

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 1 of 9
Consumer Panel of Adult <i>IQOS</i> Owners	Version 1.0

# Consumer Panel of Adult *IQOS* Owners

## Study Overview

### Confidentiality Statement

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---

Contents

Purpose of the Document ..... 3

Overall Aim and Objectives ..... 3

Design ..... 3

Population of Reference ..... 4

Sampling Method and Eligibility Criteria ..... 4

*INCLUSION CRITERIA*.....5

*EXCLUSION CRITERIA*.....5

*PANEL SIZE* .....6

Study Procedures..... 6

Key Measures ..... 6

Analysis and Reporting ..... 7

(b) (4)

..... 7

..... 7

..... 8

..... 9

Confidentiality Statement

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 3 of 9
Consumer Panel of Adult <i>IQOS</i> Owners	Version 1.0

## Purpose of the Document

(b) (4)



## Overall Aim and Objectives

(b) (4)



## Design

(b) (4)



## Confidentiality Statement

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 4 of 9
Consumer Panel of Adult <i>IQOS</i> Owners	Version 1.0

(b) (4)



**Figure 1:** Study Design: Panel of Adult *IQOS* Owners

(b) (4)



### **Population of Reference**

(b) (4)



### **Sampling Method and Eligibility Criteria**

(b) (4)



### **Confidentiality Statement**

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 5 of 9
Consumer Panel of Adult IQOS Owners	Version 1.0

(b) (4)



#### **Confidentiality Statement**

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 6 of 9
Consumer Panel of Adult <i>IQOS</i> Owners	Version 1.0

(b) (4)



## Study Procedures

(b) (4)



## Key Measures

(b) (4)



### Confidentiality Statement

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 7 of 9
Consumer Panel of Adult <i>IQOS</i> Owners	Version 1.0

(b) (4)



## Analysis and Reporting

(b) (4)



### Confidentiality Statement

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---

Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 8 of 9
Consumer Panel of Adult IQOS Owners	Version 1.0

(b) (4)



### **Confidentiality Statement**

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---



Philip Morris Products S.A.	Confidential
Renewal of MR0000133, MR0000192, and MR0000059-MR0000061	Page 9 of 9
Consumer Panel of Adult <i>IQOS</i> Owners	Version 1.0

(b) (4)



#### **Confidentiality Statement**

---

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

---