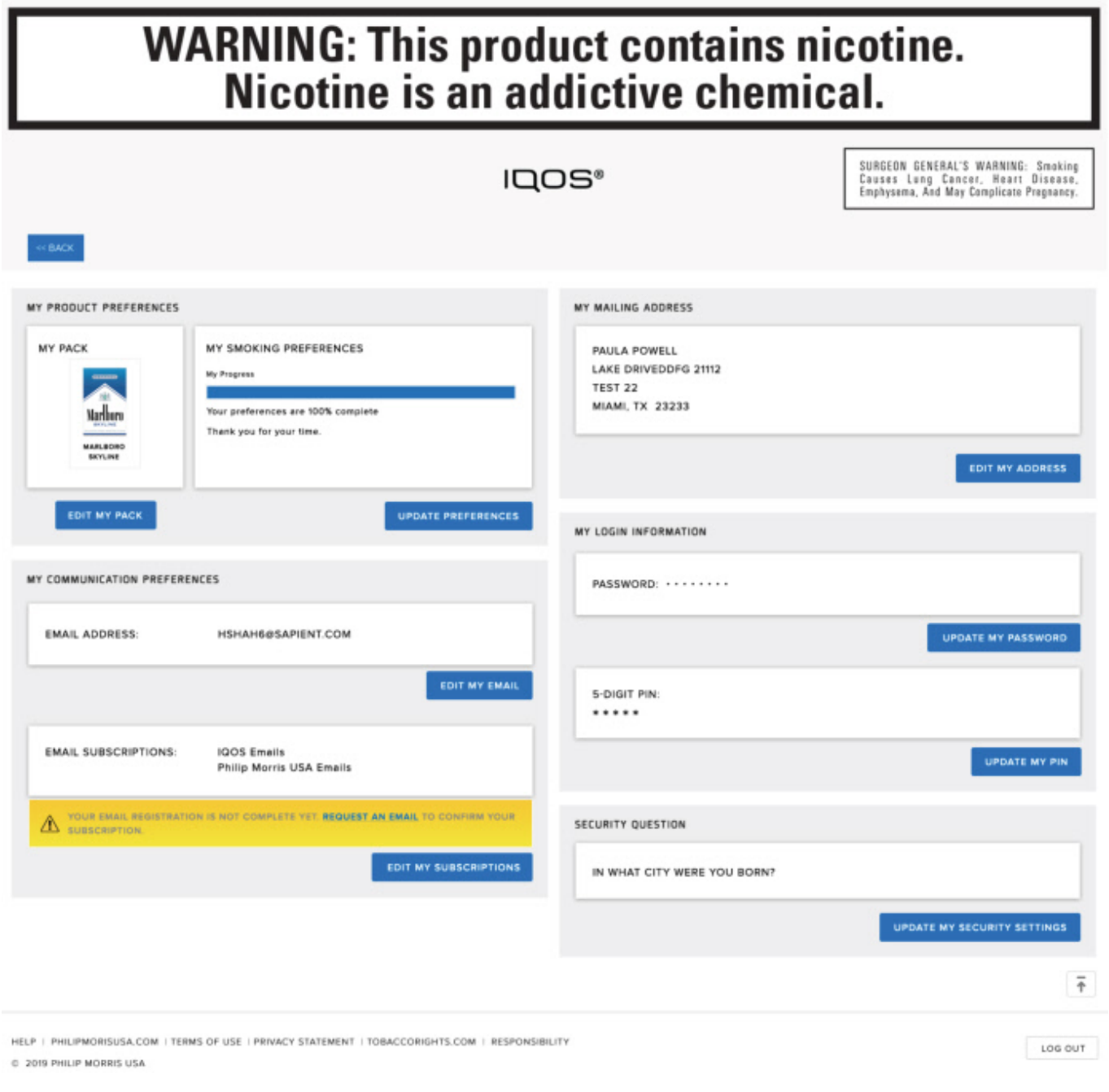

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
FAQ

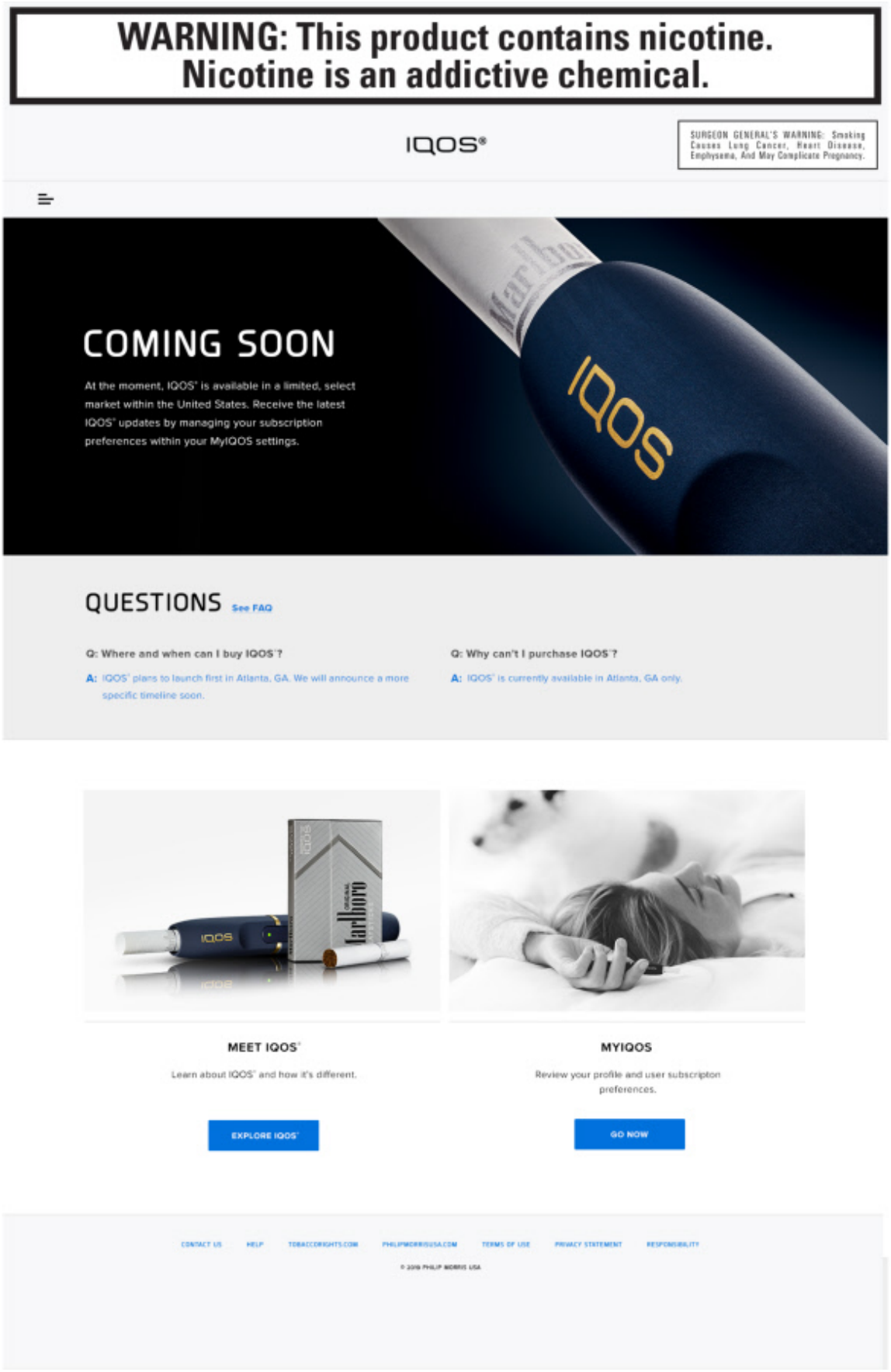

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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
MY IQOS®
PROFILE
ORDERS
SETTINGS
RESERVE IQOS
IQOS
JP
MY RESERVATIONS
PRE-ORDER YOUR IQOS TODAY
Marlboro
IQOS
RESERVATION
Reserve today, pay when you pick up.
RESERVE NOW
PRODUCT GUIDES
Learn What's in the Box and How to Use IQOS.
EXPLORE GUIDES
MEET HEATSTICKS
Specially crafted for IQOS.
LEARN MORE
CONTACT US
HELP
TOBACCORIGHTS.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY

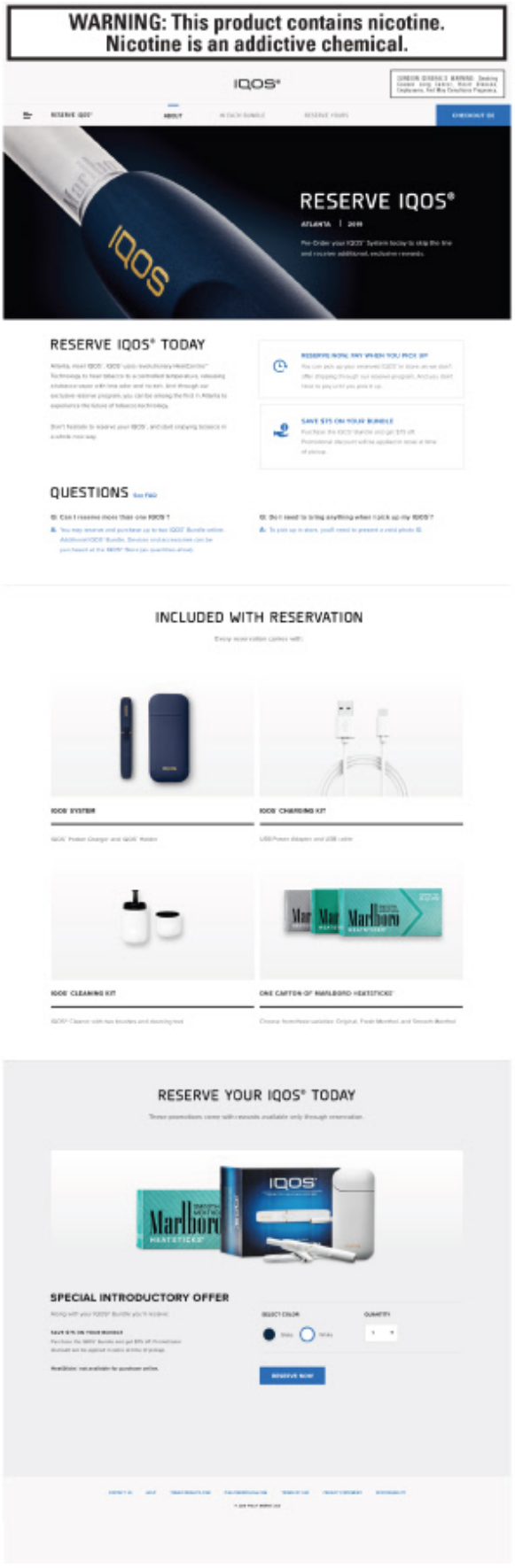

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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
MY IQOS®
PROFILE
ORDERS
SETTINGS
RESERVE IQOS®
IQOS
JP
CURRENT ORDERS
No Current Orders
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY
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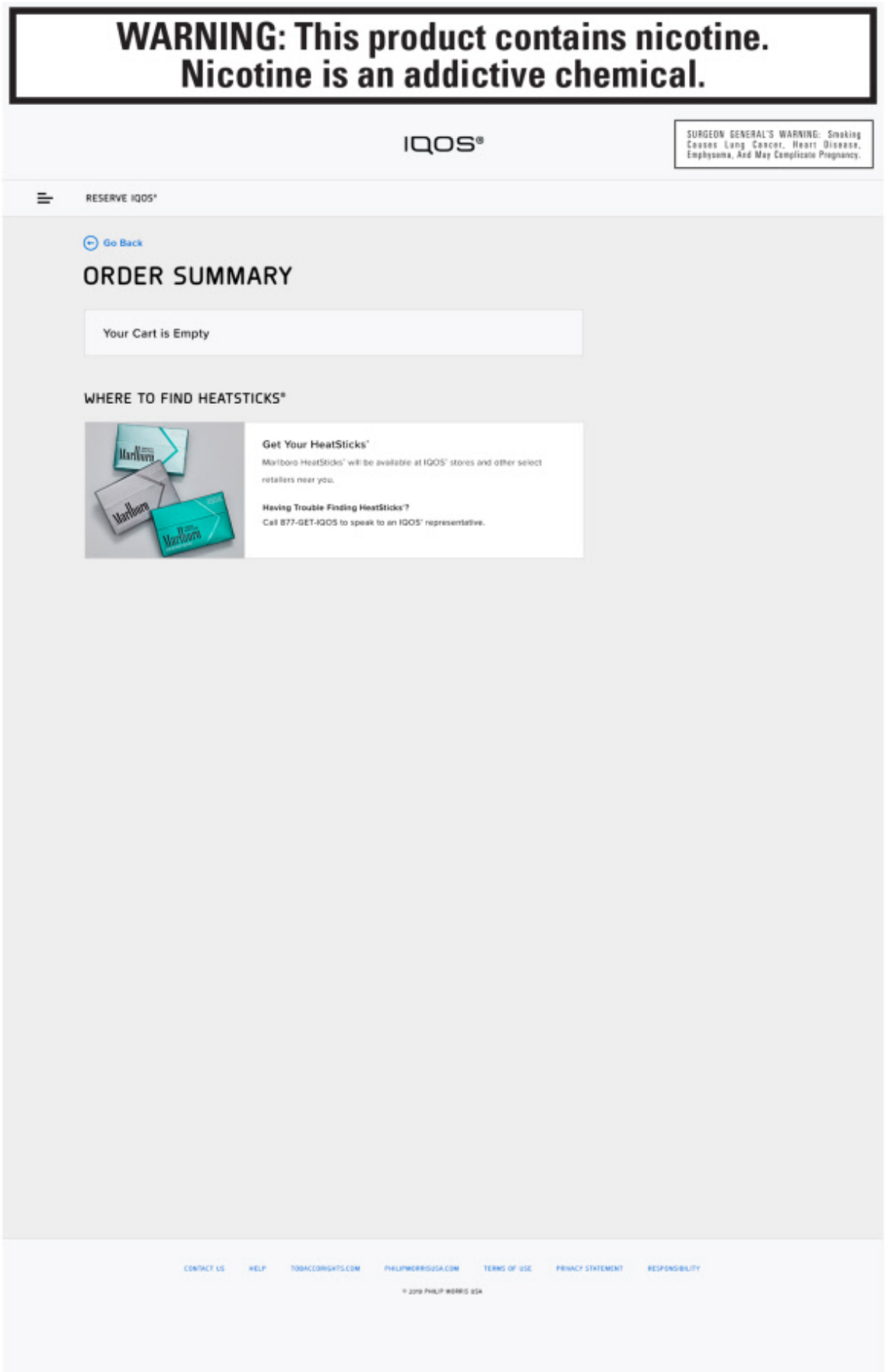

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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
MY IQOS®
PROFILE
ORDERS
SETTINGS
RESERVE IQOS®
IQOS
JP
CURRENT ORDERS
Order Placed: Apr 4, 2019
Pickup Location
Lenox Square IQOS® Store
Order Number
#1234567890
See Details
IQOS® Bundle
Color: Slate | QTY: 1
Price
$155.00
IQOS® Bundle
Color: White | QTY: 1
Price
$155.00
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PRIVACY STATEMENT
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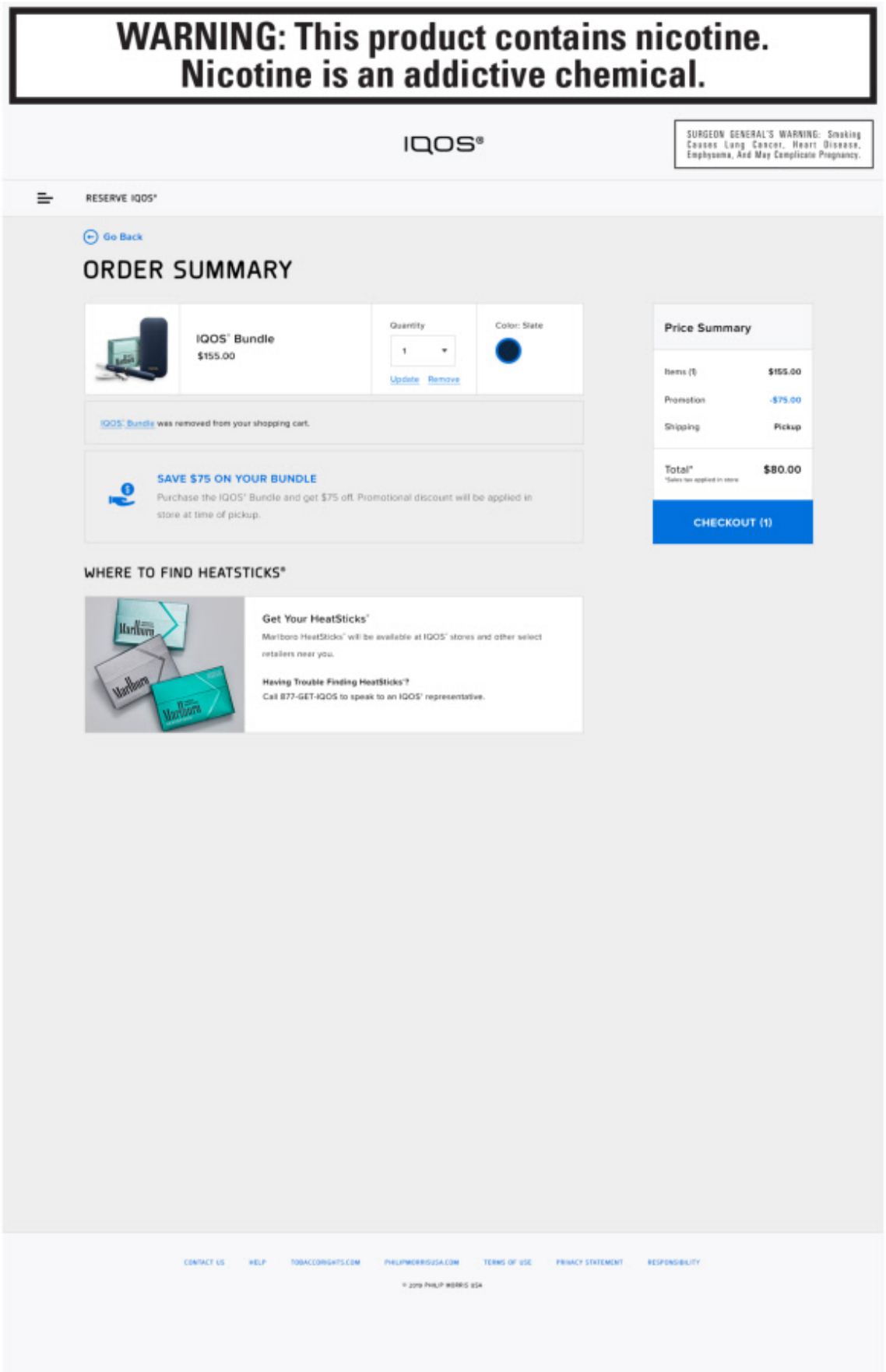

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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
MY IQOS®
PROFILE
ORDERS
SETTINGS
RESERVE IQOS®
IQOS
JP
CURRENT ORDERS
Order Placed: Apr 4, 2019
Pickup Location
Lenox Square IQOS® Store
3393 Peachtree Rd NE, Suite 3107
Atlanta, GA 30326
Date
April 5, Sun
Time
2:30pm
Order Number
Hide Details
#1234567890
Items (2) $310.00
Promotion -$110.00
Shipping Pickup
Total* $210.00
*Sales tax applied in store
IQOS® Bundle
Color: Slate | QTY: 1
Price
$155.00
IQOS® Bundle
Color: White | QTY: 1
Price
$155.00
CONTACT US
HELP
TOBACCORIGHTS.COM
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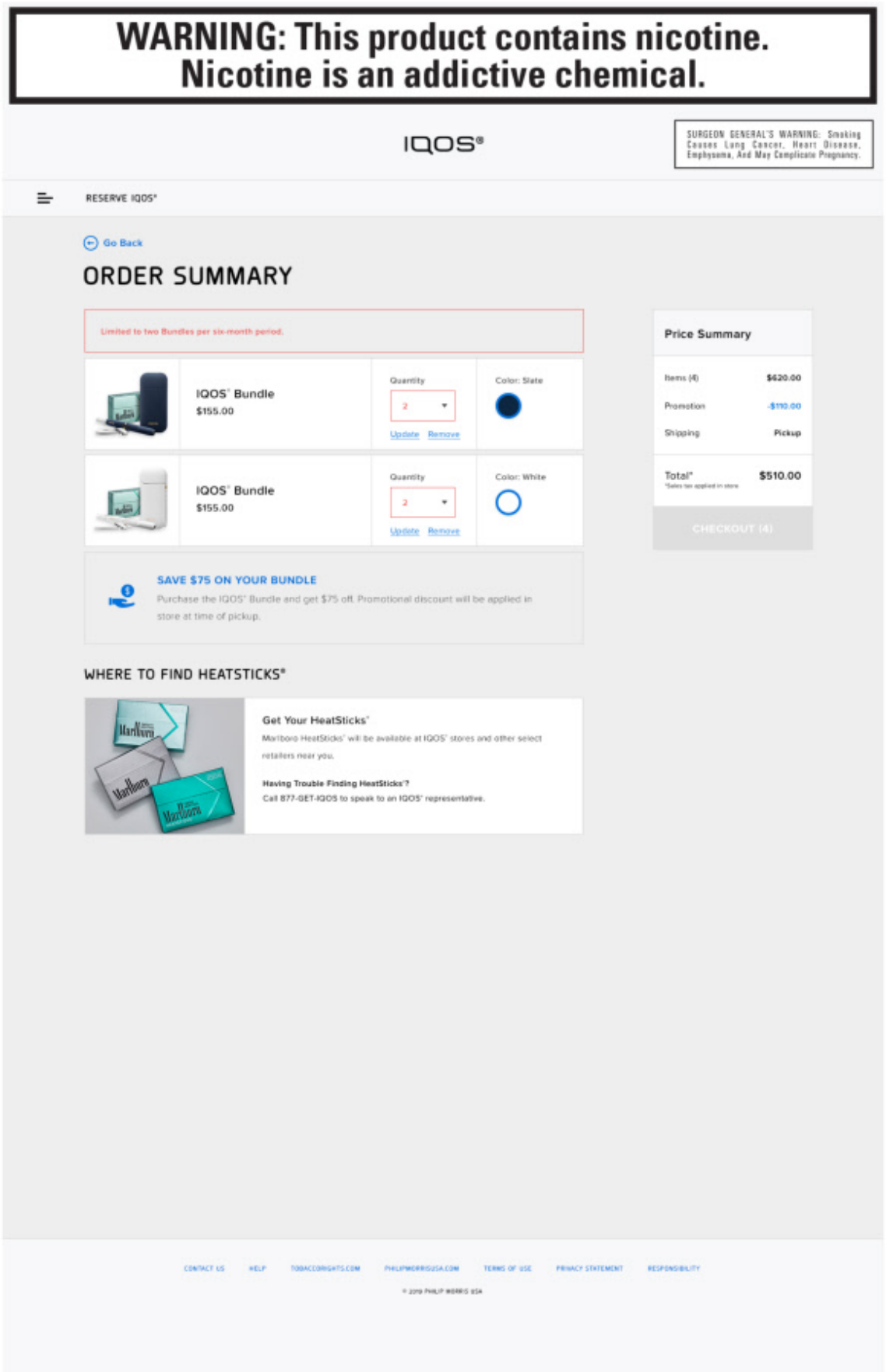

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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
<< BACK
MY PRODUCT PREFERENCES
MY PACK
MARLBORO SKYLINE
MY SMOKING PREFERENCES
My Progress
Your preferences are 100% complete
Thank you for your time.
EDIT MY PACK
UPDATE PREFERENCES
MY COMMUNICATION PREFERENCES
EMAIL ADDRESS: HSHAH6@SAPIENT.COM
EDIT MY EMAIL
EMAIL SUBSCRIPTIONS: IQOS Emails
Philip Morris USA Emails
YOUR EMAIL REGISTRATION IS NOT COMPLETE YET. REQUEST AN EMAIL TO CONFIRM YOUR SUBSCRIPTION.
EDIT MY SUBSCRIPTIONS
MY MAILING ADDRESS
PAULA POWELL
LAKE DRIVEDDFG 21112
TEST 22
MIAMI, TX 23233
EDIT MY ADDRESS
MY LOGIN INFORMATION
PASSWORD: ••••••••
UPDATE MY PASSWORD
5-DIGIT PIN:
*****
UPDATE MY PIN
SECURITY QUESTION
IN WHAT CITY WERE YOU BORN?
UPDATE MY SECURITY SETTINGS
HELP | PHILIPMORISUSA.COM | TERMS OF USE | PRIVACY STATEMENT | TOBACCORIGHTS.COM | RESPONSIBILITY
© 2019 PHILIP MORRIS USA
LOG OUT

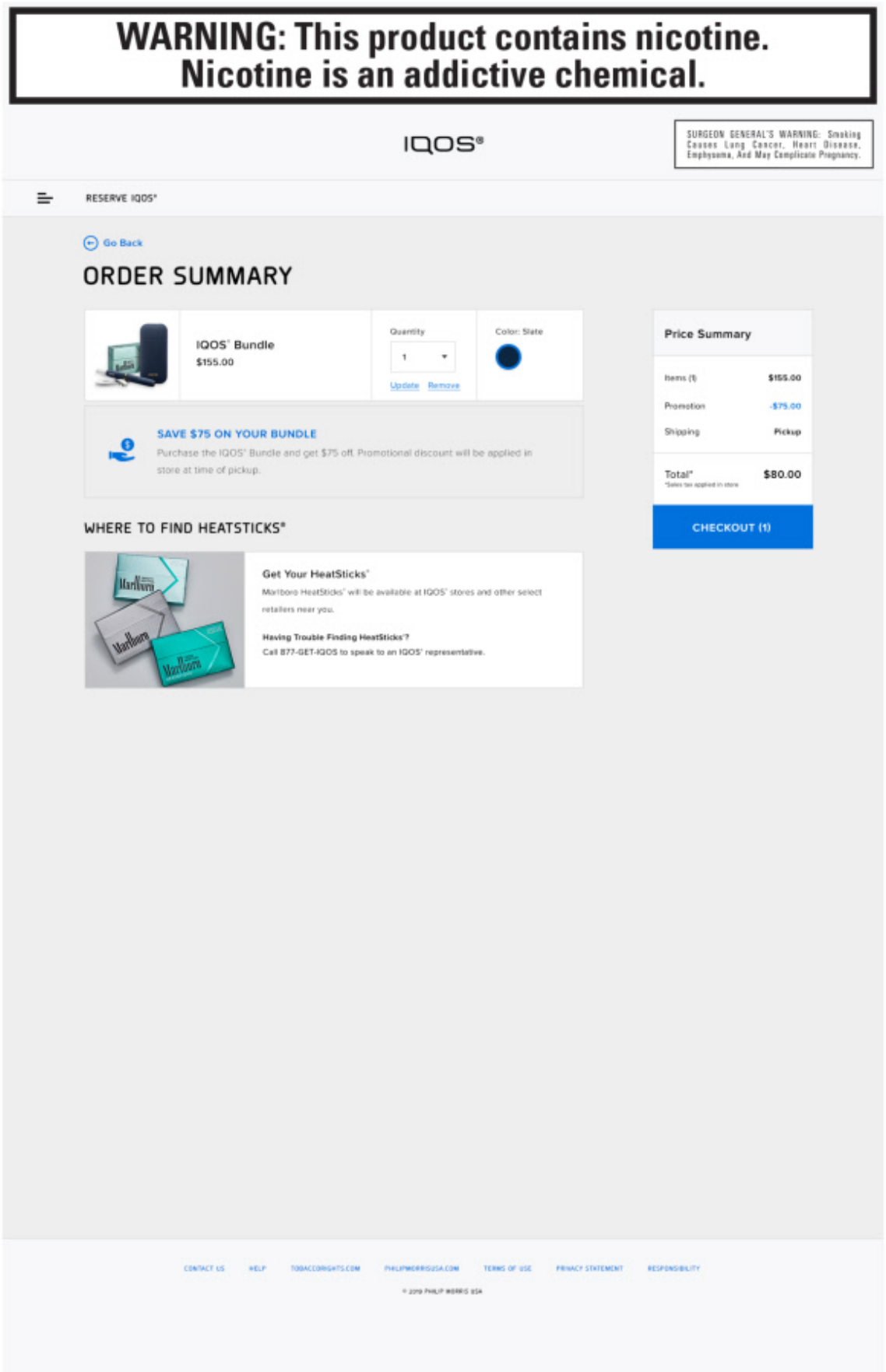

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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
COMING SOON
At the moment, IQOS™ is available in a limited, select market within the United States. Receive the latest IQOS™ updates by managing your subscription preferences within your MyIQOS settings.
QUESTIONS See FAQ
Q: Where and when can I buy IQOS™?
A: IQOS™ plans to launch first in Atlanta, GA. We will announce a more specific timeline soon.
Q: Why can't I purchase IQOS™?
A: IQOS™ is currently available in Atlanta, GA only.
MEET IQOS™
Learn about IQOS™ and how it's different.
EXPLORE IQOS™
MYIQOS
Review your profile and user subscripton preferences.
GO NOW


WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS
RESERVE IQOS®
RESERVE IQOS® TODAY
QUESTIONS
INCLUDED WITH RESERVATION
RESERVE YOUR IQOS® TODAY
SPECIAL INTRODUCTORY OFFER


WARNING: This product contains nicotine.
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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
RESERVE IQOS*
Go Back
ORDER SUMMARY
Your Cart is Empty
WHERE TO FIND HEATSTICKS*
Get Your HeatSticks*
Marlboro HeatSticks* will be available at IQOS* stores and other select retailers near you.
Having Trouble Finding HeatSticks*?
Call 877-GET-IQOS to speak to an IQOS* representative.
CONTACT US
HELP
TOBACCORIGHTS.COM
PHILIPMORRISUSA.COM
TERMS OF USE
PRIVACY STATEMENT
RESPONSIBILITY


WARNING: This product contains nicotine.
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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
RESERVE IQOS*
Go Back
ORDER SUMMARY
IQOS* Bundle
$155.00
Quantity
1
Update Remove
Color: Slate
IQOS* Bundle was removed from your shopping cart.
SAVE $75 ON YOUR BUNDLE
Purchase the IQOS* Bundle and get $75 off. Promotional discount will be applied in store at time of pickup.
Price Summary
Items (1) $155.00
Promotion -$75.00
Shipping Pickup
Total* $80.00
CHECKOUT (1)
WHERE TO FIND HEATSTICKS*
Get Your HeatSticks*
Marlboro HeatSticks* will be available at IQOS* stores and other select retailers near you.
Having Trouble Finding HeatSticks*?
Call 877-GET-IQOS to speak to an IQOS* representative.
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RESERVE IQOS*
Go Back
ORDER SUMMARY
Limited to two Bundles per six-month period.
IQOS* Bundle
$155.00
Quantity
2
Update Remove
Color: Slate
IQOS* Bundle
$155.00
Quantity
2
Update Remove
Color: White
SAVE $75 ON YOUR BUNDLE
Purchase the IQOS* Bundle and get $75 off. Promotional discount will be applied in store at time of pickup.
Price Summary
Items (4) $620.00
Promotion -$110.00
Shipping Pickup
Total* $510.00
CHECKOUT (4)
WHERE TO FIND HEATSTICKS*
Get Your HeatSticks*
Marlboro HeatSticks* will be available at IQOS* stores and other select retailers near you.
Having Trouble Finding HeatSticks*?
Call 877-GET-IQOS to speak to an IQOS* representative.


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IQOS®
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
RESERVE IQOS*
Go Back
ORDER SUMMARY
IQOS* Bundle
$155.00
Quantity
1
Update Remove
Color: Slate
SAVE $75 ON YOUR BUNDLE
Purchase the IQOS* Bundle and get $75 off. Promotional discount will be applied in store at time of pickup.
Price Summary
Items (1) $155.00
Promotion -$75.00
Shipping Pickup
Total* $80.00
CHECKOUT (1)
WHERE TO FIND HEATSTICKS*
Get Your HeatSticks*
Marlboro HeatSticks* will be available at IQOS* stores and other select retailers near you.
Having Trouble Finding HeatSticks*?
Call 877-GET-IQOS to speak to an IQOS* representative.

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

RESERVE IQOS®

YOUR ORDER HAS BEEN PLACED

- Your confirmation number is #1234567890.
- We have sent a confirmation email to jill.price@gmail.com.

Price Summary

Items (1)	$155.00
Promotion	-$75.00
Shipping	Pickup
Total*	$80.00

*Sales tax applied in store

YOUR CONFIRMED PICKUP LOCATION



Lenox Square IQOS™ Store
3393 Peachtree Rd NE
Suite 3107
Atlanta, GA 30326

Date: April 5, Sun
Time: 2:30pm

YOUR ITEMS (1)



IQOS™ Bundle
$155.00

Quantity: 1

Color: Slate

WHERE TO FIND HEATSTICKS®

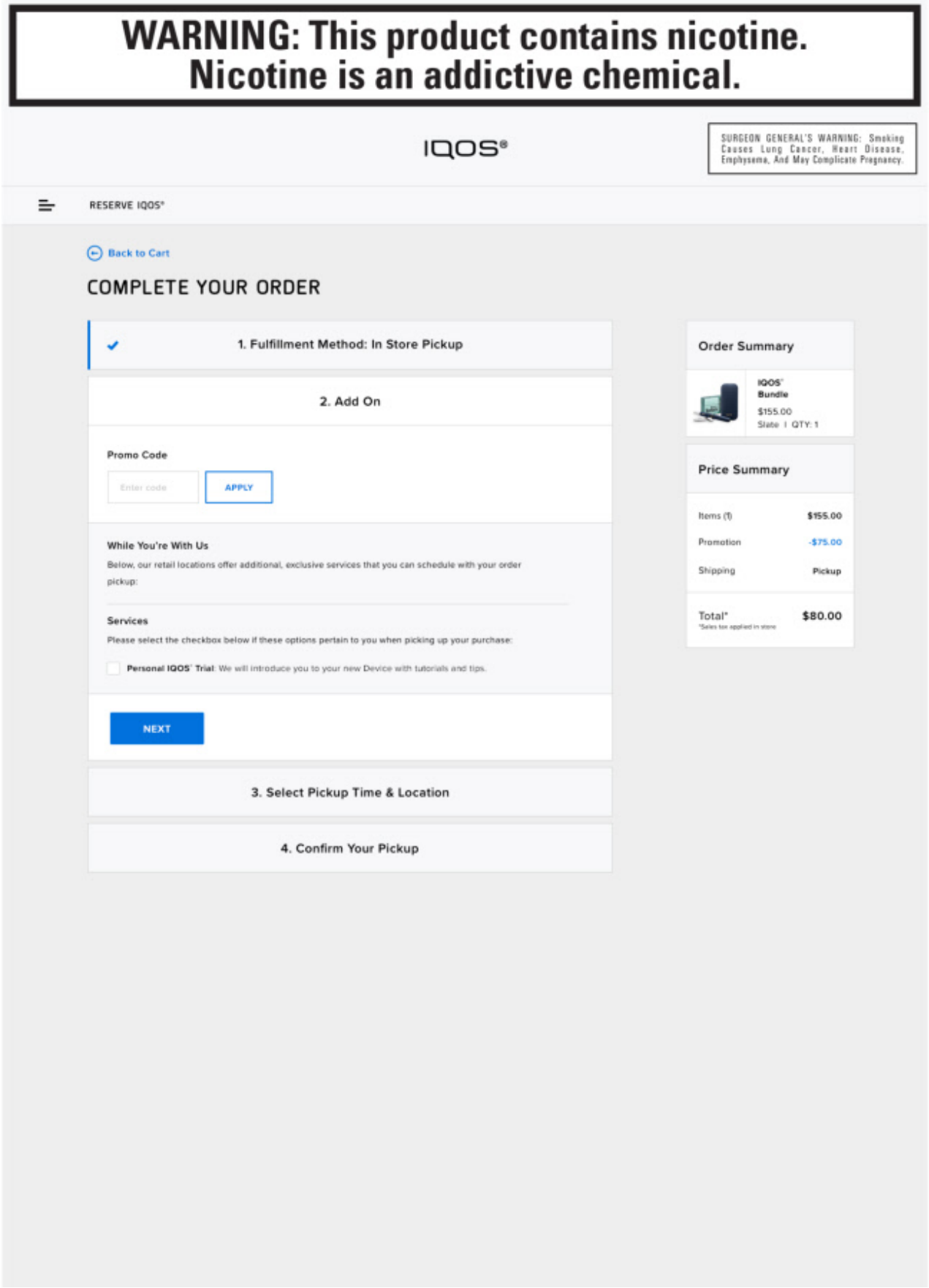


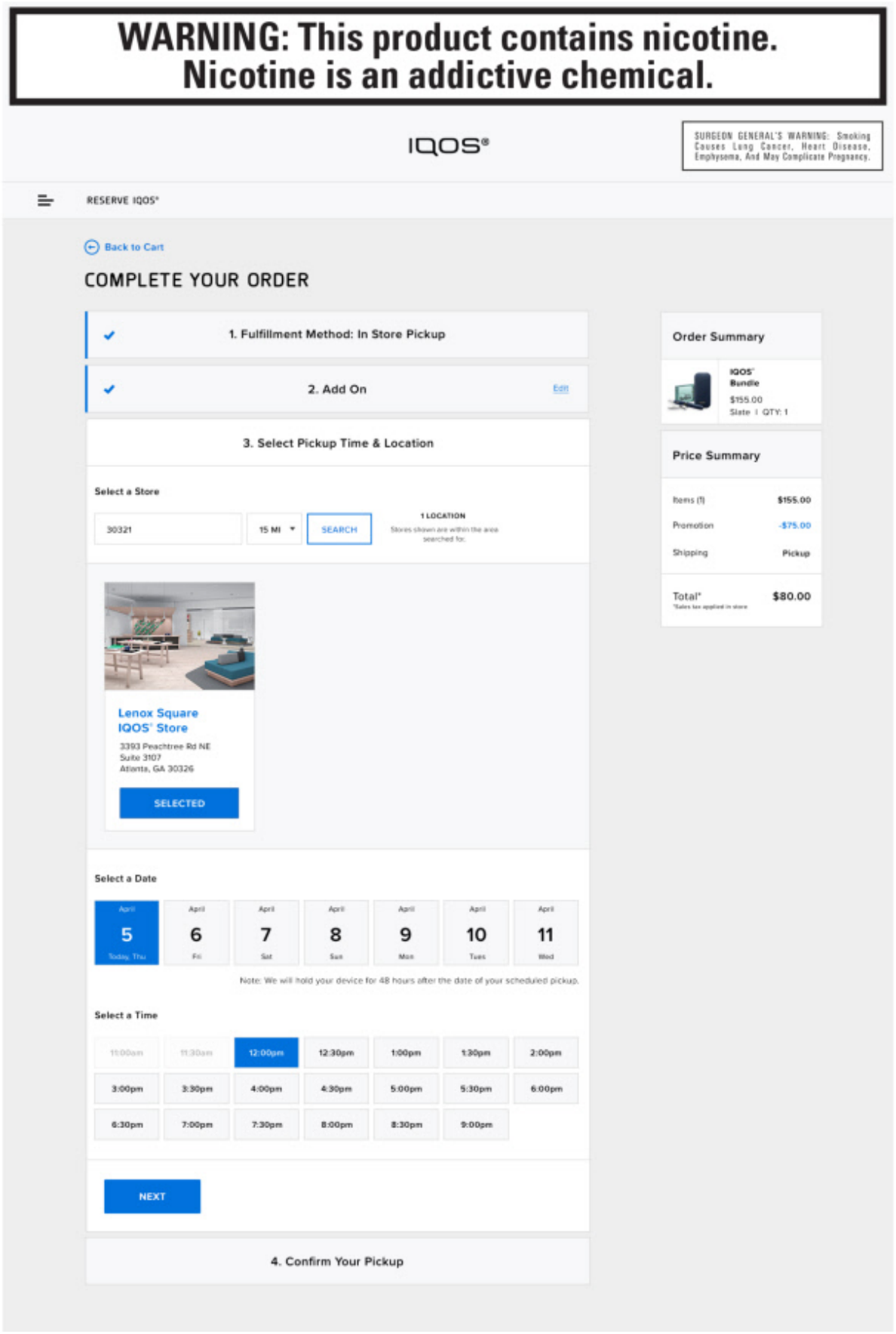
Get Your HeatSticks™
Marlboro HeatSticks™ will be available at IQOS™ stores and other select retailers near you.

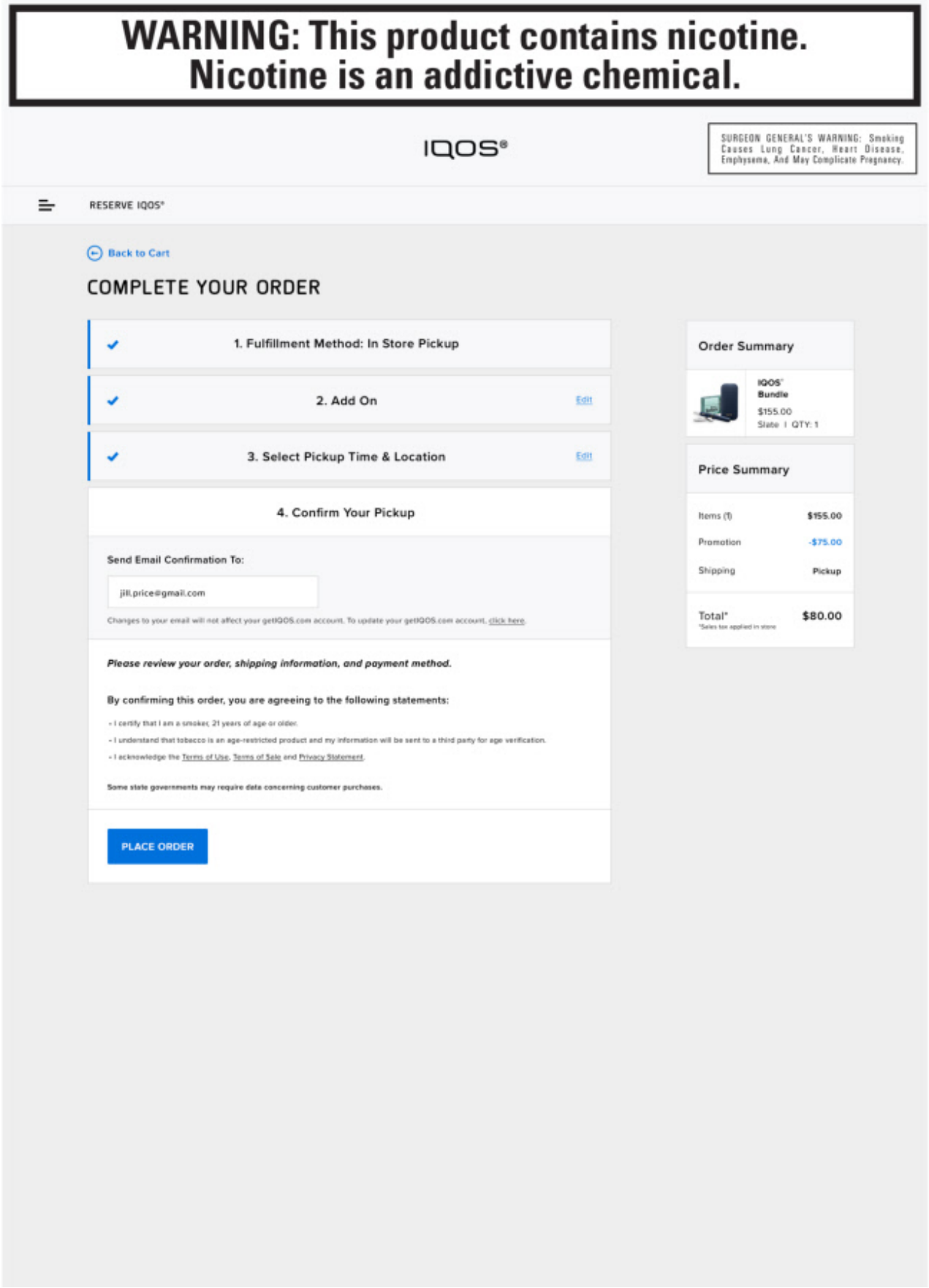
Having Trouble Finding HeatSticks™?
Call 877-GET-IQOS to speak to an IQOS™ representative.

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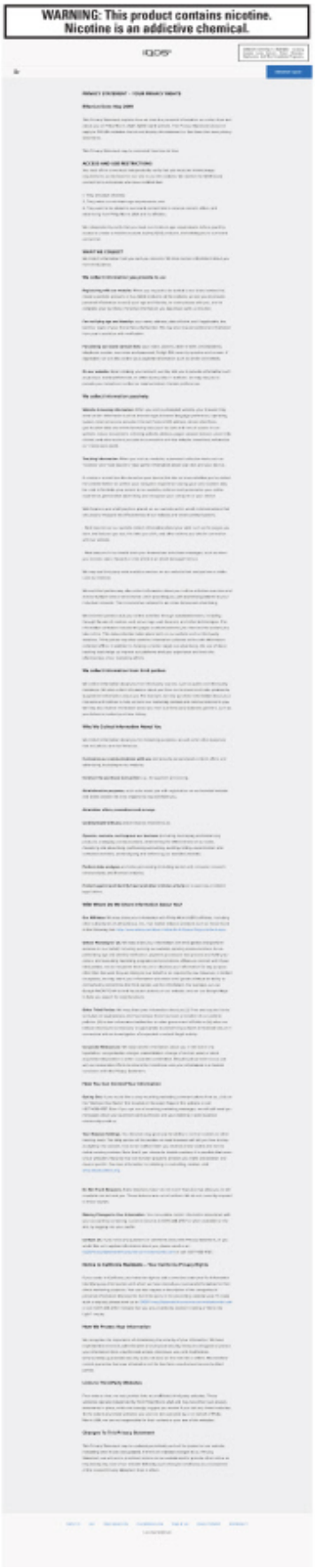

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RESERVE IQOS®
Back to Cart
COMPLETE YOUR ORDER
1. Fulfillment Method: In Store Pickup
2. Add On
Promo Code
Enter code
APPLY
While You're With Us
Below, our retail locations offer additional, exclusive services that you can schedule with your order pickup:
Services
Please select the checkbox below if these options pertain to you when picking up your purchase:
Personal IQOS™ Trial: We will introduce you to your new Device with tutorials and tips.
NEXT
3. Select Pickup Time & Location
4. Confirm Your Pickup
Order Summary
IQOS™ Bundle
$155.00
Slate | QTY: 1
Price Summary
Items (1) $155.00
Promotion -$75.00
Shipping Pickup
Total* $80.00
*Sales tax applied in store

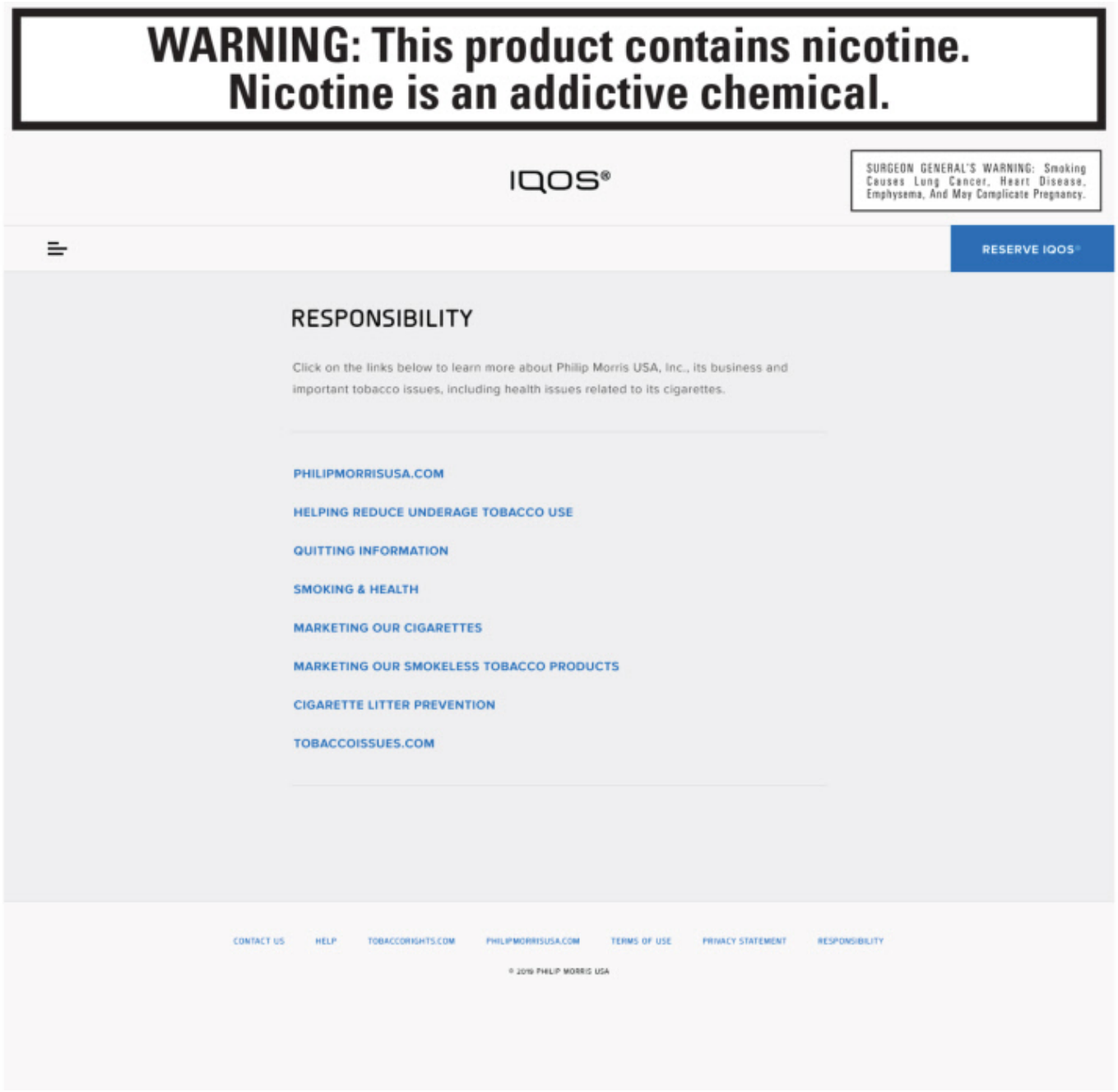

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RESERVE IQOS®
Back to Cart
COMPLETE YOUR ORDER
1. Fulfillment Method: In Store Pickup
2. Add On
Edit
3. Select Pickup Time & Location
Select a Store
30321
15 MI
SEARCH
1 LOCATION
Lenox Square IQOS® Store
3393 Peachtree Rd NE
Suite 3107
Atlanta, GA 30326
SELECTED
Select a Date
April 5 Today, Thu
April 6 Fri
April 7 Sat
April 8 Sun
April 9 Mon
April 10 Tues
April 11 Wed
Note: We will hold your device for 48 hours after the date of your scheduled pickup.
Select a Time
11:00am
11:30am
12:00pm
12:30pm
1:00pm
1:30pm
2:00pm
3:00pm
3:30pm
4:00pm
4:30pm
5:00pm
5:30pm
6:00pm
6:30pm
7:00pm
7:30pm
8:00pm
8:30pm
9:00pm
NEXT
4. Confirm Your Pickup
Order Summary
IQOS® Bundle
$155.00
Slate | QTY: 1
Price Summary
Items (1) $155.00
Promotion -$75.00
Shipping Pickup
Total* $80.00


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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
RESERVE IQOS®
Back to Cart
COMPLETE YOUR ORDER
1. Fulfillment Method: In Store Pickup
2. Add On
Edit
3. Select Pickup Time & Location
Edit
4. Confirm Your Pickup
Send Email Confirmation To:
jill.price@gmail.com
Changes to your email will not affect your getIQOS.com account. To update your getIQOS.com account, click here.
Please review your order, shipping information, and payment method.
By confirming this order, you are agreeing to the following statements:
- I certify that I am a smoker, 21 years of age or older.
- I understand that tobacco is an age-restricted product and my information will be sent to a third party for age verification.
- I acknowledge the Terms of Use, Terms of Sale and Privacy Statement.
Some state governments may require data concerning customer purchases.
PLACE ORDER
Order Summary
IQOS® Bundle
$155.00
State | QTY: 1
Price Summary
Items (1) $155.00
Promotion -$75.00
Shipping Pickup
Total* $80.00
*Sales tax applied in store

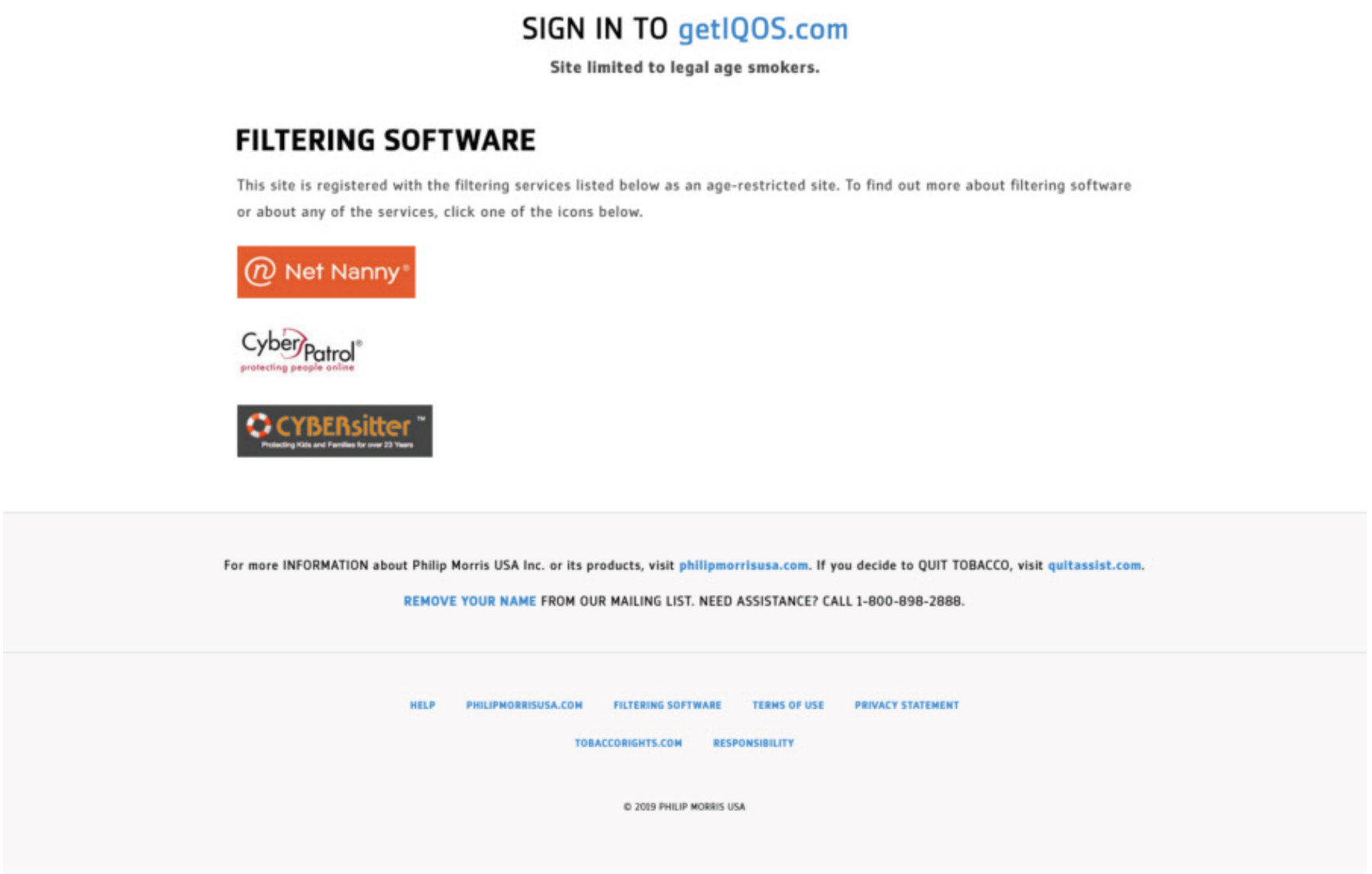

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
RESERVE IQOS®
RESPONSIBILITY
Click on the links below to learn more about Philip Morris USA, Inc., its business and important tobacco issues, including health issues related to its cigarettes.
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For more INFORMATION about Philip Morris USA Inc. or its products, visit philipmorrisusa.com. If you decide to QUIT TOBACCO, visit quitassist.com.
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PRIVACY STATEMENT – YOUR PRIVACY RIGHTS

Effective Date: May 2019

Access and Use Restrictions

What We Collect

We collect information from you and other sources. We also receive information about you from third parties.

We collect information you provide to us:

We collect information passively:

We collect information from third parties.

Why We Collect Information About You

With Whom Do We Share Information About You?

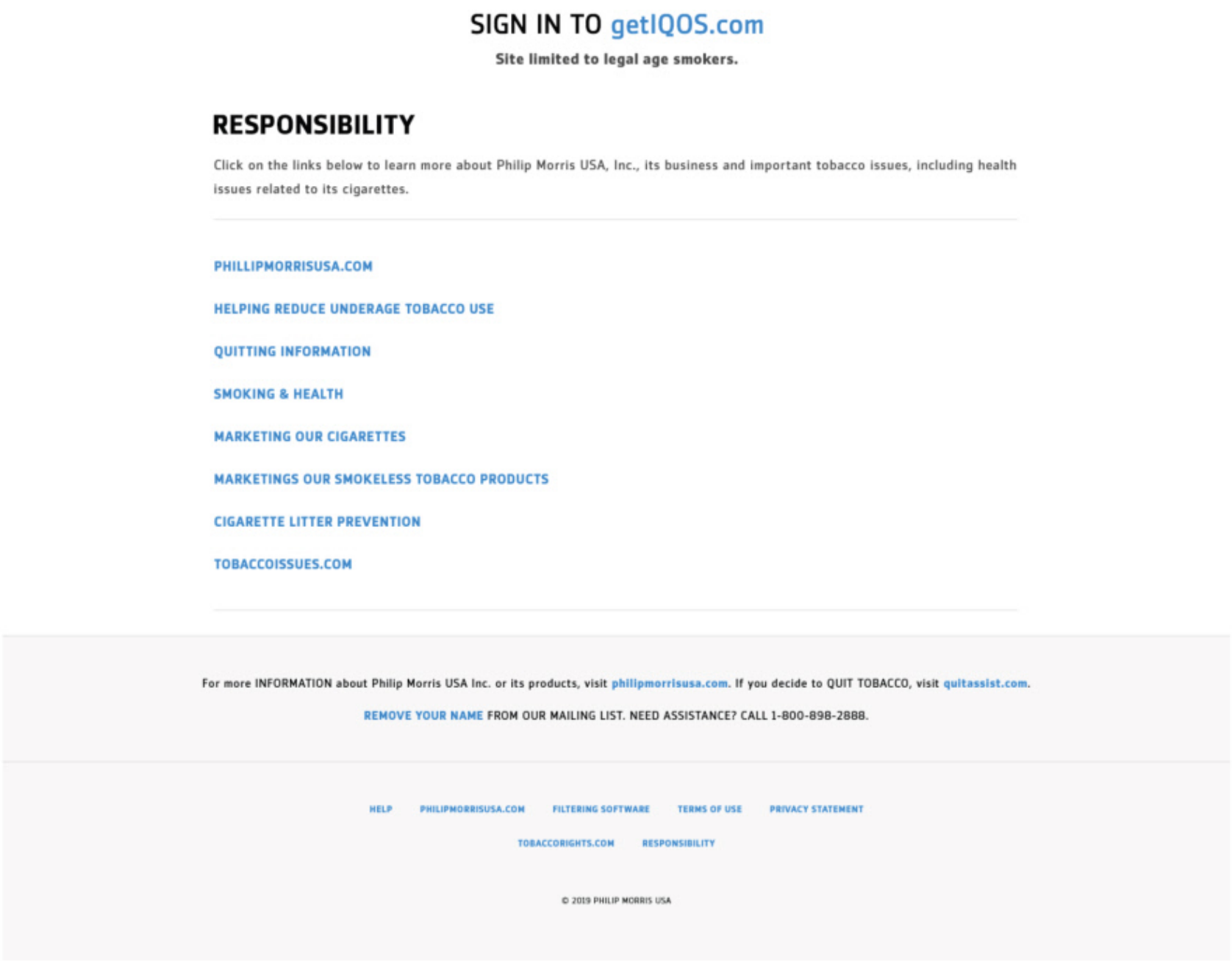
How You Can Control Your Information

Notice to California Residents – Your California Privacy Rights

How We Protect Your Information

Links to Third Party Websites

Changes To This Privacy Statement


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Help Copy

SELECT A TOPIC:

LOGIN AND PASSWORDS

Q: I CAN'T FIND/DON'T REMEMBER MY LOGIN ID. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I DON'T KNOW MY PASSWORD. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I FORGOT MY SECURITY QUESTION. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I GET A MESSAGE SAYING THE LOGIN ID I AM CREATING IS INVALID. WHAT DO I DO NOW?

A: Email addresses can only include letters, numbers, and/or the following symbols: (_ ? ' ! @ # $ % ^ * ( ) ? + = : ; ' . ? / \ { } [ ]) and must not be identical to another user's email address. Email addresses should follow the following format: you@example.com

Q: I GET A MESSAGE SAYING THE PASSWORD I AM CREATING IS INVALID. WHAT DO I DO NOW?

A: Please try a different Password. Passwords must be 8 to 12 characters long and can only include letters, numbers, and/or the following symbols: (_ ? ' ! @ # $ % ^ * ( ) ? + = : ; ' . ? / \ { } [ ]).

Q: WHY DO I HAVE TO CHOOSE A SECURITY QUESTION?

A: If you forget your Password, you'll be able to reset it online. To ensure your account is secure, you'll be asked to answer your security question before you'll be allowed to reset your Password.

REGISTRATION

Q: HOW DO YOU VERIFY MY IDENTITY ONLINE?

A: We use various electronic data sources to validate information you provide on this website.

Q: WHAT IS AN ELECTRONIC SIGNATURE? IS IT LEGALLY BINDING?

A: An electronic signature is a method of "signing" or executing an online document and is commonly considered legally binding.

Q: WHY DO YOU NEED BOTH MY MAILING ADDRESS AND GOVERNMENT-ISSUED ID ADDRESS?

A: We need your mailing address for you to be eligible to receive mailings, including information about coupons and special offers, from us. We need your government-issued ID address to verify your identity.

Q: WHY DO YOU NEED MY EMAIL ADDRESS?

A: Your email address is your login ID and is required to sign in to the getIQOS.com website. By providing your email address you agree to view and receive communications from Philip Morris USA and its affiliates including U.S. Smokeless Tobacco Company, John Middleton Company, Nu Mark LLC and Nat Sherman, LLC.

Q: WHAT DO YOU CONSIDER A VALID, GOVERNMENT-ISSUED ID?

A: Driver's licenses, sporting licenses (hunting or fishing licenses) and state ID cards are all valid, government-issued IDs. The ID you submit must include your name, address, signature and date of birth.

Q: YOUR SITE TOLD ME THAT AGE VERIFICATION DIDN'T WORK FOR ME - WHY?

A: We don't know, but the most likely cause is that for some reason the information you provided couldn't be matched to the electronic records we use for age verification.

Q: I DON'T HAVE A SOCIAL SECURITY NUMBER. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: WHY MUST I CHECK THE BOX UNDER TERMS AND CONDITIONS?

A: The information contained in these Terms and Conditions is important, and we want to be sure that you have read them and that you have agreed to the terms.

Q: CAN I PROVIDE A P.O. BOX OR RURAL ROUTE OR APO FOR MY ADDRESS?

A: No. Because we verify your adult age against government-issued IDs (voter registration or driver's license), and those IDs use a physical address, we are unable to verify your age when a P.O. Box, rural route or APO is used as an address.

PROMOTIONS AND OFFERS

Q: WHERE CAN I LEARN MORE ABOUT CURRENT PROMOTIONS OR OFFERS?

A: Current Promotions or Offers you're eligible to participate in are located in the Offers section. When promotions are available, see Official Rules for details.

COMMUNICATION FROM PMUSA

Q: WHEN I REGISTER, WHAT AM I SIGNING UP FOR? WHAT KIND OF COMMUNICATIONS CAN I EXPECT?

A: You're signing up to become eligible to receive communications via U.S. Mail or email from Philip Morris USA Inc. tobacco brands including marketing promotions and offers from Philip Morris USA about tobacco-related issues.

Q: HOW CAN I BE REMOVED FROM YOUR MAILING LIST?

A: Please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: CAN I SIGN UP TO RECEIVE ONLY COUPONS? I DON'T WANT OTHER MAIL.

A: No, we're sorry, but there is not currently a process in place to send you only the specific mailings you wish to receive.

Q: THE WEBSITE IS SAYING THAT YOU ALREADY HAVE MY NAME. HOW DID YOU GET IT? I DON'T REMEMBER SIGNING UP TO RECEIVE MAIL FROM YOU.

A: There are several ways your name could have been added to our mailing list. To speak with a Customer Service Representative, please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: HOW DO I SIGN UP TO RECEIVE EMAIL COMMUNICATIONS FROM PHILIP MORRIS USA INC.?

A: You can sign up for email communications when you register on getIQOS.com. You'll be subscribed to receive Philip Morris USA tobacco brand email communications after you confirm your Philip Morris USA tobacco brand email subscription.

Q: EVEN THOUGH I SUBSCRIBED TO RECEIVE EMAIL COMMUNICATIONS FROM getIQOS.com, I HAVEN'T BEEN RECEIVING ANY EMAILS. IS THERE SOMETHING I HAVE TO DO TO ENSURE THAT I RECEIVE EMAILS?

A: Before you can receive our emails, you must request a confirmation email and click the link in that email to complete your registration. To ensure delivery of our message, please add us to your address book. Check your spam folder if you do not receive a confirmation email.

Q: HOW DO YOU KNOW MY EMAIL ADDRESS?

A: You previously provided this email address to Philip Morris USA or one of its affiliates.

Q: I SIGNED UP TO RECEIVE EMAILS, BUT THE SITE INDICATES THAT I AM CURRENTLY "UNSUBSCRIBED."

A: There are a few possible explanations for this. You may be unable to subscribe because your email address is restricted or invalid. If you continue to have problems, call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

CHANGING MY PERSONAL DATA

Q: I MOVED. HOW DO I CHANGE MY MAILING ADDRESS?

A: Once you sign in to the getIQOS.com website, you can click the MyIQOS Settings tab to view your contact information. From that screen, click the Edit My Address button to edit your address. Or call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

TECHNICAL ISSUES

Q: WHAT ARE THE MINIMUM SITE REQUIREMENTS TO VIEW THIS SITE?

A: For desktop PC: best viewed with Windows XP, Windows Vista or Windows 7 or 8 operating systems and Internet Explorer 8, 9, 10, 11 or Firefox 20 or higher or Google Chrome 27 or higher browsers.
For desktop Mac: best viewed with Mac OSX, Snow Leopard, Lion or Mountain Lion operating systems and Firefox 20 or higher or Google Chrome 27 or higher browsers.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR INTERNET EXPLORER 8, 9, 10 AND 11?

1. Open Internet Explorer and click the "Tool" button in the menu bar. Select "Internet Options" and then select the "Security" tab.
2. Select the "Internet" area, select "Custom Level" and go to the "Security Settings / Internet Zone" box.
3. Click the checkbox to enable "Active Scripting" under the Scripting section and then click OK to apply the settings.
Restart your browser when finished to update your settings and enable JavaScript™.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR FIREFOX 20 OR HIGHER?

A: Visit http://support.mozilla.com/en-US/kb/Javascript™ to learn more.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR SAFARI 5.1 OR HIGHER?

1. Select the "Safari" menu (Mac) or "Edit" menu (PC).
2. Select "Preferences."
3. Choose the "Security" tab from the icons on the top.
4. Click the checkbox to the left of "Enable Java" so that a tick appears.
Close the Preferences window.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR GOOGLE CHROME 27 OR HIGHER?

1. Click the spanner icon on the browser toolbar.
2. Select Options.
3. Choose the "Under the Hood" tab.
4. Choose Content Settings in the "Privacy" section.
5. Allow all sites to run JavaScript™ in the "JavaScript™" section.

Q: HOW DO I ENABLE COOKIES FOR INTERNET EXPLORER, FIREFOX, SAFARI AND CHROME?

A: Visit http://support.google.com/accounts/bin/answer.py?hl=en&ctx=ch&answer=61416 to learn more.

Q: MY INTERNET SERVICE PROVIDER FILTERS UNWANTED EMAIL AND SPAM. COULD THESE FILTERS BLOCK EMAIL THAT I WISH TO RECEIVE?

A: Yes, they may. Spam filters may restrict wanted email as well as unwanted email. To ensure delivery, please add us to your address book.

Q: WHAT IS AGE-FILTERING SOFTWARE?

A: This software allows consumers to control access to specific websites. Philip Morris USA has submitted this site as an age-restricted site to the age-filtering services listed in the Filtering Software section of this site. To learn more about Philip Morris USA, its business and important tobacco issues, view our Responsibility section.

Q: I'VE CHECKED SITE REQUIREMENTS AND SETTINGS. EVERYTHING IS SET AS SUGGESTED BUT I STILL CAN'T VIEW THE SITE. WHAT SHOULD I DO NOW?

A: If you're experiencing difficulty with the site, please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance. A Customer Service Representative will request information about your computer system.

PRIVACY AND SECURITY

Q: HOW DO I GET A COPY OF YOUR PRIVACY STATEMENT?

A: You can read and print our complete Privacy Statement here.

Q: IS IT SAFE TO ENTER PERSONAL INFORMATION ONLINE?

A: Yes. The personal information that you provide on this website is encrypted using 128–bit encryption to help keep it secure.

Q: WHAT DO YOU DO WITH INFORMATION THAT I PROVIDE?

A: We use the information that you provide to verify your age and identity and confirm that you are eligible to receive communications from Philip Morris USA tobacco brands. The contact information you provide is stored in our records only if we are able to confirm your eligibility and add you to the Philip Morris USA tobacco brand mailing list.

Q: DO YOU SHARE PERSONAL INFORMATION WITH THIRD PARTIES?

A: Philip Morris USA does not sell or otherwise disclose personal information that we collect about you on this website to any third parties for their own marketing purposes. We do disclose this information to service providers that we have retained to perform services on our behalf.

These service providers are contractually restricted from using or disclosing the information except as necessary to perform services on our behalf. Philip Morris USA and its service providers also may disclose information about you if required by law.

Q: DOES THIS WEBSITE USE COOKIES?

A: Yes. To understand more, please read our Privacy Statement.

CONTACT US

For consumer inquiries, please contact:

Phone: 1-877-438-4767
Monday-Friday, 9 a.m. – 6 p.m. ET
Closed on Holidays

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CTA URL: http://www.altria.com/our-companies/philipmorrisusa/Pages/default.aspx

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TERMS OF USE

Effective Date: May 2019

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may suspend or terminate your use of your user ID and password at any time for any or no reason. If access to your account is suspended or terminated, you acknowledge that you have no right to access this site. Notwithstanding such suspension or termination, the remainder of these Terms of Use shall remain in effect.

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Richmond, VA 23234
Telephone: 804-274-2000
Facsimile: 804-335-2080
Email: ALCSDMCA@altria.com

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JURISDICTION

Philip Morris USA is incorporated in the Commonwealth of Virginia in the United States of America, and this site is operated in the United States. The laws of the Commonwealth of Virginia govern these Terms of Use and your use of this site, and you irrevocably consent to the jurisdiction of the courts located in the Commonwealth of Virginia for any action to enforce these Terms of Use. We recognize that it is possible for you to obtain access to this site from any jurisdiction in the world, but we have no practical ability to prevent such access. This site has been designed to comply with the laws of the Commonwealth of Virginia and of the United States. If any material on this site, or your use of this site, is contrary to the laws of the place where you are when you access it, this site is not intended for you, and we ask you not to use this site. You are responsible for informing yourself of the laws of your jurisdiction and complying with them.

CHANGES TO THESE TERMS OF USE

We reserve the right, in our sole discretion, to change these Terms of Use at any time by posting revised terms on this site. It is your responsibility to check periodically for any changes we may make to these Terms of Use. Your continued use of this site following the posting of changes to these terms or other policies means you accept the changes.

MISCELLANEOUS

If any provision of these Terms of Use is unlawful, void or unenforceable, the remaining provisions of these Terms of Use will remain in place. A waiver of any term or condition of these Terms of Use in one or more instances will not constitute a permanent waiver of the term or condition or any other term or condition of these Terms of Use or a general waiver. These Terms of Use constitute the entire agreement and understanding between you and Philip Morris USA with respect to use of the site, superseding all prior or contemporaneous communications. A printed version of these Terms of Use shall be admissible in judicial or administrative proceedings based on or relating to use of the site to the same extent and subject to the same conditions as other business documents and records originally generated and maintained in printed form.

Privacy Statement Copy

HEADER: PRIVACY STATEMENT – YOUR PRIVACY RIGHTS

Effective Date: May 2019

This Privacy Statement explains how we treat the personal information we collect from and about you on Philip Morris USA's IQOS brand website. This Privacy Statement does not apply to PM USA websites that do not display this statement or that have their own privacy statements.

This Privacy Statement may be amended from time to time.

Access and Use Restrictions

You must affirm or we must independently verify that you meet our minimum age requirements as disclosed on our site to use this website. We restrict the IQOS brand contact list to individuals who have certified that:

(1) They are adult smokers;
(2) They meet our minimum age requirements; and
(3) They want to be added to our brand contact lists to receive content, offers, and advertising from Philip Morris USA and its affiliates.

We independently verify that you meet our minimum age requirements before granting access to create a website account, buying IQOS products, and adding you to our brand contact list.

What We Collect

We collect information from you and your devices. We also receive information about you from third parties.

We collect information you provide to us:

- **Registering with our website:** When you request to be added to our brand contact list, create a website account, or buy IQOS products on the website, we ask you to provide personal information to verify your age and identity, to communicate with you, and to complete your purchase. Personal information you may share with us includes:

    - **For verifying age and identity:** your name, address, date of birth, and if applicable, the last four digits of your Social Security Number. We may also request additional information from you to assist us with verification.

- **For joining our brand contact lists:** your name, address, date of birth, email address, telephone number, username and password, 5-digit PIN, security question and answer. If applicable, we will also collect your payment information such as credit card details.

- **On our website:** Upon creating your account, we may ask you to provide information such as product, brand preferences, or other survey data. In addition, we may ask you to provide your telephone number or communication channel preferences.

We collect information passively:

- **Website browsing information:** When you visit our branded website, your browser may send certain information such as browser type, browser language preference, operating system, internet service provider, Internet Protocol (IP) address, device identifiers, geo-location data and online browsing data (such as date and time of access to our website, mouse movements, referring website address, pages viewed, features used, links clicked, and other actions you take in connection with the website, sometimes referred to as "clickstream data").

- **Tracking information:** When you visit our website, automated collection tools such as "cookies" and "web beacons" may gather information about your visit and your device.

  A *cookie* is a small text file stored on your device that lets us know whether you've visited the website before as well as your navigation experience during your visit. Cookies may be used to facilitate your access to our website, enhance and personalize your online experience, personalize advertising and recognize your computer or your device.

  Web beacons are small graphics placed on our website and in email communications that are used to measure the effectiveness of our website and email communications.
  - Web beacons on our website collect information about your visit, such as the pages you view, the features you use, the links you click, and other actions you take in connection with our website.
  - Web beacons in our emails track your interactions with those messages, such as when you receive, open, forward or click a link in an email message from us.

  We may use third-party web analytics services on our website that analyze how a visitor uses our website.

  We and third parties may also collect information about your online activities over time and across multiple sites or services for use in providing you with advertising tailored to your individual interests. This is sometimes referred to as *online behavioral advertising*.

  We and third parties track your online activities through automated means, including through the use of cookies, web server logs, web beacons, and other

technologies. The information collected includes the pages or advertisements you view and the actions you take online. This data collection takes place both on our website and on third-party websites. Third parties may also combine information collected online with information collected offline. In addition to helping us better target our advertising, the use of these tracking tools helps us improve our platforms and user experience and track the effectiveness of our marketing efforts.

We collect information from third parties:

We collect information about you from third-party sources, such as public and third-party databases. We also collect information about you from our business and trade partners to supplement information about you. For example, we may purchase information about your interests and hobbies to help us tailor our marketing content and communications to you. We may also receive information about you from our third-party business partners, such as your tobacco product purchase history.

Why We Collect Information About You

We collect information about you for marketing purposes, as well as for other purposes that include but are not limited to:

- **Customize our communications with you** and provide personalized content, offers and advertising, including on our website.
- **Conduct the purchase transaction** e.g., for payment processing.
- **Administrative purposes**, such as to assist you with registration on our branded website and brand contact list or to respond to inquiries from you.
- **Administer offers, promotions and surveys**.
- **Communicate with you** about tobacco-related issues.
- **Operate, evaluate, and improve our business** (including developing and enhancing products, managing communications, determining the effectiveness of our sales, marketing and advertising, performing accounting, auditing, billing, reconciliation and collection activities, and analyzing and enhancing our branded website).
- **Perform data analyses** and other processing (including market and consumer research, trend analysis, and financial analysis).
- **Protect against and identify fraud and other criminal activity** or to exercise or **defend legal claims**.

With Whom Do We Share Information About You?

- **Our Affiliates.** We may share your information with Philip Morris USA's affiliates, including other subsidiaries of Altria Group, Inc., that market tobacco products such as those found at the following link: http://www.altria.com/About-Altria/At-A-Glance/Pages/default.aspx.

- **Others Working for Us.** We may share your information with third parties that perform services on our behalf, including running our website, sending communications for us, performing age and identity verification, payment processors that process and fulfill your orders, and executing marketing programs and promotions. When we contract with these third parties, we do not permit them to use or disclose your information for any purpose other than the work they are doing on our behalf or as required by law. However, in limited exceptions, we may share your information with these third parties without an ability to contractually restrict how the third parties use the information. For example, we use Google ReCAPTCHA to limit fraudulent activity on our website, and we use Google Maps to help you search for retail locations.

- **Other Third Parties**. We may share your information about you (i) if we are required to do so by law or legal process, (ii) if we believe there has been a violation of our website policies, (iii) to law enforcement authorities or other government officials or (iv) when we believe disclosure is necessary or appropriate to prevent injury, harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

- **Corporate Restructure.** We may transfer information about you in the event of a liquidation, reorganization, merger, consolidation, change of control, asset or stock acquisition/disposition or other corporate combination. Should such an event occur, we will use reasonable efforts to ensure the transferee uses your information in a manner consistent with this Privacy Statement.

How You Can Control Your Information

Opting Out. If you would like to stop receiving marketing communications from us, click on the "Remove Your Name" link located on the Login Page of this website or call 1-877-438-4767. Even if you opt out of receiving marketing messages, we will still send you messages about your questions and purchases and your existing or past business relationships with us.

Your Browser Settings. Your browser may give you the ability to control cookies or other tracking tools. The Help portion of the toolbar on most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie and how to delete existing cookies. Note that if you choose to disable cookies, it is possible that some of our website's features may not function properly. Choices you make are browser and device specific. For more information on deleting or controlling cookies, visit www.aboutcookies.org.

Do Not Track Requests. Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.

Making Changes to Your Information. You can update certain information associated with your account by contacting customer service at 1-877-438-4767 or when available on the site, by logging into your profile.

Contact Us. If you have any questions or comments about this Privacy Statement, or you would like us to update information about you, please send us an IQOSPrivacyStatement@consumerconnectioncenter.com or call 1-877-438-4767.

Notice to California Residents – Your California Privacy Rights

If you reside in California, you have the right to ask us one time each year for information identifying any third parties with whom we have shared your personal information for their direct marketing purposes. You can also request a description of the categories of personal information disclosed to that third party in the preceding calendar year. To make such a request, please send us an IQOSPrivacyStatement@consumerconnectioncenter.com or call 1-877-438-4767. Indicate that you are a California resident making a "Shine the Light" inquiry.

How We Protect Your Information

We recognize the importance of maintaining the security of your information. We have implemented technical, administrative and physical security measures designed to protect your information from unauthorized access, disclosure, use, and modification. Unfortunately, guaranteed security does not exist on the Internet or offline. We therefore cannot guarantee that your information will be free from unauthorized access by third parties.

Links to Third-Party Websites

From time to time, we may provide links to unaffiliated third-party websites. These websites operate independently from Philip Morris USA and may have their own privacy statements in place, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites you visit are not operated by or on behalf of Philip Morris USA, we are not responsible for their content or your use of the websites.

Changes To This Privacy Statement

This Privacy Statement may be updated periodically and will be posted on our website, indicating when it was last updated. If there are material changes to our Privacy Statement, we will post a prominent notice on our website and/or provide other notice as required by law. Use of our website following such changes constitutes your acceptance of the revised Privacy Statement then in effect.

Tobaccorights.com Copy

TOBACCORIGHTS.COM

Responsibility Copy

HEADER: RESPONSIBILITY

Click on the links below to learn more about Philip Morris USA, Inc., its business and important tobacco issues, including health issues related to its cigarettes.

PHILIPMORRISUSA.COM

HELPING REDUCE UNDERAGE TOBACCO USE

QUITTING INFORMATION

SMOKING & HEALTH

MARKETING OUR CIGARETTES

MARKETING OUR SMOKELESS TOBACCO PRODUCTS

CIGARETTE LITTER PREVENTION

TOBACCOISSUES.COM

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getIQOS.com AV Website Experience
POS # M7723

Fulfillment Page Header

- Back to Cart
- COMPLETE YOUR ORDER

Fulfillment Method: Pick-Up In Store Module Copy

- 1. Fulfillment Method: In Store Pickup
- 2. Add On

- Promo Code
- Button 1 Copy: Enter Code
- Button 2 Copy: APPLY

- Subhead: While You're With Us
- Body Copy: Below, our retail locations offer additional, exclusive services that you can schedule with your order pickup:

- Subhead: Services
- Body Copy: Please select the checkbox below if these options pertain to you when picking up your purchase:

- Check Box Subhead: Personal IQOS® Trial:
- Body Copy: We will introduce you to your new Device with tutorials and tips.

- Button Copy: NEXT

- 3. Select Pickup Time & Location
- 4. Confirm Your Pickup

Order Summary Module Copy

- IQOS® BundleImage: [Product Image]
- $155.00
- Slate | QTY: 1

Price Summary Module Copy

- Items (1) $155.00
- Promotion -$75.00
- Shipping Pickup
- Total* $80.00

*Sales tax applied in store

IQOS® RESERVE SHOPPING CART AGE VERIFIED COPYDECK
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- Go Back
- ORDER SUMMARY
- Limited to two Bundles per six-month period.

Cart Module Copy

IQOS® Bundle $155.00
- Quantity 2
- Update Remove
- Color: Slate

IQOS® Bundle $155.00
- Quantity 2
- Update Remove
- Color: White

Promotion Copy Module - $75 OFF Copy

- SAVE $75 ON YOUR BUNDLE
- Purchase the IQOS® Bundle and get $75 off. Promotional discount will be applied in store at time of pickup.

Where to Find HeatSticks Module Copy

- Get Your HeatSticks®
- Marlboro HeatSticks® will be available at IQOS® stores and other select retailers near you.

- Having Trouble Finding HeatSticks®?
- Call 877-GET-IQOS to speak to an IQOS® representative.

IQOS® RESERVE CHECKOUT CONFIRMATION AGE VERIFIED COPYDECK
getIQOS.com AV Website Experience
POS # M7723

Confirmation Page Header

- YOUR ORDER HAS BEEN PLACED

- Your confirmation number is # 1234567890
  We have sent a confirmation email jill.price@gmail.com

- YOUR CONFIRMED PICKUP LOCATION

- Lenox Square IQOS® Store
  3393 Peachtree Rd NE
  Suite 3107
  Atlanta, GA 30326

Date	Time
April 5, Sun	2:30pm

- IQOS® Bundle $155.00
- Quantity 1
- Color: Slate

- WHERE TO FIND HEATSTICKS®

- Get Your HeatSticks®
- Marlboro HeatSticks® will be available at IQOS® stores and other select retailers near you.

- Having Trouble Finding HeatSticks®?
- Call 877-GET-IQOS to speak to an IQOS® representative.

Price Summary Module

- Price Summary
- Items (1) $155.00
  - Promotion -$75.00
  - Shipping Pickup
  - Total* $80.00
  - *Sales tax applied in store

IQOS® FREQUENTLY ASKED QUESTIONS AGE VERIFIED COPYDECK
getIQOS.com AV Website Experience
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IQOS®: Support - FAQ - Age Verified

Utility Heading 4: About the IQOS® System

Utility Heading 4: What is IQOS®?
Default Body Copy: IQOS® is a tobacco heating system. Thanks to sophisticated electronics, IQOS® heats specially designed Marlboro HeatSticks® up to approximately 570°F, without fire or ash. This generates a heated tobacco vapor, which contains nicotine.

Utility Heading 4: How do I use IQOS®?
Default Body Copy: Learn how to use IQOS® in the How To Guide.

CTA Link Label: How To Guide

Utility Heading 4: How is IQOS® different from vaping?
Default Body Copy: IQOS® unlike e-vapor products does not contain liquid nicotine; it contains real tobacco in the HeatStick. We believe this is a similar experience to smoking cigarettes.

Utility Heading 4: How does IQOS® HeatControl™ Technology work?
Default Body Copy: While traditional cigarettes burn up to 1,470°F, creating ash and the taste of smoke, Marlboro HeatSticks® respond to the warming of the IQOS® Heat Blade inside the IQOS® Holder, which heats the tobacco to approximately 570°F, giving you a full and authentic taste.

Utility Heading 4: Is IQOS® an e-cigarette?
Default Body Copy: No. IQOS® is not an electronic cigarette. E-cigarettes create a vapor from a liquid containing nicotine. IQOS® creates vapor from a HeatStick, which contains real tobacco.

Utility Heading 4: How long does it take to charge IQOS®?
Default Body Copy: Using the provided USB Power Adapter and cable, the IQOS® Pocket Charger can reach a full charge in 90 minutes. Placed in the IQOS® Pocket Charger, the IQOS® Holder charges in about 6 minutes.

Utility Heading 4: How long does the IQOS® warranty last?
Default Body Copy: The IQOS® Limited Warranty lasts three months from the original date of purchase. However, if you register your Device on our database, the warranty can be extended for an additional 9 months.

Utility Heading 4: What does my IQOS® warranty cover?
Default Body Copy: For more details on what the IQOS® Limited Warranty covers, please review the Warranty Terms & Conditions.

CTA Link Label: Warranty Terms & Conditions

Utility Heading 4: How do I pronounce IQOS®?

Default Body Copy: “eye-kos”

Utility Heading 4: About HeatSticks®

Utility Heading 4: What are HeatSticks®?
Default Body Copy: HeatSticks® are a specially designed Heated Tobacco unit intended for exclusive use with the IQOS® Holder.

Utility Heading 4: Do HeatSticks® contain real tobacco?
Default Body Copy: HeatSticks® are made by blending high-quality tobaccos from selected types and origins. These tobaccos are then ground to provide the perfect mixture and reconstituted back into a tobacco sheet found within the HeatStick.

Utility Heading 4: How long does one HeatStick last?
Default Body Copy: HeatSticks® are designed for the same length of time and number of puffs as a cigarette. This is approximately 14 puffs or 6 minutes.

Utility Heading 4: Do HeatSticks® taste and smell different than a conventional cigarette?
Default Body Copy: HeatSticks® taste different than cigarettes because the tobacco is heated rather than burned. By heating tobacco the true taste of tobacco is released. HeatSticks® are made from a specially selected blend of tobacco in order to provide tobacco taste that replicates as much as possible what adult smokers expect. HeatSticks® leave less odor than a conventional cigarette.

Utility Heading 4: Why are HeatSticks® shorter than a conventional cigarette?
Default Body Copy: HeatSticks® are designed specifically for IQOS® and its length is optimal to be used by the IQOS® Holder. The average experience duration is about the same as smoking a conventional cigarette. Please do not put other types of tobacco in the IQOS® Holder.

Utility Heading 4: What happens when you heat tobacco?
Default Body Copy: The IQOS® heats the tobacco stick to below 570°F producing a heated tobacco vapor.

Utility Heading 4: Can I use conventional cigarettes with IQOS®?
Default Body Copy: No. You should only use HeatSticks® with IQOS®. Cigarettes or any other products cannot be used with the IQOS® System.

Utility Heading 4: Can I smoke a HeatStick like a conventional cigarette?
Default Body Copy: HeatSticks® are designed specifically for use in the IQOS® Holder. You should not light a HeatStick with a match, lighter or other flame source.

Utility Heading 4: Health Related

Utility Heading 4: Will IQOS® help me quit smoking?
Default Body Copy: IQOS® is not intended for smoking cessation. The best choice for consumers concerned about the health risks of smoking is to quit tobacco use altogether. You should be guided by the conclusion of public health authorities on the risks associated with using tobacco

products. IQOS® is an alternative to cigarettes for adult smokers who want to continue to enjoy tobacco products.

Utility Heading 4: Is IQOS® a reduced risk product?
Default Body Copy: IQOS® is not risk free and we make no health claims on this product. The best way to reduce tobacco-related health risks is to quit tobacco use altogether.

Utility Heading 4: Is IQOS® addictive?
Default Body Copy: Nicotine is known to be an addictive substance. Marlboro HeatSticks® contain real tobacco, which naturally contains nicotine.

Utility Heading 4: Is there a risk of second-hand smoke with IQOS®?
Default Body Copy: We make no health claims on the effect of the heated tobacco vapor. To reduce any risks associated with secondhand smoke, we suggest quitting tobacco use altogether.

Utility Heading 4: Do I get more nicotine from vaping or using IQOS®?
Default Body Copy: While we make no comments on the specific levels of nicotine in the product, we believe that IQOS® provides a similar experience to smoking traditional cigarettes. We cannot offer any information regarding the levels of nicotine in vaping vs. using IQOS® since every product experience differs.

Utility Heading 4: Product Safety

Utility Heading 4: Is IQOS® a safe consumer electronic device?
Default Body Copy: The IQOS® Holder and IQOS® Pocket Charger comply with US consumer electronic safety requirements. However, the IQOS® Holder and IQOS® Pocket Charger should be used as instructed in the User Manual.

Utility Heading 4: Will this product burn me or potentially light something on fire?
Default Body Copy: Unlike cigarettes, IQOS® has no lit end and therefore there is no fire and no ash.

Utility Heading 4: Is the lithium-ion battery safe?
Default Body Copy: The IQOS® Holder and IQOS® Pocket Charger comply with US consumer electronic safety requirements. However, the IQOS® Holder and IQOS® Pocket Charger should be used as instructed in the User Manual.

Utility Heading 4: Purchasing or Reserving IQOS®

Utility Heading 4: When and where can I buy IQOS®?
Default Body Copy: IQOS® plans to launch first in the US in Atlanta, GA. We will announce a more specific timeline soon. If you'd like to receive information about when IQOS® is available, please manage your communication preferences on the MyIQOS settings page to receive email updates.

- CTA Link Label: manage your communication preferences

Utility Heading 4: Why can I only reserve IQOS® right now?
Default Body Copy: IQOS® will be available in stores soon. Until that time, we are taking reservations from Adult Smokers who wish to be among the first to receive IQOS®. If you'd like to receive information about when IQOS® is available, please manage your communication preferences to receive email updates.

- CTA Link Label: manage your communication preferences

Utility Heading 4: Can I try IQOS® before I buy it?
Default Body Copy: Yes, you can. Official IQOS® retail locations offer personal IQOS® trials.

Utility Heading 4: Fullfillment and Returns

Utility Heading 4: What options do I have for delivery?
Default Body Copy: The IQOS® System is currently only available for in-store pickup.

Utility Heading 4: How do I return my order?
Default Body Copy: Please contact the IQOS® call center at 1-877-438-4767 to process a return on your order.

Utility Heading 4: How long does the refund take?
Default Body Copy: Refunds are processed 5-7 business days after your returned items are received.

Utility Heading 4: **IQOS® Stores**

Utility Heading 4: What is an IQOS® Store?
Default Body Copy: Outfitted to serve all IQOS® consumers, IQOS® Stores will offer all IQOS® products for purchase: Devices, HeatSticks®, and accessories. IQOS® Stores also offer a full range of services including personal trials, and, Device repair, and in-store pick-up and events.

Utility Heading 4: Why would I need to visit an IQOS® Store?
Default Body Copy: Our IQOS® Store is there to help you at any stage of your IQOS® experience. Purchase your IQOS® Device, HeatSticks® and accessories in store, or pick up your online reservation. Receive IQOS® product education, customer care and product support from our IQOS® Experts. You can also attend in-store events and participate in a personal IQOS® trial.

Utility Heading 4: What do IQOS® stores sell?
Default Body Copy: All IQOS® Stores will sell IQOS® Devices, HeatSticks® and IQOS® accessories

Utility Heading 4: What is a personal IQOS® trial? How long does a personal IQOS® trial take?
Default Body Copy: An IQOS® Expert will guide you through a personal trial experience. You will learn about the IQOS® Tobacco Heating System and how it works. Then you will have the opportunity to try one to three different varieties of Marlboro HeatSticks®. A full personal IQOS® trial experience can take approximately 30 minutes to complete.

Utility Heading 4: What are IQOS® Experts?
Default Body Copy: IQOS® Experts are a diverse team of passionate IQOS® believers that inspire the switch to IQOS® and advocacy across focused Adult Smoker communities

Utility Heading 4: About getIQOS.com

Utility Heading 4: Why do I need to register an account to learn more about IQOS®?
Default Body Copy: Registration is mandatory if you purchase online or over the phone. This is required because we need to verify that you are of the legal age within your state of residence before we can sell our products to you. You can purchase IQOS® Devices in store without registering provided that you can prove you are of legal age.

Utility Heading 4: How do I change my password/email?
Default Body Copy: You can review and manage your password/email on the Settings tab of the MyIQOS page.

- CTA Link Label: MyIQOS page

Utility Heading 4: I've forgotten my email/password, what do I do?
Default Body Copy: Please use our username and password recovery tool on the getIQOS.com sign in page.

- CTA Link Label: username and password recovery tool

Utility Heading 4: What does getIQOS.com do with my personal information?
Default Body Copy: Please refer to the getIQOS.com Privacy Statement for more information.

- CTA Link Label: Privacy Statement

Utility Heading 4: How do I unsubscribe from IQOS® emails?
Default Body Copy: You can manage your IQOS® communication preferences from the Settings tab of the MyIQOS section of the getIQOS.com.

- CTA Link Label: MyIQOS

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Warning

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.

SGW

ROTATION:

	1st Qtr. Jan. – Mar. 2019	2nd Qtr. Apr. – Jun. 2019	3rd Qtr. Jul. – Sept. 2019	4th Qtr. Oct. – Dec. 2019
IQOS SGW	**A**	**B**	**C**	**A**

	1st Qtr. Jan. – Mar. 2020	2nd Qtr. Apr. – Jun. 2020	3rd Qtr. Jul. – Sept. 2020	4th Qtr. Oct. – Dec. 2020
IQOS SGW	**B**	**C**	**A**	**B**

Q1

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Q2

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Q3

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Age Gate

- ARE YOU A LEGAL AGE SMOKER IN YOUR STATE?
- CTA 1: YES
- CTA 2: NO

- Body Copy 1: Have an account? Sign In
- Body Copy 2: Want to make an account? Register

- Sub Body Copy: Site is intended for legal age smokers. By entering this site, you are certifying that you are a legal age smoker.

Side Navigation – Age Affirmed

- Nav Link 1: Log In or Sign Up
- Nav Link 2: Meet IQOS®
- Nav Link 3: Product Guides
- Nav Link 4: Support & FAQ
- Nav Link 5: Reserve IQOS®

Side Navigation – Age Verified

- Nav Link 1: MyIQOS®
- Nav Link 2: Meet IQOS®
- Nav Link 3: Product Guides
- Nav Link 4: Support & FAQ
- Nav Link 5: Reserve IQOS®
- Nav Link 6: Log Out

Footer

- Footer Link 1: CONTACT US
- Footer Link 2: HELP
- Footer Link 3: TOBACCORIGHTS.COM
- Footer Link 4: PHILIPMORRISUSA.COM
- Footer Link 5: TERMS OF USE
- Footer Link 6: PRIVACY STATEMENT
- Footer Link 7: RESPONSIBILITY

- Copyright Text: © 2019 PHILIP MORRIS USA

IQOS® HOMEPAGE AGE VERIFIED COPYDECK
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IQOS® HOME: Hero Carousel

Link 1: MEET IQOS®

Link 2: PRODUCT GUIDES

INTRODUCING IQOS®
Meet IQOS®–a groundbreaking new tobacco heating system that allows you to enjoy real tobacco with less odor and no ash.
CTA: MEET IQOS®

GET STARTED
See what's inside every IQOS® box and learn about your new IQOS® Device with Marlboro HeatSticks®.
CTA: EXPLORE

IQOS® HOME: RESERVE

RESERVE YOUR IQOS® TODAY
IQOS® is coming to Atlanta. Pre-order your IQOS® Bundle today and receive a special introductory offer.
CTA: RESERVE NOW

IQOS® MEET IQOS® AGE VERIFIED COPYDECK
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Hero

MEET IQOS®

What is IQOS® Module

INTRODUCTION
WHAT IS IQOS®?
The IQOS® Tobacco Heating System is a whole new way to experience real tobacco. Unlike traditional cigarettes, the IQOS® System heats tobacco instead of burning it, giving you true tobacco taste and satisfaction.

How It's Different Module

TECHNOLOGY
HOW IT'S DIFFERENT
The IQOS® Tobacco Heating System uses sophisticated electronics to heat specially designed Marlboro HeatSticks® just enough to release a flavorful tobacco taste without combustion, meaning there's no ash and less odor.

HEATCONTROL™ TECHNOLOGY:
Cigarettes burn up to 1470°F, creating ash and the taste of smoke. But with IQOS®, our HeatSticks® respond to the warming of the heat blade inside the IQOS® Holder which heats the tobacco to a temperature just below 570°F, giving you a full and more authentic taste.

WARRANTY:
Limited 3-month product warranty. Extended Warranties available at the IQOS® Store and retail locations. See Terms & Conditions for more details.

Product + Specifications Selector

PRODUCT DETAILS
IQOS® HOLDER
IQOS® POCKET CHARGER
MARLBORO HEATSTICKS®

SPECIFICATIONS:
MATERIAL (SLATE)
MATTE FINISH

MATERIAL (WHITE)
GLOSS FINISH

CHARGE TIME

ABOUT 6 MIN

IQOS® HOLDER SIZE
3.38"H X 0.58"W

SPECIFICATIONS:
MATERIAL (SLATE)
MATTE FINISH

MATERIAL (WHITE)
GLOSS FINISH

CHARGE TIME
ABOUT 90 MIN

CHARGE DURATION
ABOUT 20 HEATSTICKS®

IQOS® POCKET CHARGER SIZE
4.45"H x 2"W

SPECIFICATIONS:
VARIETIES
ORIGINAL, FRESH MENTHOL, SMOOTH MENTHOL

DURATION
ABOUT AS MANY PUFFS AS A CIGARETTE

QUANTITY
20 HEATSTICKS® IN EACH PACK

Marboro HeatSticks® Module

MARLBORO HEATSTICKS®
TOBACCO MADE FOR IQOS®
Made with the quality you'd expect from a name like Marlboro®, our HeatSticks® bring you real tobacco enjoyment in a smaller package. But don't let the size fool you, each HeatStick is packed with real tobacco and gives you about as many puffs as a traditional cigarette.

FEATURES:
HEATSTICKS® IN EACH PACK
VARIETIES
Marlboro HeatSticks® are available in three blends: Original, Fresh Menthol, and Smooth Menthol.

WHERE TO PURCHASE:
Marlboro HeatSticks® will be available at IQOS® stores and other select retailers near you.

Reserve Yours Module

PRE-ORDER
RESERVE YOURS
Pre-Order your IQOS® Bundle today and receive a special introductory offer.
CTA: RESERVE NOW

FAQ

SUPPORT
FAQ
Find information about the IQOS® Tobacco Heating System and more.
CTA: LEARN MORE

IQOS® MEET IQOS® AGE VERIFIED COPYDECK
getIQOS.com AV Website Experience
POS # M7723

Secondary Horizontal Navigation

Nav Link 1
- Link Label: PROFILE

Nav Link 2
- Link Label: ORDERS

Nav Link 3
- Link Label: SETTINGS

Current Orders Module

- H3 Brand Heading: CURRENT ORDERS

Order Module: Pickup, Collapsed

- Utility Heading 4: Order Placed: [Date of Order [Mmm DD, YYYY]]

- Utility Body Copy: Pickup Location
- Large Body Copy: [IQOS Store Name]

- Utility Body Copy: Order Number
- Large Body Copy: #[Order Number]

- Link Label: See Details

Order Module: Pickup, Expanded

- Large Body Copy: Order Placed: [Date of Order [Mmm DD, YYYY]]

- Utility Body Copy: Pickup Location
- Large Body Copy: [IQOS Store Name]
- Utility Body Copy: [IQOS Store Address, Line 1]
- Utility Body Copy: [IQOS Store Address, Line 2]

- Utility Body Copy: Date
- Large Body Copy: [Mmm DD, Day]

- Utility Body Copy: Time

- Large Body Copy: [XX:XXam/pm]

- Utility Body Copy: Order Number

- Large Body Copy: #[Order Number]

- Utility Body Copy: Items ([Total Number of Cart Items])
- Small Body Copy: $[Cart Items Subtotal Price]

- Utility Body Copy: Promotion
- Small Body Copy: – $[Promotion]

- Utility Body Copy: Shipping
- Small Body Copy: Pickup

- Utility Body Copy: Total*
- Small Body Copy: $[Total Price of Order]
- Utility Body Copy (10px): *Sales tax applied in store

- Link Label: Hide Details

- Large Body Copy (bold): [Product Name]
- Small Body Copy: QTY: [Product Quantity]

- Utility Body Copy: Price
- Default Body Copy: $[Promotional Product Price]

Order Module: No Orders

- typography-utility-heading-4: No Current Orders

IQOS® My IQOS® PROFILE AGE VERIFIED COPYDECK
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POS # M7723

Hero Module

Header: MY RESERVATIONS
Sub Head: PRE-ORDER YOUR IQOS® TODAY

Reservation

- Header: RESERVATION
- Body Copy: Reserve today, pay when you pick up.
- CTA: RESERVE NOW

Product Guides

- Header: PRODUCT GUIDES
- Body Copy: Learn What's in the Box and How to Use IQOS®.
- CTA: EXPLORE GUIDES

Meet HeatSticks®

- Header: MEET HEATSTICKS®
- Body Copy: Specially crafted for IQOS®.
- CTA: LEARN MORE

IQOS® PRODUCT GUIDE HOW TO AGE VERIFIED COPYDECK
getIQOS.com AV Website Experience
POS # M7723

How To Guide

PRODUCT GUIDES
HOW TO GUIDE
Check out the video or scroll down to learn how to use your IQOS® Device.

CTA: SEE GUIDE

POCKET CHARGER
HOLDER
HEATSTICKS®
REMOVAL

Panel 1 of 4

IQOS® POCKET CHARGER
Plug the USB Charger Cable into the IQOS® Pocket Charger USB slot.
CTA: IQOS® HOLDER

Panel 2 of 4

IQOS® HOLDER
To charge, insert the IQOS® Holder into the IQOS® Pocket Charger.
CTA: HEATSTICKS®

Panel 3 of 4

HEATSTICKS®
When you're ready to use your IQOS® System, insert a Marlboro HeatStick into your IQOS® Holder tobacco side down.
Note: Don't twist the HeatStick once inserted. This may damage the IQOS® Heat Blade.
CTA: REMOVAL

Panel 4 of 4

REMOVAL
After about 14 puffs or 6 minutes, your HeatStick will be finished and ready for removal.
Note: Please dispose of your Marlboro HeatSticks® responsibly.
CTA: IQOS® POCKET CHARGER

IQOS® PRODUCT GUIDE WHAT'S IN THE BOX VERIFIED COPYDECK
getIQOS.com AV Website Experience
POS # M7723

What's in the Box

PRODUCT GUIDES
WHAT'S IN THE BOX
Check out the video or scroll down for a step-by-step guide to getting started with IQOS®.
CTA: POCKET CHARGER

POCKET CHARGER
HOLDER
CLEANER
POWER ADAPTER

Panel 1 of 4

IQOS® POCKET CHARGER
The IQOS® Pocket Charger is a portable charger that charges the IQOS® Holder in about 6 minutes, prior to each use
CTA: IQOS® HOLDER

Panel 2 of 4

IQOS® HOLDER
The IQOS® Holder heats Marlboro HeatSticks® to an optimal temperature.
CTA: IQOS® CLEANER

Panel 3 of 4

IQOS® CLEANER
The IQOS® Cleaner is a small capsule that is used to maintain your IQOS® Device.
CTA: USB POWER ADAPTER

Panel 4 of 4

USB POWER ADAPTER
The USB Power Adapter fully charges the IQOS® Pocket Charger in about 90 minutes.
CTA: IQOS® POCKET CHARGER

IQOS® RESERVE AGE VERIFIED COPYDECK
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Hero Image Module

- Header: RESERVE IQOS®
- Subhead: ATLANTA | 2019

- Body Copy: Pre-Order your IQOS® Bundle today to skip the line and receive additional, exclusive rewards.

Reserve IQOS® Today Module

- Header (left-aligned): RESERVE IQOS® TODAY

- Body Copy (left-aligned): Atlanta, meet IQOS®. IQOS® uses revolutionary HeatControl™ Technology to heat tobacco to a controlled temperature, releasing a tobacco vapor with less odor and no ash. And through our exclusive reserve program, you can be among the first in Atlanta to experience the future of tobacco technology.

  Don't hesitate to reserve your IQOS®, and start enjoying tobacco in a whole new way.

- RESERVE NOW, PAY WHEN YOU PICK UP
  - Body Copy (right-aligned): You can pick up your reserved IQOS® in store, as we don't offer shipping through our reserve program. And you don't have to pay until you pick it up.

- SAVE $75 ON YOUR BUNDLE
  - Default Body Copy (right-aligned): Purchase the IQOS® Bundle and get $75 off. Promotional discount will be applied in store at time of pickup.

Questions Module

- Header (left-aligned): QUESTIONS | See FAQ

- Body Copy (left-aligned):
  Q: Can I reserve more than one IQOS®?
  A: You may reserve and purchase up to two IQOS® Bundles online. Additional IQOS® Bundles, Devices and accessories can be purchased at the IQOS® Store (as quantities allow).

- Body Copy (right-aligned):
  Q: Do I need to bring anything when I pick up my IQOS®?
  A: To pick up in store, you'll need to present a valid photo ID.

Included with Reservation Module

- Header: INCLUDED WITH RESERVATION
- Subhead: Every reservation comes with:

- Header (left): IQOS® SYSTEM
- Body Copy (left): IQOS® Pocket Charger and IQOS® Holder

- Header (right): IQOS® CHARGING KIT
- Body Copy (right): USB Power Adapter and USB cable

- Header (left): IQOS® CLEANING KIT
- Body Copy (left): IQOS® Cleaner with two brushes and cleaning tool

- Header (right): ONE CARTON OF MARLBORO HEATSTICKS®
- Body Copy (right): Choose from three varieties: Original, Fresh Menthol, and Smooth Menthol

Reserve Your IQOS® Today Module

- Header: RESERVE YOUR IQOS® TODAY
- Body Copy (center-aligned): These promotions come with rewards available only through reservation.

- Header (left-aligned): SPECIAL INTRODUCTORY OFFER
- Body Copy (left): Enjoy this offer with your reservation:

- Subhead (left-aligned): SAVE $75 ON YOUR BUNDLE
- Body Copy (left-aligned): Purchase the IQOS® Bundle and get $75 off. Promotional discount will be applied in store at time of pickup.

  Body Copy (left): HeatSticks® not available for purchase online.

- Header (right): SELECT COLOR
- Button Label: Slate
- Button Label: White
- Header (right): QUANTITY

- Button Copy: RESERVE NOW

IQOS® RESERVE OUT OF STATE AGE VERIFIED COPYDECK
getIQOS.com AV Website Experience
POS # M7723

Hero

- H1 Brand Heading: COMING SOON
- Body Copy: At the moment, IQOS® is available in a limited, select market within the United States. Receive the latest IQOS® updates by managing your subscription preferences within your MyIQOS settings.

Questions Module

- H2 Brand Heading: QUESTIONS
- Inline text link (left-aligned, next to QUESTIONS): See FAQ
  a. CTA Label: See FAQ

- Copy (left): Q: Where and when can I buy IQOS®?
- Copy (left): A: IQOS® plans to launch first in Atlanta, GA. We will announce a more specific timeline soon.

- Copy (right): Q: Why can't I purchase IQOS®?
- Copy (right): A: IQOS® is currently available in Atlanta, GA only.

Crosslinks Module

- Heading: MEET IQOS®
- Body Copy: Learn about IQOS® and how it's different.
- CTA Label: EXPLORE IQOS®

- Heading: MYIQOS
- Body Copy: Review your profile and user subscripton preferences.
- CTA Label: GO NOW

IQOS® SUPPORT AGE VERIFIED COPYDECK
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Questions Module Copy

Is IQOS® an e-cigarette?
A: No. IQOS® is not an electronic cigarette. E-cigarettes create a vapor from a liquid containing nicotine. IQOS® creates vapor from a HeatStick, which contains real tobacco.

Q: When and where can I buy IQOS®?
A: IQOS® plans to launch first in the US in Atlanta, GA. We will announce a more specific timeline soon. If you'd like to receive information about when IQOS® is available, please manage your communication preferences to receive email updates.

CALL
Call 1-877-GETIQOS (1-877-438-4767) to receive assistance or answers to your questions about the IQOS® System.

Product Guides Module Copy

PRODUCT GUIDES

WHAT'S IN THE BOX
Get introduced to the IQOS® System.
CTA: LEARN MORE

HOW TO GUIDE
Learn more about how to use IQOS®.
CTA: EXPLORE GUIDES

IQOS® UNBRANDED FOOTER AGE VERIFIED COPYDECK
getIQOS.com AV Website Experience
POS # M7723

Header

SIGN IN TO getIQOS.com
Link: getiqos.com

Site limited to legal age smokers.

Footer:

For more INFORMATION about Philip Morris USA Inc. or its products, visit philipmorrisusa.com.
If you decide to QUIT TOBACCO, visit quitassist.com.

REMOVE YOUR NAME FROM OUR MAILING LIST. NEED SITE ASSISTANCE? CALL 1-877-438-4767

HELP
PHILIPMORRISUSA.COM
FILTERING SOFTWARE
TERMS OF USE
PRIVACY STATEMENT
TOBACCORIGHTS.COM
RESPONSIBILITY

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HELP

SELECT A TOPIC:

LOGIN AND PASSWORDS

Q: I CAN'T FIND/DON'T REMEMBER MY LOGIN ID. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I DON'T KNOW MY PASSWORD. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I FORGOT MY SECURITY QUESTION. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: I GET A MESSAGE SAYING THE LOGIN ID I AM CREATING IS INVALID. WHAT DO I DO NOW?

A: Email addresses can only include letters, numbers, and/or the following symbols: (_ ? ' ! @ # $ % ^ * ( ) ? + = : ; ' . ? / \ { } [ ]) and must not be identical to another user's email address. Email addresses should follow the following format: you@example.com

Q: I GET A MESSAGE SAYING THE PASSWORD I AM CREATING IS INVALID. WHAT DO I DO NOW?

A: Please try a different Password. Passwords must be 8 to 12 characters long and can only include letters, numbers, and/or the following symbols: (_ ? ' ! @ # $ % ^ * ( ) ? + = : ; ' . ? / \ { } [ ]).

Q: WHY DO I HAVE TO CHOOSE A SECURITY QUESTION?

A: If you forget your Password, you'll be able to reset it online. To ensure your account is secure, you'll be asked to answer your security question before you'll be allowed to reset your Password.

REGISTRATION

Q: HOW DO YOU VERIFY MY IDENTITY ONLINE?

A: We use various electronic data sources to validate information you provide on this website.

Q: WHAT IS AN ELECTRONIC SIGNATURE? IS IT LEGALLY BINDING?

A: An electronic signature is a method of "signing" or executing an online document and is commonly considered legally binding.

Q: WHY DO YOU NEED BOTH MY MAILING ADDRESS AND GOVERNMENT-ISSUED ID ADDRESS?

A: We need your mailing address for you to be eligible to receive mailings, including information about coupons and special offers, from us. We need your government-issued ID address to verify your identity.

Q: WHY DO YOU NEED MY EMAIL ADDRESS?

A: Your email address is your login ID and is required to sign in to the getIQOS.com website. By providing your email address you agree to view and receive communications from Philip Morris

USA and its affiliates including U.S. Smokeless Tobacco Company, John Middleton Company, Nu Mark LLC and Nat Sherman, LLC.

Q: WHAT DO YOU CONSIDER A VALID, GOVERNMENT-ISSUED ID?

A: Driver's licenses, sporting licenses (hunting or fishing licenses) and state ID cards are all valid, government-issued IDs. The ID you submit must include your name, address, signature and date of birth.

Q: YOUR SITE TOLD ME THAT AGE VERIFICATION DIDN'T WORK FOR ME - WHY?

A: We don't know, but the most likely cause is that for some reason the information you provided couldn't be matched to the electronic records we use for age verification.

Q: I DON'T HAVE A SOCIAL SECURITY NUMBER. WHAT DO I DO?

A: Call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: WHY MUST I CHECK THE BOX UNDER TERMS AND CONDITIONS?

A: The information contained in these Terms and Conditions is important, and we want to be sure that you have read them and that you have agreed to the terms.

Q: CAN I PROVIDE A P.O. BOX OR RURAL ROUTE OR APO FOR MY ADDRESS?

A: No. Because we verify your adult age against government-issued IDs (voter registration or driver's license), and those IDs use a physical address, we are unable to verify your age when a P.O. Box, rural route or APO is used as an address.

PROMOTIONS AND OFFERS

Q: WHERE CAN I LEARN MORE ABOUT CURRENT PROMOTIONS OR OFFERS?

A: Current Promotions or Offers you're eligible to participate in are located in the Offers section. When promotions are available, see Official Rules for details.

COMMUNICATION FROM PMUSA

Q: WHEN I REGISTER, WHAT AM I SIGNING UP FOR? WHAT KIND OF COMMUNICATIONS CAN I EXPECT?

A: You're signing up to become eligible to receive communications via U.S. Mail or email from Philip Morris USA Inc. tobacco brands including marketing promotions and offers from Philip Morris USA about tobacco-related issues.

Q: HOW CAN I BE REMOVED FROM YOUR MAILING LIST?

A: Please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: CAN I SIGN UP TO RECEIVE ONLY COUPONS? I DON'T WANT OTHER MAIL.

A: No, we're sorry, but there is not currently a process in place to send you only the specific mailings you wish to receive.

Q: THE WEBSITE IS SAYING THAT YOU ALREADY HAVE MY NAME. HOW DID YOU GET IT? I DON'T REMEMBER SIGNING UP TO RECEIVE MAIL FROM YOU.

A: There are several ways your name could have been added to our mailing list. To speak with a Customer Service Representative, please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: HOW DO I SIGN UP TO RECEIVE EMAIL COMMUNICATIONS FROM PHILIP MORRIS USA INC.?

A: You can sign up for email communications when you register on getIQOS.com. You'll be subscribed to receive Philip Morris USA tobacco brand email communications after you confirm your Philip Morris USA tobacco brand email subscription.

Q: EVEN THOUGH I SUBSCRIBED TO RECEIVE EMAIL COMMUNICATIONS FROM getIQOS.com, I HAVEN'T BEEN RECEIVING ANY EMAILS. IS THERE SOMETHING I HAVE TO DO TO ENSURE THAT I RECEIVE EMAILS?

A: Before you can receive our emails, you must request a confirmation email and click the link in that email to complete your registration. To ensure delivery of our message, please add us to your address book. Check your spam folder if you do not receive a confirmation email.

Q: HOW DO YOU KNOW MY EMAIL ADDRESS?

A: You previously provided this email address to Philip Morris USA or one of its affiliates.

Q: I SIGNED UP TO RECEIVE EMAILS, BUT THE SITE INDICATES THAT I AM CURRENTLY "UNSUBSCRIBED."

A: There are a few possible explanations for this. You may be unable to subscribe because your email address is restricted or invalid. If you continue to have problems, call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

CHANGING MY PERSONAL DATA

Q: I MOVED. HOW DO I CHANGE MY MAILING ADDRESS?

A: Once you sign in to the getIQOS.com website, you can click the MyIQOS Settings tab to view your contact information. From that screen, click the Edit My Address button to edit your address. Or call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

Q: HOW DO I CHANGE MY PASSWORD?

A: Once you sign in to the getIQOS.com website, you can click the MyIQOS Settings tab on the left-hand side of the screen.

Q: I LOST MY CUSTOMER NUMBER. WHERE CAN I GET IT?

A: We include your unique 9-digit Customer Number on all mailings we send you through the U.S. Mail. Your Customer Number is digits 7-15 of the 16 digits appearing above your name. If you misplaced your number, contact us at 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance.

TECHNICAL ISSUES

Q: WHAT ARE THE MINIMUM SITE REQUIREMENTS TO VIEW THIS SITE?

A: For desktop PC: best viewed with Windows XP, Windows Vista or Windows 7 or 8 operating systems and Internet Explorer 8, 9, 10, 11 or Firefox 20 or higher or Google Chrome 27 or higher browsers.
For desktop Mac: best viewed with Mac OSX, Snow Leopard, Lion or Mountain Lion operating systems and Firefox 20 or higher or Google Chrome 27 or higher browsers.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR INTERNET EXPLORER 8, 9, 10 AND 11?

1. Open Internet Explorer and click the "Tool" button in the menu bar. Select "Internet Options" and then select the "Security" tab.
2. Select the "Internet" area, select "Custom Level" and go to the "Security Settings / Internet Zone" box.
3. Click the checkbox to enable "Active Scripting" under the Scripting section and then click OK to apply the settings.
Restart your browser when finished to update your settings and enable JavaScript™.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR FIREFOX 20 OR HIGHER?

A: Visit http://support.mozilla.com/en-US/kb/Javascript™ to learn more.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR SAFARI 5.1 OR HIGHER?

1. Select the "Safari" menu (Mac) or "Edit" menu (PC).
2. Select "Preferences."
3. Choose the "Security" tab from the icons on the top.
4. Click the checkbox to the left of "Enable Java" so that a tick appears.

Close the Preferences window.

Q: HOW DO I ENABLE JAVASCRIPT™ FOR GOOGLE CHROME 27 OR HIGHER?

1. Click the spanner icon on the browser toolbar.
2. Select Options.
3. Choose the "Under the Hood" tab.
4. Choose Content Settings in the "Privacy" section.
5. Allow all sites to run JavaScript™ in the "JavaScript™" section.

Q: HOW DO I ENABLE COOKIES FOR INTERNET EXPLORER, FIREFOX, SAFARI AND CHROME?

A: Visit http://support.google.com/accounts/bin/answer.py?hl=en&ctx=ch&answer=61416 to learn more.

Q: MY INTERNET SERVICE PROVIDER FILTERS UNWANTED EMAIL AND SPAM. COULD THESE FILTERS BLOCK EMAIL THAT I WISH TO RECEIVE?

A: Yes, they may. Spam filters may restrict wanted email as well as unwanted email. To ensure delivery, please add us to your address book.

Q: WHAT IS AGE-FILTERING SOFTWARE?

A: This software allows consumers to control access to specific websites. Philip Morris USA has submitted this site as an age-restricted site to the age-filtering services listed in the Filtering Software section of this site. To learn more about Philip Morris USA, its business and important tobacco issues, view our Responsibility section.

Q: I'VE CHECKED SITE REQUIREMENTS AND SETTINGS. EVERYTHING IS SET AS SUGGESTED BUT I STILL CAN'T VIEW THE SITE. WHAT SHOULD I DO NOW?

A: If you're experiencing difficulty with the site, please call 1-877-438-4767, 9:00 am to 6:00 pm ET, Monday through Friday, excluding holidays for assistance. A Customer Service Representative will request information about your computer system.

PRIVACY AND SECURITY

Q: HOW DO I GET A COPY OF YOUR PRIVACY STATEMENT?

A: You can read and print our complete Privacy Statement here.

Q: IS IT SAFE TO ENTER PERSONAL INFORMATION ONLINE?

A: Yes. The personal information that you provide on this website is encrypted using 128–bit encryption to help keep it secure.

Q: WHAT DO YOU DO WITH INFORMATION THAT I PROVIDE?

A: We use the information that you provide to verify your age and identity and confirm that you are eligible to receive communications from Philip Morris USA tobacco brands. The contact information you provide is stored in our records only if we are able to confirm your eligibility and add you to the Philip Morris USA tobacco brand mailing list.

Q: DO YOU SHARE PERSONAL INFORMATION WITH THIRD PARTIES?

A: Philip Morris USA does not sell or otherwise disclose personal information that we collect about you on this website to any third parties for their own marketing purposes. We do disclose this information to service providers that we have retained to perform services on our behalf. These service providers are contractually restricted from using or disclosing the information except as necessary to perform services on our behalf. Philip Morris USA and its service providers also may disclose information about you if required by law.

Q: DOES THIS WEBSITE USE COOKIES?

A: Yes. To understand more, please read our Privacy Statement.

CONTACT US

For consumer inquiries, please contact:

Phone: 1-877-438-4767
Monday-Friday, 9 a.m. – 6 p.m. ET
Closed on Holidays

PHILIPMORRISUSA.COM

PHILIPMORRISUSA.COM
(Note: Link http://www.altria.com/our-companies/philipmorrisusa/Pages/default.aspx)

Filtering Software

FILTERING SOFTWARE

This site is registered with the filtering services listed below as an age-restricted site. To find out more about filtering software or about any of the services, click one of the icons below.

Terms Of Use

TERMS OF USE

Last Updated: May 2019

WEBSITE TERMS OF USE

The following "Terms of Use" are the terms on which Philip Morris USA Inc. offers you access to this site. Throughout this site, the terms "Philip Morris USA", "we", "us" and "our" refer to Philip Morris USA Inc. Philip Morris USA offers this site, including all information, tools and services available from this site, to you, the user, conditioned upon your acceptance of all the terms, conditions, policies and notices stated here. Your use of the site constitutes your agreement to all such terms, conditions policies and notices in these Terms of Use.

REGISTRATION

You must register for, and complete the registration process to use, this site. We will open a registered user account for you when you complete your registration. You will select or we may assign to you a user ID and password that will be identified with your account. Your user ID, password and date of birth are your credentials to give you access to this site. You must provide complete and accurate information about yourself during the registration process. You must be a tobacco consumer who is at least 21 years of age who is legally competent to enter into contracts. You may not have a user ID that is indecent or distasteful or that we otherwise determine in our discretion is unacceptable. All personal information provided via this site will be handled in accordance with this site's online Privacy Statement, which may be viewed anywhere on the site by clicking on the "Privacy Statement" link on the footer of the page.

ELECTRONIC CONTRACTING AND NOTICES

Your affirmative act of registering for a user ID and password constitutes your electronic signature to these Terms of Use and your consent to enter into agreements with us

electronically. You also agree that we may send to you in electronic form any notices or other communications regarding this site. We can send you electronically any notices or other communications to the email address that you provided to us during registration, or by posting any notices or other communications on this site. The delivery of any notices or other communications from us is effective when sent by us, regardless of whether you read such notice or other communication when you receive it or whether you actually receive the delivery. You can withdraw your consent to receive such notices or other communications electronically by canceling or discontinuing your use of this site.

ACCESS COSTS, EQUIPMENT AND SOFTWARE

You must provide at your own expense the equipment and Internet connections that you will need to access this site. This site may require the use of certain third-party software. You are responsible for all costs associated with acquiring such software, if any, and complying with any licenses associated with such software. We are not responsible for any costs you incur to access or use this site.

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YOUR USER ID AND PASSWORD

You may only use your user ID and password to access this site from inside the United States. You agree not to share your user ID and password with anyone else. You understand that we may suspend or terminate your use of your user ID and password at any time for any or no reason. If access to your account is suspended or terminated, you acknowledge that you have no right to access this site. Notwithstanding such suspension or termination, the remainder of these Terms of Use shall remain in effect.

USE OF MATERIAL FROM THIS SITE

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MATERIAL YOU SUBMIT

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If you believe your work has been used in a manner that may constitute copyright or trademark infringement, you may notify our agent, who can be reached at:
ALCS, Assistant General Counsel - IP
2325 Bells Road
Richmond, VA 23234

Telephone: 804-274-2000
Facsimile: 804-335-2080
Email: ALCSDMCA@altria.com

Please include all of the following in your notification:

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4. your address, telephone number, email address and all other information reasonably sufficient to permit Philip Morris USA to contact you;

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Privacy Statement

PRIVACY STATEMENT – YOUR PRIVACY RIGHTS

Effective Date: May 2019

This Privacy Statement explains how we treat the personal information we collect from and about you on Philip Morris USA's IQOS brand website. This Privacy Statement does not apply to PM USA websites that do not display this statement or that have their own privacy statements.

This Privacy Statement may be amended from time to time.

Access and Use Restrictions

You must affirm or we must independently verify that you meet our minimum age requirements as disclosed on our site to use this website. We restrict the IQOS brand contact list to individuals who have certified that:

(1) They are adult smokers;
(2) They meet our minimum age requirements; and
(3) They want to be added to our brand contact lists to receive content, offers, and advertising from Philip Morris USA and its affiliates.

We independently verify that you meet our minimum age requirements before granting access to create a website account, buying IQOS products, and adding you to our brand contact list.

What We Collect

We collect information from you and your devices. We also receive information about you from third parties.

We collect information you provide to us:

- **Registering with our website:** When you request to be added to our brand contact list, create a website account, or buy IQOS products on the website, we ask you to provide personal information to verify your age and identity, to communicate with you, and to complete your purchase. Personal information you may share with us includes:

    - **For verifying age and identity:** your name, address, date of birth, and if applicable, the last four digits of your Social Security Number. We may also request additional information from you to assist us with verification.

    - **For joining our brand contact lists:** your name, address, date of birth, email address, telephone number, username and password, 5-digit PIN, security question and answer. If applicable, we will also collect your payment information such as credit card details.

- **On our website:** Upon creating your account, we may ask you to provide information such as product, brand preferences, or other survey data. In addition, we may ask you to provide your telephone number or communication channel preferences.

We collect information passively:

- **Website browsing information:** When you visit our branded website, your browser may send certain information such as browser type, browser language preference, operating system, internet service provider, Internet Protocol (IP) address, device identifiers, geo-location data and online browsing data (such as date and time of access to our website, mouse movements, referring website address, pages viewed, features used, links clicked, and other actions you take in connection with the website, sometimes referred to as “clickstream data”).

- **Tracking information:** When you visit our website, automated collection tools such as “cookies” and “web beacons” may gather information about your visit and your device.

  A *cookie* is a small text file stored on your device that lets us know whether you’ve visited the website before as well as your navigation experience during your visit. Cookies may be used to facilitate your access to our website, enhance and personalize your online experience, personalize advertising and recognize your computer or your device.

  Web beacons are small graphics placed on our website and in email communications that are used to measure the effectiveness of our website and email communications.
  - Web beacons on our website collect information about your visit, such as the pages you view, the features you use, the links you click, and other actions you take in connection with our website.
  - Web beacons in our emails track your interactions with those messages, such as when you receive, open, forward or click a link in an email message from us.

  We may use third-party web analytics services on our website that analyze how a visitor uses our website.

  We and third parties may also collect information about your online activities over time and across multiple sites or services for use in providing you with advertising tailored to your individual interests. This is sometimes referred to as *online behavioral advertising*.

  We and third parties track your online activities through automated means, including through the use of cookies, web server logs, web beacons, and other technologies. The information collected includes the pages or advertisements you view and the actions you take online. This data collection takes place both on our website and on third-party websites. Third parties may also combine information collected online with information collected offline. In addition to helping us better target our advertising, the use of these tracking tools helps us improve our platforms and user experience and track the effectiveness of our marketing efforts.

We collect information from third parties:

We collect information about you from third-party sources, such as public and third-party databases. We also collect information about you from our business and trade partners to supplement information about you. For example, we may purchase information about your interests and hobbies to help us tailor our marketing content and communications to you. We may also receive information about you from our third-party business partners, such as your tobacco product purchase history.

Why We Collect Information About You

We collect information about you for marketing purposes, as well as for other purposes that include but are not limited to:

- **Customize our communications with you** and provide personalized content, offers and advertising, including on our website.
- **Conduct the purchase transaction** e.g., for payment processing.
- **Administrative purposes**, such as to assist you with registration on our branded website and brand contact list or to respond to inquiries from you.
- **Administer offers, promotions and surveys**.
- **Communicate with you** about tobacco-related issues.
- **Operate, evaluate, and improve our business** (including developing and enhancing products, managing communications, determining the effectiveness of our sales, marketing and advertising, performing accounting, auditing, billing, reconciliation and collection activities, and analyzing and enhancing our branded website).
- **Perform data analyses** and other processing (including market and consumer research, trend analysis, and financial analysis).
- **Protect against and identify fraud and other criminal activity** or to exercise or **defend legal claims**.

With Whom Do We Share Information About You?

- **Our Affiliates.** We may share your information with Philip Morris USA's affiliates, including other subsidiaries of Altria Group, Inc., that market tobacco products such as those found at the following link: http://www.altria.com/About-Altria/At-A-Glance/Pages/default.aspx.

- **Others Working for Us.** We may share your information with third parties that perform services on our behalf, including running our website, sending communications for us, performing age and identity verification, payment processors that process and fulfill your orders, and executing marketing programs and promotions. When we contract with these third parties, we do not permit them to use or disclose your information for any purpose other than the work they are doing on our behalf or as required by law. However, in limited exceptions, we may share your information with these third parties without an ability to contractually restrict how the third parties use the information. For example, we use Google ReCAPTCHA to limit fraudulent activity on our website, and we use Google Maps to help you search for retail locations.

- **Other Third Parties**. We may share your information about you (i) if we are required to do so by law or legal process, (ii) if we believe there has been a violation of our website policies, (iii) to law enforcement authorities or other government officials or (iv) when we believe disclosure is necessary or appropriate to prevent injury, harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

- **Corporate Restructure.** We may transfer information about you in the event of a liquidation, reorganization, merger, consolidation, change of control, asset or stock acquisition/disposition or other corporate combination. Should such an event occur, we will use reasonable efforts to ensure the transferee uses your information in a manner consistent with this Privacy Statement.

How You Can Control Your Information

Opting Out. If you would like to stop receiving marketing communications from us, click on the "Remove Your Name" link located on the Login Page of this website or call 1-877-438-4767. Even if you opt out of receiving marketing messages, we will still send you messages about your questions and purchases and your existing or past business relationships with us.

Your Browser Settings. Your browser may give you the ability to control cookies or other tracking tools. The Help portion of the toolbar on most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie and how to delete existing cookies. Note that if you choose to disable cookies, it is possible that some of our website's features may not function properly. Choices you make are browser and device specific. For more information on deleting or controlling cookies, visit www.aboutcookies.org.

Do Not Track Requests. Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.

Making Changes to Your Information. You can update certain information associated with your account by contacting customer service at 1-877-438-4767 or when available on the site, by logging into your profile.

Contact Us. If you have any questions or comments about this Privacy Statement, or you would like us to update information about you, please send us an IQOSPrivacyStatement@consumerconnectioncenter.com or call 1-877-438-4767.

Notice to California Residents – Your California Privacy Rights

If you reside in California, you have the right to ask us one time each year for information identifying any third parties with whom we have shared your personal information for their direct marketing purposes. You can also request a description of the categories of personal information disclosed to that third party in the preceding calendar year. To make such a request, please send us an IQOSPrivacyStatement@consumerconnectioncenter.com or call 1-877-438-4767. Indicate that you are a California resident making a "Shine the Light" inquiry.

How We Protect Your Information

We recognize the importance of maintaining the security of your information. We have implemented technical, administrative and physical security measures designed to protect your information from unauthorized access, disclosure, use, and modification. Unfortunately, guaranteed security does not exist on the Internet or offline. We therefore cannot guarantee that your information will be free from unauthorized access by third parties.

Links to Third-Party Websites

From time to time, we may provide links to unaffiliated third-party websites. These websites operate independently from Philip Morris USA and may have their own privacy statements in place, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites you visit are not operated by or on behalf of Philip Morris USA, we are not responsible for their content or your use of the websites.

Changes To This Privacy Statement

This Privacy Statement may be updated periodically and will be posted on our website, indicating when it was last updated. If there are material changes to our Privacy Statement, we will post a prominent notice on our website and/or provide other notice as required by law. Use of our website following such changes constitutes your acceptance of the revised Privacy Statement then in effect.

Tobaccorights.com

TOBACCORIGHTS.COM

Responsibility

RESPONSIBILITY

Click on the links below to learn more about Philip Morris USA, Inc., its business and important tobacco issues, including health issues related to its cigarettes.

PHILIPMORRISUSA.COM

HELPING REDUCE UNDERAGE TOBACCO USE

QUITTING INFORMATION

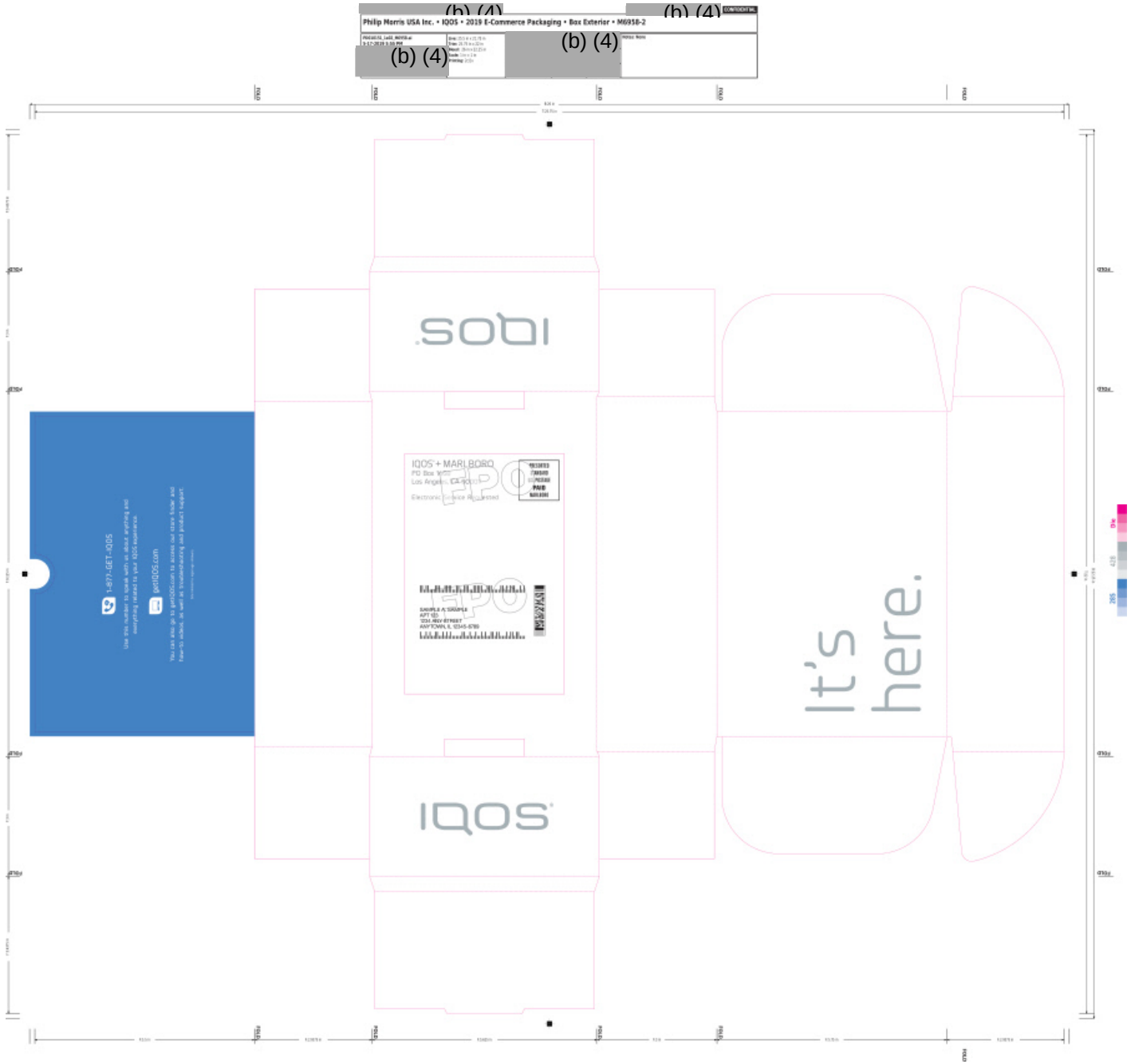
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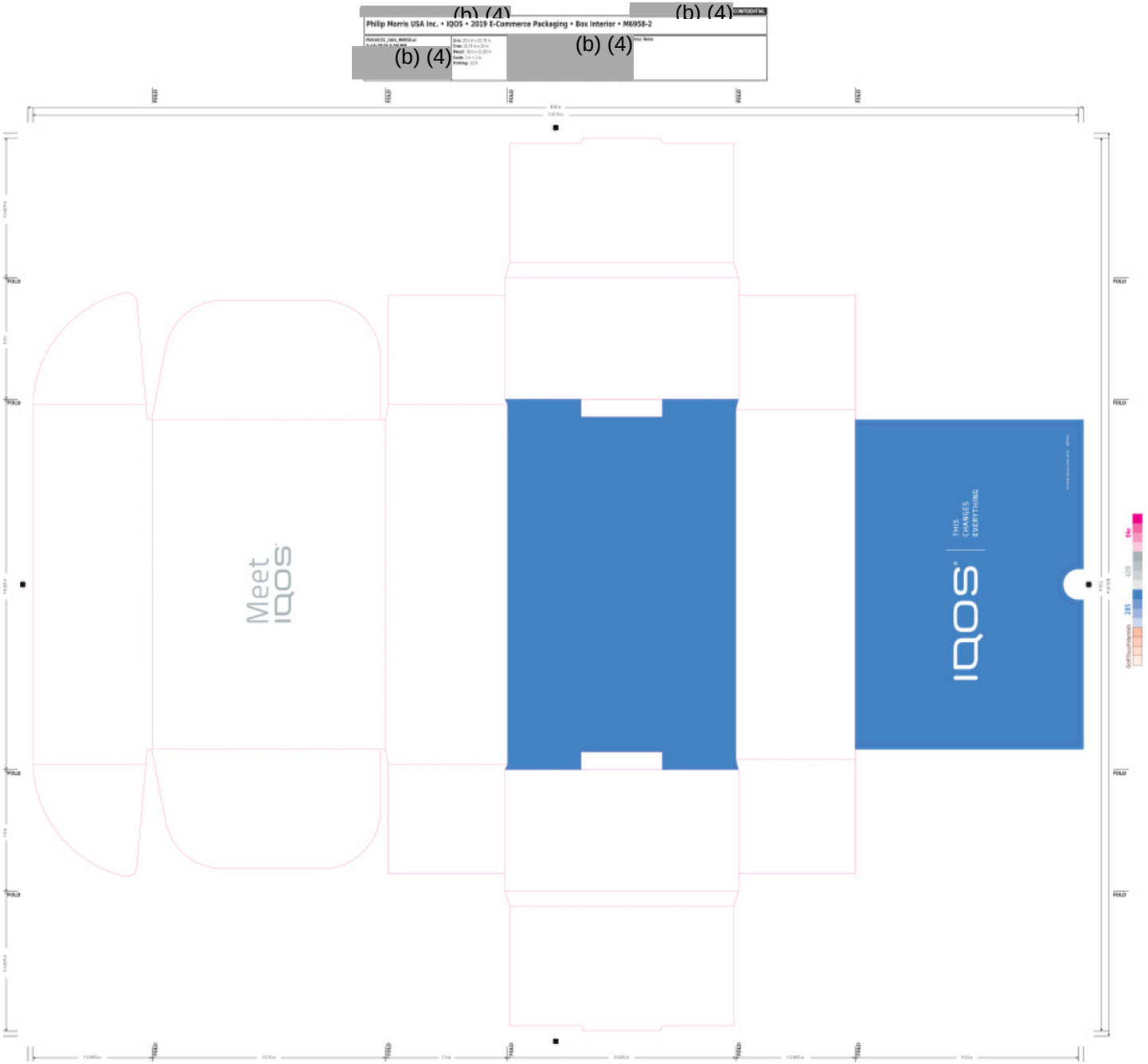
MARKETING OUR CIGARETTES

MARKETING OUR SMOKELESS TOBACCO PRODUCTS

CIGARETTE LITTER PREVENTION

TOBACCOISSUES.COM


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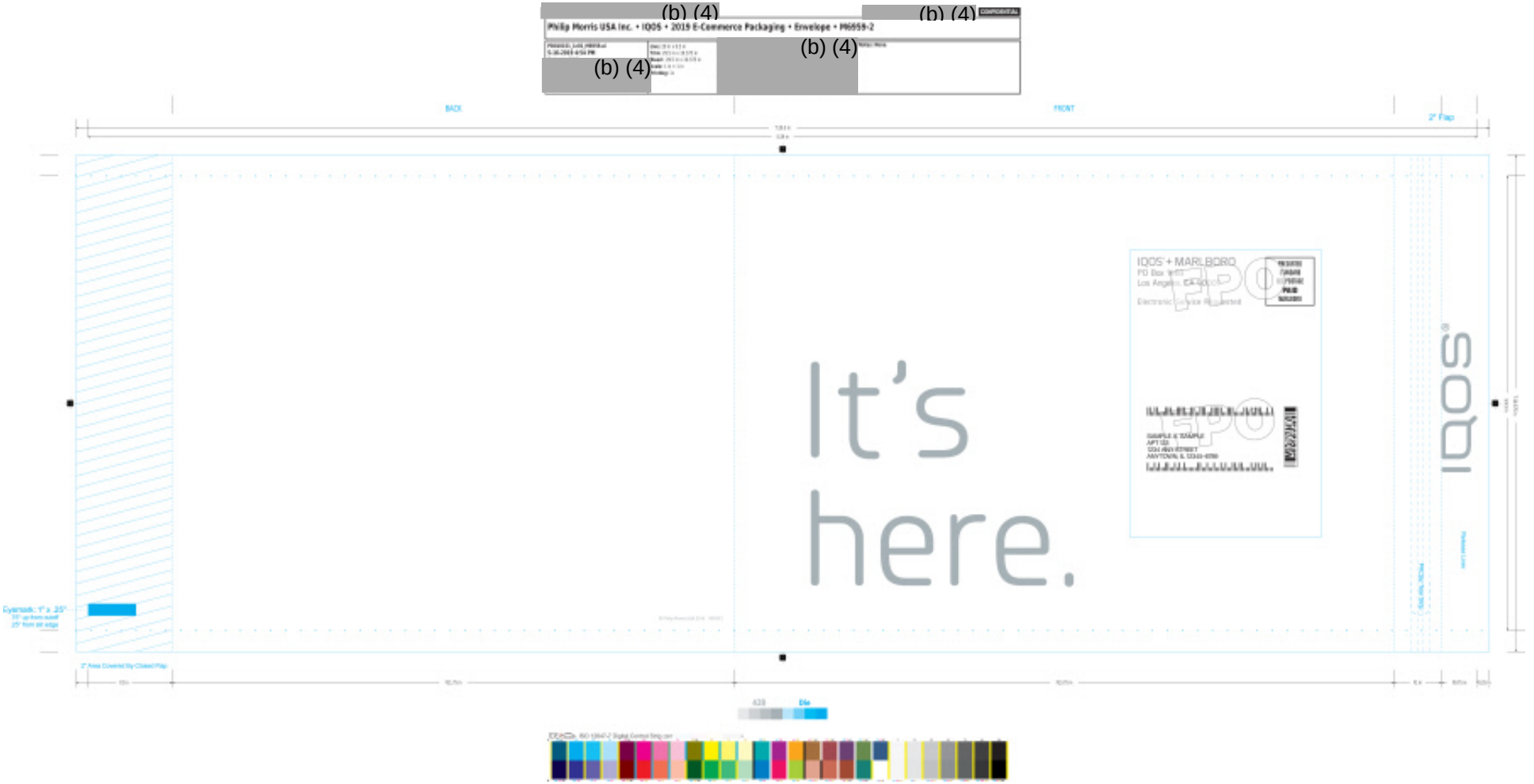
1-877-GET-IQOS

Use this number to speak with us about anything and everything related to your IQOS experience.

getIQOS.com
You can also go to getIQOS.com to access our store finder and how-to videos, as well as troubleshooting and product support.

Site limited to legal age smokers.

IQOS® THIS CHANGES EVERYTHING


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Philip Morris USA Inc. • IQOS • 2019 E-Commerce Packaging • Envelope • M6559-2
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BACK
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Marlboro.com Owned Website

Content shown in situation first, followed by individual creative.

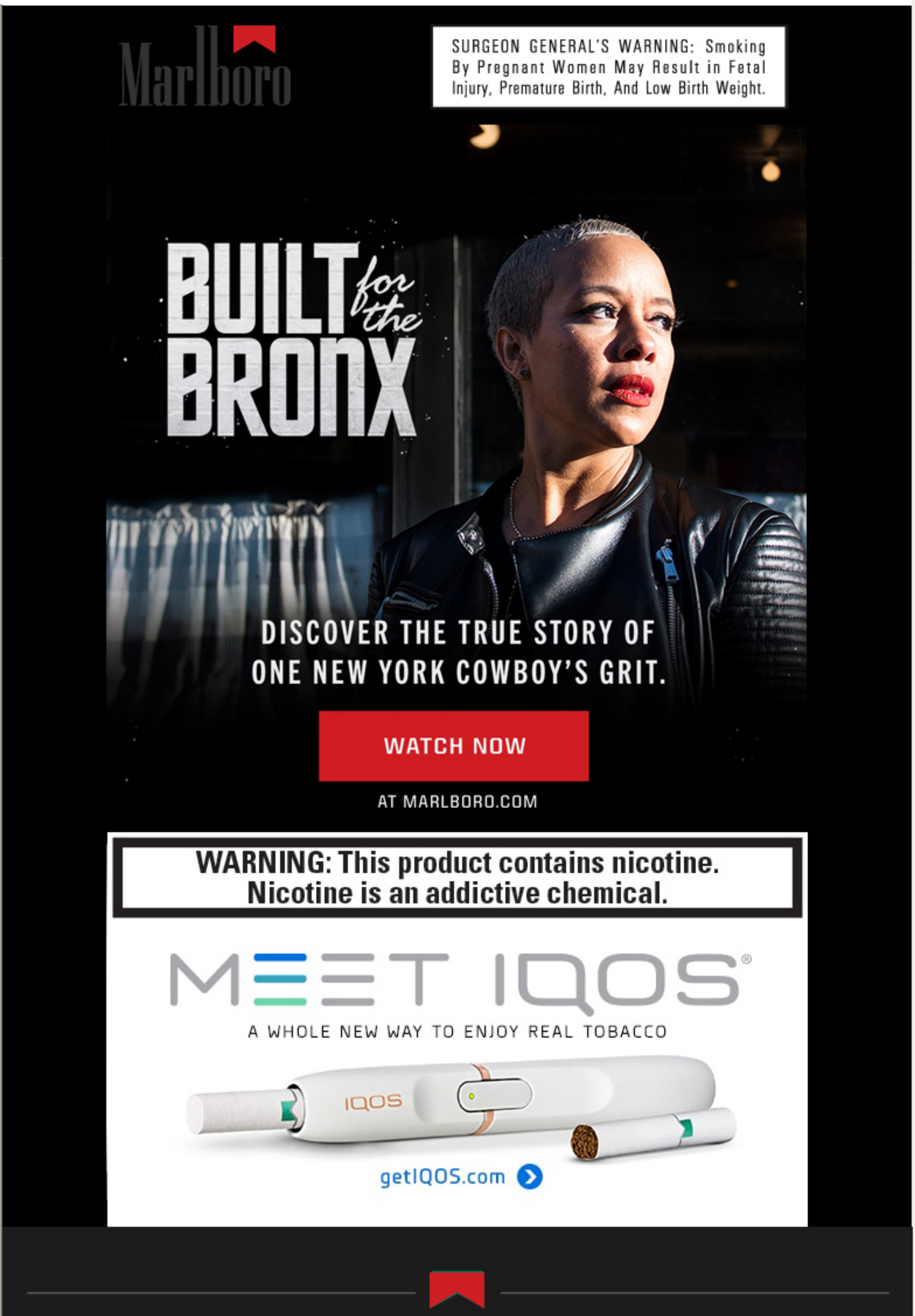
XXXXXX, Xxxxxxxx Xxxxxxxxx Xxxxxxxx Xxxxx

FROM: MARLBORO <Marlboro@email.marlboro.com>

TO: name@email.com

XXXXXX. Xxxxxxxxx x xxxxxxxxx xx xxxxxxxxx xxxxxxx.

This email is being sent to you because you certified that you are a smoker 21+ interested in communications from Philip Morris USA tobacco brands and should not be forwarded. If you are unable to see the images below, please contact us at 1-800-MARLBORO. The Marlboro.com website is restricted to eligible smokers 21 years of age or older.



The Marlboro.com website is restricted to smokers 21 years of age or older.

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IF YOU DECIDE TO QUIT TOBACCO

www.quitassist.com

www.philipmorrisusa.com • TobaccoRights.com • Privacy Statement

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You provided us this email address, name@email.com, when you signed up to receive email from Philip Morris USA tobacco brands. To ensure delivery, add Marlboro@email.marlboro.com to your address book.

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This email is intended for distribution only within the United States.

XXXXX-C3

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P.O. Box 13049, Denver, CO 80201-3249

WARNING: This product contains nicotine.
Nicotine is an addictive chemical.

MEET IQOS®

A WHOLE NEW WAY TO ENJOY REAL TOBACCO



getIQOS.com

iQOS / M.com Secondary Email Tile

MOBILE WEB SIZE – 600 x 338

Nicotine Warning - Font: Univers Lt Std 67 Bold Condensed - 26 pt



The iQOS / M.com Secondary Email Tile framework is based on the following:

Nicotine Warning:

Asset Size: 600 x 338 = 202,800 sq. pixels

Warning Area is 20% of Asset Size: 202,800 x .2 = 40,560 sq. pixels

Warning Area: 591 x 69 = 40,779 sq. pixels

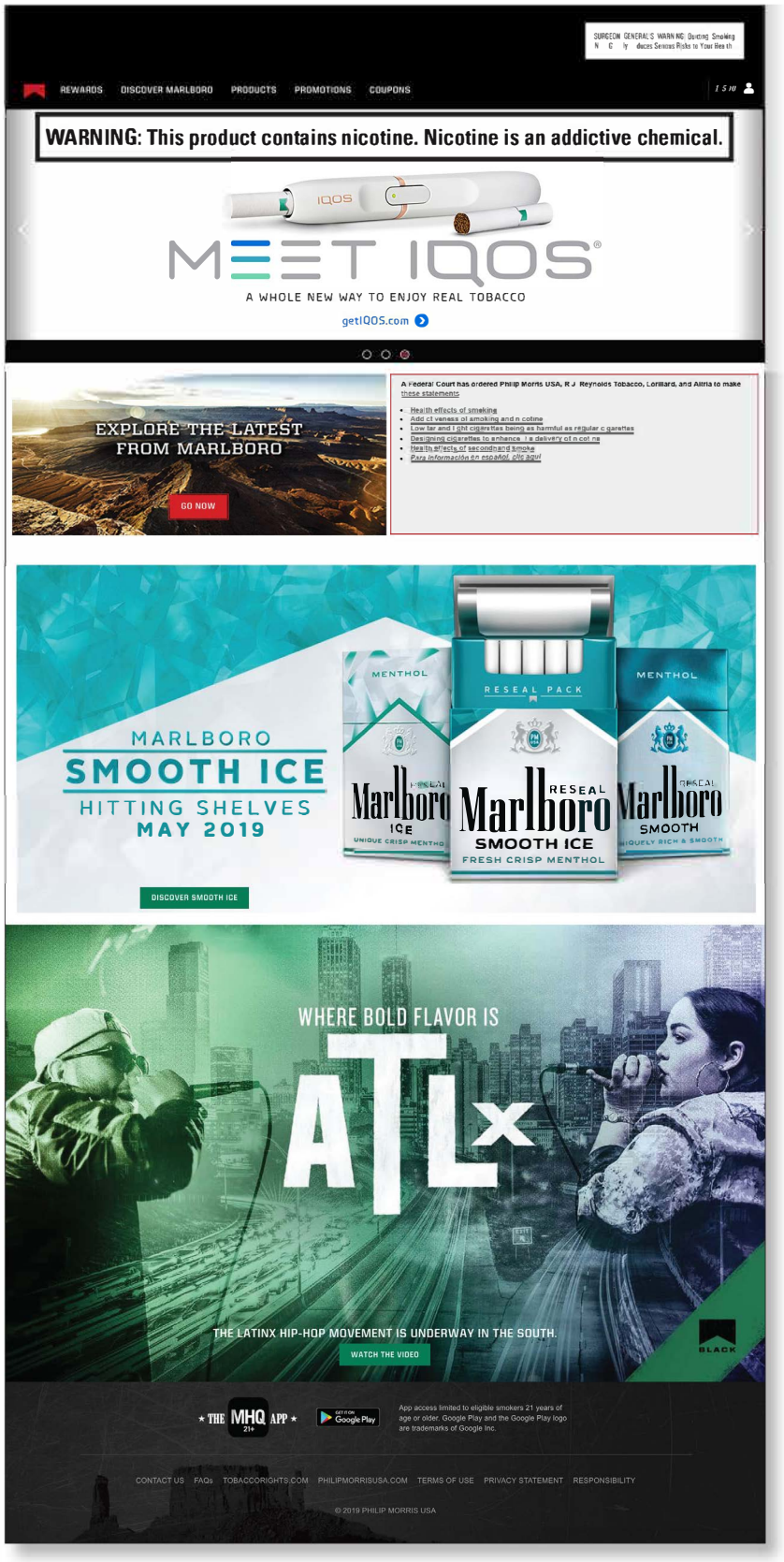
Warning Border: 3 mm = 9 pixels at 75 PPI

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.



MOBILE

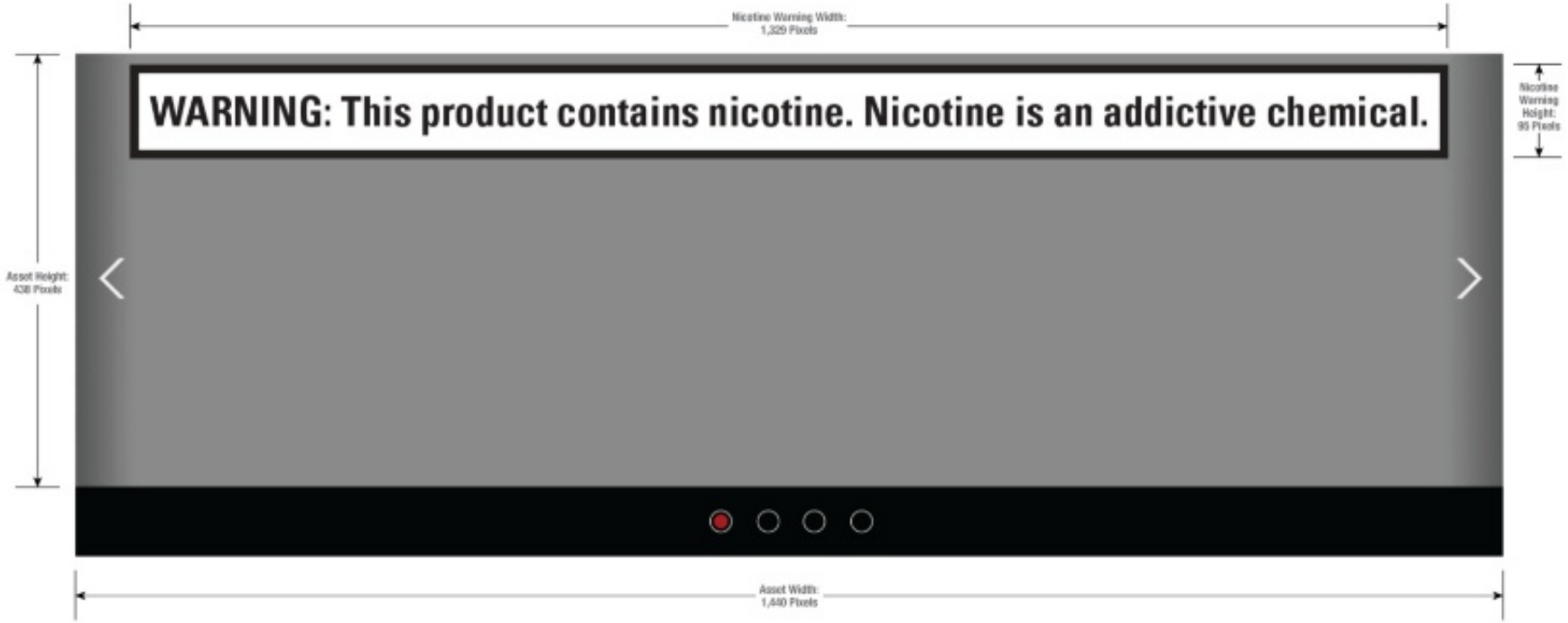


DESKTOP/TABLET


WARNING: This product contains nicotine. Nicotine is an addictive chemical.
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iQOS / M.com Multi-Panel Carousel Asset

DESKTOP WEB SIZE – 1,440 x 438
Nicotine Warning - Font: Univers Lt Std 67 Bold Condensed - 41 pt



The iQOS / M.com Multi-Panel Carousel Desktop Asset framework is based on the following:

Nicotine Warning:
Asset Size: 1,440 x 438 = 630,720 sq. pixels
Warning Area is 20% of Asset Size: 630,720 x .2 = 126,144 sq. pixels
Warning Area: 1,329 x 95 = 126,225 sq. pixels
Warning Border: 3 mm = 9 pixels at 75 DPI

Note that the Carousel Arrows, Side Gradients, and Carousel Dots with Black Bar are not embedded into the asset. They are built into the website.

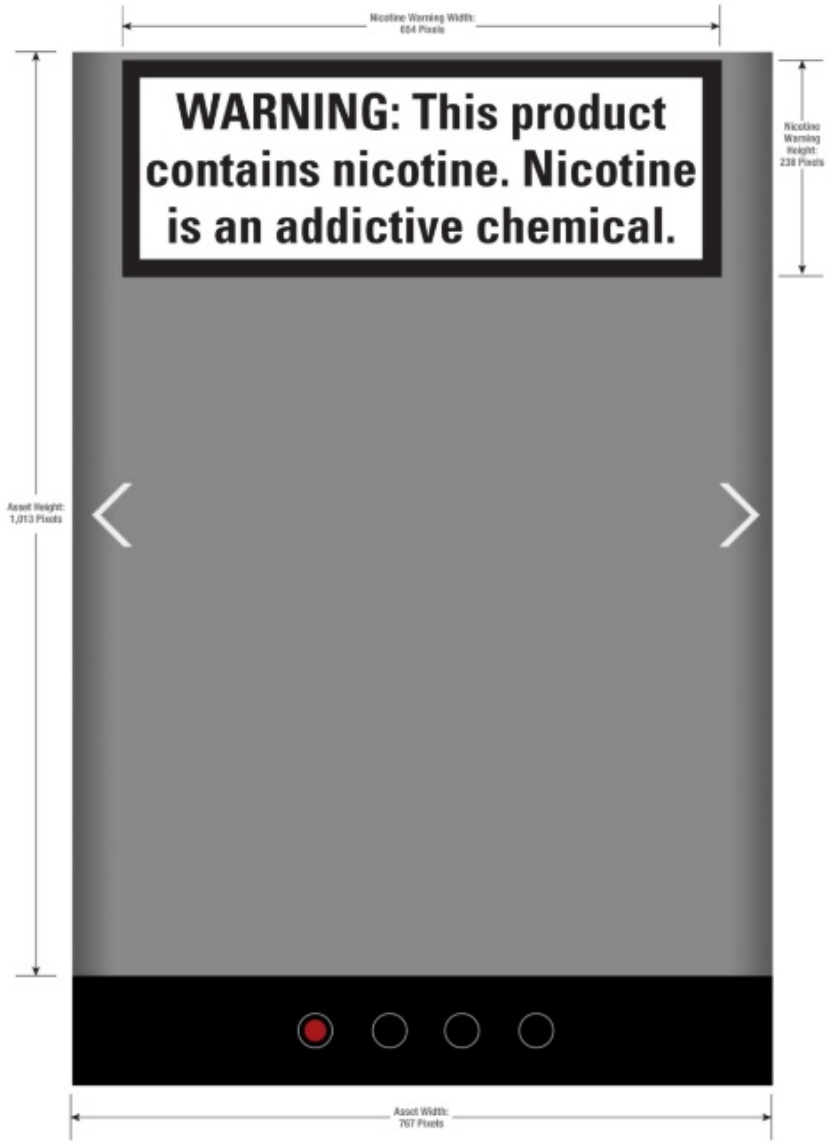
As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.
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iQOS / M.com Multi-Panel Carousel Asset

MOBILE WEB SIZE – 767 x 1,013
Nicotine Warning - Font: Univers Lt Std 67 Bold Condensed - 55 pt



The iQOS / M.com Multi-Panel Carousel Mobile Asset framework is based on the following:

Nicotine Warning:
Asset Size: 767 x 1,013 = 776,971 sq. pixels
Warning Area is 20% of Asset Size: 776,971 x .2 = 155,395 sq. pixels
Warning Area: 654 x 238 = 155,652 sq. pixels
Warning Border: 3 mm = 19 pixels at 160 DPI

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

Note that the Carousel Arrows, Side Gradients, and Carousel Dots with Black Bar are not embedded into the asset. They are built into the website.

Print

(b) (4) (b) (4) CONFIDENTIAL

Philip Morris USA Inc. • IQOS • Common Size Full Page • FDA ATL Print Ad • M6727-C3

(b) (4)

(b) (6)

Warning Box Specification

Warning Box Validation



Cyan Magenta Yellow Black

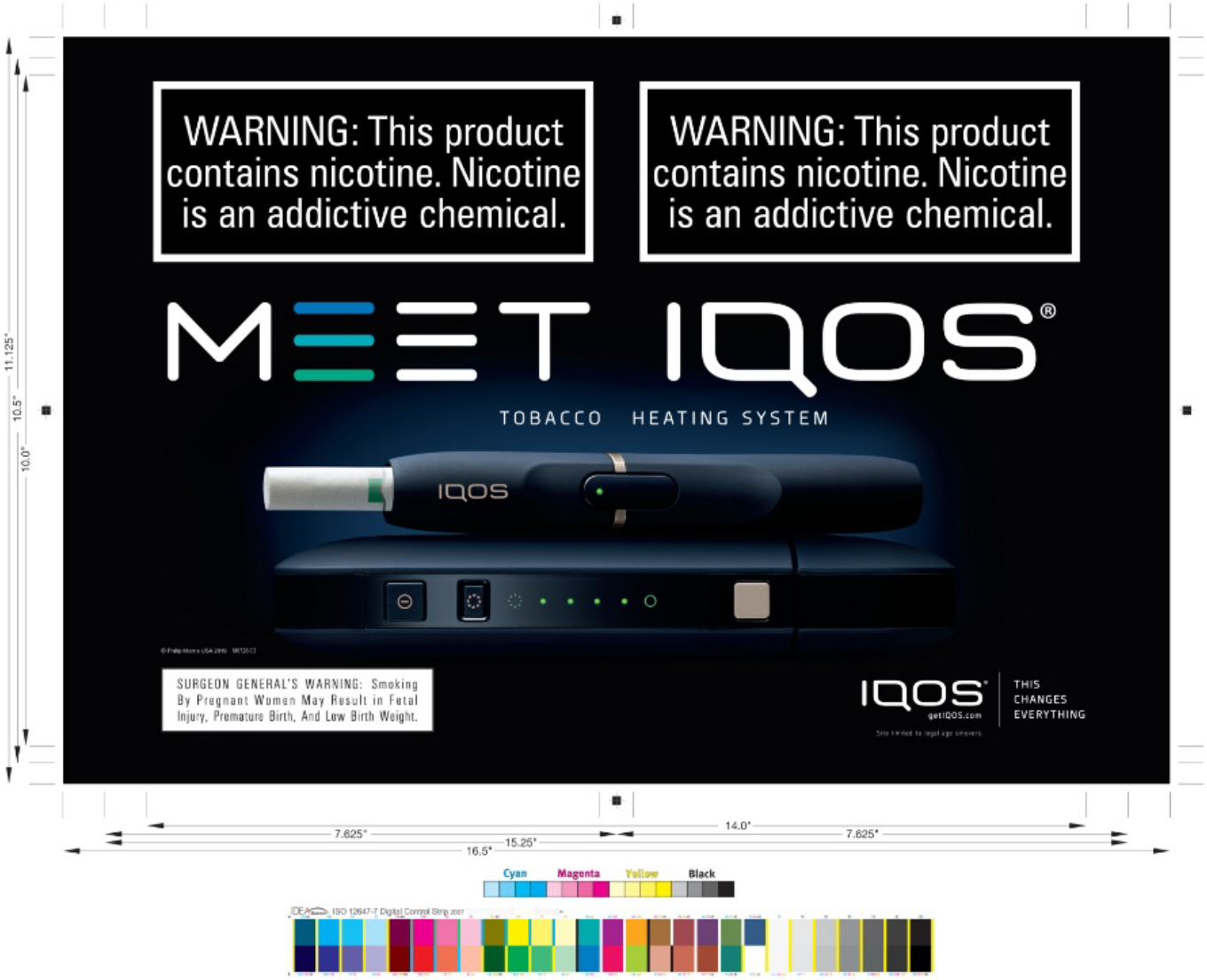
(b) (4) (b) (4) CONFIDENTIAL

Philip Morris USA Inc. • IQOS • Standard Size Spread Print Ad • FDA ATL Print Ad • M6728-C3

(b) (4) (b) (6)

Warning Box Specification

Warning Box Validation



Direct Mail

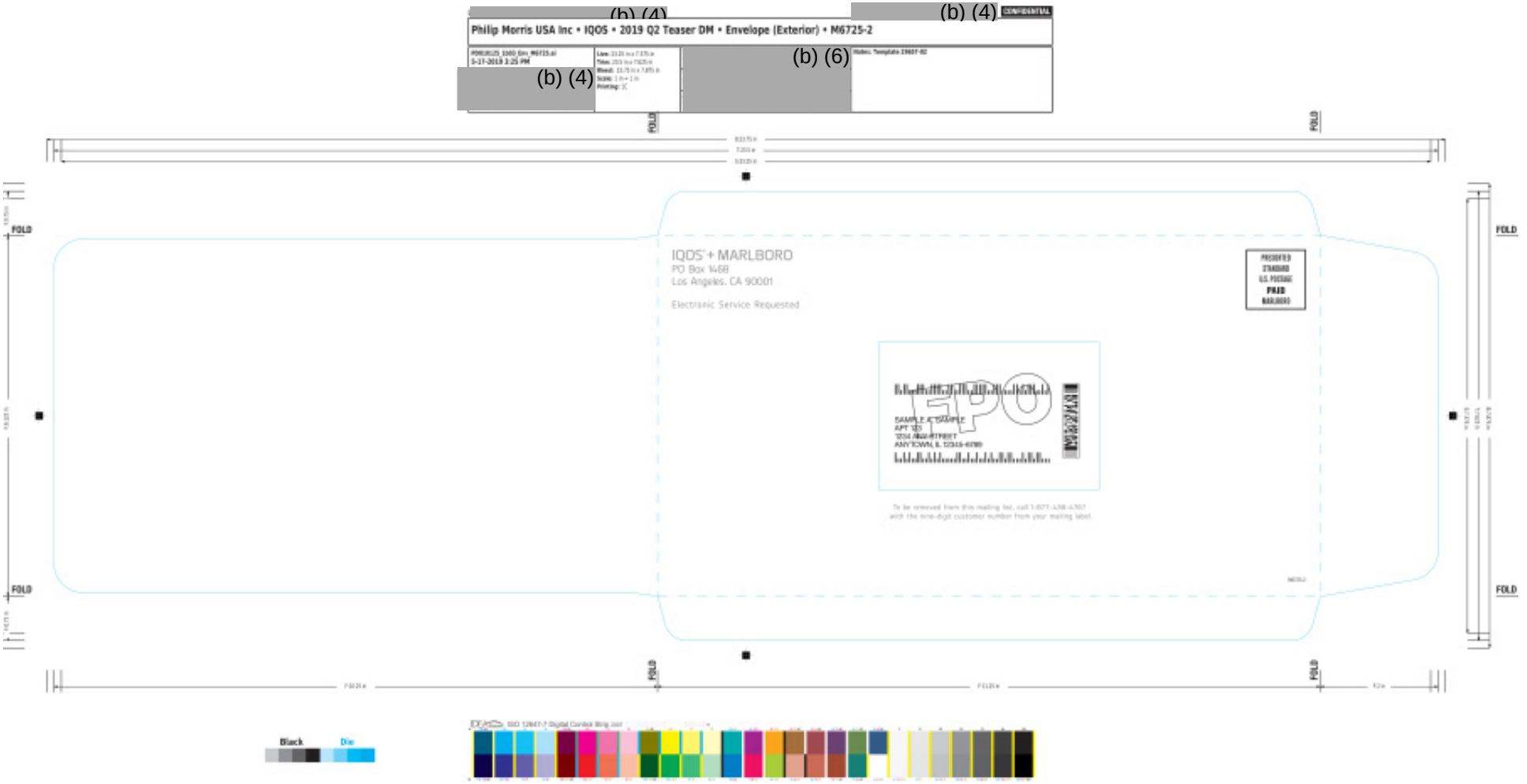
(b) (4) CONFIDENTIAL

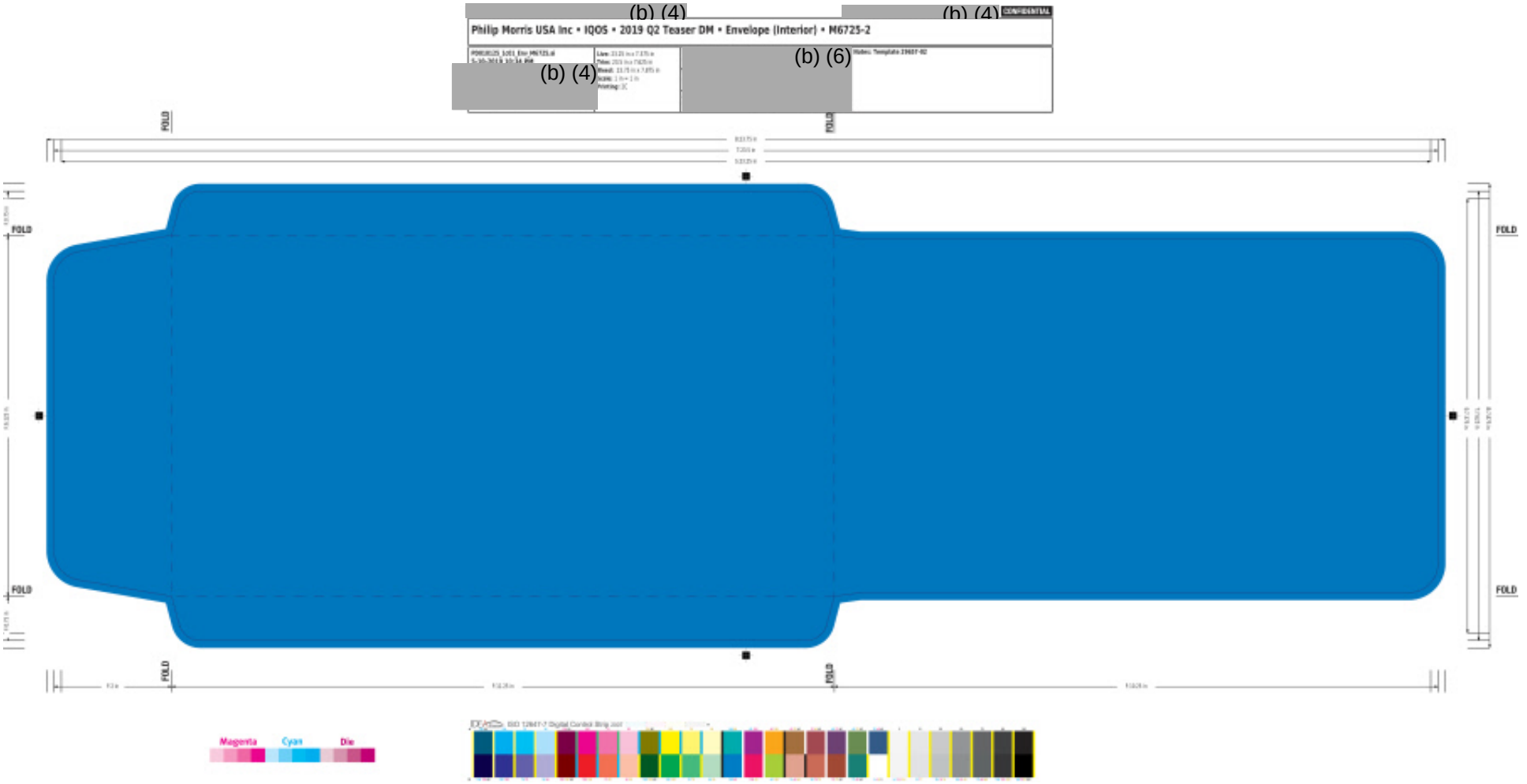
Philip Morris USA Inc • IQOS • 2019 Q2 Teaser DM • Carrier • M6726-B2

(b) (4)

(b) (4)

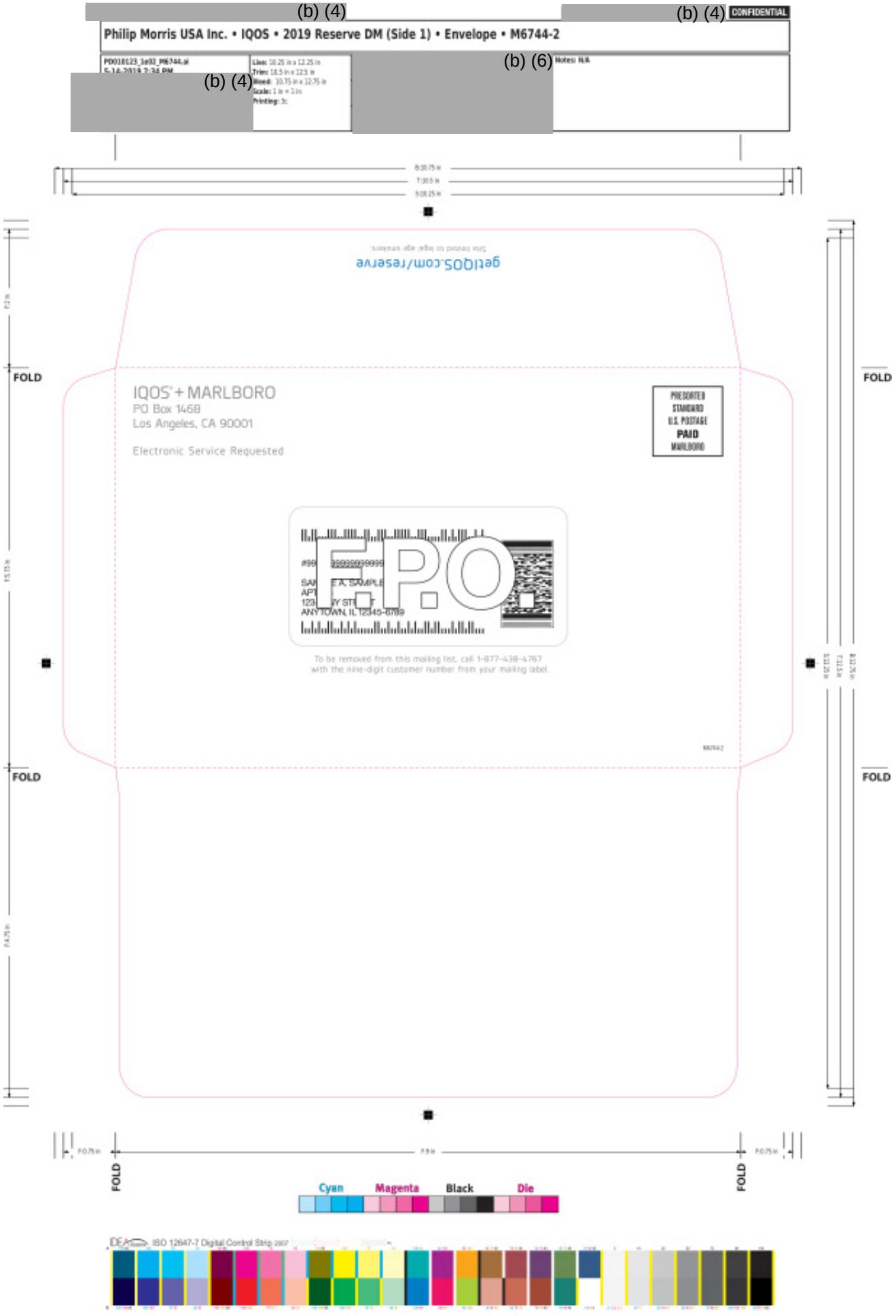


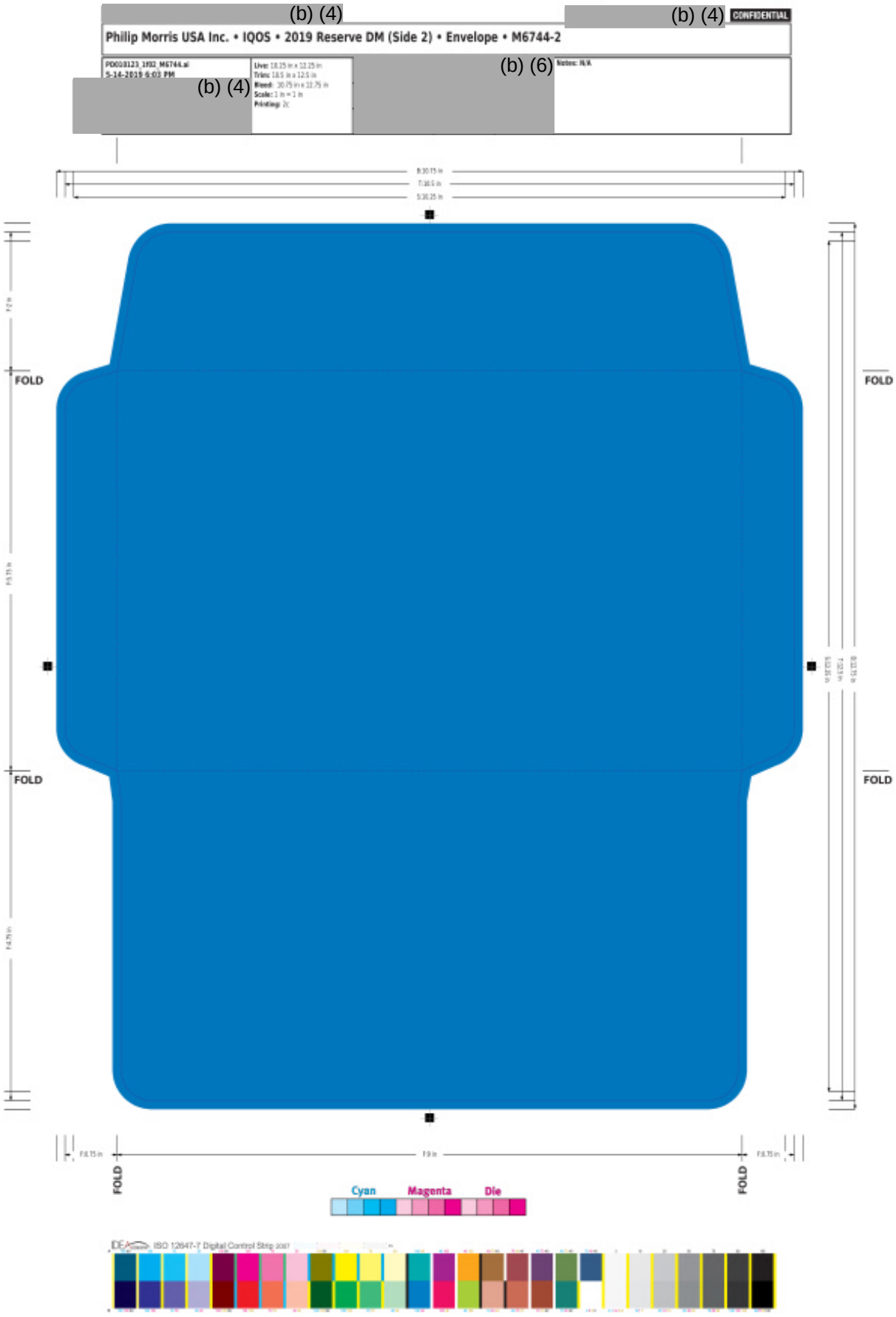

(b) (4)
(b) (4)
Philip Morris USA Inc • IQOS • 2019 Q2 Teaser DM • Envelope (Exterior) • M6725-2
(b) (6)
(b) (4)
FOLD
FOLD
FOLD
FOLD
FOLD
FOLD
IQOS + MARLBORO
PO Box 1468
Los Angeles, CA 90001
Electronic Service Requested
PRESORTED
STANDARD
US POSTAGE
PAID
FPO
Black
Die


(b) (4)
(b) (4)
Philip Morris USA Inc • IQOS • 2019 Q2 Teaser DM • Envelope (Interior) • M6725-2
(b) (4)
(b) (6)
FOLD
FOLD
FOLD
FOLD
FOLD
FOLD
Magenta
Cyan
Die

IQOS ATL Teaser DM
B1241-014388-00
POS#s: M6725, M6726

Front Panel:
HEY ATLANTA
HEATED TOBACCO TECHNOLOGY IS COMING SOON
Intrigued? Discover more at getIQOS.com
Site limited to eligible smokers 18 years of age or older.


(b) (4)
(b) (4)
CONFIDENTIAL
Philip Morris USA Inc. • IQOS • 2019 Reserve DM (Side 1) • Envelope • M6744-2
(b) (4)
(b) (6)
Notes: N/A
getIQOS.com/reserve
FOLD
FOLD
IQOS + MARLBORO
PO Box 1468
Los Angeles, CA 90001
Electronic Service Requested
PRESORTED
STANDARD
U.S. POSTAGE
PAID
MARLBORO
F.P.O
ANYTOWN, IL 12345-6789
To be removed from this mailing list, call 1-877-438-4767
with the nine-digit customer number from your mailing label
M6742
FOLD
FOLD
FOLD
FOLD
Cyan
Magenta
Black
Die
ISO 12647-7 Digital Control Strip


(b) (4)
(b) (4)
CONFIDENTIAL
Philip Morris USA Inc. • IQOS • 2019 Reserve DM (Side 2) • Envelope • M6744-2
(b) (4)
(b) (6)
FOLD
FOLD
FOLD
FOLD
FOLD
Cyan
Magenta
Die


(b) (4)
CONFIDENTIAL
Philip Morris USA Inc • IQOS • 2019 Reserve DM • Carrier (Exterior) • M6745-B2
(b) (6)
PD010123_1c03_M6745.ai
5-14-2019 5:55 PM
Live: 12.625 in x 5.25 in
Trim: 12.875 in x 5.5 in
Bleed: 13.125 in x 5.75 in
Scale: 1 in = 1 in
Printing: 4/c
Notes: Advertising Area Back Panel 4 (Trim): 8.5" x 5.5" = 46.75 sq. in. 46.75 sq. in. x 2 = 93.5 sq. in.
Panel 4 HWBs cover front and back when carrier is closed.
93.5 sq. in. x 20% = 18.7 sq. in.
HWB size: 8.053" x 2.323" = 18.707119 sq. in.
HWB Border size = 3mm. HWB Font size = 50 pt. Univers 57 Cond.
PANEL 3
FOLD
PANEL 4
Die
Black
Yellow
Magenta
Cyan
TODAY
IQOS
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
HEATSTICKS
IQOS
FOLD
ISO 12647-7 Digital Control Strip


(b) (4)
(b) (4)
CONFIDENTIAL
Philip Morris USA Inc • IQOS • 2019 Reserve DM • Carrier (Interior) • M6745-B2
PD010123_1d03_M6745.ai
5-14-2019 5:58 PM
(b) (4)
Live: 12.625 in x 5.25 in
Trim: 12.875 in x 5.5 in
Bleed: 13.125 in x 5.75 in
Scale: 1 in = 1 in
Printing: 4c
(b) (6)
Notes: Advertising Area Interior Panel 2 (Trim): 4.375" x 5.5" = 24.0625 sq. in. 24.0625 sq. in. x 2 = 48.125 sq. in.
HWBs on Panel 4 covers advertising area under flap.
48.125 sq. in. x 20% = 9.625 sq. in.HWB size = 3.984" x 2.416" = 9.625 sq. in.
HWB Border size = 3mm. HWB Font size = 29 pt. Univers 57 Cond.
PANEL 1
FOLD
PANEL 2
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
PANEL 3
PANEL 4
PANEL 1
PANEL 2 (FLAP)
B:13.125 in
T:12.875 in
S:12.625 in
Die
Black
Yellow
Magenta
Cyan
GET IT before it's gone.
IQOS
Reserve IQOS today. The first 500 get a limited-edition cap.
Visit getIQOS.com/reserve*
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
HEATSTICKS®
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
FOLD
ISO 12647-7 Digital Control Strip 2007

IQOS ATL Reserve DM
B1241-018653-00
POS#s: M6744, M6745

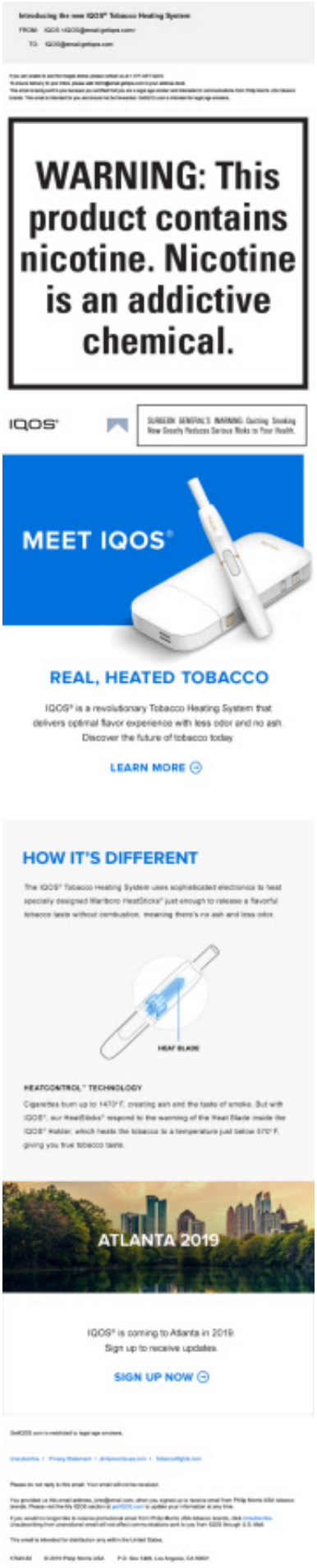
First Reveal:
GET IT TODAY

Second Reveal:
Get it before it’s gone.

Reserve IQOS today. This first 500 get a limited-edition cap. Visit getIQOS.com/reserve*

*Site limited to legal age smokers. Offer valid while supplies last. Only 500 caps are available. Choose a red or blue cap when you pick up your reserved device at the IQOS Store.

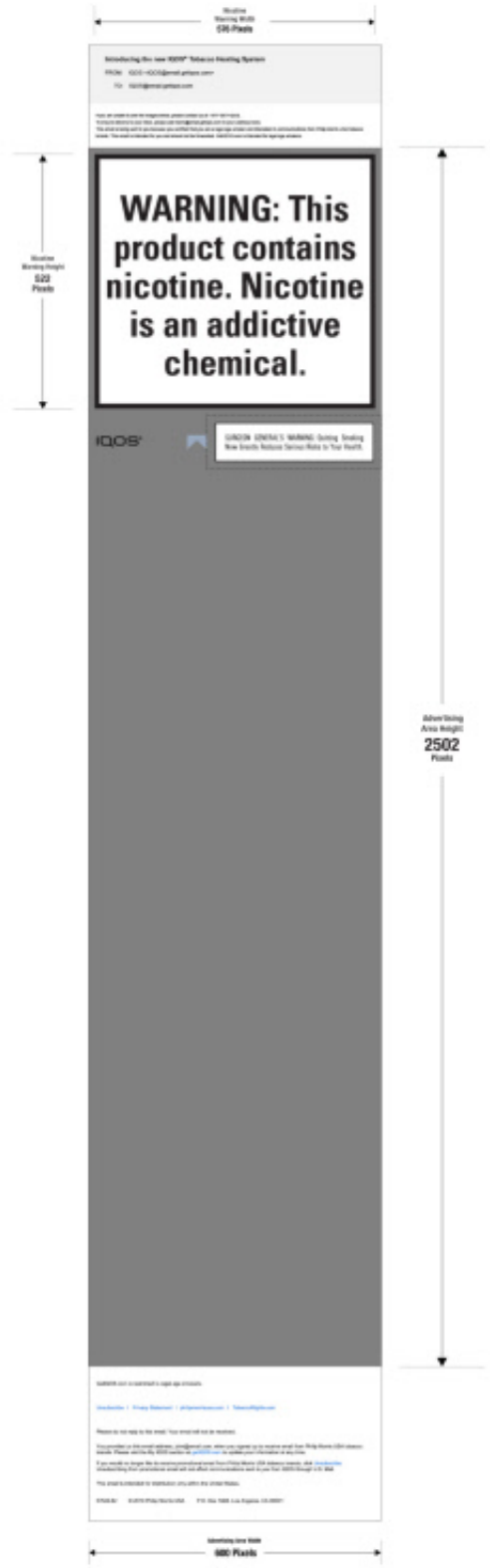
Email


WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
MEET IQOS
REAL, HEATED TOBACCO
IQOS is a revolutionary Tobacco Heating System that delivers optimal flavor experience with less odor and no ash. Discover the future of tobacco today.
LEARN MORE
HOW IT'S DIFFERENT
HEAT BLADE
HEATCONTROL™ TECHNOLOGY
ATLANTA 2019
IQOS is coming to Atlanta in 2019. Sign up to receive updates.
SIGN UP NOW

IQOS Announcement Email Desktop- Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 4:

Total Advertising Space in Inches is
600 x 2502 divided by 75 DPI (Dots Per Inch) = 8 x 33.36 Inches

Total Advertising Space in Square Inches is
8 x 33.36 = 266.88 Total Square Inches

Statement B:

Nicotine Warning - 73pt. font:

Advertising Area:
600 x 2502 pixels = 1,501,200 sq. pixels

Warning Area is 20% of Advertising Area:
1,501,200 x .2 = 300,240 sq. pixels

Warning Area:
578 x 522 = 300,672

Warning Font:
Univers LT Std - 67 Bold Condensed - 73pt font

Warning Border:
3.53 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

IQOS®

5.20.19
IQOS_Email_K7649_Launch_Announcement
POS#: K7649

Header:
If you are unable to see the images below, click here to view.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

Footer:
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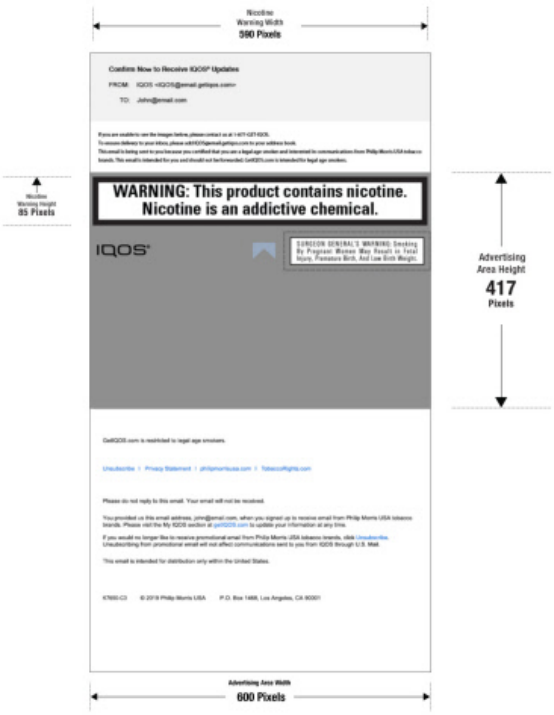
This email is intended for distribution only within the United States.

K7649-C3 © 2019 Philip Morris USA P.O. Box 1468, Los Angeles, CA 90001

IQOS DOI Email Desktop - Q3 - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 1:

Total Advertising Space in Inches is
600 x 417 divided by 75 DPI (Dots Per Inch) = 8 x 5.56 Inches

Total Advertising Space in Square Inches is
8 x 5.56 = 44.48 Total Square Inches

Statement C:



Nicotine Warning - 30pt.

Advertising Area:
600 x 417 pixels = 250,200 sq. pixels

Warning Area is 20% of Advertising Area:
250,200 x .2 = 50,040 sq. pixels

Warning Area:
590 x 85 = 50,150 sq. pixels

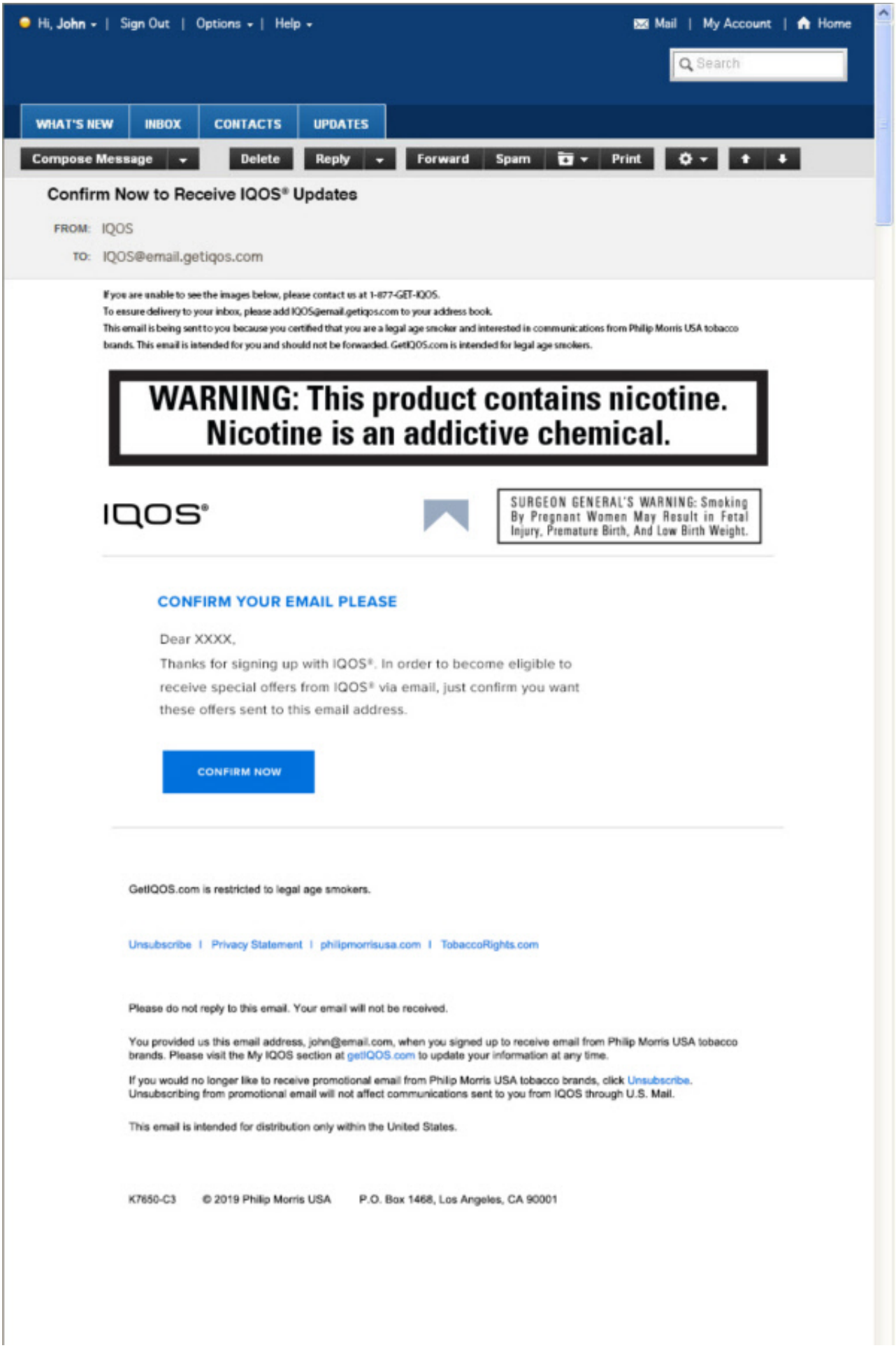
Warning Font:
Univers Lt Std - 67 Bold Condensed - 30pt font

Warning Border:
3.47 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Keyline assumes:

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT


Hi, John | Sign Out | Options | Help
Mail | My Account | Home
Search
WHAT'S NEW
INBOX
CONTACTS
UPDATES
Compose Message
Delete
Reply
Forward
Spam
Print
Confirm Now to Receive IQOS® Updates
FROM: IQOS
TO: IQOS@email.getiqos.com
If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS®
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
CONFIRM YOUR EMAIL PLEASE
Dear XXXX,
Thanks for signing up with IQOS®. In order to become eligible to receive special offers from IQOS® via email, just confirm you want these offers sent to this email address.
CONFIRM NOW
GetIQOS.com is restricted to legal age smokers.
Unsubscribe | Privacy Statement | philipmorrisusa.com | TobaccoRights.com
Please do not reply to this email. Your email will not be received.
You provided us this email address, john@email.com, when you signed up to receive email from Philip Morris USA tobacco brands. Please visit the My IQOS section at getIQOS.com to update your information at any time.
If you would no longer like to receive promotional email from Philip Morris USA tobacco brands, click Unsubscribe.
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5.20.19
IQOS_Email_K7650_Launch_DOI
POS#: K7650

Header:
If you are unable to see the images below, click here to view.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

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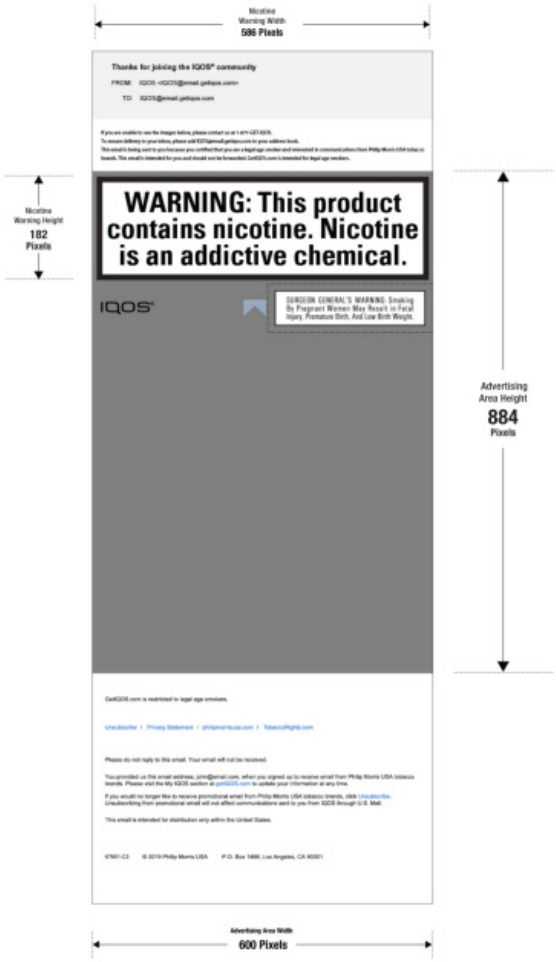
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IQOS Welcome Email Desktop Q3 - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 2:

Total Advertising Space in Inches is
600 x 884 divided by 75 DPI (Dots Per Inch) = 8 x 11.787 Inches

Total Advertising Space in Square Inches is
8 x 11.787 = 94.296 Total Square Inches

Statement C:



Nicotine Warning - 50pt.

Advertising Area:
600 x 884 pixels = 530,400 sq. pixels

Warning Area is 20% of Advertising Area:
530,400 x .2 = 106,080 sq. pixels

Warning Area:
586 x 182 = 106,652 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 50pt font

Warning Border:
3.41 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Keyline assumes:

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT

Thanks for joining the IQOS® community

FROM: IQOS <IQOS@email.getiqos.com>

TO: IQOS@email.getiqos.com

If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Thanks for signing up with IQOS®. We'll continue to update you with news and information about:

OUR LAUNCH DATE
RESERVATION PERIOD
STORE LOCATIONS & HOURS
AND MUCH MORE

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You provided us this email address, john@email.com, when you signed up to receive email from Philip Morris USA tobacco brands. Please visit the My IQOS section at getIQOS.com to update your information at any time.

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5.20.19
IQOS_Email_K7651_Launch_Welcome
POS#: K7651

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To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
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If you would no longer like to receive promotional email from Philip Morris USA tobacco brands, click Unsubscribe. Unsubscribing from promotional email will not affect communications sent to you from IQOS through U.S. Mail.

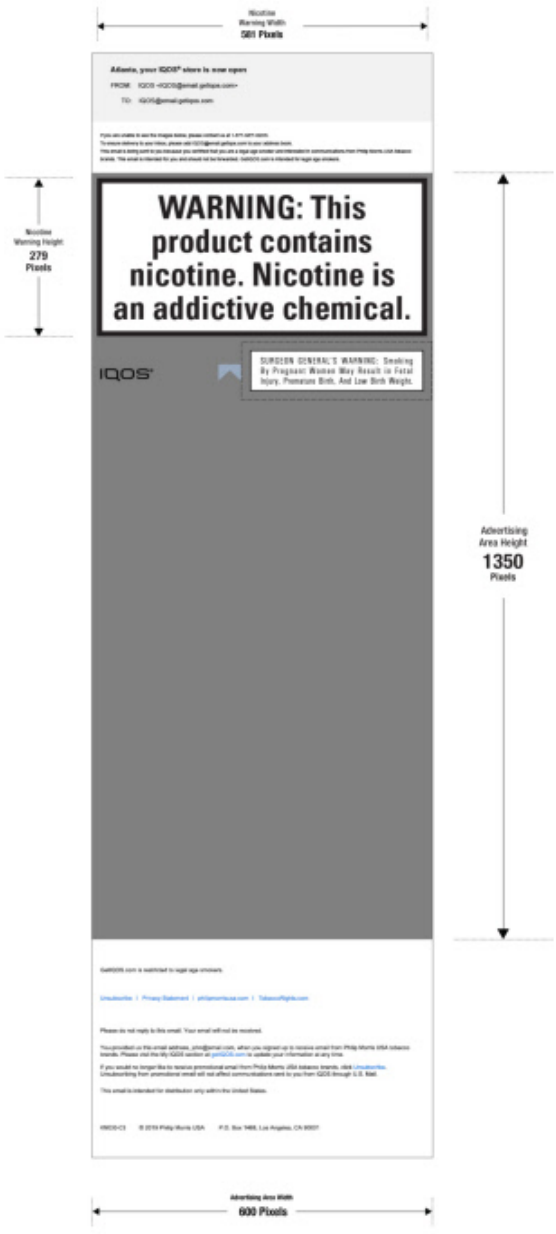
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IQOS Store Opener Email Desktop - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 3:

Total Advertising Space in Inches is
600 x 1350 divided by 75 DPI (Dots Per Inch) = 8 x 18 Inches

Total Advertising Space in Square Inches is
8 x 18 = 144 Total Square Inches

Statement C:



Nicotine Warning - 57pt. font:

Advertising Area:
600 x 1350 pixels = 810,000 sq. pixels

Warning Area is 20% of Advertising Area:
810,000 x .2 = 162,000 sq. pixels

Warning Area:
581 x 279 = 162,099

Warning Font:
Univers Lt Std - 67 Bold Condensed - 57pt font

Warning Border:
3.23 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Atlanta, your IQOS® store is now open

FROM: IQOS <IQOS@email.getiqos.com>

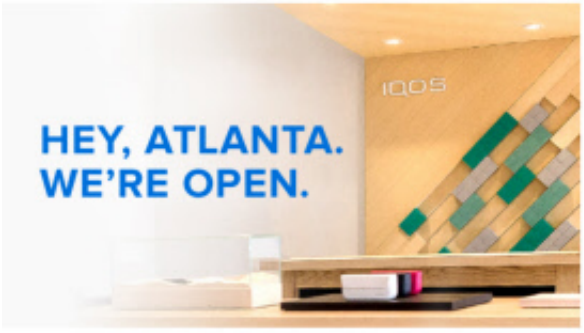
TO: IQOS@email.getiqos.com

If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Come see our IQOS® store, meet our IQOS® Experts and give IQOS® a try.

VISIT TODAY



Thanks to the HeatControl™ Technology in IQOS®, you get the satisfaction of genuine tobacco taste without the inconvenience of ash and less lingering odor.

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You provided us this email address, john@email.com, when you signed up to receive email from Philip Morris USA tobacco brands. Please visit the My IQOS section at getIQOS.com to update your information at any time.

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5.20.19
IQOS_Email_KM030_Consideration_StoreOpener
POS#: KM030

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IQOS Reserve Confirmation Desktop Email 21 - Q3 - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 3:

Total Advertising Space in Inches is
600 x 1550 divided by 75 DPI (Dots Per Inch) = 8 x 20.667 Inches

Total Advertising Space in Square Inches is
8 x 20.667 = 165.336 Total Square Inches

Statement C:



Nicotine Warning - 62pt. font:

Advertising Area:
600 x 1550 pixels = 930,000 sq. pixels

Warning Area is 20% of Advertising Area:
930,000 x .2 = 186,000 sq. pixels

Warning Area:
584 x 319 = 186,296

Warning Font:
Univers Lt Std - 67 Bold Condensed - 62pt font

Warning Border:
4mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Reserve your IQOS® today

FROM: IQOS <IQOS@email.getiqos.com>

TO: IQOS@email.getiqos.com

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To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and consented to communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Our IQOS® reserve program is officially open. Access exclusive offers you don't want to miss.

RESERVE NOW



Your new IQOS® System comes with everything you need:

- IQOS® HOLDER
- IQOS® POCKET CHARGER
- IQOS® CLEANER
- USB CABLE
- IQOS® AC POWER ADAPTER
- IQOS® CLEANING STICKS
- HEATSTICKS® (IN STORE ONLY)

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IQOS_Email_KM029_Consideration_Reserve
POS#: KM029

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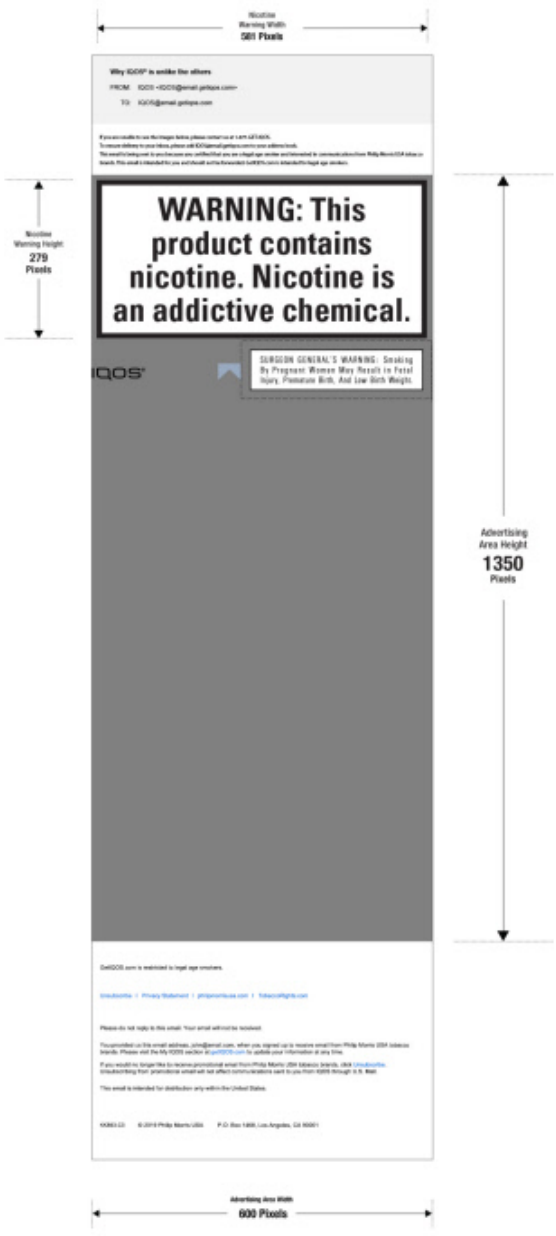
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IQOS Early Adopters Consideration Email Desktop Q3 - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 3:

Total Advertising Space in Inches is
600 x 1350 divided by 75 DPI (Dots Per Inch) = 8 x 18 Inches

Total Advertising Space in Square Inches is
8 x 18 = 144 Total Square Inches

Statement C:



Nicotine Warning - 57pt. font:

Advertising Area:
600 x 1350 pixels = 810,000 sq. pixels

Warning Area is 20% of Advertising Area:
810,000 x .2 = 162,000 sq. pixels

Warning Area:
581 x 279 = 162,099

Warning Font:
Univers Lt Std - 67 Bold Condensed - 57pt font

Warning Border:
3.23 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Why IQOS® is unlike the others

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TO: IQOS@email.getiqos.com

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



It's called IQOS® HeatControl™ Technology. And it's what makes it possible for IQOS® to deliver optimal tobacco flavor.

LEARN MORE



It's true. You can enjoy the taste of real tobacco as always, but now without the ash and with less lingering odor.

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POS#: KK893

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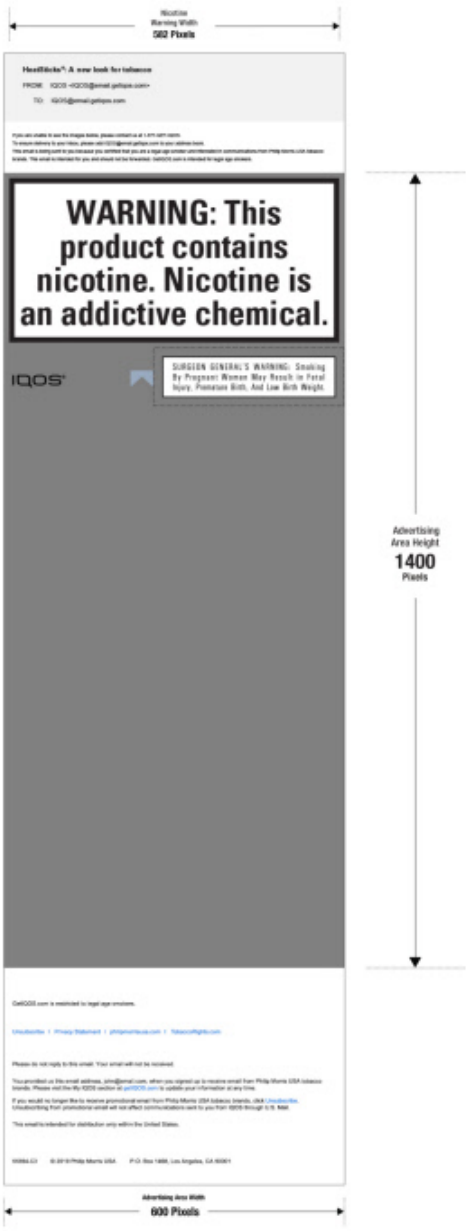
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IQOS Social Friction Consideration Email Desktop - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 3:

Total Advertising Space in Inches is
600 x 1400 divided by 75 DPI (Dots Per Inch) = 8 x 18.667 Inches

Total Advertising Space in Square Inches is
8 x 18.667 = 149.336 Total Square Inches

Statement C:



Nicotine Warning - 59pt. font:

Advertising Area:
600 x 1400 pixels = 840,000 sq. pixels

Warning Area is 20% of Advertising Area:
840,000 x .2 = 168,000 sq. pixels

Warning Area:
582 x 289 = 168,198

Warning Font:
Univers Lt Std - 67 Bold Condensed - 59pt font

Warning Border:
3.29 mm border

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HeatSticks®: A new look for tobacco

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TO: IQOS@email.getiqos.com

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IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Turns out you can enjoy real tobacco without ash and with less odor. All because of the technology in IQOS® and our specially designed HeatSticks®.

TRY IT



Our HeatSticks® are packed with real tobacco in a variety of flavors, brought to you by Marlboro.

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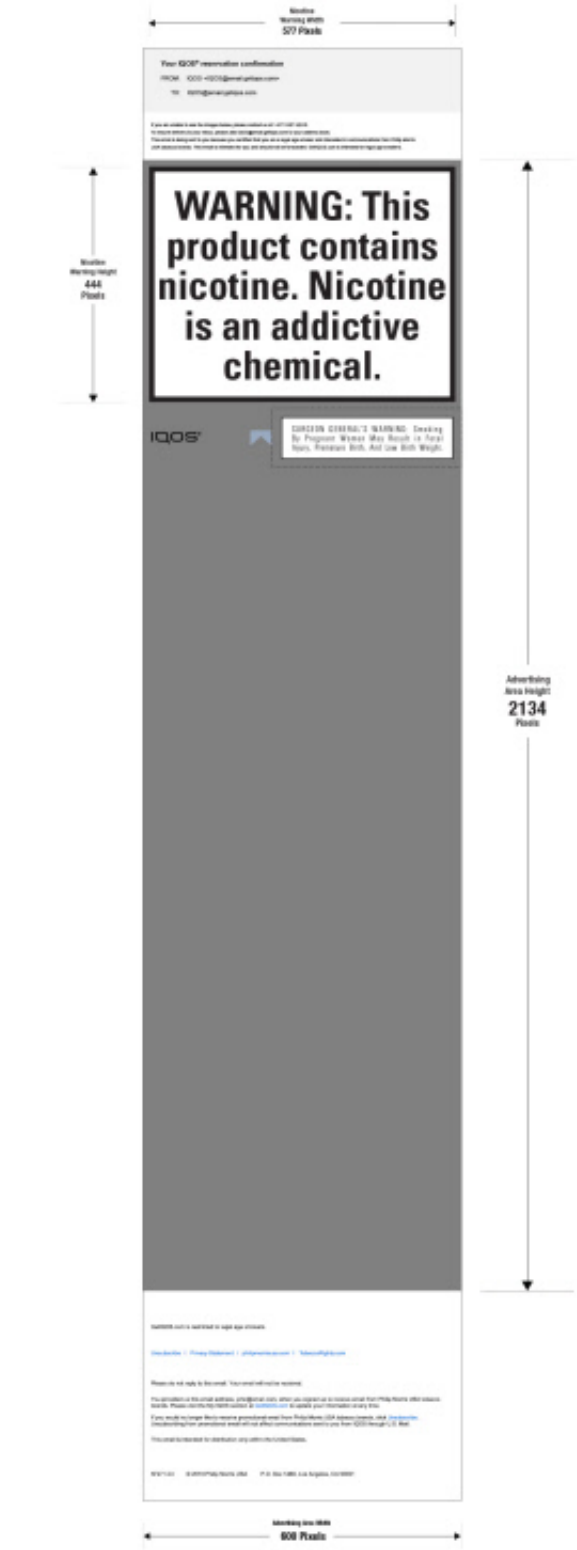
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IQOS Reservation Confirmation Email Desktop - Config A1

Date Modified: May 15, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 4:

Total Advertising Space in Inches is
600 x 2134 divided by 75 DPI (Dots Per Inch) = 8 x 28.453 Inches

Total Advertising Space in Square Inches is
8 x 28.453 = 227.624 Total Square Inches

Statement C:



Nicotine Warning - 75pt. font:

Advertising Area:
600 x 2134 pixels = 1,280,400 sq. pixels

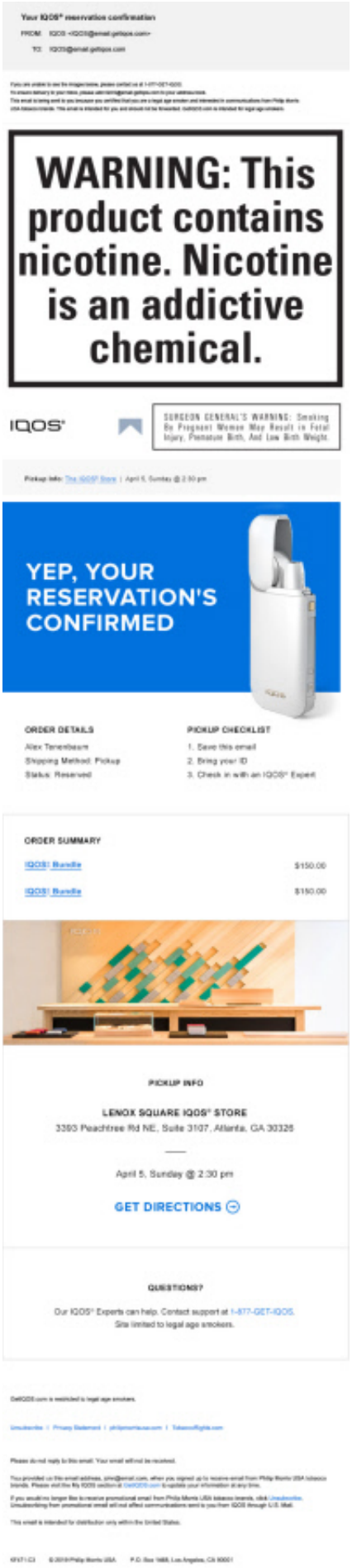
Warning Area is 20% of Advertising Area:
1,280,400 x .2 = 256,080 sq. pixels

Warning Area:
577 x 444 = 256,188

Warning Font:
Univers LT Std - 67 Bold Condensed - 75pt font

Warning Border:
3.53 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.


Your IQOS® reservation confirmation
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
YEP, YOUR RESERVATION'S CONFIRMED
ORDER DETAILS
PICKUP CHECKLIST
ORDER SUMMARY
$150.00
$150.00
PICKUP INFO
LENOX SQUARE IQOS® STORE
3393 Peachtree Rd NE, Suite 3107, Atlanta, GA 30326
April 5, Sunday @ 2:30 pm
GET DIRECTIONS
QUESTIONS?

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5.20.19
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POS#: KF471

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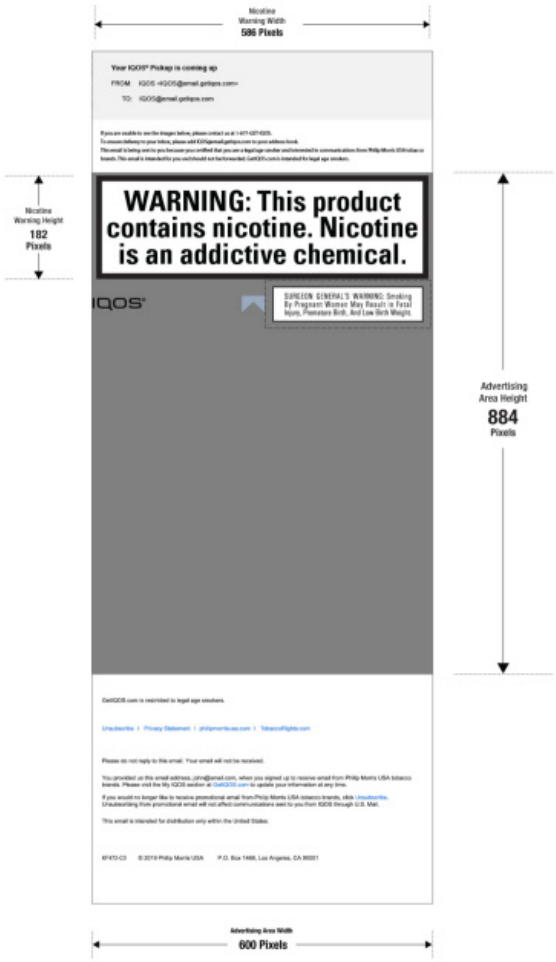
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IQOS Reservation Reminder Email Desktop Q3 - Config A1

Date Modified: May 20, 2019

Prepared by Prodigious

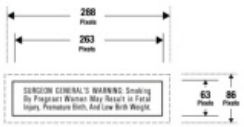


Cigarette Warning - Exhibit 2:

Total Advertising Space in Inches is
600 x 884 divided by 75 DPI (Dots Per Inch) = 8 x 11.787 Inches

Total Advertising Space in Square Inches is
8 x 11.787 = 94.296 Total Square Inches

Statement C:



Nicotine Warning - 50pt.

Advertising Area:
600 x 884 pixels = 530,400 sq. pixels

Warning Area is 20% of Advertising Area:
530,400 x .2 = 106,080 sq. pixels

Warning Area:
586 x 182 = 106,652 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 50pt font

Warning Border:
3.41 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Keyline assumes:
- Monitor size = 17 inches
- Screen resolution: 1024x768

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT

Your IQOS® Pickup is coming up

FROM: IQOS <IQOS@email.getiqos.com>

TO: IQOS@email.getiqos.com

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To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS®

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Of course you are. But just in case, here are a couple of reminders: Bring your ID, and log in to check your reservation details beforehand.

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POS#: KF472

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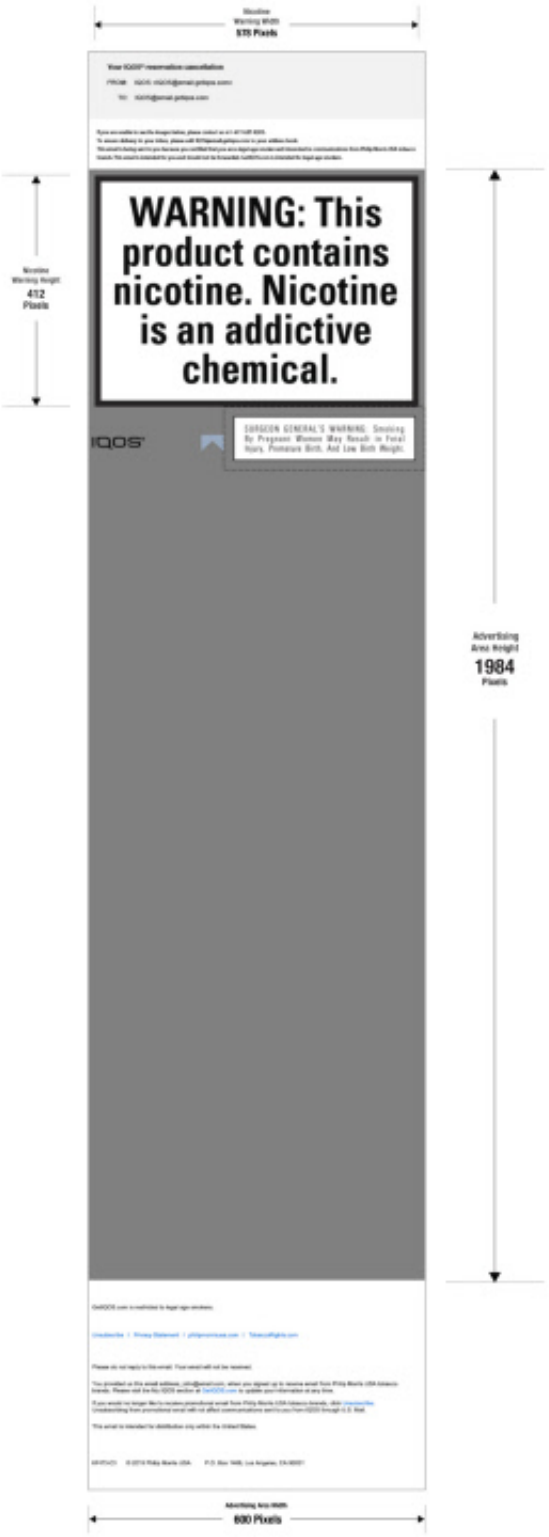
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IQOS Reservation Cancelled Desktop Email - Q3 - Config A1

Date Modified: May 15, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 4:

Total Advertising Space in Inches is
600 x 1984 divided by 75 DPI (Dots Per Inch) = 8 x 26.453 Inches

Total Advertising Space in Square Inches is
8 x 26.453 = 211.624 Total Square Inches

Statement C:



Nicotine Warning - 70pt. font:

Advertising Area:
600 x 1984 pixels = 1,190,400 sq. pixels

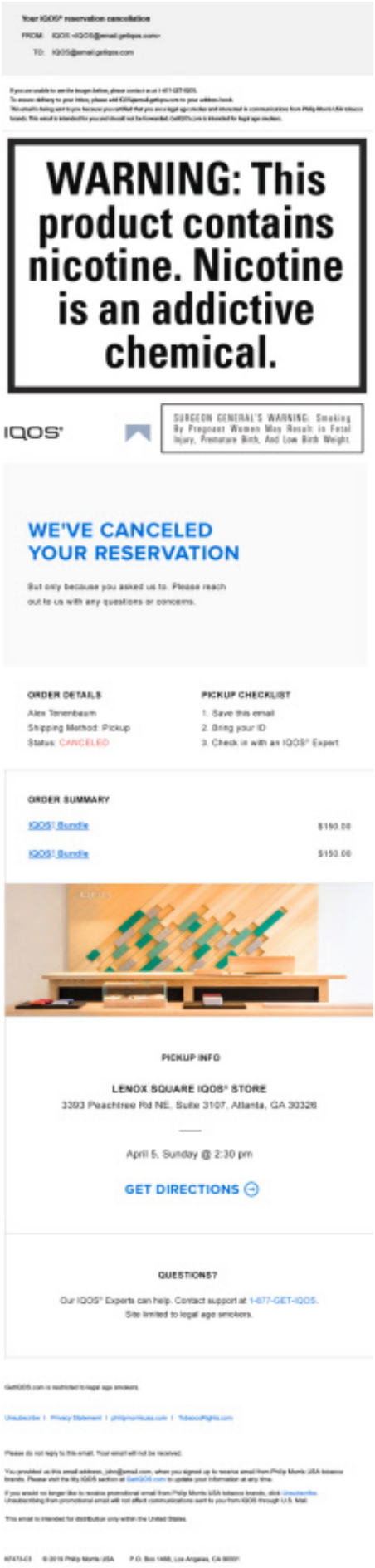
Warning Area is 20% of Advertising Area:
1,190,400 x .2 = 238,080 sq. pixels

Warning Area:
578 x 412 = 238,136

Warning Font:
Univers Lt Std - 67 Bold Condensed - 70pt font

Warning Border:
4mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.



Your IQOS® reservation cancellation

FROM: IQOS <IQOS@email.getiqos.com>

TO: IQOS@email.getiqos.com

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To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
You are receiving this email because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

WE'VE CANCELED YOUR RESERVATION

But only because you asked us to. Please reach out to us with any questions or concerns.

ORDER DETAILS

Alex Tenenbaum
Shipping Method: Pickup
Status: CANCELED

PICKUP CHECKLIST

1. Save this email
2. Bring your ID
3. Check in with an IQOS® Expert

ORDER SUMMARY

IQOS® Bundle $150.00

IQOS® Bundle $150.00

PICKUP INFO

LENOX SQUARE IQOS® STORE
3393 Peachtree Rd NE, Suite 3107, Atlanta, GA 30326

April 5, Sunday @ 2:30 pm

GET DIRECTIONS

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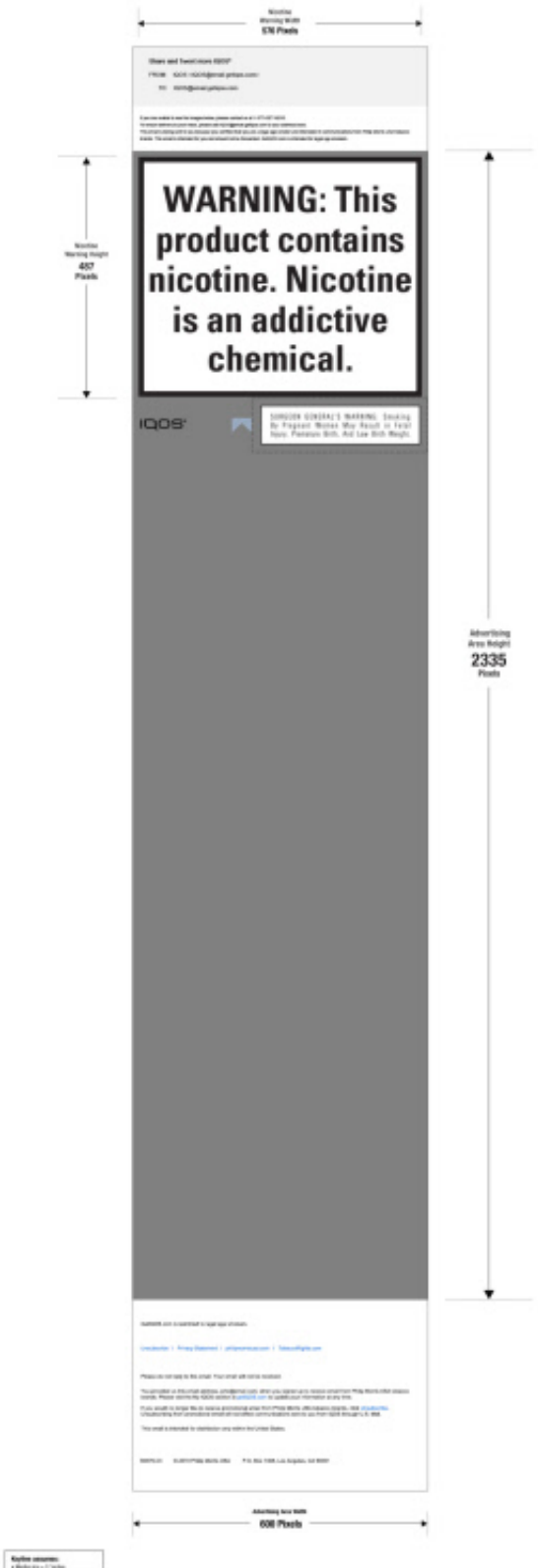
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IQOS Social Email Desktop Q3 - Config A1

Date Modified: May 17, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 4:

Total Advertising Space in Inches is
600 x 2335 divided by 75 DPI (Dots Per Inch) = 8 x 31.133 Inches

Total Advertising Space in Square Inches is
8 x 31.133 = 249.064 Total Square Inches

Statement C:



Nicotine Warning - 77pt. font:

Advertising Area:
600 x 2335 pixels = 1,401,000 sq. pixels

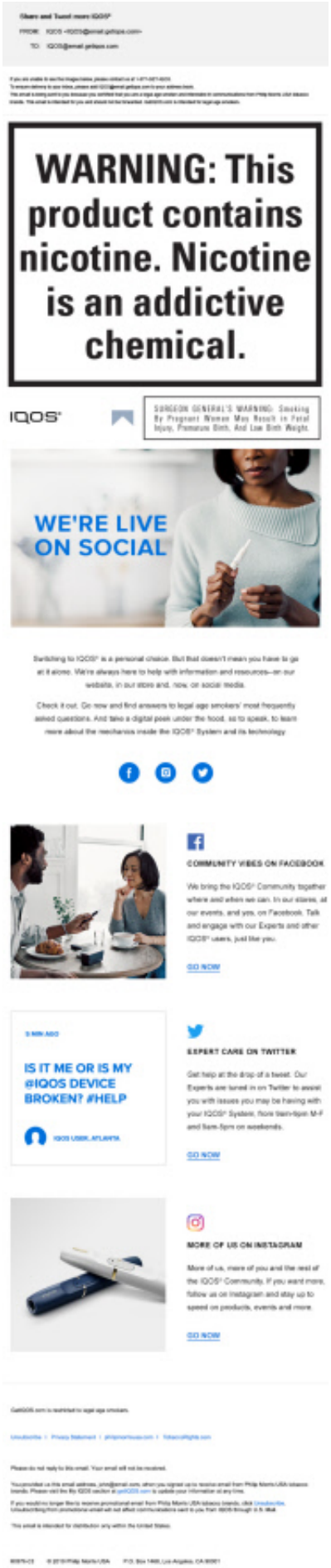
Warning Area is 20% of Advertising Area:
1,401,000 x .2 = 280,200 sq. pixels

Warning Area:
576 x 487 = 280,512

Warning Font:
Univers Lt Std - 67 Bold Condensed - 77pt font

Warning Border:
3.97 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.


WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
WE'RE LIVE ON SOCIAL
COMMUNITY VIBES ON FACEBOOK
GO NOW
IS IT ME OR IS MY #IQOS DEVICE BROKEN? #HELP
EXPERT CARE ON TWITTER
GO NOW
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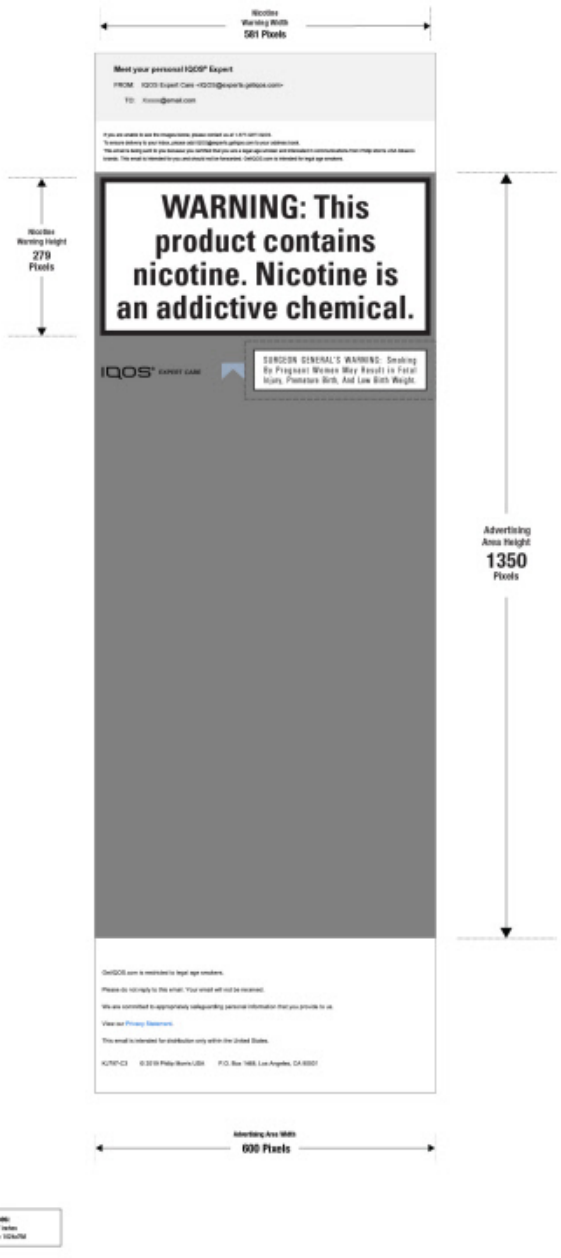
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IQOS Expert Welcome Email Desktop - Config A1

Date Modified: May 15, 2019

Prepared by Prodigious

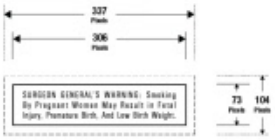


Cigarette Warning - Exhibit 3:

Total Advertising Space in Inches is
600 x 1350 divided by 75 DPI (Dots Per Inch) = 8 x 18 Inches

Total Advertising Space in Square Inches is
8 x 18 = 144 Total Square Inches

Statement C:



Nicotine Warning - 57pt. font:

Advertising Area:
600 x 1350 pixels = 810,000 sq. pixels

Warning Area is 20% of Advertising Area:
810,000 x .2 = 162,000 sq. pixels

Warning Area:
581 x 279 = 162,099

Warning Font:
Univers Lt Std - 67 Bold Condensed - 57pt font

Warning Border:
3.23 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Meet your personal IQOS® Expert

FROM: IQOS Expert Care <IQOS@experts.getiqos.com>

TO: Xxxxx@email.com

If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@experts.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS® EXPERT CARE

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MEET YOUR IQOS® EXPERT

We're excited you've decided to switch to IQOS®. Your IQOS® Expert will support you every step of the way. Whether you need a bit of encouragement or just some help finding HeatSticks®, we're here for you.

Your Expert, [Insert Expert Name], will be reaching out shortly to connect with you. In the meantime, if you have any questions, feel free to reach out to them first at [Insert Expert Phone Number].

YOUR EXPERT

Jane Doe

jane.d@experts.getiqos.com

1-877-534-1234



ABOUT JANE DOE

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error

GetIQOS.com is restricted to legal age smokers.

Please do not reply to this email. Your email will not be received.

We are committed to appropriately safeguarding personal information that you provide to us.

View our Privacy Statement.

This email is intended for distribution only within the United States.

KJ797-C3 © 2019 Philip Morris USA P.O. Box 1468, Los Angeles, CA 90001

IQOS®

5.20.19
IQOS_Email_KJ797_Expert_Welcome
POS#: KJ797

Header:
If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

Footer:
GetIQOS.com is restricted to legal age smokers.

Please do not reply to this email. Your email will not be received.

We are committed to appropriately safeguarding personal information that you provide to us.

View our Privacy Statement.

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IQOS Experts Message Desktop Email - Q3 - Config A1

Date Modified: May 15, 2019

Prepared by Prodigious

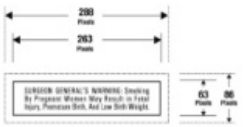


Cigarette Warning - Exhibit 2:

Total Advertising Space in Inches is
600 x 720 divided by 75 DPI (Dots Per Inch) = 8 x 9.6 Inches

Total Advertising Space in Square Inches is
8 x 9.6 = 76.8 Total Square Inches

Statement C:



Nicotine Warning - 37pt.

Advertising Area:
600 x 720 pixels = 432,000 sq. pixels

Warning Area is 20% of Advertising Area:
432,000 x .2 = 86,400 sq. pixels

Warning Area:
588 x 147 = 86,436 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 37pt font

Warning Border:
3mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

A new message from your IQOS® Expert

FROM: Jane Doe <jane.d@experts.getiqos.com>

TO: Xxxxx@email.com

If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add jane.d@experts.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS® EXPERT CARE

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Dear Xxxxx,

Lorem ipsum dolor sit amet,totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat.

Thank you,
Jane Doe

Jane Doe jane.d@experts.getiqos.com 1-877-546-1234

GetIQOS.com is restricted to legal age smokers.

Please do not reply to this email. Your email will not be received.

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IQOS®

5.20.19
IQOS_Email_KJ798_Expert_Message
POS#: KJ798

Header:
If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

Footer:
GetIQOS.com is restricted to legal age smokers.

Please do not reply to this email. Your email will not be received.

We are committed to appropriately safeguarding personal information that you provide to us.

View our Privacy Statement.

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KJ798-C3 © 2019 Philip Morris USA P.O. Box 1468, Los Angeles, CA 90001

You've opted out of the IQOS® Expert Program

FROM: IQOS Expert Care <IQOS@experts.getiqos.com>

TO: Xxxxx@email.com

If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@experts.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS® EXPERT CARE

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Dear Xxxxx,

This message is to confirm that you have successfully opted out of the IQOS® Expert program. You will no longer receive communication from your IQOS® Expert.

If you received this message in error and did not wish to opt out, or if you wish to opt back in to the program, please let us know at 1-877-GET-IQOS.

Thank you.

QUESTIONS?

Check out our FAQs page for more answers or contact our IQOS® Experts at 1-877-GET-IQOS. Site limited to legal age smokers.

GetIQOS.com is restricted to legal age smokers.

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IQOS Experts Email Desktop Q3 FW - Config A1

Date Modified: May 14, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 2:

Total Advertising Space in Inches is
600 x 839 divided by 75 DPI (Dots Per Inch) = 8 x 11.187 Inches

Total Advertising Space in Square Inches is
8 x 11.187 = 89.496 Total Square Inches

Statement C:



Nicotine Warning - 50pt.

Advertising Area:
600 x 839 pixels = 503,400 sq. pixels

Warning Area is 20% of Advertising Area:
503,400 x .2 = 100,680 sq. pixels

Warning Area:
586 x 172 = 100,792 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 50pt font

Warning Border:
3.47 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

Keyline assumes:

IQOS®

5.20.19
IQOS_Email_KJ799_ExpertEmail
POS#: KJ799

Header:
If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

Footer:
GetIQOS.com is restricted to legal age smokers.

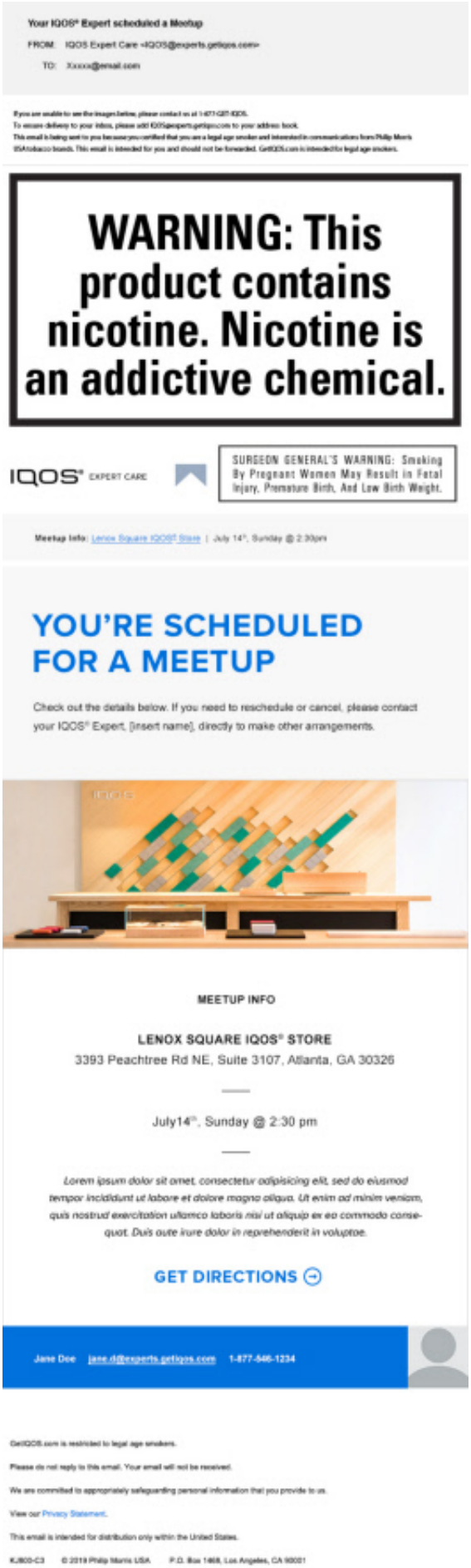
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We are committed to appropriately safeguarding personal information that you provide to us.

View our Privacy Statement.

This email is intended for distribution only within the United States.

KJ799-C3 © 2019 Philip Morris USA P.O. Box 1468, Los Angeles, CA 90001



Your IQOS® Expert scheduled a Meetup

FROM: IQOS Expert Care <IQOS@experts.getiqos.com>

TO: Xxxxx@email.com

If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@experts.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS® EXPERT CARE

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fatal Injury, Premature Birth, And Low Birth Weight.

Meetup Info: Lenox Square IQOS® Store | July 14th, Sunday @ 2:30pm

YOU'RE SCHEDULED FOR A MEETUP

Check out the details below. If you need to reschedule or cancel, please contact your IQOS® Expert, [insert name], directly to make other arrangements.

MEETUP INFO

LENOX SQUARE IQOS® STORE
3393 Peachtree Rd NE, Suite 3107, Atlanta, GA 30326

July14th, Sunday @ 2:30 pm

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptae.

GET DIRECTIONS

Jane Doe jane.d@experts.getiqos.com 1-877-546-1234

GetIQOS.com is restricted to legal age smokers.

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IQOS Expert Meetup Email Desktop - Config A1

Date Modified: May 15, 2019

Prepared by Prodigious



Cigarette Warning - Exhibit 3:

Total Advertising Space in Inches is
600 x 1570 divided by 75 DPI (Dots Per Inch) = 8 x 20.933 Inches

Total Advertising Space in Square Inches is
8 x 20.933 = 167.464 Total Square Inches

Statement C:



Nicotine Warning - 62pt. font:

Advertising Area:
600 x 1570 pixels = 942,000 sq. pixels

Warning Area is 20% of Advertising Area:
942,000 x .2 = 188,400 sq. pixels

Warning Area:
580 x 325 = 188,500

Warning Font:
Univers Lt Std - 67 Bold Condensed - 62pt font

Warning Border:
3.53 mm border

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.

IQOS®

5.20.19
IQOS_Email_KJ800_Expert_MeetupStore
POS#: KJ800

Header:
If you are unable to see the images below, please contact us at 1-877-GET-IQOS.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

Footer:
GetIQOS.com is restricted to legal age smokers.

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We are committed to appropriately safeguarding personal information that you provide to us.

View our Privacy Statement.

This email is intended for distribution only within the United States.

KJ800-C3 © 2019 Philip Morris USA P.O. Box 1468, Los Angeles, CA 90001

Social Media

We will utilize age restriction capabilities to limit our interactions with unintended audiences.

DAY 0 SOCIAL POSTS

IQOS® FACEBOOK PAGE DESKTOP (M4020)



DAY 0 SOCIAL POSTS

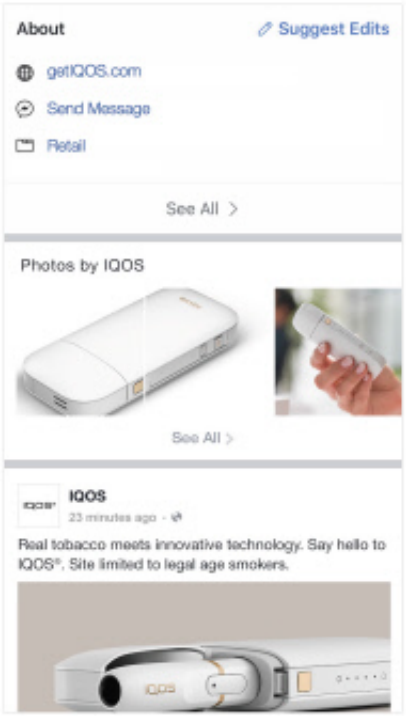
IQOS® FACEBOOK PAGE DESKTOP (M4020)

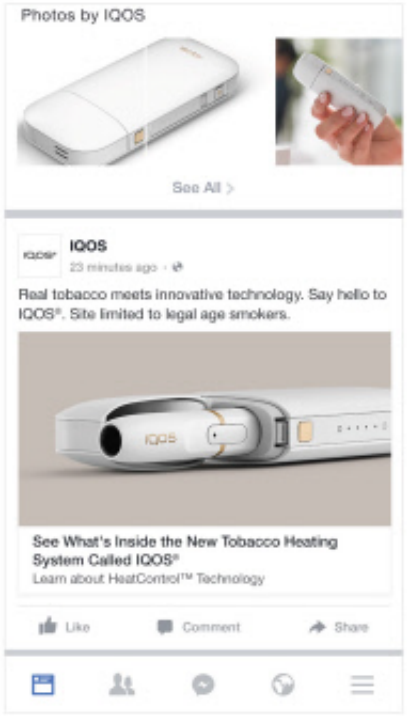


DAY 0 SOCIAL POSTS

IQOS® FACEBOOK PAGE MOBILE (M4022)

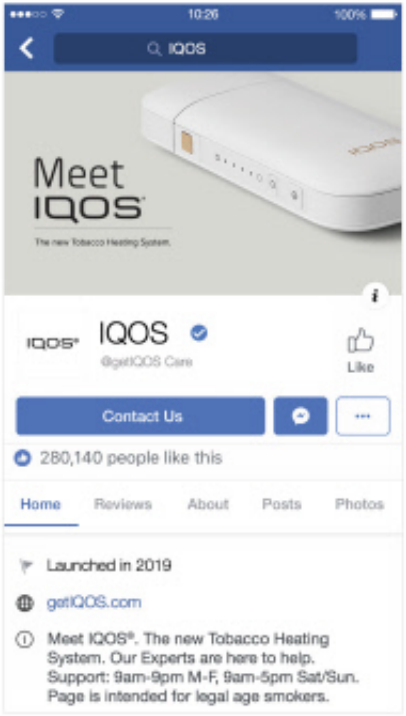


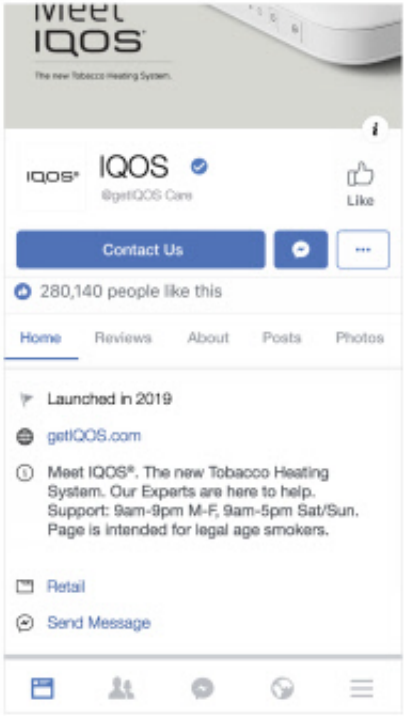




DAY 0 SOCIAL POSTS

IQOS® FACEBOOK PAGE MOBILE (M4022)





IQOS® DAY 0
Facebook
POS # M4020

Cover Photo Copy

Header: Meet IQOS®
Subhead/Body Copy: The new Tobacco Heating System

Post Copy

Post Copy: Real tobacco meets innovative technology. Say hello to IQOS®. Site limited to legal age smokers.

Link Copy: See What's Inside the New Tobacco Heating System Called IQOS®.
Subhead/Body Copy: Learn about HeatControl™ Technology

About

BUSINESS INFO

Founded in 2019

CONTACT INFO

Send Message

getIQOS.com

MORE INFO

About
Meet IQOS®. The new Tobacco Heating System. Our Experts are here to help. Support: 9am-9pm M-F, 9am-5pm Sat/Sun. Page is intended for legal age smokers.

Retail

Cover Photo Mobile Copy

Header: Meet IQOS®
Subhead/Body Copy: The new Tobacco Heating System

About Mobile

Left-aligned: getIQOS.com

Left-aligned: Send Message

Left-aligned: Retail

Right-aligned: Suggest Edits

Post Copy: Real tobacco meets innovative technology. Say hello to IQOS®. Site limited to legal age smokers.

Link Copy: See What's Inside the New Tobacco Heating System Called IQOS®.
Subhead/Body Copy: Learn about HeatControl™ Technology

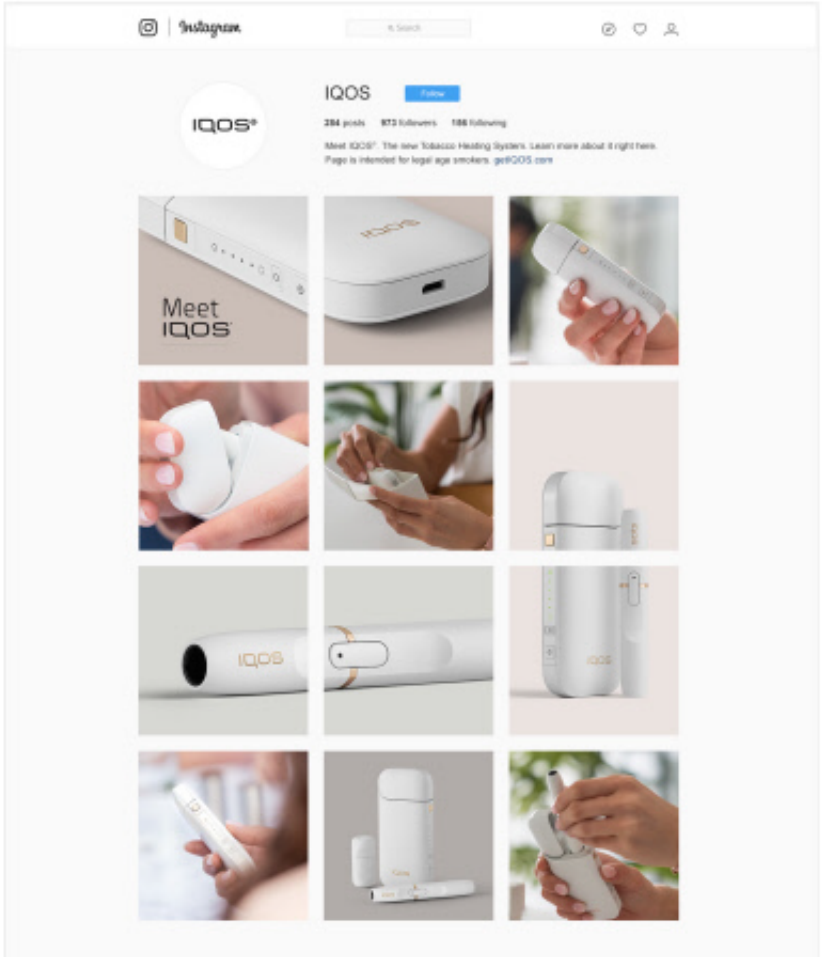
Launched in 2019

getIQOS.com

Meet IQOS®. The new Tobacco Heating System. Our Experts are here to help. Support: 9am-9pm M-F, 9am-5pm Sat/Sun. Page is intended for legal age smokers.

DAY 0 SOCIAL POSTS

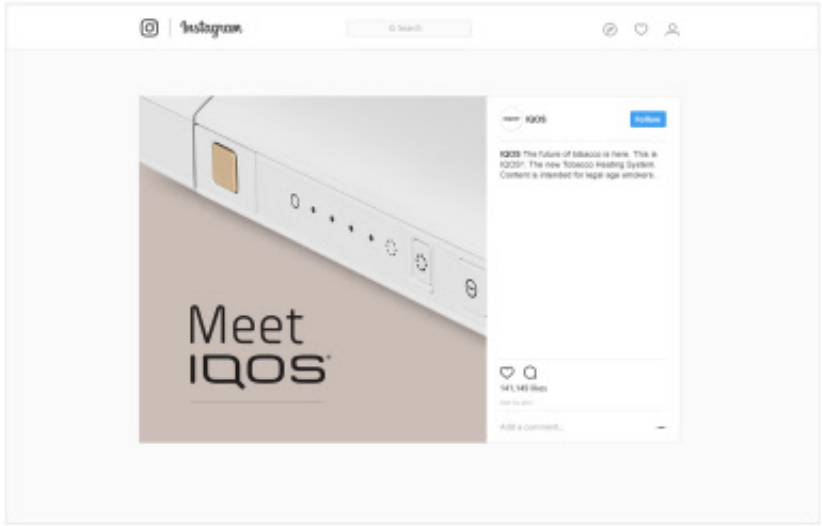
IQOS® INSTAGRAM PAGE DESKTOP (M4027)



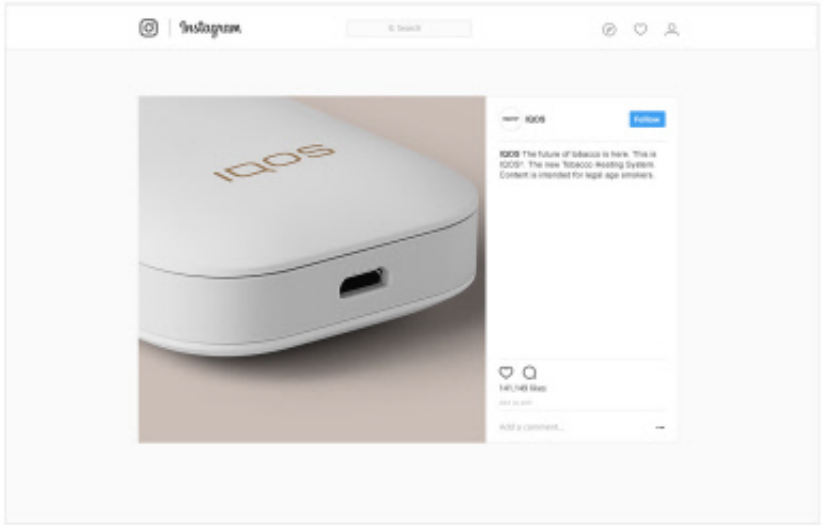
DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE DESKTOP (M4027)

IQOS® IG Grid - Post 1 (M4029)



IQOS® IG Grid - Post 2 (M4030)



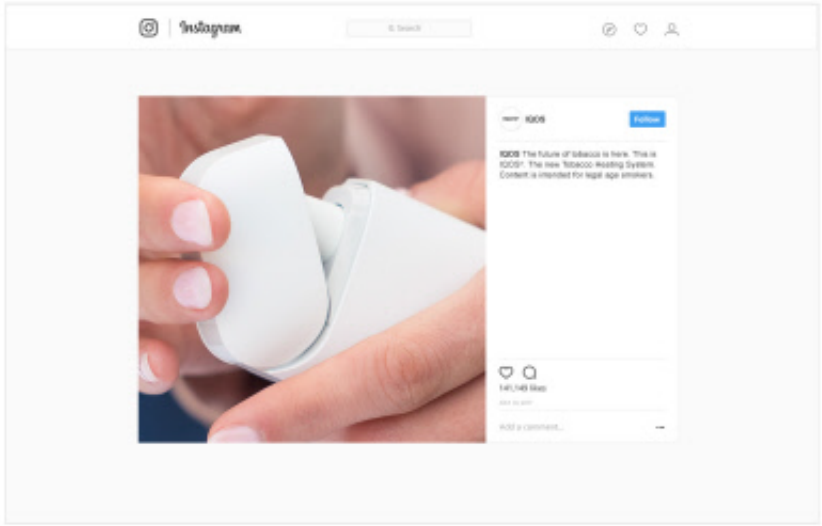
DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE DESKTOP (M4027)

IQOS® IG Grid - Post 3 (M4031)



IQOS® IG Grid - Post 4 (M4032)



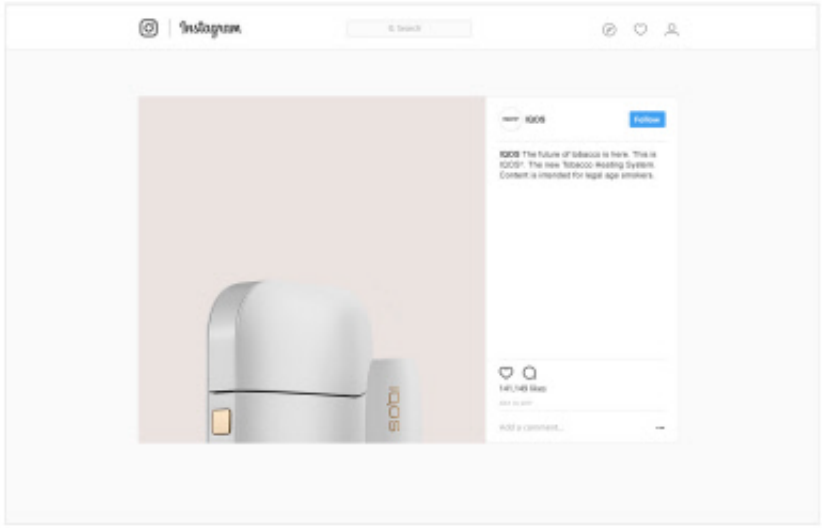
DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE DESKTOP (M4027)

IQOS® IG Grid - Post 5 (M4033)



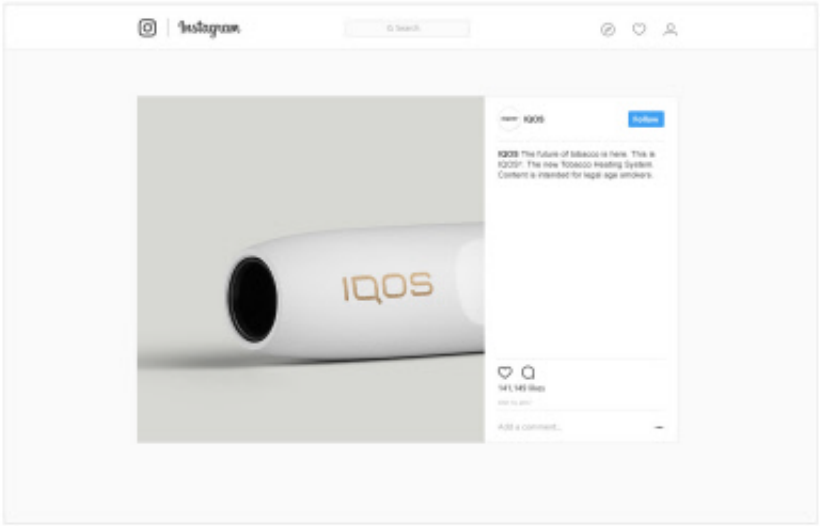
IQOS® IG Grid - Post 6 (M4034)



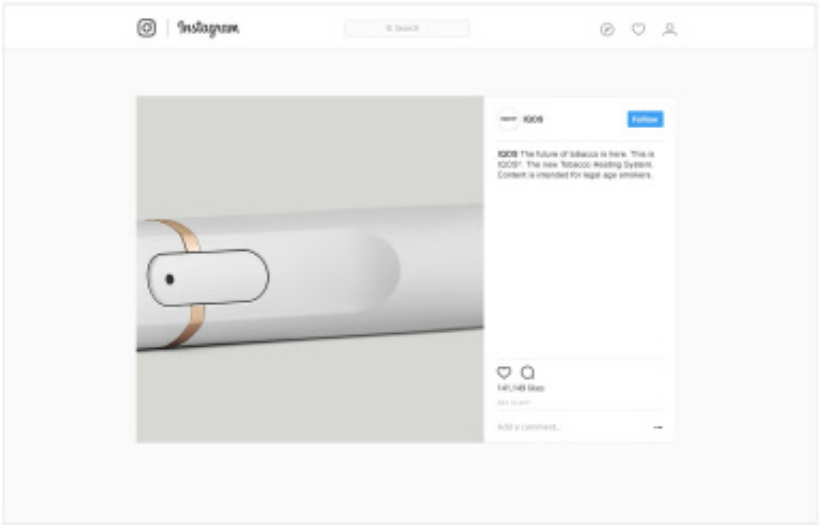
DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE DESKTOP (M4027)

IQOS® IG Grid - Post 7 (M4035)



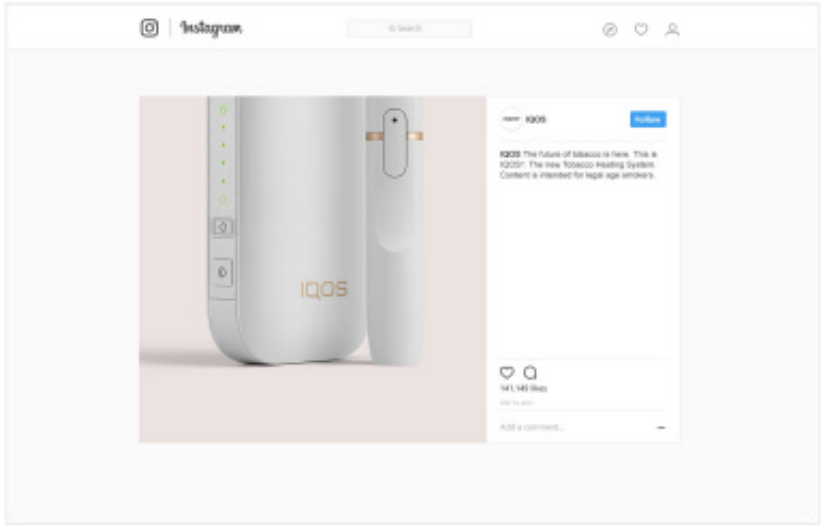
IQOS® IG Grid - Post 8 (M4036)



DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE DESKTOP (M4027)

IQOS® IG Grid - Post 9 (M4037)



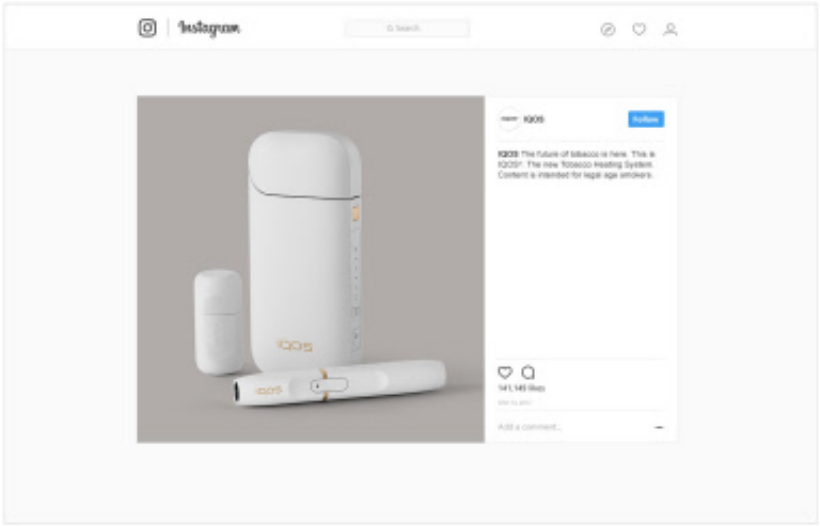
IQOS® IG Grid - Post 10 (M4038)



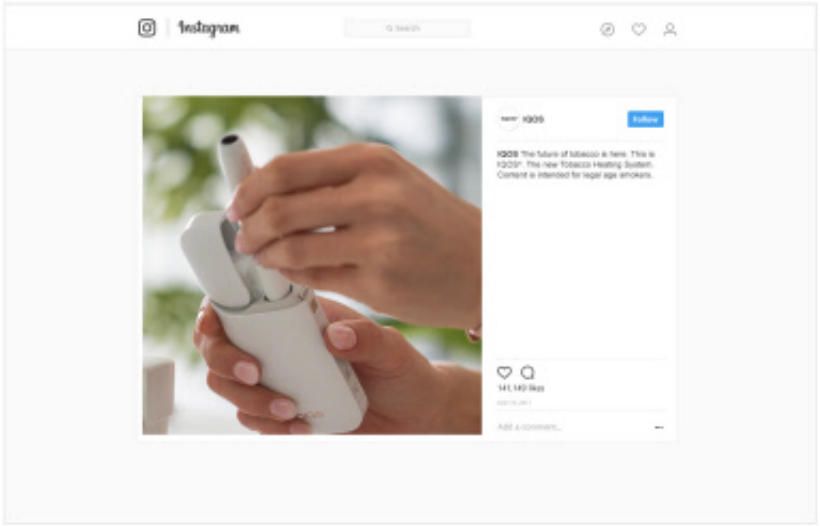
DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE DESKTOP (M4027)

IQOS® IG Grid - Post 11 (M4039)

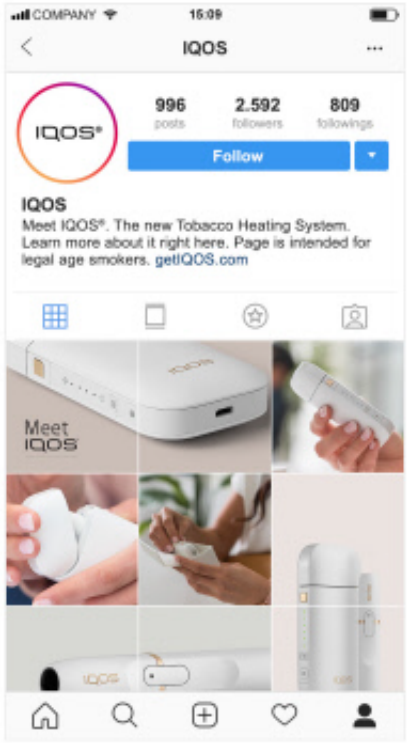


IQOS® IG Grid - Post 12 (M4040)



DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE MOBILE (M4028)





DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE MOBILE (M4028)

IQOS® IG Grid - Post 1 (M4029)



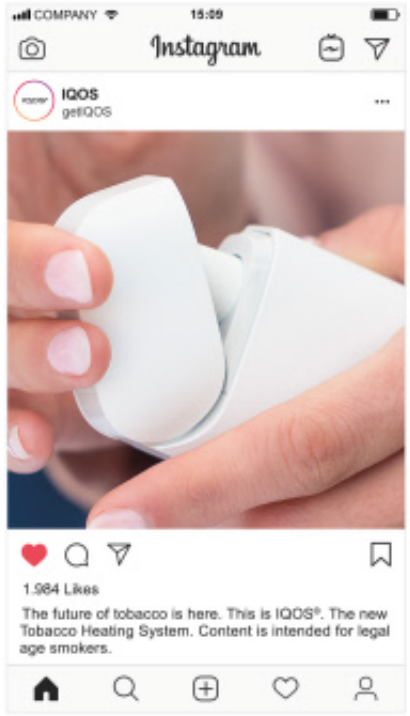
IQOS® IG Grid - Post 2 (M4030)



IQOS® IG Grid - Post 3 (M4031)



IQOS® IG Grid - Post 4 (M4032)



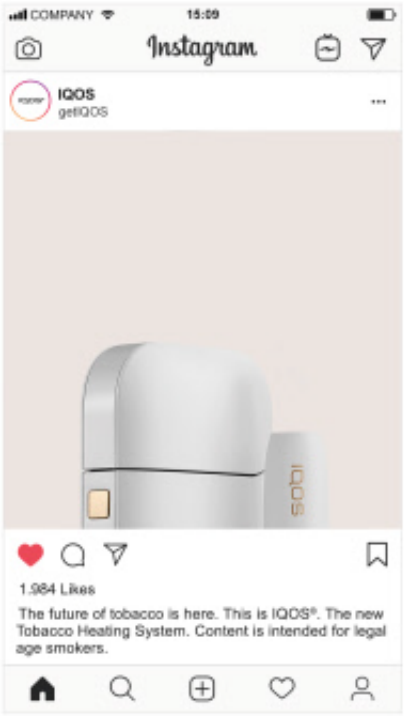
DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE MOBILE (M4028)

IQOS® IG Grid - Post 5 (M4033)



IQOS® IG Grid - Post 6 (M4034)



IQOS® IG Grid - Post 7 (M4035)



IQOS® IG Grid - Post 8 (M4036)



DAY 0 SOCIAL POSTS

IQOS® INSTAGRAM PAGE MOBILE (M4028)

IQOS® IG Grid - Post 9 (M4037)



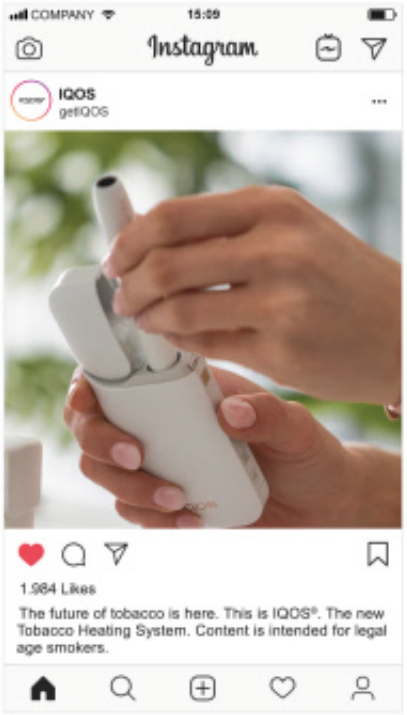
IQOS® IG Grid - Post 10 (M4038)



IQOS® IG Grid - Post 11 (M4039)



IQOS® IG Grid - Post 12 (M4040)



IQOS® SOCIAL DAY 0
Instagram
Desktop POS # M4027
Mobile POS# M4028

Bio Copy POS# M4027

Body Copy: Meet IQOS®. The new Tobacco Heating System. Learn more about it right here. Page is intended for legal age smokers. getIQOS.com

Post 1 Copy POS# M4029

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 2 Copy POS# M4030

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 3 Copy POS# M4031

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 4 Copy POS# M4032

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 5 Copy POS# M4033

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 6 Copy POS# M4034

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 7 Copy POS# M4035

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

Post 8 Copy POS# M4036

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 9 Copy POS# M4037

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 10 Copy POS# M4038

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 11 Copy POS# M4039

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Post 12 Copy POS# M4040

Post Copy: The future of tobacco is here. This is IQOS®. The new Tobacco Heating System. Content is intended for legal age smokers.

Note: Copy is identical in mobile pages

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

DAY 0 SOCIAL POSTS

IQOS® CARE TWITTER PAGE DESKTOP (M4043)



We will limit our interactions solely to customer support issues as age restriction capabilities are unavailable.

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

DAY 0 SOCIAL POSTS

IQOS® CARE TWITTER PAGE MOBILE (M4044)





We will limit our interactions solely to customer support issues as age restriction capabilities are unavailable.

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

IQOS® DAY 0
Twitter
POS # M4043

Cover Photo Copy

Header: Meet IQOS®
Subhead/Body Copy: The new Tobacco Heating System

Post Copy

Post Copy: Real tobacco meets innovative technology. Say hello to IQOS®. Site limited to legal age smokers. Learn more at getIQOS.com.

Cover Photo Mobile Copy

Header: Meet IQOS®
Subhead/Body Copy: The new Tobacco Heating System

About Mobile

Left-aligned: getIQOS_Care

Left-aligned: Meet IQOS® - and our IQOS® Experts. They help legal age smokers get answers about our new Tobacco Heating System. Support: 9am-9pm M-F & 9am-5pm Sat/Sun. The new Tobacco Heating System. Our Experts are here to help. Support: 9am-9pm M-F, 9am-5pm Sat/Sun.

Left-aligned: Richmond, VA

Right-aligned: getIQOS.com

Post Copy: Real tobacco meets innovative technology. Say hello to IQOS®. Site limited to legal age smokers. Learn more at getIQOS.com.

Left-aligned: getIQOS_Care

Left-aligned: Meet IQOS® - and our IQOS® Experts. They help legal age smokers get answers about our new Tobacco Heating System. Support: 9am-9pm M-F & 9am-5pm Sat/Sun. The new Tobacco Heating System. Our Experts are here to help. Support: 9am-9pm M-F, 9am-5pm Sat/Sun.

Post Copy: Real tobacco meets innovative technology. Say hello to IQOS®. Site limited to legal age smokers. Learn more at getIQOS.com.

Face-to-Face Interactions

(b) (4)

(b) (4) IQOS_Parallax_K6569_FullScreen_F6

K6569-C3

May 31, 2019

(

PRINTER INFO

SCREEN SIZE: 9.413"w x 5.295" h 1920px X 1080px

SCREEN RES.: 72 PPI

WARNING INFO

EXHIBIT: 1A

AD AREA: 9 413 w x 5 295 h = 49 841835 sq in

SGW WARNING SIZE 3 146 w X 657 h (642px X 134px)

DISCLAIMER FONT: 12 37pt

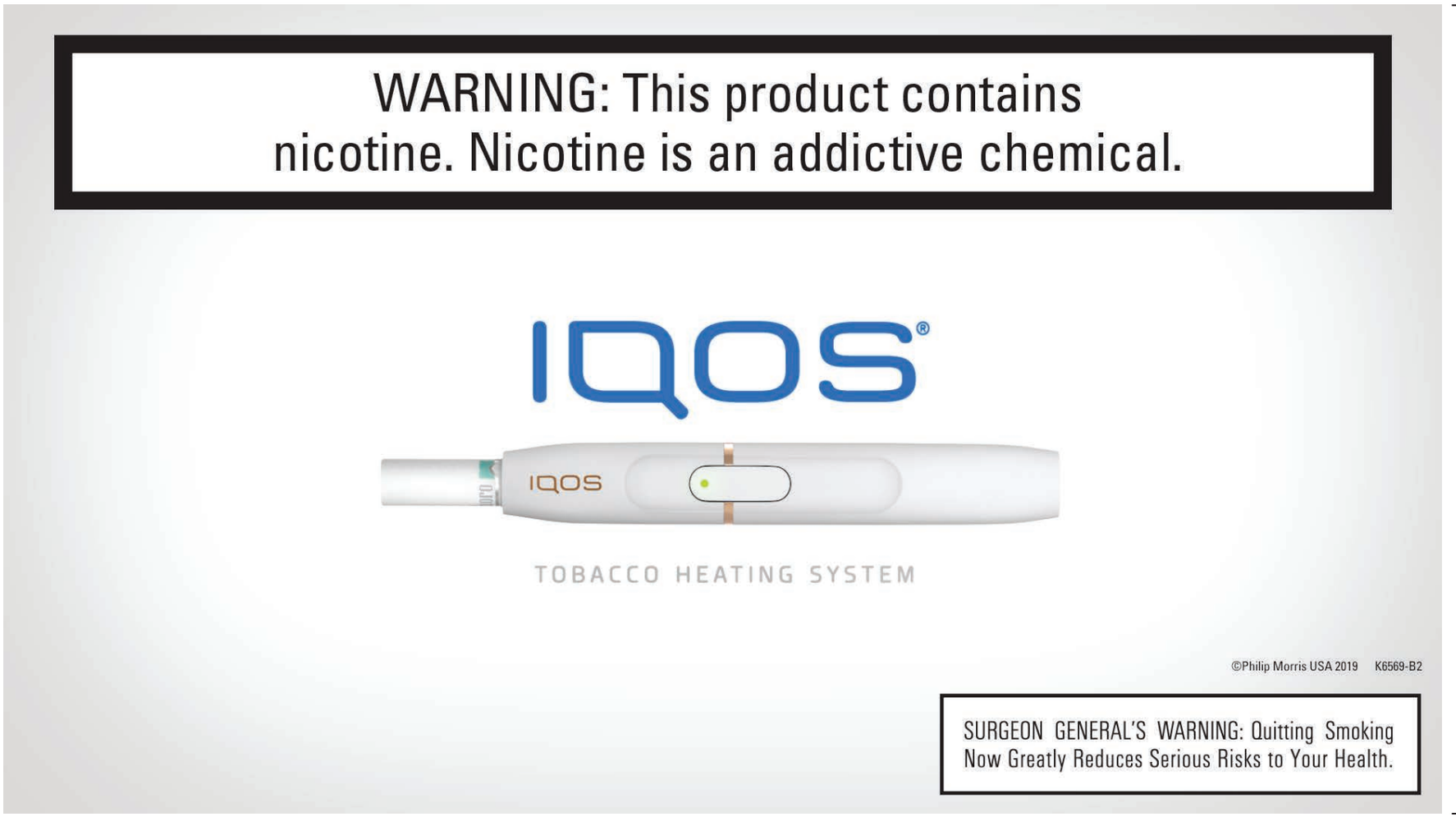
NICOTINE WARNING S ZE 8 75 w X 1 14

ADDITIONAL INFO

Note:

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

(b) (4) IQOS_Parallax_K6569_FullScreen_F6

(4) K6569-C3

May 31, 2019

(

PRINTER INFO

SCREEN SIZE: 9.413"w x 5.295" h 1920px X 1080px

SCREEN RES.: 72 PPI

WARNING INFO

EXHIBIT: 1A

AD AREA: 9 413 w x 5 295 h = 49 841835 sq in

SGW WARNING SIZE 3 146 w X 657 h (642px X 134px)

DISCLAIMER FONT: 12 37pt

NICOTINE WARNING S ZE 8 75 w X 1 14

ADDITIONAL INFO

Note:

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

IQOS_Parallax_K6569_FullScreen_F6

K6569-C3

May 31, 2019

PRINTER INFO: SCREEN SIZE: 9.413"w x 5.295" h 1920px X 1080px; SCREEN RES.: 72 PPI

WARNING INFO: EXHIBIT: 1A; AD AREA: 9 413 w x 5 295 h = 49 841835 sq in; SGW WARNING SIZE 3 146 w X 657 h (642px X 134px); DISCLAIMER FONT: 12 37pt; NICOTINE WARNING S ZE 8 75 w X 1 14

ADDITIONAL INFO: Note:

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

(b) (4) IQOS_Parallax_K6569_FullScreen_F6

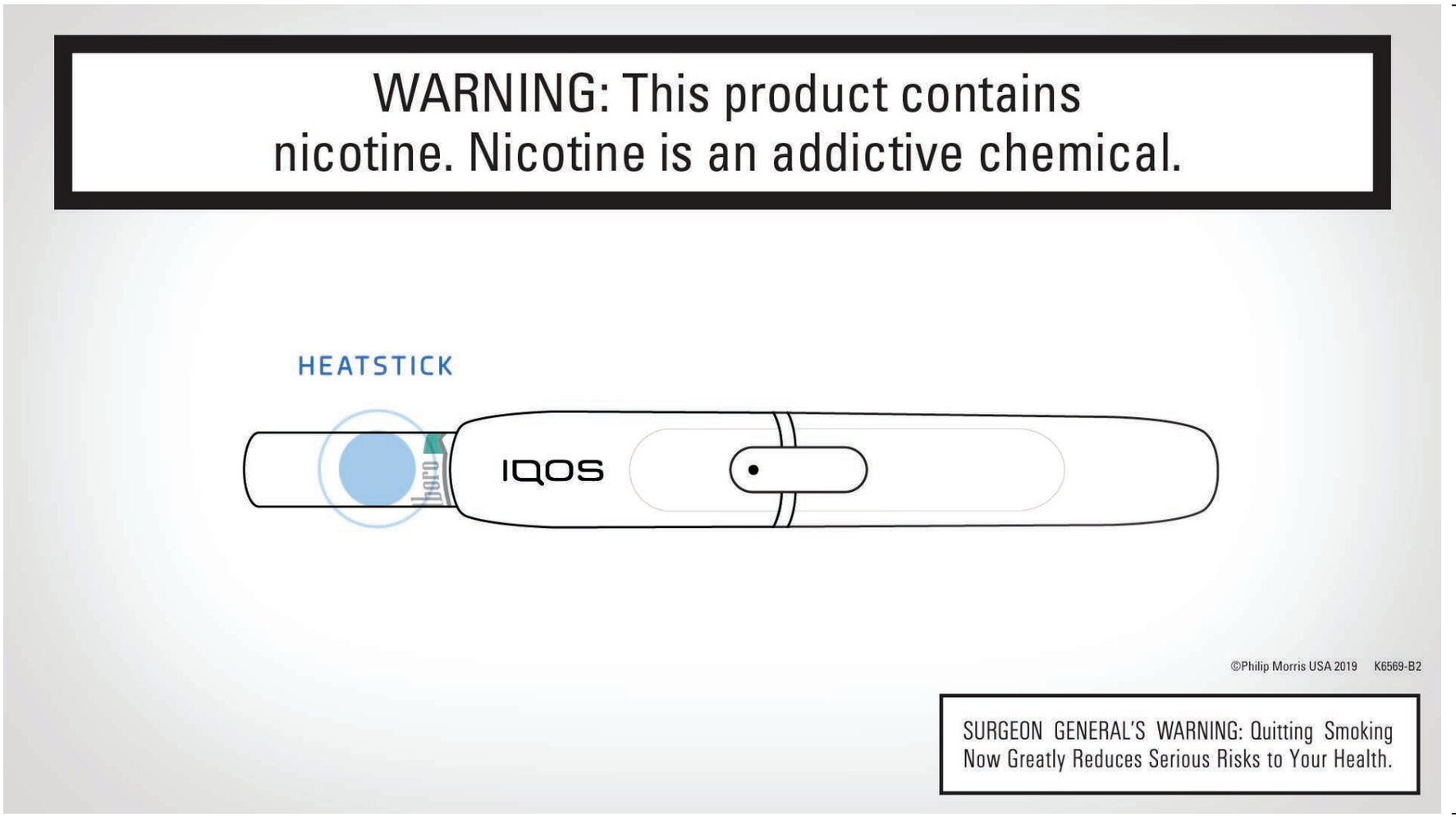
K6569-C3 | SCREEN SIZE: 9.413"w x 5.295" h 1920px X 1080px | EXHIBIT: 1A | AD AREA: 9 413 w x 5 295 h = 49 841835 sq in | SGW WARNING SIZE 3 146 w X 657 h (642px X 134px) | DISCLAIMER FONT: 12 37pt | NICOTINE WARNING S ZE 8 75 w X 1 14 | Note:

May 31, 2019 | SCREEN RES.: 72 PPI

PRINTER INFO | WARNING INFO | ADDITIONAL INFO

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

(b) (4) IQOS_Parallax_K6569_FullScreen_F6

(4) K6569-C3

May 31, 2019

(

PRINTER INFO

SCREEN SIZE: 9.413"w x 5.295" h
1920px X 1080px

SCREEN RES.: 72 PPI

WARNING INFO

EXHIBIT: 1A
AD AREA: 9 413 w x 5 295 h = 49 841835 sq in
SGW WARNING SIZE: 3 146 w X 657 h (642px X 134px)
DISCLAIMER FONT: 12 37pt
NICOTINE WARNING SIZE: 8 75 w X 1 14

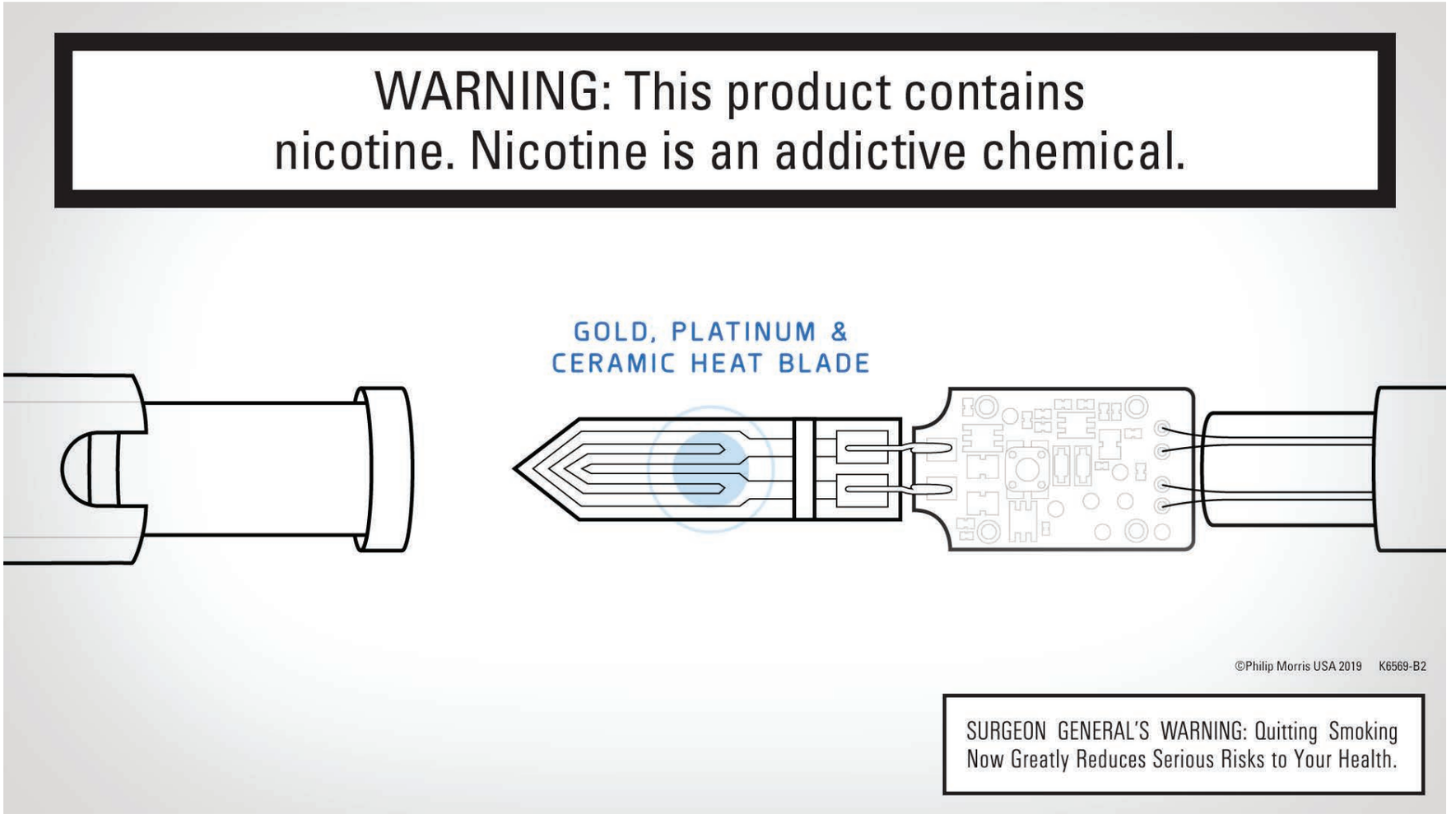
ADDITIONAL INFO

Note:

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These screenshots will be shown consecutively to the consumer in video format.

5.295"



9.413"

(b) (4)

IQOS_Parallax_K6569_FullScreen_F6

K6569-C3

May 31, 2019

PRINTER INFO

SCREEN SIZE: 9.413"w x 5.295" h 1920px X 1080px

SCREEN RES.: 72 PPI

WARNING INFO

EXHIBIT: 1A

AD AREA: 9 413 w x 5 295 h = 49 841835 sq in

SGW WARNING SIZE: 3 146 w X 657 h (642px X 134px)

DISCLAIMER FONT: 12 37pt

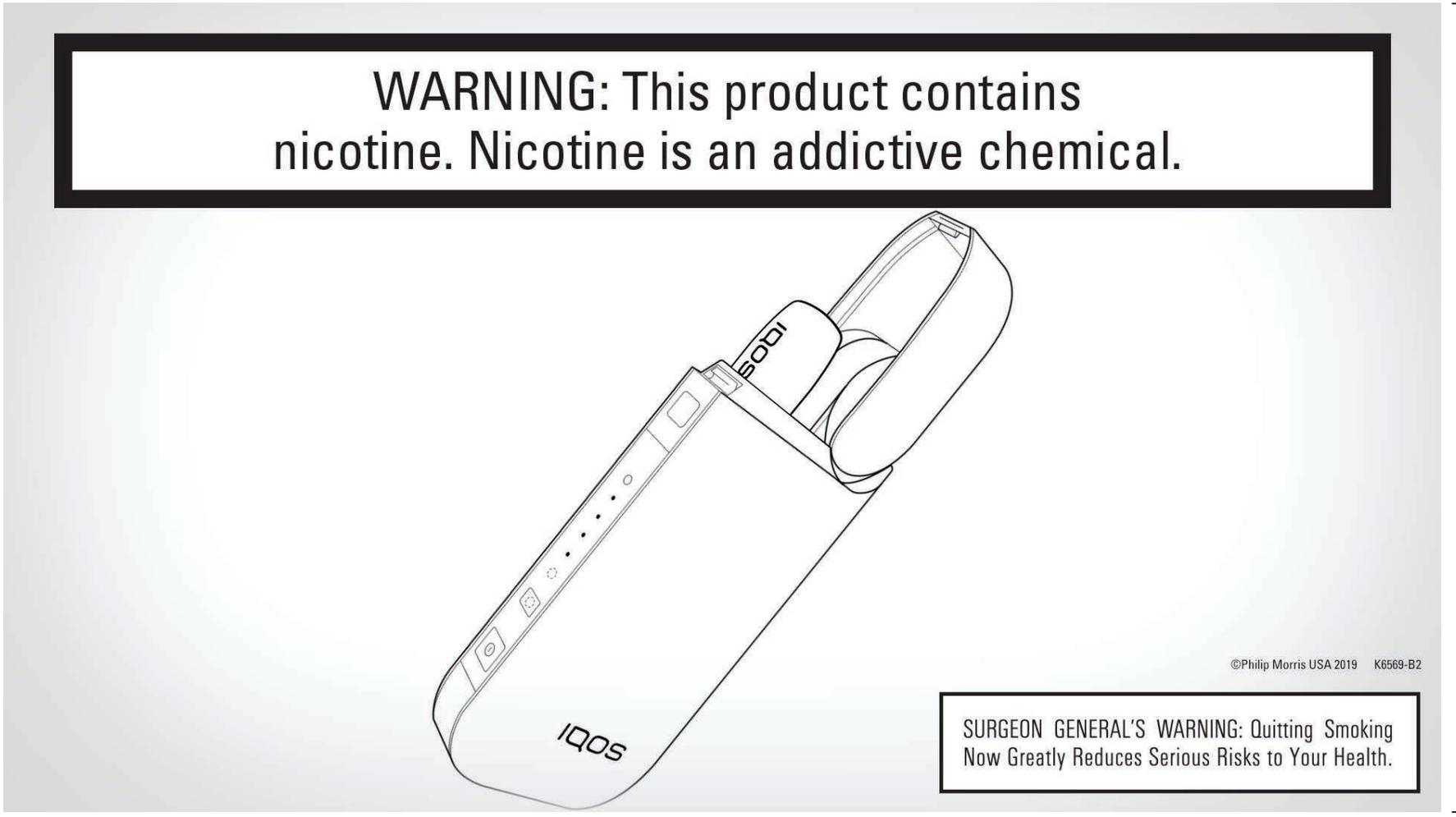
NICOTINE WARNING S ZE: 8 75 w X 1 14

ADDITIONAL INFO

Note:

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

(b) (4) IQOS_Parallax_K6569_FullScreen_F6

K6569-C3

May 31, 2019

(

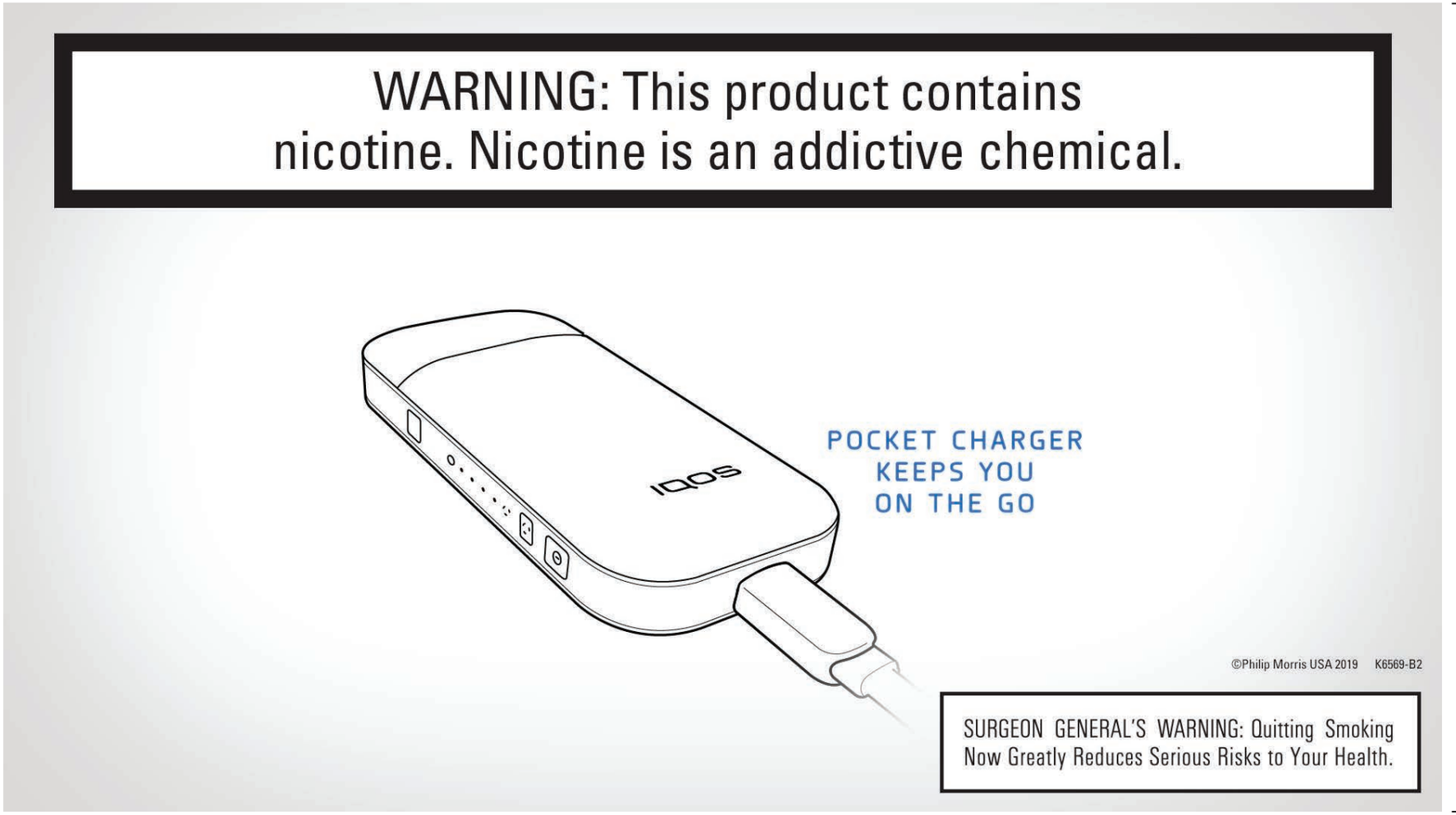
PRINTER INFO: SCREEN SIZE: 9.413"w x 5.295" h / 1920px X 1080px; SCREEN RES.: 72 PPI

WARNING INFO: EXHIBIT: 1A; AD AREA: 9 413 w x 5 295 h = 49 841835 sq in; SGW WARNING SIZE: 3 146 w X 657 h (642px X 134px); DISCLAIMER FONT: 12 37pt; NICOTINE WARNING S ZE: 8 75 w X 1 14

ADDITIONAL INFO: Note:

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

(b) ((

IQOS_Parallax_K6569_FullScreen_F6

K6569-C3

May 31, 2019

PRINTER INFO

SCREEN SIZE: 9.413"w x 5.295" h 1920px X 1080px

SCREEN RES.: 72 PPI

WARNING INFO

EXHIBIT: 1A

AD AREA: 9 413 w x 5 295 h = 49 841835 sq in

SGW WARNING SIZE: 3 146 w X 657 h (642px X 134px)

DISCLAIMER FONT: 12 37pt

NICOTINE WARNING S ZE: 8 75 w X 1 14

ADDITIONAL INFO

Note:

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Live warning rotation and quarter code will be automatically updated to reflect the current quarter requirement.
These screenshots will be shown consecutively to the consumer in video format.



5.295"

9.413"

(b) (4)

FILENAME
IQOS_K6571_2018_EquityCard_Month_r12

POS#
K6571-B2

DATE
May 21, 2019

PROD ARTIST/DESIGNER
(b) (6)

PRINTER INFO
LIVE: 3.875"w x 4.625" h
TRIM SIZE: 4.125"w x 4.875" h
BLEED: 4.375"w x 5.125" h
SIDES: Double sided
SCALE: 100%

WARNING INFO
EXHIBIT B2
AD AREA 4 125"W x 4 875"H= 20 11sq in
NICOTINE WARN NG SIZE 3 875"W x 1 038"H = 4 022sq n
WARN NG BORDER 3mm
SGW WARN NG SIZE 3 146" x 657"
DISCLAIMER FONT 12 37pt

ADDITIONAL INFO
COLORS: CMYK
SPOT COLORS:
PMS XXX PMS XXX PMS XXX

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.



(b) (4)

FILENAME: IQOS_K6571_2018_EquityCard_Month_r12

POS#: K6571-B2
DATE: May 21, 2019
PROD ARTIST/DESIGNER: (b) (6)

PRINTER INFO
LIVE: 3.875"w x 4.625" h
TRIM SIZE: 4.125"w x 4.875" h
BLEED: 4.375"w x 5.125" h
SIDES: Double sided
SCALE: 100%

WARNING INFO
EXHIBIT: B2
AD AREA: 4 125"W x 4 875"H= 20 11sq in
NICOTINE WARN NG SIZE: 3 875"W x 1 038"H = 4 022sq n
WARN NG BORDER: 3mm
SGW WARN NG SIZE: 3 146" x 657"
DISCLAIMER FONT: 12 37pt

ADDITIONAL INFO
COLORS: CMYK
SPOT COLORS:
PMS XXX PMS XXX PMS XXX

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WARNING: This product contains nicotine. Nicotine is an addictive chemical.

SOMETHING NEW IS COMING
XXXXXXXXX 2019



©Philip Morris USA 2019 K6571-B2

IQOS®
TOBACCO HEATING SYSTEM

HEATSTICKS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

(b) (4)

FILENAME
IQOS_K6571_2018_EquityCard_Month_F11

POS#
K6571-B2

DATE
May 16, 2019

PROD ARTIST/DESIGNER
(b) (6)

PRINTER INFO
LIVE: 3.875"w x 4.625" h
TRIM SIZE: 4.125"w x 4.875" h
BLEED: 4.375"w x 5.125" h
SIDES: Double sided
SCALE: 100%

WARNING INFO
EXHIBIT B2
AD AREA 4 125"W x 4 875"H (2) = 40 22sq n
NICOTINE WARN NG SIZE 3 875"W x 2 076"H = 8 044sq n
WARN NG BORDER 3mm
SGW WARN NG SIZE 3 146" x 657"
DISCLAIMER FONT 12 37pt

ADDITIONAL INFO
COLORS: CMYK
SPOT COLORS:
PMS XXX PMS XXX PMS XXX

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SOMETHING NEW IS COMING
XXX 2019



IQOS®
TOBACCO HEATING SYSTEM

©Philip Morris USA 2019 K6571-B2

HEATSTICKS®

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

F LEN
QOS_NameBadges_KB382_Foreign_Domestic_r7

POS# K7710 1
DATE M 2019 5 32 P
PRINTER INFO

LIVE: x”w x x” h
TRIM SIZE: 3 25”w x 1 5” h
BLEED: 3 375”w x 1 625” h
SIDES: s ngle sided
SCALE: 100%

WARNING INFO
WARN NG: XX
AD AREA: XX” w x XX” h XX sq in
WARN NG AREA: XX” w x XX” h XX sq in
WARN NG FON : XXpt
WARN NG BORDER: XXXpt
SMOKELESS FON : XXpt

ADDITIONAL INFO
COLORS: CMYK
SPOT COLORS: None
PMS XXX

ote:

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BG-FPO

IQOS® | TOBACCO HEATING SYSTEM

FIRST NAME

F LEN
QOS_NameBadges_KB382_Foreign_Domestic_r7

POS# K7710 1
DATE M 2019 5 32 P
(b) (4)
(b) (4)

PRINTER INFO
LIVE: x”w x x” h
TRIM SIZE: 3 25”w x 1 5” h
BLEED: 3 375”w x 1 625” h
SIDES: s ngle sided
SCALE: 100%

WARNING INFO
WARN NG: XX
AD AREA: XX” w x XX” h XX sq in
WARN NG AREA: XX” w x XX” h XX sq in
WARN NG FON : XXpt
WARN NG BORDER: XXXpt
SMOKELESS FON : XXpt

ADDITIONAL INFO
COLORS: CMYK
SPOT COLORS: None
PMS XXX

ote:

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BG-FPO

IQOS®

TOBACCO HEATING SYSTEM

FIRST NAME

COUNTRY

CONFIDENTIAL | IQOS

(b)

F LENAME: IQOS_BusinessCards_M7695_r5

POS#: M7695

DATE: May 17 2019 2 44 PM

PROD ARTIST/DESIGNER:

PRINTER INFO

LIVE:	3 125”w x 1 75” h
TRIM SIZE:	3 25”w x 2” h
BLEED:	3 5”w x 2 25” h
SIDES:	double sided
SCALE:	100%

WARN NG N O

WARNING:	
AD AREA:	
WARNING AREA:	
WARNING FONT:	
WARNING BORDER:	
SMOKELESS FON :	

ADDITIONAL INFO

COLORS:	CMYK
SPOT COLORS:	None

Note:

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(b)

FirstName
LastName

address@email.com
(XXX) XXX XXXX

IQOS® | TOBACCO HEATING SYSTEM

CONFIDENTIAL | IQO

F L: IQOS_BusinessCards_M7695_r5

PO: M7695

AT: 17 2019 2 44 PM

RO: ST/DESIGNER

(b) (4)

PRINTER INFO

LIVE:	3 125”w x 1 75” h
TRIM SIZE:	3 25”w x 2” h
BLEED:	3 5”w x 2 25” h
SIDES:	double sided
SCALE:	100%

WARNING INFO

WARNING:	
AD AREA:	
WARNING AREA:	
WARNING FONT:	
WARNING BORDER:	
SMOKELESS FON :	

ADDITIONAL INFO

COLORS:	CMYK
SPOT COLORS:	None

Note:

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IQOS® | TOBACCO HEATING SYSTEM

IQOS KF779 Credentials F

KF779 4

November15 20182 04PM

UVE: 2"w x 4" h
TRIM SIZE: 3"w x 5" h
BLEED: 3.125"w x 5.125" h
SIDES: single s ded
SCALE: 100%

XX
XX w x XX h XX sq in
ww x x

COLORS: CMYK
SPOT COLORS: None
PMS XXX PMS XXX PMS XXX

Note

(b)

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IQOS®

TOBACCO HEATING SYSTEM

(b) (4)

IQOS® EXPERT

LS34M - 3/4” Dye-Sublimated Polyester Lanyard w/ Metal Crimp and Metal Split-ring

Bleed Area background color/pattern: 37” W x 1” H
Lanyard size (exposed material): 32” W x .75” H
Imprint Area: 30” W x 5/8” H - NOTE: leave 4 1/2” on the left side and 2 1/2” on the right for background color/pattern)

TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

CONFIDENTIAL | IQOS®

FILENAME: IQOS_LanyardLockup_F.ai

RELEASE DATE: July 9, 2018
ART DIRECTION: (b)
DESIGNER PHONE NUMBER: (b)

TACTIC: Lanyard
TRIM SIZE: 32”w x .75”h
BLEED: 37”w x 1”h
SIDES: single sided
SCALE: 100%

Exhibit: xx” w X xx”h
Ad Area: xx”w X xx”h=XXsqin
Warning Size: XX”w X xx”h
Disclaimer Font: Xpt

Note: Logo Lockup to be placed on layard

(b) (4)

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lanyard end goes into crimp

where beginning of imprint will line up on wearers Leftside

at 15” of the imprint area is directly at the back of neck.

where beginning of imprint will line up on wearers Right side

lanyard end goes into crimp

Appendix C

(b) (4)

IQOS CREATIVE BRIEF

Altria Contact: (b) (6)
(b) (6)
Subject: (b) (4)
Date: *10/25/18*

Assignment/Deliverables:

- (b) (4)

Audience:

- AS (b) (4)

Key Message:

- (b) (4)
- (b) (4)
- (b) (4)

Creative Considerations:

- (b) (4)
- (b) (4)

Timing:

- Day 0

Atlanta Announcement Email

IQOS

(b) (4)

Information current as of 4/29/2019 and may be subject to minor modifications

Background

- Objective
  - (b) (4)
- Timing
  - Brand approved kickoff: 4/29/19
  - Drop Date: TBD
- Seeds
  - Standard

(b) (4)

Audience Selection

Atlanta and surrounding counties	Audience Counts
All Email Qualified Adult Smoker21+ Consumers	(b) (4)
Total	

(b) (4)

Creative

POS #'s: **K7649**
Subject Line: Introducing the New IQOS® Tobacco Heating System

(b) (4)



Creative – Copy Doc

POS #'s: **K7649**
Subject Line:
Introducing the New IQOS® Tobacco Heating System

Header:
If you are unable to see the images below, click here to view.
To ensure delivery to your inbox, please add IQOS@email.getiqos.com to your address book.
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. GetIQOS.com is intended for legal age smokers.

Footer:
getIQOS.com is restricted to legal age smokers.

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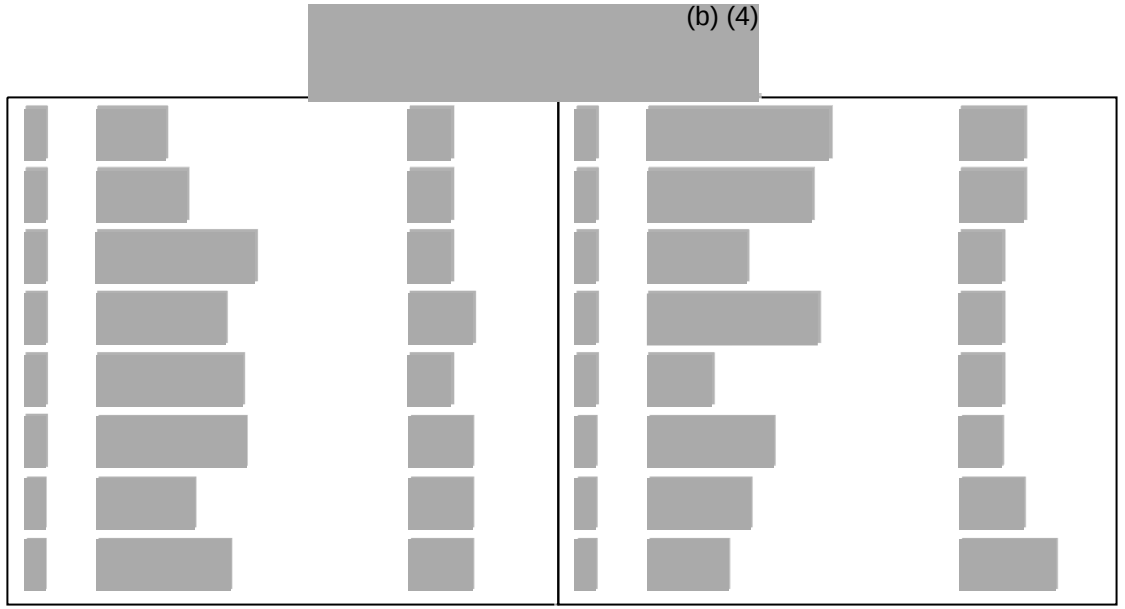
(b) (4)

(b) (4)

Plan

(b) (4)

(b) (4)



(b) (4)



(b) (4)

Atlanta Reserve Direct Mail

IQOS

(b) (4)

Information current as of 4/29/2019 and may be subject to minor modifications

Background

- Objective
  - (b) (4)
- Timing
  - Brand approved kickoff: 5/23/19
  - PIM date: 7/8/19
  - Drop Date: TBD
  - In Home Date: TBD
- Postal Class
  - Standard
- Endorsement language
  - Electronic Service Requested
- Envelope
  - Opt-off language
- Seeds
  - Standard

(b) (4)

Audience Selection

ATL and surrounding counties	Audience Counts
All Direct Mail Qualified Adult Smoker21+ Consumers	(b) (4)
Total	

(b) (4)

Creative

POS #'s:

Carrier: M6745
Envelope: M6744

Costs:

(b) (4)

(b) (4)

Exterior



Interior



Atlanta Teaser Direct Mail

IQOS

(b) (4)

Information current as of 4/29/2019 and may be subject to minor modifications

Background

- Objectives
  - [redacted] (b) (4)
- Timing
  - Brand approved kickoff: 4/29/19
  - PIM date: 6/20/19
  - Drop Date: TBD
  - In Home Date: TBD
- Postal Class
  - Standard
- Endorsement language
  - Electronic Service Requested
- Envelope
  - Opt-off Language
- Seeds
  - Standard

[redacted] (b) (4)

Audience Selection

ATL and surrounding counties	Audience Counts
All Direct Mail Qualified Adult Smoker21+ Consumers	(b) (4)
Total	

(b) (4)

Creative

POS #'s:

Carrier: M6726
Envelope: M6725

Costs:

(b) (4)

(b) (4)

Front



Back



Appendix D

PHILIP MORRIS
PRODUCTS S.A.

RESPONSE TO AUGUST 20, 2018 INFORMATION REQUEST for PM0000424-PM0000426

September 5, 2018

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PHILIP MORRIS
PRODUCTS S.A.

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PHILIP MORRIS
PRODUCTS S.A.

BACKGROUND FOR RESPONSES:

In response to FDA's questions, we are providing some background information that applies to all of our responses. First, although PMP S.A. is the applicant for PM0000424, PM0000425, and PM0000426, its parent company, Philip Morris International Management, S.A., has entered into a distribution agreement by which Altria Client Services LLC[1] (ALCS) and an ALCS affiliate will be licensed to distribute and sell the IQOS system (IQOS) in the United States, upon issuance of marketing orders by FDA. The ALCS affiliate that will distribute and sell the product in the United States is Philip Morris USA Inc. (PM USA). Therefore, the marketing plans described in these responses are the marketing plans of PM USA. [2] Any references herein to "we" or "our" refer to PM USA.

(b) (4)

Third, IQOS is for adult smokers who would otherwise continue to use tobacco products. Our goal is to maximize the number of such adult smokers who fully switch to IQOS while limiting reach to unintended audiences. (b) (4) While executing the marketing plan, we are committed to compliance with all legal, regulatory, and internal policy requirements to limit reach to unintended audiences, such as youth.

[1] Altria Client Services LLC is a wholly-owned subsidiary of Altria Group, Inc. ALCS provides certain services to the Altria family of companies.

[2] To facilitate FDA's review of the pending PMTAs and in response to FDA's August 20, 2018 Information Request, we are providing FDA with Information regarding the marketing plans for IQOS. To the extent the information requested is beyond the scope of FDA's authority, we reserve and do not waive our right to assert any objections to such requests.

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FDA COMMENTARY

As FDA continues in our review of your PMTAs, we are interested in understanding the basics of your marketing plans for IQOS in the United States. You provided some information within the applications and additional details were presented during the Advisory Committee meeting in January 2018. FDA is requesting a summary that includes the following information with respect to marketing of IQOS to facilitate our continued review of the PMTAs:

You included a list of channels that you would likely use to provide information to consumers. The list included:

- Print and digital advertisements
- Age-restricted digital channels
- Direct mail
- Social media platforms with age restricted access
- Brochures and point-of-sale materials at retail locations
- Inserts and onserts on packages of conventional cigarettes

FDA QUESTION 1

Provide examples of digital platforms and channels where the ads will be placed.

RESPONSE:

Upon post-authorization market introduction, PM USA intends to use two digital channels to engage with adult smokers: digital banner advertisements and a company-owned website. (b) (4) [redacted]

Digital banner advertisements will be limited to websites with predominately adult viewership as measured by competent and reliable survey evidence. Specifically, IQOS advertising will be restricted to websites whose visitors younger than 18 years of age constitute fifteen percent or less

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of the website's total visitors, as measured by ComScore or a like competent service. These limitations are guided by FDA's proposed definition of "adult publication" (21 CFR 1140.32(a)(2)).

PM USA's company-owned website will require consumers to affirm that they are of legal age and smoking status prior to gaining access to an informational portion of the website. This section of the website will be limited to informational content regarding IQOS, including a product overview and a locator for IQOS-branded stores. To access brand messaging or purchase devices, adult smokers will have to go to a separate portion of the website that requires third party electronic age and identity verification. In general, the electronic age and identity verification process has three main steps: (b) (4) If age and identity cannot be confirmed through this process, access is denied.

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FDA QUESTION 2

Provide examples of social media platforms you might use.

RESPONSE:

(b) (4) we believe social media provides a unique ability to reach adult smokers and we are exploring two particular use cases.

First, social media can serve as a tool for rapidly resolving customer care issues, such as device troubleshooting, with customer service agents.

Second, social media can foster a sense of community across consumer groups. (b) (4) on social media platforms with age restricting capability. This would allow adult smokers to receive positive encouragement from converted IQOS users thereby, reinforcing complete switching.

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FDA QUESTION 3

Point-of-sale locations are a primary area where youth see tobacco advertising. What measures will you take to ensure the creative materials are not appealing to youth and/or that youth have limited opportunity to view these materials? How do you intend to monitor your results?

RESPONSE:

Our goal is to encourage adult smokers to switch to IQOS. Therefore, at traditional retail, we plan to advertise IQOS and *HeatSticks* where combustible cigarettes are sold[3]. The intention of point-of-sale (POS) materials will be to raise awareness among adult smokers about IQOS and encourage them to try the product. (b) (4) The content and placement of all POS material will comply with the applicable rules, regulations and settlement agreements.[5]

For actual product sales at retail, we have long supported non self-service merchandising behind the counter and legal age-only purchase of tobacco products. Our retail trade programs have strict compliance requirements and provide resources for signage to combat underage sales and social access.

IQOS-branded stores will be age-restricted, meaning that persons who cannot be verified as being of legal age to smoke cannot enter, and will follow similar point-of-sale guidelines.

We will monitor progress in converting adult smokers to IQOS. With regard to unintended audiences, as FDA is aware, we do not conduct research among youth. We will review national surveys (e.g., Population Assessment of Tobacco and Health (PATH) Study, National Survey on Drug Use and Health (NSDUH)), and other available sources of information for any trends that are of concern. If any concerns arise, we will actively collaborate with FDA to address the issue.

[3] (b) (4)

[4] (b) (4)

[5] For example, *HeatSticks* will be marketed in accordance with the Master Settlement Agreement, which includes content and placement restrictions for advertising.

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We recognize that these surveys will be more effective for this purpose once (b) (4)

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FDA COMMENTARY

During the TPSAC meeting, you provided additional information about marketing plans and described three goals:

A. Raise consumer awareness

To raise consumer awareness of IQOS, you stated you will:

- Directly mail and email adult smokers you have identified in your adult tobacco consumer database (TPSAC, Day 1). You stated you use third-party electronic age verification to prevent youth from becoming part of the consumer database.
- Place print and digital advertisement in publications with predominantly adult readership, "following FDA's proposed guidelines" (TPSAC Day 1).
- Provide the IQOS brochure to consumers at "retail as well as events in adult-only facilities" (MRTPA, Section 4, p. 5).
- Explore the potential use of branded webpages that would have third-party age verification requirements (TPSAC Day 1).

FDA QUESTION 4

Describe your primary and secondary audiences with corresponding demographics and psychographics. Share results of any consumer insight research among your primary audience so we have a better understanding of current knowledge, attitudes, and beliefs regarding IQOS.

RESPONSE:

IQOS is intended for adult smokers who would otherwise continue to use tobacco products. (b) (4)

[redacted]

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(b) (4)

Synopsis of (b) (4) *Research for IQOS in the U.S.*

ALCS and PM USA have conducted (b) (4)

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FDA QUESTION 5

Are you pursuing specific media passion points with your advertising? If so, share the percent composition of adults, young adults (ages 18-25 years), and teens by media property/programming.

RESPONSE:

(b) (4)

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FDA COMMENTARY

B. Enable trial

To promote trial, you stated that you will also open IQOS stores where employees will provide information to consumers about the product and how to use it.

FDA QUESTION 6

Provide clarification on your distribution plan. Do you plan to sell the product in traditional retail locations as well as IQOS-branded stores?

RESPONSE:

The product will be sold in both traditional retail locations and IQOS-branded stores.

To facilitate education and trial, we will utilize channels that allow time for a hands-on tutorial. These include IQOS-branded stores and direct engagements by trained personnel at select traditional retail stores.

The IQOS device will also be available on our company-owned website, which requires age verification for purchase. Adult consumers who use this option to purchase the IQOS device will have access to digital coaches who can explain how to use the product.

After an adult smoker has purchased the IQOS device, they will need convenient access to the consumable, Marlboro *HeatSticks*. As such, in addition to availability in IQOS-branded stores, *HeatSticks* will be distributed at traditional retail outlets where combustible cigarettes are currently sold.

(b) (4)

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FDA QUESTION 7

Provide details about the IQOS-branded stores. For example:

i) Will the stores be limited to adults only? Current smokers only?

ii) How many stores are planned – and in what types of locations (e.g. shopping mall, free-standing)

iii) What types of materials/information will employees share with consumers about the product?

RESPONSE:

i. Will the stores be limited to adults only? Current smokers only?

Our IQOS-branded stores will be restricted to adults only. As such, all individuals who wish to enter our stores will be age verified by visual inspection of government-issued identification.

Moreover, in order to either try or purchase an IQOS device, an adult must confirm that she or he currently smokes cigarettes.

ii. How many stores are planned – and in what types of locations (e.g., shopping mall, free-standing)

(b) (4)

These stores will be age-restricted and adults must confirm they are current adult smokers to try or purchase IQOS.

iii. What types of materials/information will employees share with consumers about the product?

Representatives at IQOS-branded stores will discuss a few key topics with adult smokers. This will include an overview of the design and technology within the IQOS device and a demonstration of how to operate the product. In addition, they will describe that, due to the

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lack of combustion, IQOS generates no ash and produces less odor than combustible cigarettes. Throughout this dialogue they will reinforce the importance of using IQOS exclusively for optimal product acceptance. We will also make available an informational brochure that explains IQOS and heating tobacco, provides information about accessing customer support, and directs adult consumers to the IQOS website.

Our engagement efforts will be guided by core principles, called Good Conversion Principles, that are embedded within the training and hiring process. These principles, which will be displayed in IQOS-branded stores, state the following as planned for the lead markets:

GOOD CONVERSION PRINCIPLES:

1. Our goal is to convert adult smokers to IQOS.
2. IQOS is for adult smokers who want to continue enjoying tobacco products. IQOS is not for people who have never smoked or who have quit smoking.
3. We are committed to supporting adult smokers in their conversion journey through education and guidance.
4. We age verify every adult smoker in our one-to-one consumer engagements.
5. To experience the benefits of IQOS, adult smokers should switch completely to IQOS.
6. IQOS is not an alternative to quitting. The best choice for consumers concerned about the health risks of smoking is to quit altogether.
7. IQOS is not risk free or a safe alternative to cigarettes.

As outlined in response to Question 8, we will have a comprehensive training and compliance program to ensure store employees are engaging only with adult smokers and are limiting communications to company-approved messaging.

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FDA COMMENTARY

C. Facilitate conversion from combusted cigarettes to IQOS

To promote conversion, you stated you will provide support for complete switching via text messages and email.

FDA QUESTION 8

Describe the process you will use to register consumers for post-purchase support, and the content of the post-purchase support, including instructions or training materials for IQOS coaches or experts.

RESPONSE:

To provide adult smokers with post-purchase support, we will have a registration process that allows PM USA to (b) (4) while simultaneously verifying that a smoker is of legal age to purchase tobacco products. This registration utilizes (b) (4), a third-party, to validate age and identity. This will occur in direct engagements with adult smokers, such as the IQOS-branded store, and on our company-owned website. As part of the registration process, consumers will also have to confirm that they currently smoke cigarettes.

Once an adult smoker is a registered IQOS user, she or he will have access to a holistic post-purchase support system. We will offer dedicated experts, a call center and a care-focused section of our website. Adult smokers can utilize whichever tool best fits their needs. The goal of the support system is to provide adult smokers with options that encourage complete switching, particularly immediately after the initial device purchase. (b) (4) (b) (4) and where to buy *HeatSticks*.

(b) (4) As mentioned in response to the previous question, staff will also be trained on Good Conversion Principles as a guide to all consumer engagements.

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Once our staff is trained, we will utilize a robust compliance monitoring program to ensure these principles are being followed.

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FDA QUESTION 9

Provide any insight you have as to which smokers are likely to completely switch to IQOS.

RESPONSE:

(b) (4)

[redacted]

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FDA QUESTION 10

Provide information on your pricing strategy, including the planned prices of the IQOS device and *HeatSticks* products in the U.S. and any discounting strategies planned.

RESPONSE:

(b) (4)

[redacted]

[redacted]

[redacted]

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Appendix E

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RESPONSE TO MARCH 19, 2019 INFORMATION REQUEST for PM0000424-PM0000426

March 25, 2019

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FDA QUESTION 1

Please provide clarifying information for the age verification process Altria/PMI plans to use for persons pursuing online marketing of *IQOS*. FDA understands you plan third party verification of age; we request further understanding of exactly how the verification process works and how you are able to validate and monitor the process.

FDA Clarification of Question #1

Can PMP S.A. provide more details about the third-party databases they intend to use? What types of information are used to confirm identity (beyond name and date of birth)? How is the data validated and/or monitored?

RESPONSE:

At the outset and for context, we would like to reiterate that *IQOS* is exclusively intended for the millions of men and women who would otherwise continue to smoke. (b) (4)

[redacted]

[redacted]

IQOS is currently available in 44 countries. In each of these countries, and the US would be no exception, the foundation of our approach is to:

1. Maximize complete switching among adult smokers who want to continue using tobacco products,
2. Minimize the risk that youth become nicotine users through *IQOS*, and
3. Minimize the risk that former smokers and never smokers return to, or pick up, tobacco products, through *IQOS*.

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Our post-market studies among *IQOS* users consistently show that the approach and controls in place deliver results in line with our commitment.

(b) (4)

Online Age Verification Controls

The age verification mechanisms described below[2] are integral to the controls PM USA will put in place in the US to fulfill our joint commitment.

Upon introduction of *IQOS* in the US, PM USA intends to engage with adult smokers through a company-owned *IQOS* website. This website will contain appropriate safeguards as described below.

To access the *IQOS* website, consumers will be required to affirm that they are adult smokers prior to gaining access to an informational portion of the website. This section of the website will be limited to informational content regarding *IQOS*, including a product overview and a locator for *IQOS*-branded stores. To access brand messaging or purchase devices through the website, adult smokers will have to go to separate portions of the website. PM USA will voluntarily limit access

[1] (b) (4)

[2] In response to FDA's March 19, 2019 Information Request, we are providing FDA with information regarding the online age verification mechanisms planned for *IQOS*. Some of the information provided is beyond the scope of the legal and regulatory requirements related to PMTAs but we provide it nonetheless because we too take the issue of age verification very seriously.

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to those restricted portions to adults who are at least 21 years of age ("21+"), even in states where a lower age limit applies. To (b) (4) The purpose of this process is to verify that a person is 21+ and to authenticate the identity of the person. The following provides more detail about the third-party verification process that will be used to limit access to the portions of the website dedicated to *IQOS* marketing and the e-commerce.[3]

For an individual to get first-time access to the restricted portions of PM USA's *IQOS* website, we will use a third-party service, (b) (4) to compare personal information that the individual must provide against public and commercially available databases using a series of steps: discovery, verification, and authentication.

Discovery – (b) (4)

Verification – (b) (4)

Authentication – (b) (4)

[3] What we describe here is the process that PM USA currently plans to employ. (b) (4)

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(b) (4)

and by Altria Client Services ("ALCS")[4] and PM USA.

[4] Altria Client Services LLC is a wholly-owned subsidiary of Altria Group, Inc. ALCS provides certain services to the Altria family of companies, including PM USA.

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As mentioned, our companies are jointly committed to ensuring that *IQOS* marketing and communication efforts in the US are focused on adult smokers and the controls described above are consistent with this commitment. PM USA will work to minimize any unintended consequences that may be identified by post market monitoring programs in the US, as PMI would in all other markets where *IQOS* is marketed.

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