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## DATA FROM *IQOS* OWNER PANELS OF GERMANY, ITALY, JAPAN AND SOUTH KOREA

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Below we present data on the evolution of *IQOS* users' sociodemographic characteristics, 100% *IQOS* usage, and the average daily consumption (Stick/Day) in Germany, Italy, Japan and South Korea, both for the total sample as well as stratified by *HEETS*<sup>1</sup> type (menthol, regular, both). Data on adoption of *HEETS* type by baseline cigarettes flavor (menthol/ regular) type is also shown. Data is presented using two subgroup definitions:

### 1. Total Authorized *IQOS* Systems Users

This subgroup includes panellists who use the *authorized IQOS* Systems: 2.4, 2.4+ and/or 3 but may use it alongside other *IQOS* Systems (*non-authorized*) or other competitor HTPs devices.

### 2. Only Authorized *IQOS* Systems Users

This subgroup includes panellists who use only the *authorized IQOS* Systems: *IQOS* 2.4, 2.4+ and/or 3. Panellists who use other *IQOS* Systems (*non-authorized*) or other competitor HTPs devices excluded.

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<sup>1</sup> Outside of the U.S. *HeatSticks* are referred to as *HEETS*

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**Table 1 Summary of Sociodemographic Characteristics in four countries – December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized <i>IQOS</i> Systems Users (N)</b>	<b>2170</b>	<b>2183</b>	<b>2296</b>	<b>855</b>
LA+1 to 24	6%	17%	1%	2%
25 to 34	22%	31%	8%	18%
35 to 44	23%	21%	23%	36%
45+	49%	32%	68%	44%
Mean (years)	44.48	37.90	49.20	43.38
Male	59%	47%	77%	92%
Female	41%	53%	23%	8%
<b>Only Authorized <i>IQOS</i> Systems Users (N)</b>	<b>1313</b>	<b>1385</b>	<b>882</b>	<b>514</b>
LA+1 to 24	6%	17%	1%	2%
25 to 34	23%	31%	11%	21%
35 to 44	22%	21%	27%	37%
45+	49%	31%	61%	40%
Mean (years)	44.10	37.66	47.45	42.26
Male	59%	47%	76%	93%
Female	41%	53%	24%	7%

LA legal age to purchase tobacco product (18 years old in Germany, 18 years old in Italy, 20 years old in Japan, 19 years old in South Korea)

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**Table 2 Summary of *IQOS* use categories in four countries – December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized <i>IQOS</i> Systems Users (N)</b>	<b>2088</b>	<b>2106</b>	<b>2080</b>	<b>786</b>
100% <i>IQOS</i>	54%	65%	58%	58%
Converted ( $\geq 95\%$ )	57%	69%	62%	60%
Predominant (70%–<95%)	8%	10%	7%	11%
Combined use (30–<70%)	9%	10%	11%	14%
Cigarette use (0–<30%)	26%	12%	20%	15%
<b>Only Authorized <i>IQOS</i> Systems Users (N)</b>	<b>1264</b>	<b>1340</b>	<b>850</b>	<b>481</b>
100% <i>IQOS</i>	54%	64%	62%	64%
Converted ( $\geq 95\%$ )	57%	66%	63%	66%
Predominant (70%–<95%)	6%	11%	3%	6%
Combined use (30–<70%)	8%	9%	8%	12%
Cigarette use (0–<30%)	28%	13%	25%	15%

Note: All data presented are based on past 7-day consumption of *IQOS* and/or cigarettes, excluding those using other competitor HTPs.

**Table 3 Summary of Average daily consumption in four countries – December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized <i>IQOS</i> Systems Users (N)</b>	<b>2170</b>	<b>2183</b>	<b>2296</b>	<b>855</b>
Total	13.3	11.2	16.0	13.9
<i>HEETS</i>	8.5	8.7	9.5	10.0
Cigarettes	4.3	1.9	3.4	2.5
Other*	0.5	0.3	2.0	1.2
PMI consumables **	8.6	9.0	10.6	10.2
<b>Only Authorized <i>IQOS</i> Systems Users (N)</b>	<b>1313</b>	<b>1385</b>	<b>882</b>	<b>514</b>
Total	12.5	10.7	14.0	12.6
<i>HEETS</i>	7.8	8.4	9.4	9.6
Cigarettes	4.7	2.2	4.7	3.0
Other	-	-	-	-
PMI consumables	7.8	8.6	9.4	9.6

Note: All data presented are based on past 7-day consumption.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERA and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERA, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 4 Germany: Sociodemographic Characteristics – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	2301	2278	2232	2228	2172	2170	1435	1404	1381	1387	1327	1313
LA+1 to 24	5%	6%	6%	5%	5%	6%	5%	7%	7%	6%	6%	6%
25 to 34	21%	22%	20%	20%	19%	22%	21%	23%	20%	21%	20%	23%
35 to 44	24%	24%	25%	24%	24%	23%	24%	24%	24%	23%	23%	22%
45+	50%	48%	49%	51%	51%	49%	49%	47%	49%	50%	51%	49%
Mean (years)	44.70	44.17	44.53	45.04	45.18	44.48	44.57	43.90	44.25	44.55	44.79	44.10
Male	58%	59%	60%	59%	59%	59%	59%	60%	60%	60%	59%	59%
Female	42%	41%	40%	41%	41%	41%	41%	40%	40%	40%	41%	41%

LA legal age to purchase tobacco product (18 years old in Germany)

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**Table 5 Italy: Sociodemographic Characteristics – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	2182	2213	2229	2251	2225	2183	1458	1498	1470	1454	1433	1385
LA+1 to 24	19%	20%	20%	18%	17%	17%	19%	21%	21%	18%	18%	17%
25 to 34	31%	30%	31%	32%	31%	31%	31%	30%	31%	34%	33%	31%
35 to 44	19%	19%	20%	20%	20%	21%	19%	19%	19%	19%	18%	21%
45+	31%	31%	30%	30%	31%	32%	27%	27%	26%	26%	28%	29%
Mean (years)	37.72	37.61	37.29	37.60	37.78	37.90	37.67	37.37	36.98	37.38	37.70	37.66
Male	46%	48%	47%	47%	47%	47%	46%	47%	45%	46%	47%	47%
Female	54%	52%	53%	53%	53%	53%	54%	53%	55%	54%	53%	53%

LA legal age to purchase tobacco product (18 years old in Italy)

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**Table 6 Japan: Sociodemographic Characteristics – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	2687	2632	2565	2421	2354	2296	1096	1076	1041	977	936	882
LA+1 to 24	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
25 to 34	8%	8%	8%	8%	8%	8%	11%	10%	10%	11%	12%	11%
35 to 44	23%	23%	23%	23%	23%	23%	25%	25%	26%	26%	26%	27%
45+	68%	69%	69%	68%	69%	68%	64%	64%	63%	62%	62%	61%
Mean (years)	49.13	49.19	49.11	49.12	49.08	49.20	48.10	48.25	47.97	47.83	47.57	47.45
Male	78%	77%	77%	77%	77%	77%	77%	77%	76%	76%	76%	76%
Female	22%	23%	23%	23%	23%	23%	23%	23%	24%	24%	24%	24%

LA legal age to purchase tobacco product (20 years old in Japan)

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**Table 7 South Korea: Sociodemographic Characteristics – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	922	906	891	883	864	855	572	557	542	526	518	514
LA+1 to 24	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
25 to 34	18%	19%	19%	18%	18%	18%	22%	22%	22%	22%	22%	21%
35 to 44	36%	37%	35%	35%	35%	36%	36%	37%	36%	36%	35%	37%
45+	44%	42%	45%	44%	45%	44%	39%	38%	40%	40%	40%	40%
Mean (years)	43.32	43.00	43.35	43.27	43.23	43.38	42.07	41.86	42.25	42.27	41.91	42.26
Male	92%	92%	92%	92%	92%	92%	94%	93%	93%	93%	93%	93%
Female	8%	8%	8%	8%	8%	8%	6%	7%	7%	7%	7%	7%

LA legal age to purchase tobacco product (19 years old in South Korea)

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**Table 8 Germany: *IQOS* use categories – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>N</b>	<b>2227</b>	<b>2203</b>	<b>2155</b>	<b>2146</b>	<b>2093</b>	<b>2088</b>	<b>1390</b>	<b>1359</b>	<b>1333</b>	<b>1333</b>	<b>1278</b>	<b>1264</b>
100% <i>IQOS</i>	53%	53%	53%	53%	53%	54%	51%	52%	52%	53%	52%	54%
Converted ( $\geq 95\%$ )	55%	56%	55%	55%	56%	57%	53%	54%	54%	54%	55%	57%
Predominant (70%-<95%)	8%	8%	8%	8%	8%	8%	8%	8%	7%	8%	7%	6%
Combined use (30-<70%)	11%	11%	11%	11%	12%	9%	11%	10%	11%	10%	11%	8%
Cigarette use (0-<30%)	25%	25%	26%	25%	25%	26%	28%	28%	29%	28%	27%	28%

Note: All data presented are based on past 7-day consumption of *IQOS* and/or cigarettes, excluding those using other competitor HTPs.

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**Table 9 Italy: *IQOS* use categories – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>N</b>	<b>2110</b>	<b>2136</b>	<b>2146</b>	<b>2167</b>	<b>2143</b>	<b>2106</b>	<b>1415</b>	<b>1456</b>	<b>1427</b>	<b>1409</b>	<b>1388</b>	<b>1340</b>
100% <i>IQOS</i>	64%	65%	65%	64%	66%	65%	64%	65%	64%	63%	66%	64%
Converted ( $\geq 95\%$ )	67%	68%	67%	67%	69%	69%	66%	68%	67%	66%	68%	66%
Predominant (70%-<95%)	11%	10%	10%	10%	11%	10%	11%	11%	10%	10%	11%	11%
Combined use (30-<70%)	11%	11%	11%	10%	9%	10%	10%	10%	10%	10%	8%	9%
Cigarette use (0-<30%)	11%	11%	11%	12%	11%	12%	12%	12%	13%	14%	12%	13%

Note: All data presented are based on past 7-day consumption of *IQOS* and/or cigarettes, excluding those using other competitor HTPs.

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**Table 10 Japan: IQOS use categories – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	2454	2404	2352	2201	2144	2080	1068	1052	1014	945	903	850
100% IQOS	59%	60%	59%	60%	60%	58%	61%	61%	61%	63%	62%	62%
Converted ( $\geq 95\%$ )	63%	62%	62%	63%	63%	62%	62%	62%	63%	64%	64%	63%
Predominant (70%-<95%)	7%	7%	7%	7%	7%	7%	5%	5%	4%	4%	3%	3%
Combined use (30-<70%)	11%	11%	11%	10%	11%	11%	10%	9%	9%	9%	10%	8%
Cigarette use (0-<30%)	19%	19%	20%	19%	20%	20%	23%	24%	25%	23%	24%	25%

Note: All data presented are based on past 7-day consumption of IQOS and/or cigarettes, excluding those using other competitor HTPs.

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**Table 11 South Korea: *IQOS* use categories – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>N</b>	<b>846</b>	<b>835</b>	<b>826</b>	<b>819</b>	<b>797</b>	<b>786</b>	<b>537</b>	<b>525</b>	<b>516</b>	<b>503</b>	<b>488</b>	<b>481</b>
100% <i>IQOS</i>	57%	55%	55%	56%	55%	58%	62%	62%	61%	62%	62%	64%
Converted ( $\geq 95\%$ )	60%	58%	58%	59%	57%	60%	65%	65%	63%	64%	64%	66%
Predominant (70%–<95%)	11%	12%	11%	12%	13%	11%	8%	7%	8%	8%	8%	6%
Combined use (30%–<70%)	14%	15%	15%	14%	14%	14%	13%	13%	14%	14%	13%	12%
Cigarette use (0%–<30%)	15%	15%	16%	15%	16%	15%	14%	15%	15%	14%	15%	15%

Note: All data presented are based on past 7-day consumption of *IQOS* and/or cigarettes, excluding those using other competitor HTPs.

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**Table 12 Germany: Average daily consumption – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	<b>2301</b>	<b>2278</b>	<b>2232</b>	<b>2228</b>	<b>2172</b>	<b>2170</b>	<b>1435</b>	<b>1404</b>	<b>1381</b>	<b>1387</b>	<b>1327</b>	<b>1313</b>
Total	13.5	13.4	13.3	13.8	13.4	13.3	13.0	12.8	12.6	13.2	12.7	12.5
HEETS	8.7	8.7	8.5	8.8	8.7	8.5	8.0	8.0	7.8	8.2	7.9	7.8
Cigarettes	4.4	4.2	4.3	4.4	4.2	4.3	4.9	4.8	4.9	4.9	4.8	4.7
Other*	0.3	0.4	0.4	0.4	0.4	0.5	-	-	-	-	-	-
PMI consumables **	8.8	8.7	8.5	9.0	8.8	8.6	8.0	8.0	7.8	8.3	8.0	7.8

Note: All data presented are based on past 7-day consumption.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERE and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERE, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 13 Italy: Average daily consumption – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	<b>2182</b>	<b>2213</b>	<b>2229</b>	<b>2251</b>	<b>2225</b>	<b>2183</b>	<b>1458</b>	<b>1498</b>	<b>1470</b>	<b>1454</b>	<b>1433</b>	<b>1385</b>
Total	10.9	11.0	10.9	10.6	11.2	11.2	10.8	10.8	10.6	10.4	10.6	10.7
HEETS	8.7	8.8	8.6	8.3	8.9	8.7	8.7	8.7	8.4	8.1	8.6	8.4
Cigarettes	1.8	1.8	1.8	1.8	1.8	1.9	2.0	2.0	2.0	2.1	2.0	2.2
Other*	0.3	0.3	0.2	0.3	0.4	0.3	-	-	-	-	-	-
PMI consumables **	8.9	8.9	8.8	8.5	9.1	9.0	8.8	8.8	8.5	8.2	8.7	8.6

Note: All data presented are based on past 7-day consumption.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TEREА and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TEREА, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 14 Japan: Average daily consumption – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
N	2687	2632	2565	2421	2354	2296	1096	1076	1041	977	936	882
Total	15.8	15.9	15.9	15.9	16.0	16.0	14.0	14.1	14.0	13.9	13.8	14.0
HEETS	10.5	10.5	10.5	9.9	9.6	9.5	9.5	9.5	9.3	9.5	9.2	9.4
Cigarettes	3.4	3.3	3.4	3.3	3.4	3.4	4.5	4.6	4.7	4.4	4.5	4.7
Other*	1.9	2.0	1.9	2.0	2.0	2.0	-	-	-	-	-	-
PMI consumables **	10.5	10.6	10.5	10.6	10.6	10.6	9.5	9.5	9.3	9.6	9.3	9.4

Note: All data presented are based on past 7-day consumption.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERE and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERE, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 15 South Korea: Average daily consumption – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>N</b>	<b>922</b>	<b>906</b>	<b>891</b>	<b>883</b>	<b>864</b>	<b>855</b>	<b>572</b>	<b>557</b>	<b>542</b>	<b>526</b>	<b>518</b>	<b>514</b>
Total	13.7	13.7	13.9	13.9	14.2	13.9	12.5	12.4	12.9	12.9	12.8	12.6
HEETS	10.0	9.9	10.0	10.0	10.1	10.0	9.6	9.4	9.8	9.8	9.7	9.6
Cigarettes	2.5	2.6	2.6	2.6	2.6	2.5	3.0	3.0	3.1	3.1	3.1	3.0
Other*	1.1	1.2	1.3	1.3	1.3	1.2	-	-	-	-	-	-
PMI consumables **	10.0	9.9	10.0	10.0	10.2	10.2	9.6	9.4	9.8	9.8	9.7	9.6

Note: All data presented are based on past 7-day consumption.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERE and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERE, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 16 Summary of sociodemographics across four countries by *HEETS* Type - December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized <i>IQOS</i> Systems Users</b>				
<b>Menthol <i>HEETS</i> (N)</b>	<b>313</b>	<b>415</b>	<b>1188</b>	<b>245</b>
LA+1 to 24	5%	11%	1%	2%
25 to 34	28%	30%	8%	14%
35 to 44	26%	23%	24%	33%
45+	41%	36%	67%	51%
Mean (years)	42.60	39.13	48.74	44.95
Male	57%	52%	74%	94%
Female	43%	48%	26%	6%
<b>Regular <i>HEETS</i> (N)</b>	<b>1324</b>	<b>1270</b>	<b>595</b>	<b>161</b>
LA+1 to 24	5%	16%	0%	1%
25 to 34	20%	35%	6%	15%
35 to 44	24%	19%	20%	31%
45+	51%	30%	74%	53%
Mean (years)	45.19	37.28	51.04	45.86
Male	60%	49%	83%	92%
Female	40%	51%	17%	8%
<b>Both <i>HEETS</i> (N)</b>	<b>233</b>	<b>175</b>	<b>58</b>	<b>NA</b>
LA+1 to 24	7%	16%	0%	0%
25 to 34	15%	32%	8%	NA
35 to 44	24%	23%	15%	NA
45+	54%	29%	77%	NA
Mean (years)	44.75	37.85	52.86	NA
Male	51%	36%	82%	NA
Female	48%	64%	18%	NA
<b>Only Authorized <i>IQOS</i> Systems Users</b>				
<b>Menthol <i>HEETS</i> (N)</b>	<b>166</b>	<b>259</b>	<b>464</b>	<b>141</b>
LA+1 to 24	7%	12%	1%	2%
25 to 34	37%	34%	12%	18%
35 to 44	20%	26%	29%	31%
45+	37%	28%	58%	49%
Mean (years)	40.90	37.69	46.93	44.13
Male	62%	53%	73%	94%
Female	38%	47%	27%	6%
<b>Regular <i>HEETS</i> (N)</b>	<b>799</b>	<b>824</b>	<b>220</b>	<b>105</b>
LA+1 to 24	5%	18%	1%	1%
25 to 34	22%	34%	8%	13%
35 to 44	24%	18%	24%	34%
45+	49%	30%	67%	52%
Mean (years)	44.49	37.05	48.86	45.16
Male	59%	49%	81%	94%
Female	41%	51%	19%	6%
<b>Both <i>HEETS</i> (N)</b>	<b>120</b>	<b>118</b>	<b>NA</b>	<b>NA</b>
LA+1 to 24	9%	12%	NA	NA
25 to 34	13%	34%	NA	NA
35 to 44	24%	30%	NA	NA
45+	54%	24%	NA	NA
Mean (years)	44.45	37.16	NA	NA
Male	53%	35%	NA	NA
Female	47%	65%	NA	NA

LA legal age to purchase tobacco product (18 years old in Germany, 18 years old in Italy, 20 years old in Japan, 19 years old in South Korea); NA Base size too low to provide data

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**Table 17 Summary of 100% *IQOS* usage across four countries by *HEETS* Type - December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized <i>IQOS</i> Systems Users</b>				
<b>Menthol <i>HEETS</i> (N)</b>	<b>313</b>	<b>415</b>	<b>1,188</b>	<b>245</b>
	67%	67%	67%	64%
<b>Regular <i>HEETS</i> (N)</b>	<b>1,324</b>	<b>1,270</b>	<b>595</b>	<b>161</b>
	65%	73%	63%	58%
<b>Both <i>HEETS</i> (N)</b>	<b>233</b>	<b>175</b>	<b>58</b>	NA
	57%	75%	57%	NA
<b>Only Authorized <i>IQOS</i> Systems Users</b>				
<b>Menthol <i>HEETS</i> (N)</b>	<b>166</b>	<b>259</b>	<b>464</b>	<b>141</b>
	71%	70%	80%	72%
<b>Regular <i>HEETS</i> (N)</b>	<b>799</b>	<b>824</b>	<b>220</b>	<b>105</b>
	68%	73%	73%	56%
<b>Both <i>HEETS</i> (N)</b>	<b>120</b>	<b>118</b>	NA	NA
	58%	73%	NA	NA

NA Base size too low to provide data

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**Table 18 Summary of Average daily consumption in four countries by HEETS Type - December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized IQOS Systems Users</b>				
<b>Menthol HEETS (N)</b>	<b>313</b>	<b>415</b>	<b>1188</b>	<b>245</b>
Total	11.4	11.3	15.9	15.0
HEETS	8.8	9.6	11.9	12.6
Cigarettes	2.3	1.1	1.9	1.6
Other*	0.2	0.2	1.0	0.4
PMI consumables **	8.9	10.0	13.0	12.9
<b>Regular HEETS (N)</b>	<b>1324</b>	<b>1270</b>	<b>595</b>	<b>161</b>
Total	13.7	12.1	17.1	13.6
HEETS	10.8	10.5	12.7	10.5
Cigarettes	2.5	1.1	2.0	2.4
Other	0.3	0.2	1.0	0.6
PMI consumables	10.9	10.8	14.1	10.7
<b>Both HEETS (N)</b>	<b>233</b>	<b>175</b>	<b>58</b>	<b>NA</b>
Total	15.4	12.3	18.6	NA
HEETS	12.5	10.8	11.8	NA
Cigarettes	2.5	1.1	4.0	NA
Other	0.4	0.1	0.6	NA
PMI consumables	12.6	11.2	13.9	NA
<b>Only Authorized IQOS Systems Users</b>				
<b>Menthol HEETS (N)</b>	<b>166</b>	<b>259</b>	<b>464</b>	<b>141</b>
Total	10.8	10.5	14.2	14.4
HEETS	8.4	9.3	12.2	12.5
Cigarettes	2.4	1.1	2.0	2.0
Other	-	-	-	-
PMI consumables	8.4	9.3	12.3	12.5
<b>Regular HEETS (N)</b>	<b>799</b>	<b>824</b>	<b>220</b>	<b>105</b>
Total	12.7	11.6	14.7	12.9
HEETS	10.0	10.4	12.2	9.8
Cigarettes	2.7	1.2	2.5	3.1
Other	-	-	-	-
PMI consumables	10.1	10.4	12.2	9.8
<b>Both HEETS (N)</b>	<b>120</b>	<b>118</b>	<b>NA</b>	<b>NA</b>
Total	14.4	12.4	NA	NA
HEETS	11.8	10.7	NA	NA
Cigarettes	2.6	1.4	NA	NA
Other	-	-	NA	NA
PMI consumables	11.8	11.0	NA	NA

Note: All data presented are based on past 7-day consumption. NA Base size too low to provide data;

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERE and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERE, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 19 Summary of 100% *IQOS* usage by baseline Cigarettes flavor in four countries by *HEETS* Type - December 2022**

	Germany	Italy	Japan	South Korea
<b>Total Authorized <i>IQOS</i> Systems Users</b>				
<b>Menthol <i>HEETS</i> (N)</b>	<b>214</b>	<b>NA</b>	<b>1119</b>	<b>222</b>
Menthol Cigarettes	10%	NA	69%	12%
Regular Cigarettes	90%	NA	31%	88%
<b>Regular <i>HEETS</i> (N)</b>	<b>931</b>	<b>NA</b>	<b>575</b>	<b>144</b>
Menthol Cigarettes	2%	NA	5%	2%
Regular Cigarettes	98%	NA	95%	98%
<b>Both <i>HEETS</i> (N)</b>	<b>161</b>	<b>NA</b>	<b>58</b>	<b>NA</b>
Menthol Cigarettes	2%	NA	32%	NA
Regular Cigarettes	98%	NA	68%	NA
<b>Only Authorized <i>IQOS</i> Systems Users</b>				
<b>Menthol <i>HEETS</i> (N)</b>	<b>112</b>	<b>NA</b>	<b>437</b>	<b>127</b>
Menthol Cigarettes	11%	NA	70%	11%
Regular Cigarettes	89%	NA	30%	89%
<b>Regular <i>HEETS</i> (N)</b>	<b>565</b>	<b>NA</b>	<b>209</b>	<b>95</b>
Menthol Cigarettes	1%	NA	6%	3%
Regular Cigarettes	99%	NA	94%	97%
<b>Both <i>HEETS</i> (N)</b>	<b>86</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
Menthol Cigarettes	2%	NA	NA	NA
Regular Cigarettes	98%	NA	NA	NA

NA Base size too low to provide data;

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**Table 20 Germany: Sociodemographic Characteristics by *HEETS* Type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>324</b>	<b>317</b>	<b>322</b>	<b>325</b>	<b>299</b>	<b>313</b>	<b>197</b>	<b>186</b>	<b>187</b>	<b>195</b>	<b>163</b>	<b>166</b>
LA+1 to 24	2%	11%	5%	6%	5%	5%	2%	14%	6%	6%	5%	7%
25 to 34	24%	24%	21%	23%	23%	28%	22%	25%	22%	25%	28%	37%
35 to 44	30%	27%	31%	23%	24%	26%	31%	28%	33%	25%	26%	20%
45+	44%	38%	43%	48%	47%	41%	46%	33%	39%	44%	41%	37%
Mean (years)	44.40	41.83	43.77	44.92	44.32	42.60	44.96	40.62	42.81	43.66	42.48	40.90
Male	59%	62%	59%	58%	62%	57%	61%	65%	64%	62%	65%	62%
Female	41%	38%	41%	42%	38%	43%	39%	35%	36%	38%	35%	38%
<b>Regular <i>HEETS</i> (N)</b>	<b>1444</b>	<b>1439</b>	<b>1383</b>	<b>1377</b>	<b>1336</b>	<b>1324</b>	<b>888</b>	<b>884</b>	<b>861</b>	<b>849</b>	<b>818</b>	<b>799</b>
LA+1 to 24	5%	6%	6%	4%	5%	5%	5%	5%	7%	4%	6%	5%
25 to 34	19%	21%	19%	19%	18%	20%	20%	23%	20%	21%	20%	22%
35 to 44	25%	24%	26%	25%	23%	24%	26%	25%	25%	25%	23%	24%
45+	51%	49%	50%	53%	54%	51%	48%	47%	47%	49%	51%	49%
Mean (years)	45.23	44.75	44.93	45.86	45.99	45.19	44.57	44.36	44.05	44.95	45.25	44.49
Male	60%	60%	60%	61%	60%	60%	61%	61%	61%	61%	60%	59%
Female	40%	40%	40%	39%	40%	40%	39%	39%	39%	39%	40%	41%
<b>Both <i>HEETS</i> (N)</b>	<b>271</b>	<b>261</b>	<b>258</b>	<b>250</b>	<b>244</b>	<b>233</b>	<b>142</b>	<b>131</b>	<b>123</b>	<b>126</b>	<b>126</b>	<b>120</b>
LA+1 to 24	6%	7%	5%	7%	6%	7%	10%	12%	7%	10%	8%	9%
25 to 34	18%	11%	16%	13%	11%	15%	15%	9%	14%	12%	8%	13%
35 to 44	24%	29%	22%	29%	30%	24%	22%	24%	18%	25%	26%	24%
45+	52%	53%	57%	51%	53%	54%	53%	54%	62%	53%	58%	54%
Mean (years)	44.24	44.49	45.20	44.34	45.06	44.75	44.07	44.11	45.96	44.25	45.68	44.45
Male	49%	56%	59%	54%	47%	51%	50%	60%	61%	55%	49%	53%
Female	51%	44%	41%	46%	53%	48%	50%	40%	39%	45%	51%	47%

LA legal age to purchase tobacco product (18 years old in Germany)

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**Table 21 Italy: Sociodemographic Characteristics by *HEETS* Type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>404</b>	<b>416</b>	<b>409</b>	<b>424</b>	<b>420</b>	<b>415</b>	<b>276</b>	<b>284</b>	<b>276</b>	<b>278</b>	<b>279</b>	<b>259</b>
LA+1 to 24	20%	24%	22%	22%	18%	11%	23%	27%	22%	24%	18%	12%
25 to 34	27%	27%	27%	26%	28%	30%	27%	27%	29%	30%	33%	34%
35 to 44	20%	19%	21%	22%	20%	23%	21%	20%	21%	21%	20%	26%
45+	33%	30%	30%	30%	33%	36%	29%	26%	28%	25%	29%	28%
Mean (years)	38.03	36.99	37.13	36.68	37.70	39.13	36.80	35.66	36.55	35.24	36.82	37.69
Male	54%	54%	52%	51%	51%	52%	56%	56%	51%	52%	54%	53%
Female	46%	46%	48%	49%	49%	48%	44%	44%	49%	48%	46%	47%
<b>Regular <i>HEETS</i> (N)</b>	<b>1304</b>	<b>1322</b>	<b>1331</b>	<b>1314</b>	<b>1309</b>	<b>1270</b>	<b>886</b>	<b>905</b>	<b>890</b>	<b>871</b>	<b>853</b>	<b>824</b>
LA+1 to 24	16%	17%	17%	15%	16%	16%	16%	18%	19%	16%	17%	18%
25 to 34	34%	32%	32%	34%	35%	35%	34%	31%	33%	35%	35%	34%
35 to 44	20%	20%	20%	19%	19%	19%	18%	18%	19%	17%	17%	18%
45+	30%	31%	30%	32%	30%	30%	32%	33%	30%	32%	30%	30%
Mean (years)	37.99	37.99	37.53	38.02	37.23	37.28	38.28	38.01	37.21	37.85	37.11	37.05
Male	50%	51%	50%	49%	48%	49%	49%	50%	49%	47%	49%	49%
Female	50%	49%	50%	51%	52%	51%	51%	50%	51%	53%	51%	51%
<b>Both <i>HEETS</i> (N)</b>	<b>177</b>	<b>174</b>	<b>178</b>	<b>173</b>	<b>175</b>	<b>175</b>	<b>112</b>	<b>114</b>	<b>123</b>	<b>115</b>	<b>119</b>	<b>118</b>
LA+1 to 24	15%	15%	21%	21%	14%	16%	13%	13%	18%	14%	12%	12%
25 to 34	39%	41%	40%	36%	33%	32%	45%	48%	46%	42%	35%	34%
35 to 44	16%	16%	16%	13%	14%	23%	16%	16%	15%	15%	13%	30%
45+	30%	28%	24%	29%	39%	29%	27%	23%	21%	29%	40%	24%
Mean (years)	37.08	37.03	35.81	37.80	40.73	37.85	36.85	35.97	35.41	38.78	41.43	37.16
Male	31%	31%	37%	38%	48%	36%	29%	30%	37%	39%	49%	35%
Female	69%	69%	63%	62%	52%	64%	71%	70%	63%	61%	51%	65%

LA legal age to purchase tobacco product (18 years old in Italy)

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**Table 22 Japan: Sociodemographic Characteristics by *HEETS* Type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>1408</b>	<b>1371</b>	<b>1344</b>	<b>1265</b>	<b>1229</b>	<b>1188</b>	<b>591</b>	<b>580</b>	<b>560</b>	<b>523</b>	<b>505</b>	<b>464</b>
LA+1 to 24	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
25 to 34	9%	9%	8%	8%	9%	8%	13%	12%	12%	13%	14%	12%
35 to 44	24%	24%	24%	24%	24%	24%	25%	25%	26%	27%	26%	29%
45+	66%	66%	67%	67%	67%	67%	61%	61%	61%	60%	59%	58%
Mean (years)	48.67	48.73	48.71	48.64	48.41	48.74	47.43	47.68	47.37	47.14	46.98	46.93
Male	75%	74%	74%	74%	74%	74%	76%	76%	76%	75%	74%	73%
Female	25%	26%	26%	26%	26%	26%	24%	24%	24%	25%	26%	27%
<b>Regular <i>HEETS</i> (N)</b>	<b>703</b>	<b>696</b>	<b>677</b>	<b>634</b>	<b>606</b>	<b>595</b>	<b>279</b>	<b>273</b>	<b>264</b>	<b>247</b>	<b>222</b>	<b>220</b>
LA+1 to 24	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%
25 to 34	6%	6%	6%	6%	6%	6%	7%	6%	7%	8%	8%	8%
35 to 44	21%	21%	21%	22%	19%	20%	24%	24%	25%	25%	24%	24%
45+	72%	73%	73%	72%	74%	74%	68%	70%	68%	67%	67%	67%
Mean (years)	50.46	50.64	50.55	50.55	50.84	51.04	49.54	49.88	49.56	49.42	48.85	48.86
Male	82%	82%	81%	82%	83%	83%	83%	82%	81%	82%	81%	81%
Female	18%	18%	19%	18%	17%	17%	17%	18%	19%	18%	19%	19%
<b>Both <i>HEETS</i> (N)</b>	<b>72</b>	<b>68</b>	<b>73</b>	<b>61</b>	<b>66</b>	<b>58</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
LA+1 to 24	0%	0%	0%	0%	0%	0%	NA	NA	NA	NA	NA	NA
25 to 34	4%	4%	8%	5%	7%	8%	NA	NA	NA	NA	NA	NA
35 to 44	19%	21%	19%	16%	14%	15%	NA	NA	NA	NA	NA	NA
45+	77%	75%	73%	79%	79%	77%	NA	NA	NA	NA	NA	NA
Mean (years)	53.11	52.50	51.79	53.33	53.42	52.86	NA	NA	NA	NA	NA	NA
Male	77%	78%	81%	86%	85%	82%	NA	NA	NA	NA	NA	NA
Female	23%	22%	19%	14%	15%	18%	NA	NA	NA	NA	NA	NA

LA legal age to purchase tobacco product (20 years old in Japan); NA Base size too low to provide data

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**Table 23 South Korea: Sociodemographic Characteristics by HEETS Type – 2022**

Total Authorized <i>IQOS</i> Systems Users							Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>277</b>	<b>270</b>	<b>255</b>	<b>250</b>	<b>255</b>	<b>245</b>	<b>170</b>	<b>163</b>	<b>160</b>	<b>146</b>	<b>153</b>	<b>141</b>
LA+1 to 24	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%
25 to 34	16%	18%	17%	15%	17%	14%	19%	22%	22%	20%	21%	18%
35 to 44	33%	33%	34%	32%	33%	33%	31%	30%	32%	32%	31%	31%
45+	50%	47%	47%	51%	49%	51%	48%	47%	45%	47%	46%	49%
Mean (years)	44.24	43.76	44.03	44.85	44.27	44.95	43.61	43.41	43.56	43.83	43.45	44.13
Male	94%	93%	93%	93%	92%	94%	95%	94%	95%	93%	92%	94%
Female	6%	7%	7%	7%	8%	6%	5%	6%	5%	7%	8%	6%
<b>Regular <i>HEETS</i> (N)</b>	<b>178</b>	<b>166</b>	<b>168</b>	<b>180</b>	<b>166</b>	<b>161</b>	<b>116</b>	<b>108</b>	<b>109</b>	<b>115</b>	<b>108</b>	<b>105</b>
LA+1 to 24	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
25 to 34	14%	14%	12%	13%	12%	15%	15%	15%	14%	13%	12%	13%
35 to 44	37%	36%	32%	38%	32%	31%	39%	38%	35%	42%	32%	34%
45+	49%	49%	55%	48%	56%	53%	45%	46%	49%	44%	54%	52%
Mean (years)	45.60	45.31	46.34	45.25	46.34	45.86	44.45	44.17	44.93	44.44	45.59	45.16
Male	92%	90%	91%	93%	91%	92%	94%	93%	93%	94%	94%	94%
Female	8%	10%	9%	7%	9%	8%	6%	7%	7%	6%	6%	6%
<b>Both <i>HEETS</i> (N)</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
LA+1 to 24	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
25 to 34	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
35 to 44	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
45+	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Mean (years)	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Male	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Female	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

LA legal age to purchase tobacco product (19 years old in South Korea); NA Base size too low to provide data

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**Table 24 Germany: 100% IQOS usage and average daily consumption by HEETS Type – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol HEETS (N)</b>	<b>324</b>	<b>317</b>	<b>322</b>	<b>325</b>	<b>299</b>	<b>313</b>	<b>197</b>	<b>186</b>	<b>187</b>	<b>195</b>	<b>163</b>	<b>166</b>
100% IQOS	61%	72%	71%	65%	67%	67%	62%	71%	69%	62%	68%	71%
Total	11.9	10.9	11.2	12.7	11.8	11.4	11.0	9.9	10.2	11.9	11.6	10.8
HEETS	9.0	8.6	9.0	9.7	9.3	8.8	8.4	7.5	8.0	9.0	8.9	8.4
Cigarettes	2.6	2.1	2.0	2.6	2.1	2.3	2.6	2.4	2.3	2.9	2.6	2.4
Other*	0.2	0.2	0.1	0.2	0.2	0.2	-	-	-	-	-	-
PMI consumables**	9.1	8.6	9.1	9.9	9.4	8.9	8.4	7.5	8.0	9.0	9.0	8.4
<b>Regular HEETS (N)</b>	<b>1444</b>	<b>1439</b>	<b>1383</b>	<b>1377</b>	<b>1336</b>	<b>1324</b>	<b>888</b>	<b>884</b>	<b>861</b>	<b>849</b>	<b>818</b>	<b>799</b>
100% IQOS	65%	64%	64%	64%	63%	65%	66%	65%	65%	65%	64%	68%
Total	13.9	13.9	13.7	14.3	13.8	13.7	13.4	13.2	13.0	13.7	13.0	12.7
HEETS	11.2	11.2	10.8	11.2	10.9	10.8	10.7	10.6	10.2	10.7	10.2	10.0
Cigarettes	2.4	2.4	2.5	2.7	2.5	2.5	2.6	2.6	2.8	2.9	2.8	2.7
Other	0.2	0.3	0.3	0.3	0.3	0.3	-	-	-	-	-	-
PMI consumables	11.3	11.3	10.9	11.3	11.0	10.9	10.8	10.7	10.3	10.8	10.2	10.1
<b>Both HEETS (N)</b>	<b>271</b>	<b>261</b>	<b>258</b>	<b>250</b>	<b>244</b>	<b>233</b>	<b>142</b>	<b>131</b>	<b>123</b>	<b>126</b>	<b>126</b>	<b>120</b>
100% IQOS	55%	54%	53%	59%	60%	57%	52%	54%	52%	64%	63%	58%
Total	15.1	14.9	14.7	14.6	14.7	15.4	13.3	14.1	13.5	13.4	13.8	14.4
HEETS	11.2	11.8	11.3	11.8	11.8	12.5	9.9	11.2	10.3	11.2	11.3	11.8
Cigarettes	3.3	2.6	2.9	2.4	2.4	2.5	3.4	2.9	3.1	2.2	2.4	2.6
Other	0.4	0.4	0.3	0.3	0.3	0.4	-	-	-	-	-	-
PMI consumables	11.4	11.9	11.5	11.9	12.0	12.6	10.0	11.3	10.4	11.2	11.3	11.8

Note: All data presented are based on past 7-day consumption of IQOS and/or cigarettes, excluding those using other competitor HTPs.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERA and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERA, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 25 Italy: 100% *IQOS* usage and average daily consumption by *HEETS* Type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>404</b>	<b>416</b>	<b>409</b>	<b>424</b>	<b>420</b>	<b>415</b>	<b>276</b>	<b>284</b>	<b>276</b>	<b>278</b>	<b>279</b>	<b>259</b>
100% <i>IQOS</i>	67%	67%	67%	63%	66%	67%	68%	70%	67%	63%	68%	70%
Total	10.7	10.7	11.3	10.5	10.8	11.3	10.5	10.3	10.9	9.9	10.6	10.5
<i>HEETS</i>	9.4	9.5	9.8	8.9	9.5	9.6	9.3	9.3	9.7	8.6	9.6	9.3
Cigarettes	0.9	0.9	1.2	1.1	1.0	1.1	0.9	1.0	1.2	1.3	0.9	1.1
Other*	0.3	0.2	0.2	0.4	0.2	0.2	-	-	-	-	-	-
PMI consumables**	9.6	9.5	9.9	9.0	9.6	10.0	9.5	9.4	9.8	8.7	9.7	9.3
<b>Regular <i>HEETS</i> (N)</b>	<b>1304</b>	<b>1322</b>	<b>1331</b>	<b>1314</b>	<b>1309</b>	<b>1270</b>	<b>886</b>	<b>905</b>	<b>890</b>	<b>871</b>	<b>853</b>	<b>824</b>
100% <i>IQOS</i>	71%	72%	71%	70%	74%	73%	71%	73%	72%	72%	75%	73%
Total	12.2	12.0	11.8	11.8	12.0	12.1	12.0	11.6	11.3	11.4	11.3	11.6
<i>HEETS</i>	10.7	10.5	10.1	10.1	10.7	10.5	10.5	10.2	9.8	10.0	10.2	10.4
Cigarettes	1.3	1.3	1.3	1.3	1.0	1.1	1.5	1.4	1.4	1.4	1.0	1.2
Other	0.1	0.1	0.1	0.2	0.1	0.2	-	-	-	-	-	-
PMI consumables	10.8	10.6	10.3	10.3	10.8	10.8	10.5	10.2	9.8	10.0	10.3	10.4
<b>Both <i>HEETS</i> (N)</b>	<b>177</b>	<b>174</b>	<b>178</b>	<b>173</b>	<b>175</b>	<b>175</b>	<b>112</b>	<b>114</b>	<b>123</b>	<b>115</b>	<b>119</b>	<b>118</b>
100% <i>IQOS</i>	62%	62%	68%	71%	77%	75%	62%	61%	66%	65%	77%	73%
Total	12.1	11.9	11.4	12.0	13.0	12.3	12.0	11.9	11.0	11.9	12.2	12.4
<i>HEETS</i>	9.5	9.6	8.8	9.2	11.1	10.8	9.5	9.6	8.8	8.6	10.1	10.7
Cigarettes	2.0	1.9	2.2	2.3	1.6	1.1	2.3	2.2	2.1	3.0	1.9	1.4
Other	0.3	0.1	0.1	0.1	0.1	0.1	-	-	-	-	-	-
PMI consumables	9.7	9.8	9.1	9.6	11.3	11.2	9.7	9.7	8.9	8.8	10.3	11.0

Note: All data presented are based on past 7-day consumption of *IQOS* and/or cigarettes, excluding those using other competitor HTPs.

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include *HEETS*, *FIIT*, *TEREA* and *SENTIA*. *FIIT* is a KT&G consumable compatible with Lil and *IQOS* while *TEREA*, *SENTIA* are PMI consumables that are compatible with more novel induction-based *IQOS* devices commercialized outside of U.S.

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**Table 26 Japan: 100% IQOS usage and average daily consumption by HEETS Type – 2022**

	Total Authorized IQOS Systems Users						Only Authorized IQOS Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol HEETS (N)</b>	<b>1408</b>	<b>1371</b>	<b>1344</b>	<b>1265</b>	<b>1229</b>	<b>1188</b>	<b>591</b>	<b>580</b>	<b>560</b>	<b>523</b>	<b>505</b>	<b>464</b>
100% IQOS	67%	67%	68%	69%	68%	67%	75%	75%	76%	79%	78%	80%
Total	15.7	15.8	15.7	15.7	16.0	15.9	13.5	13.8	13.6	13.7	13.8	14.2
HEETS	12.8	12.9	12.8	12.1	11.8	11.9	11.5	11.6	11.4	11.7	11.7	12.2
Cigarettes	1.8	1.8	2.0	1.9	1.9	1.9	2.0	2.1	2.2	2.0	2.1	2.0
Other*	1.0	1.0	0.9	0.9	1.0	1.0	-	-	-	-	-	-
PMI consumables**	12.9	12.9	12.8	13.0	13.1	13.0	11.5	11.7	11.4	11.8	11.7	12.3
<b>Regular HEETS (N)</b>	<b>703</b>	<b>696</b>	<b>677</b>	<b>634</b>	<b>606</b>	<b>595</b>	<b>279</b>	<b>273</b>	<b>264</b>	<b>247</b>	<b>222</b>	<b>220</b>
100% IQOS	65%	66%	66%	66%	66%	63%	71%	71%	73%	71%	75%	73%
Total	16.6	16.6	16.9	17.2	16.9	17.1	15.1	15.0	15.1	15.5	14.7	14.7
HEETS	13.8	13.9	14.0	13.2	12.9	12.7	12.4	12.3	12.4	12.5	12.2	12.2
Cigarettes	1.9	1.9	1.9	2.0	2.0	2.0	2.7	2.7	2.7	2.8	2.4	2.5
Other	0.9	0.9	1.0	0.9	0.8	1.0	-	-	-	-	-	-
PMI consumables	13.8	13.9	14.0	14.3	14.1	14.1	12.4	12.3	12.4	12.7	12.2	12.2
<b>Both HEETS (N)</b>	<b>72</b>	<b>68</b>	<b>73</b>	<b>61</b>	<b>66</b>	<b>58</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
100% IQOS	59%	66%	63%	59%	60%	57%	NA	NA	NA	NA	NA	NA
Total	17.6	17.8	17.5	18.1	19.0	18.6	NA	NA	NA	NA	NA	NA
HEETS	13.3	13.8	13.5	12.3	11.5	11.8	NA	NA	NA	NA	NA	NA
Cigarettes	4.0	3.7	3.5	3.9	3.2	4.0	NA	NA	NA	NA	NA	NA
Other	0.3	0.3	0.5	0.6	1.1	0.6	NA	NA	NA	NA	NA	NA
PMI consumables	13.3	13.8	13.5	13.6	14.7	13.9	NA	NA	NA	NA	NA	NA

Note: All data presented are based on past 7-day consumption of IQOS and/or cigarettes, excluding those using other competitor HTPs.

NA Base size too low to provide data;

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERA and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERA, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 27 South Korea: 100% *IQOS* usage and average daily consumption by *HEETS* Type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>277</b>	<b>270</b>	<b>255</b>	<b>250</b>	<b>255</b>	<b>245</b>	<b>170</b>	<b>163</b>	<b>160</b>	<b>146</b>	<b>153</b>	<b>141</b>
100% <i>IQOS</i>	61%	59%	65%	62%	63%	64%	72%	70%	71%	68%	71%	72%
Total	14.7	14.8	15.0	15.0	14.9	15.0	13.8	13.4	14.3	14.5	14.1	14.4
<i>HEETS</i>	12.1	11.7	12.8	12.6	12.5	12.6	12.0	11.4	12.4	12.3	12.2	12.5
Cigarettes	1.8	2.1	1.7	1.9	1.8	1.6	1.8	2.0	2.0	2.2	1.9	2.0
Other*	0.8	0.9	0.4	0.5	0.4	0.4	-	-	-	-	-	-
PMI consumables**	12.1	11.7	12.8	12.6	12.6	12.9	12.0	11.4	12.4	12.3	12.2	12.5
<b>Regular <i>HEETS</i> (N)</b>	<b>178</b>	<b>166</b>	<b>168</b>	<b>180</b>	<b>166</b>	<b>161</b>	<b>116</b>	<b>108</b>	<b>109</b>	<b>115</b>	<b>108</b>	<b>105</b>
100% <i>IQOS</i>	59%	56%	55%	57%	55%	58%	56%	57%	52%	57%	55%	56%
Total	14.5	14.2	14.6	13.6	15.1	13.6	13.5	13.3	14.0	12.9	13.7	12.9
<i>HEETS</i>	11.2	10.9	11.1	10.6	11.3	10.5	10.2	10.3	10.4	10.1	10.2	9.8
Cigarettes	2.7	2.4	2.8	2.2	2.6	2.4	3.3	3.1	3.6	2.9	3.5	3.1
Other	0.5	0.9	0.7	0.8	1.2	0.6	-	-	-	-	-	-
PMI consumables	11.2	10.9	11.1	10.6	11.4	10.7	10.2	10.3	10.4	10.1	10.2	9.8
<b>Both <i>HEETS</i> (N)</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
100% <i>IQOS</i>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
<i>HEETS</i>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Other	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
PMI consumables	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Note: All data presented are based on past 7-day consumption of *IQOS* and/or cigarettes, excluding those using other competitor HTPs.

NA Base size too low to provide data;

\* The following other competitor HTPs are available in the four markets: Glo (Germany); Glo, Ploom (Italy); Glo, Ploom, Lil (Japan); Glo, Lil (Korea).

\*\* PMI consumables include HEETS, FIIT, TERA and SENTIA. FIIT is a KT&G consumable compatible with Lil and IQOS while TERA, SENTIA are PMI consumables that are compatible with more novel induction-based IQOS devices commercialized outside of U.S.

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**Table 28 Germany: adoption of different HEETS Type by baseline cigarettes flavor type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>218</b>	<b>212</b>	<b>214</b>	<b>223</b>	<b>206</b>	<b>214</b>	<b>136</b>	<b>122</b>	<b>124</b>	<b>133</b>	<b>117</b>	<b>112</b>
Menthol Cigarettes	10%	8%	10%	9%	9%	10%	9%	6%	9%	9%	9%	11%
Regular Cigarettes	90%	92%	90%	91%	91%	90%	91%	94%	91%	91%	91%	89%
<b>Regular <i>HEETS</i> (N)</b>	<b>1014</b>	<b>1011</b>	<b>982</b>	<b>966</b>	<b>936</b>	<b>931</b>	<b>625</b>	<b>627</b>	<b>620</b>	<b>606</b>	<b>583</b>	<b>565</b>
Menthol Cigarettes	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%
Regular Cigarettes	98%	98%	98%	98%	98%	98%	98%	98%	99%	99%	98%	99%
<b>Both <i>HEETS</i> (N)</b>	<b>186</b>	<b>177</b>	<b>173</b>	<b>171</b>	<b>175</b>	<b>161</b>	<b>104</b>	<b>92</b>	<b>84</b>	<b>90</b>	<b>93</b>	<b>86</b>
Menthol Cigarettes	3%	4%	3%	4%	3%	2%	3%	4%	3%	2%	2%	2%
Regular Cigarettes	97%	96%	97%	96%	97%	98%	97%	96%	97%	98%	98%	98%

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**Table 29 Italy: adoption of different HEETS Type by baseline cigarettes flavor type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)*</b>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Menthol Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Regular Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
<b>Regular <i>HEETS</i> (N)</b>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Menthol Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Regular Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
<b>Both <i>HEETS</i> (N)</b>	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Menthol Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Regular Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

NA Base size too low to provide data;

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**Table 30 Japan: adoption of different HEETS Type by baseline cigarettes flavor type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>1332</b>	<b>1299</b>	<b>1269</b>	<b>1194</b>	<b>1158</b>	<b>1119</b>	<b>555</b>	<b>545</b>	<b>524</b>	<b>492</b>	<b>475</b>	<b>437</b>
Menthol Cigarettes	68%	69%	69%	69%	69%	69%	69%	69%	70%	70%	69%	70%
Regular Cigarettes	32%	31%	31%	31%	31%	31%	31%	31%	30%	30%	31%	30%
<b>Regular <i>HEETS</i> (N)</b>	<b>683</b>	<b>673</b>	<b>655</b>	<b>612</b>	<b>584</b>	<b>575</b>	<b>269</b>	<b>264</b>	<b>253</b>	<b>235</b>	<b>212</b>	<b>209</b>
Menthol Cigarettes	5%	6%	5%	5%	4%	5%	5%	7%	7%	7%	6%	6%
Regular Cigarettes	95%	94%	95%	95%	96%	95%	95%	93%	93%	93%	94%	94%
<b>Both <i>HEETS</i> (N)</b>	<b>71</b>	<b>67</b>	<b>71</b>	<b>61</b>	<b>66</b>	<b>58</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
Menthol Cigarettes	34%	32%	34%	29%	26%	32%	NA	NA	NA	NA	NA	NA
Regular Cigarettes	66%	68%	66%	71%	74%	68%	NA	NA	NA	NA	NA	NA

NA Base size too low to provide data;

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**Table 31 South Korea: adoption of different HEETS Type by baseline cigarettes flavor type – 2022**

	Total Authorized <i>IQOS</i> Systems Users						Only Authorized <i>IQOS</i> Systems Users					
	July	August	September	October	November	December	July	August	September	October	November	December
<b>Menthol <i>HEETS</i> (N)</b>	<b>249</b>	<b>245</b>	<b>229</b>	<b>226</b>	<b>229</b>	<b>222</b>	<b>154</b>	<b>147</b>	<b>144</b>	<b>132</b>	<b>136</b>	<b>127</b>
Menthol Cigarettes	14%	13%	11%	15%	14%	12%	13%	12%	9%	12%	12%	11%
Regular Cigarettes	86%	87%	89%	85%	86%	88%	87%	88%	91%	88%	88%	89%
<b>Regular <i>HEETS</i> (N)</b>	<b>161</b>	<b>149</b>	<b>153</b>	<b>165</b>	<b>150</b>	<b>144</b>	<b>106</b>	<b>98</b>	<b>99</b>	<b>106</b>	<b>98</b>	<b>95</b>
Menthol Cigarettes	3%	2%	3%	2%	3%	2%	4%	1%	3%	3%	4%	3%
Regular Cigarettes	97%	98%	97%	98%	97%	98%	96%	99%	97%	97%	96%	97%
<b>Both <i>HEETS</i> (N)</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
Menthol Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Regular Cigarettes	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

NA Base size too low to provide data;

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