MILESTONES ON OUR

SMOKE-FREE JOURNEY

The Cube, our R&D center in Neuchâtel, Switzerland

2030

By 2030, our ambition is to be a company.

substantially smoke-free

Philip Morris International (PMI) launches the first electronically heated tobacco product, called Accord in the U.S. and Oasis in Japan.

Spin-off from Altria Group Inc., PMI enhances R&D capabilities to **research** and develop smoke-free alternatives to cigarettes.

SEE THE FACTS

FOR YOURSELF



PMI opens **The Cube**, a new R&D center in Switzerland, and **International** Research **Laboratories** in Singapore.



Technology for Nicotine Salts Product (NSP) is acquired.



Release of the U.S. Food and Drug Administration (FDA) draft guidance on the submission of an MRTP* application, PMI's assessment approach largely

in line with it.



Our Tobacco Heating System (THS), commercialized as IQOS, is launched in selected cities in Japan and Italy. PMI inaugurates

> the **Philip Morris** Manufacturing & Technology Bologna (PMMTB) in Italy – a pilot manufacturing facility for large-scale production of heated tobacco products (HTPs), and a center of excellence for staff training and prototyping.



PMIScience.com is launched to publicly share our scientific efforts, methodologies, and findings on PMI's smoke-free products.

> An MRTP application for THS is submitted to the U.S. FDA, which upon issuance of marketing orders would allow **relative** risk claims in comparison with cigarettes.

2016

PMI announces

its vision of a

smoke-free future

and its ambition to

"convince all current

adult smokers that

intend to continue

smoking to switch to

smoke-free products

as soon as possible.'



PMI enters the e-vapo category with MESH Vaping System (MVS) in the U.K.

Opening of the **PMI Science R&D** Center Armenia, specializing in data science, materials science, and the physical foundations of technological

Opening of the **Electronic Product** Development Center (ePDC) in Hong Kong (and later Shenzhen in 2021), managing development, industrialization manufacturing, and global supply of our electronic devices.



U.S. FDA grants the first-ever modified risk orders to Swedish Match USA, Inc. for snus smokeless tobacco products.

U.S. FDA authorizes the sale of THS 2.2 (IQOS 2.4) as protection of public health" pursuant to the PMTA** pathway.

U.S. FDA issues an MRTP order authorizing PMI to market THS 2.2 (IQOS 2.4) with **reduced**

2020

The first **Open Science event** is hosted, which then became an event series dedicated to sharing openly our "appropriate for the scientific results.



2021

is launched, commercialized as IQOS ILUMA. PMI progresses on acquisition of Fertin Pharma, exposure claim

Vectura, and OtiTopic to accelerate "Beyond Nicotine" vision and provide a base for building critical respiratory and oral product development capabilities.

> PMI enters the category of oral smokeless products with the acquisition of AG



2022

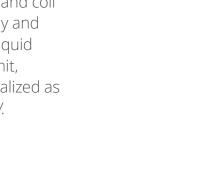
PMI acquires **Swedish Match** and expands the oral smokeless portfolio.

Oven Heating System (OHS) is launched, which uses resistive external heating, commercialized as BONDS by IQOS.

Disposable Vaping System (DVS) is launched, which uses wick and coil technology and closed e-liquid storage unit, commercialized as VEEV NOW.



Greece is the first EU country to approve differentiated health claims for



^{*} MRTP: Modified Risk Tobacco Product

^{**} PMTA: Premarket Tobacco Product Application