

MILESTONES ON OUR SMOKE-FREE JOURNEY



1990s
Philip Morris International (PMI) launches the first electronically heated tobacco product, called *Accord* in the U.S. and *Oasis* in Japan.



2008
Spin-off from Altria Group Inc., PMI enhances R&D capabilities to **research and develop smoke-free alternatives** to cigarettes.



2009/10
PMI opens **The Cube**, a new R&D center in Switzerland, and **International Research Laboratories** in Singapore.



2011
Technology for Nicotine Salts Product (NSP) is acquired.



2012
Release of the U.S. Food and Drug Administration (FDA) draft guidance on the submission of an MRTP* application, **PMI's assessment approach** largely in line with it.



2014
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.



2015
PMIScience.com is launched to publicly share our scientific efforts, methodologies, and findings on PMI's smoke-free products.



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."*
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.



2018
PMI enters the e-vapor 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 processes.
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.



2019
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 *"appropriate for the protection of public health"* pursuant to the PMTA** pathway.



2020
U.S. FDA issues an MRTP order authorizing PMI to market THS 2.2 (*IQOS 2.4*) with **reduced exposure claim**.
The first **Open Science event** is hosted, which then became an event series dedicated to sharing openly our scientific results.



2021
THS 3.0 using induction technology is launched, commercialized as *IQOS ILUMA*.
PMI progresses on acquisition of Fertin Pharma, 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 Snus.



2022
U.S. FDA issues an MRTP order authorizing PMI to market THS 2.2 (*IQOS 3*) with **reduced exposure claim**.
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*.



2023
Ceramic Vaping System (CVS) is launched, commercialized as *VEEV ONE*.
Greece is the first EU country to approve differentiated health claims for THS.



2030
By 2030, our ambition is to be a **substantially smoke-free company**.

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

SEE THE FACTS FOR YOURSELF

* MRTP: Modified Risk Tobacco Product

** PMTA: Premarket Tobacco Product Application



PMI SCIENCE
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