TABAQUEIRA

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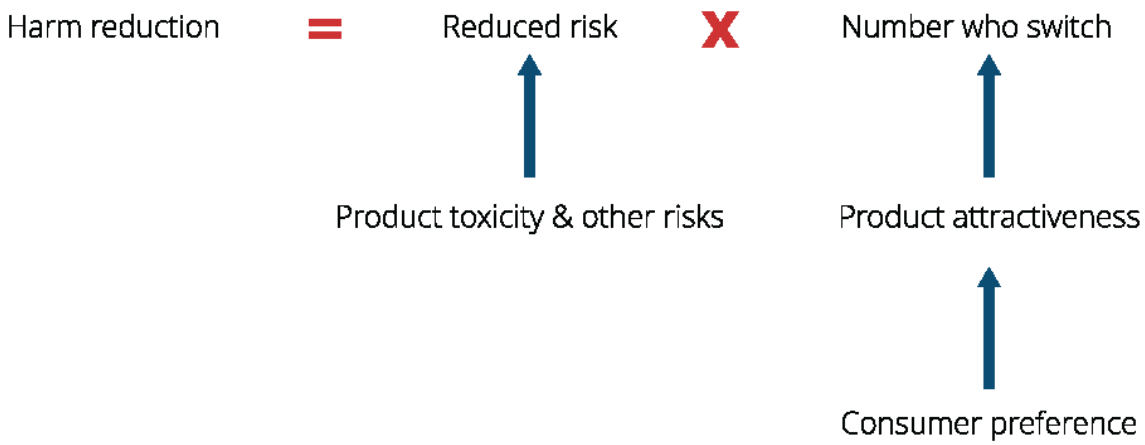
SUBSIDIÁRIA DA PHILIP MORRIS INTERNATIONAL

Grupo de Trabalho - Tabaco (PPL n.º 38/XIII/2.ª)

18 de janeiro de 2017

Tobacco Harm Reduction

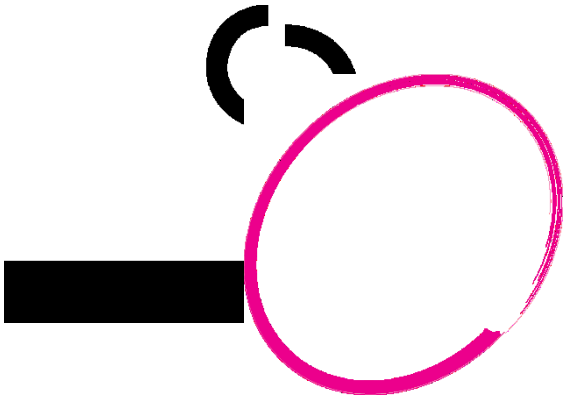


- Smoki
- Worldwide it is estimated that by 2025 more than 1 billion people will still continue to smoke*
- Tobacco harm reduction encourages smokers to switch to less risky alternatives to combustible cigarettes

•*NCI Tobacco Control Monograph Series 21 - The Economics of Tobacco and Tobacco Control", Authors: National Cancer Institute and WHO", January 2017.

Developing Non-Combustibles Products

About 100 HPHCs

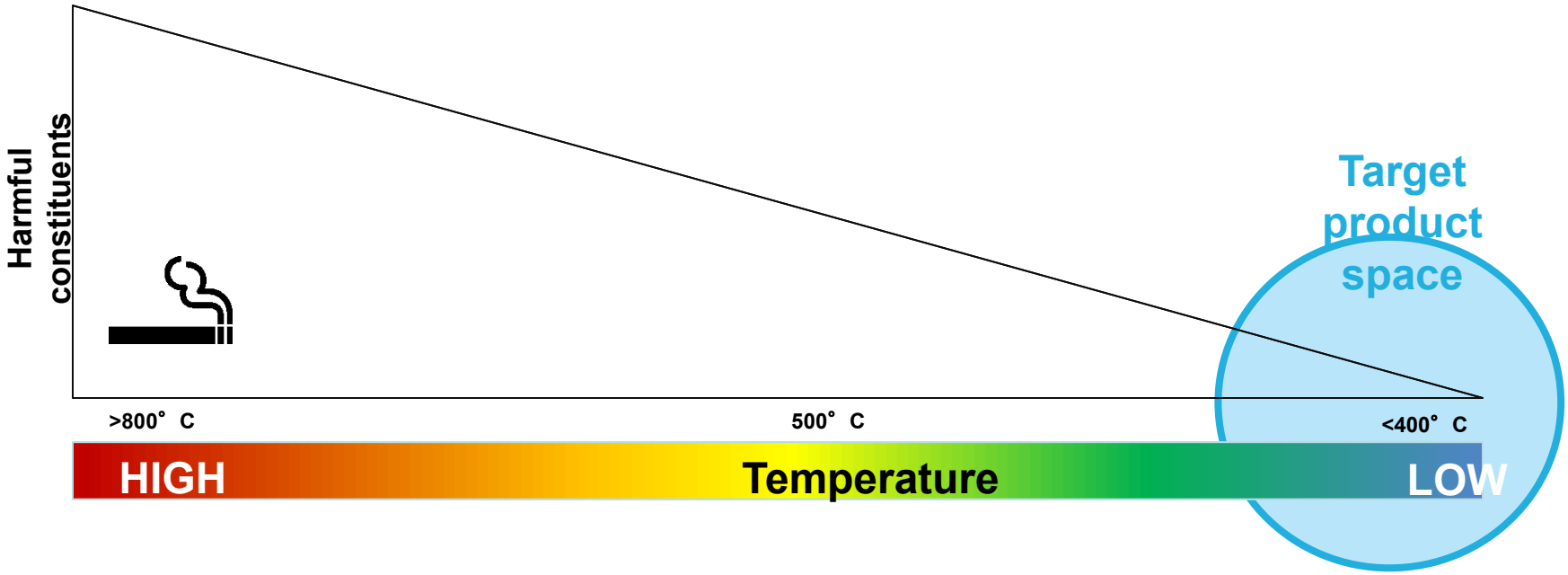


- Cigarette smoke contains 7000+ constituents
- Many are recognized as harmful
- Most are formed by **burning** the tobacco
- Not known which are responsible for smoking-related disease

selective reduction not an effective approach

Heating Instead of Burning Reduces Constituents

- **Reducing temperature** reduces overall constituents
- **Reducing overall constituents** seen as a promising avenue to reduce risk (US Institute of Medicine)

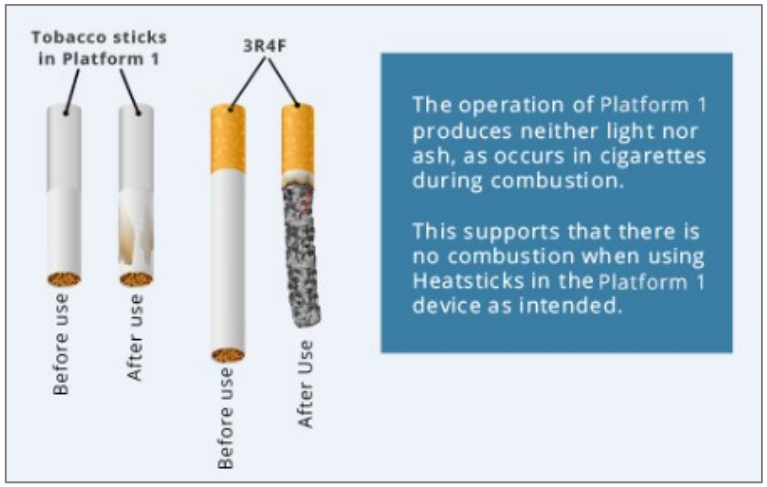


Developing Scientific Evidence: An Overview of PMI's Approach

Lack of Combustion

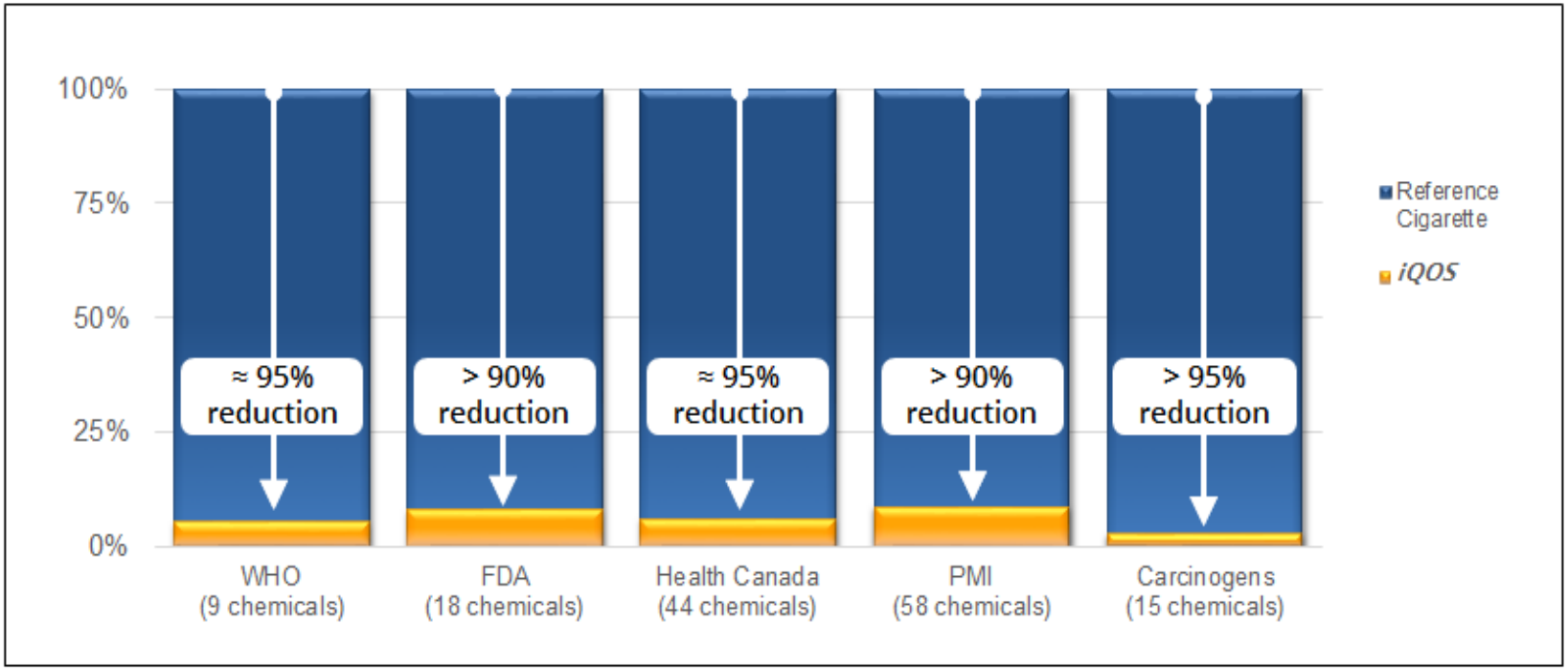
We have demonstrated that the operation of **Platform 1 (*IQOS*) does not result in the combustion of tobacco**

- Without combustion, there is no smoke
- Our studies demonstrating lack of smoke have been verified by a number of external scientific experts including in Italy, Poland, Japan and the US



Reduced Formation

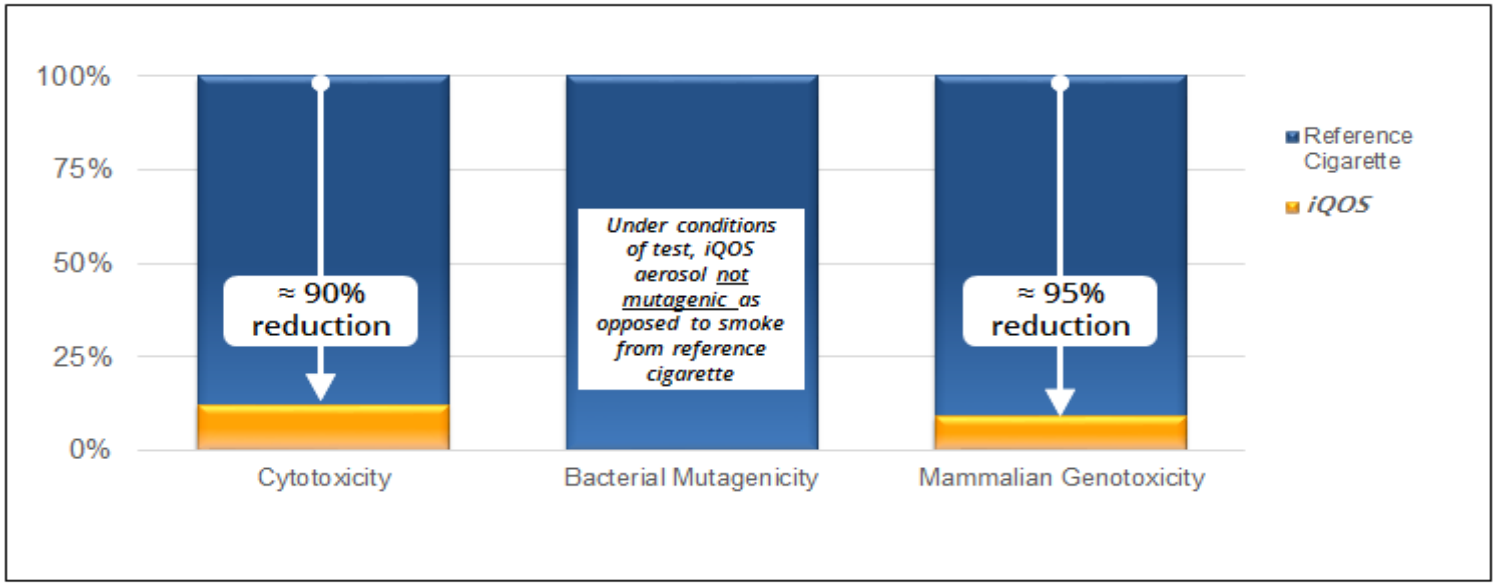
Average reductions in formation of harmful or potentially harmful constituents for *iQOS* compared to levels measured in smoke from the 3R4F reference cigarette*



*Aerosol collection with Intense Health Canada's Smoking Regime (55 mL puff volume, 2 second puff duration, 30 second interval puff); Comparison on a per-stick basis
Reduction calculations exclude Nicotine, Glycerin and Total Particulate Matter
Note: These data alone do not represent a claim of reduced exposure or reduced risk.

Reduced Toxicity

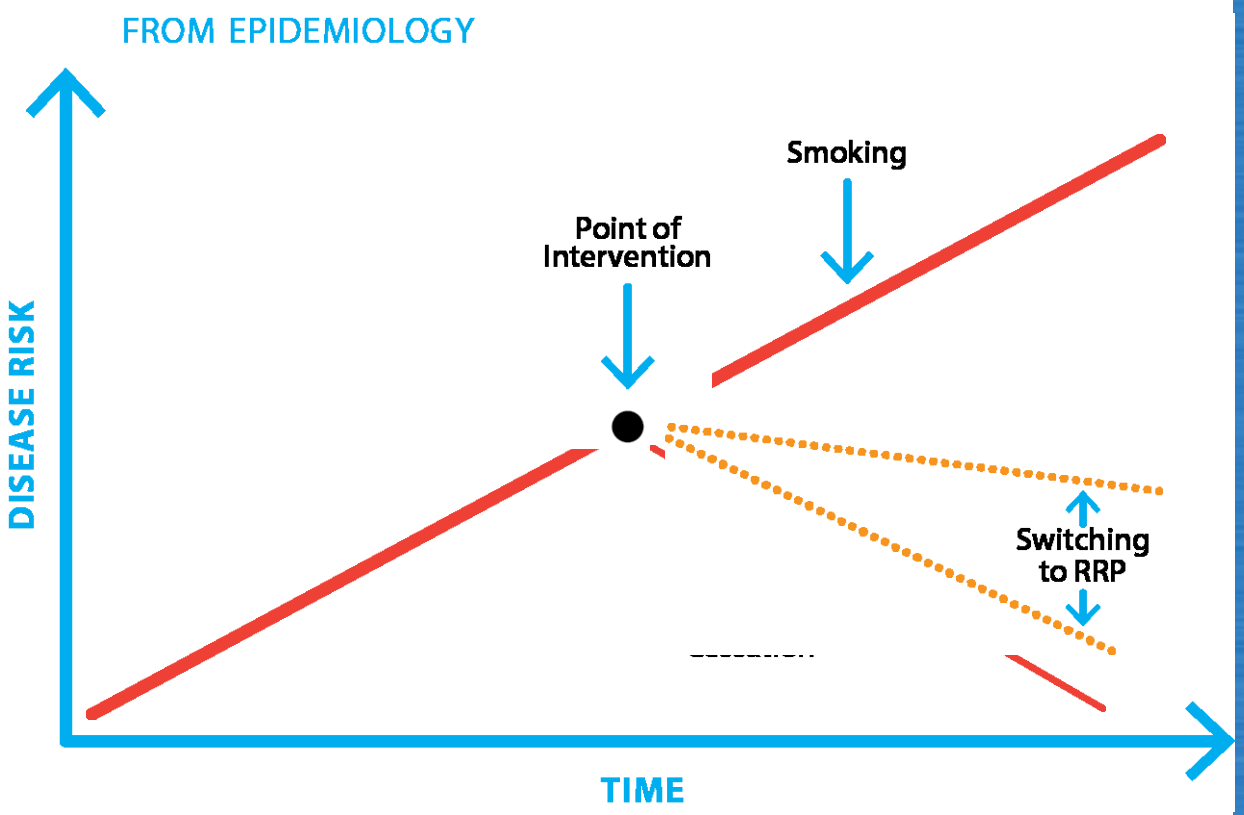
Average reductions in toxicity compared to levels measured for the 3R4F reference cigarette. Measured using Neutral Red Uptake, AMES and Mouse Lymphoma Assays



Comparison on a per-nicotine basis
Note: These data alone do not represent a claim of reduced exposure or reduced risk.

Substantiating Reduced Risk

We apply the US Institute of Medicine's "gold standard" for assessing risk reduction: comparability to cessation



Note: Reduced-Risk Products (RRPs) is the term we use to refer to products that have the potential to reduce individual risk and population harm

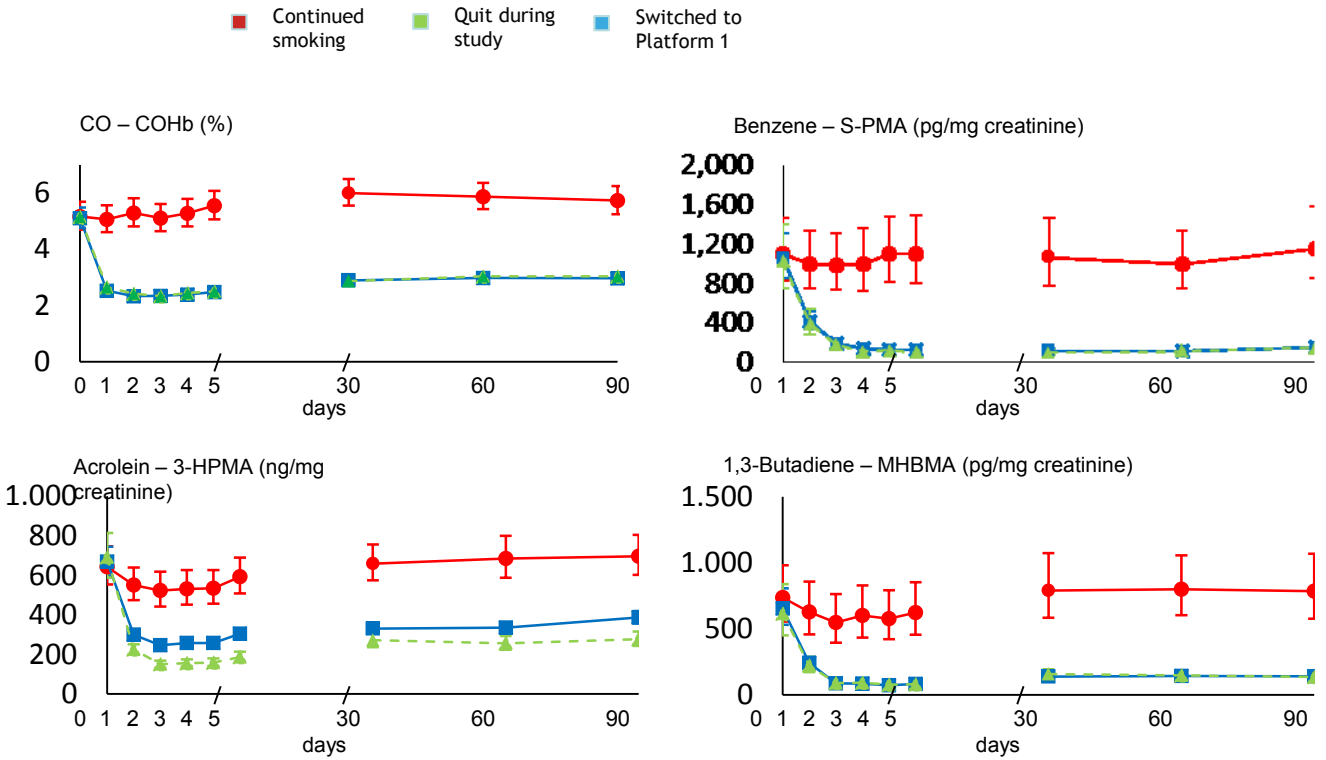
The descriptions in the chart are for illustrative purposes only

Source: IOM (Institute of Medicine), 2012, Scientific Standards for Studies on Modified Risk Tobacco Products. Washington, DC: The National Academies Press

Reduced Exposure – 3 months

Smokers used the products ad libitum
Smokers

Adult smokers in cigarette or *IQOS* arms free to use as often as wished, in the clinic (5 days) then ambulatory (85 days)



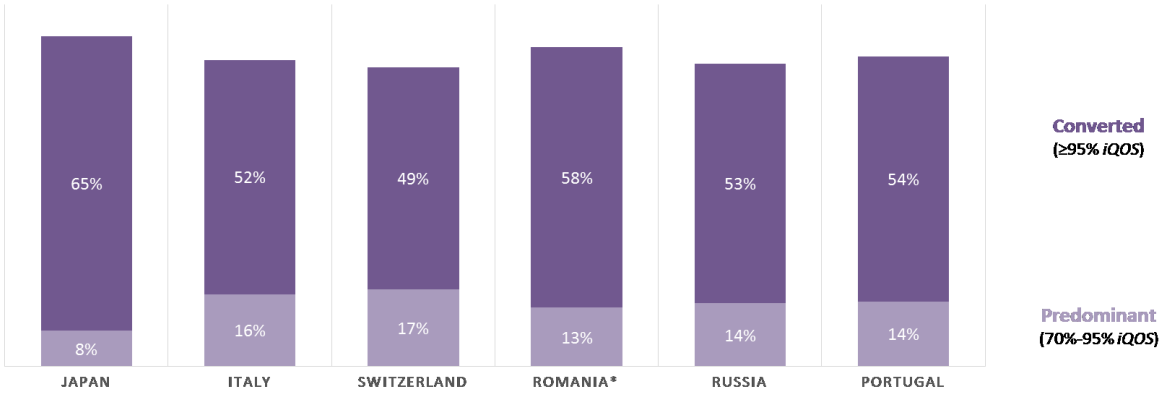
These data alone do not represe
Source: PMI Research & Develo

Levels of reduced exposure approached those observed in people who stopped smoking for the duration of the studies

Encouraging smokers to switch

Our stated ambition is to **convince all current adult smokers who intend to continue smoking to fully switch** to non-combustible products as soon as possible to improve public health

Converted and Predominant User Share (July 2016)



* For Romania, data relates to August User Panel

Combined full and predominant conversion levels of circa 70% in Portugal (December 2016)

FDA Submission

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Philip Morris International (PMI) Announces Filing of Application for Its Electronically Heated Tobacco Product with the US Food and Drug Administration (FDA)

LAUSANNE, Switzerland--(BUSINESS WIRE)--Dec. 6, 2016-- Philip Morris International Inc. ("PMI") (NYSE / Euronext Paris: PM) on Dec. 5 submitted a Modified Risk Tobacco Product (MRTP) application for its electronically heated tobacco product with the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products. This is consistent with the company's stated goal of submitting its MRTP application in 2016. PMI anticipates the FDA taking a minimum of 60 days to complete an administrative review to determine whether to accept the application for substantive review.

Indoor Air Quality

Study conducted with analytical methods and facilities that are accredited under ISO17025 simulating real life situations in a controlled environment

Category
ISO Environmental Tobacco Smoke Markers 6 substances
Carbonyls 4 substances
Volatile Organic Compounds 5 substances
Inorganics 3 substances

Total of 18 substances measured

We have demonstrated that the operation of *iQOS* indoors does not have a negative impact on air quality

- ***iQOS*** **is not a source of Environmental Tobacco Smoke**
- **Levels of 16 substances are the same as background measurements**
- **Nicotine is detectable (1.8 µg/m³) → but at levels 275 fold lower than EU occupational exposure limits[1]**
- **Acetaldehyde is detectable (5 µg/m³) → but at levels 40 fold lower than EU indoor exposure limits[2]**

PMI SCIENCE

[1] European Agency for Safety and Health at Work: Directive 2006/15/EC
[2] The Index Project, Critical Appraisal of the Setting and Implementation of Indoor Exposure Limits in the EU, EC, Joint Research Center, Institute for Health and Consumer Protection, January 2005

Note: These data alone do not represent a claim of reduced exposure or reduced risk.

Thank you!

https://www.pmiscience.com/pt

http://iqosscience.com/pt-pt