Annex 13: Summary of Formative Consumer Research Studies

FDA STN No.	Tobacco Product Name
PM0000424 - MR0000059	*Marlboro* Amber *HeatSticks*
PM0000425 - MR0000060	*Marlboro* Green Menthol *HeatSticks*
PM0000426 - MR0000061	*Marlboro* Blue Menthol *HeatSticks*
PM0000479 - MR0000133	*IQOS* System Holder and Charger
PM0000634 - MR0000192[1]	*IQOS* 3 System Holder and Charger
PM0004691.PD1	*Marlboro* Amber *HeatSticks*
PM0004337.PD1	*Marlboro* Sienna *HeatSticks*
PM0004337.PD2[2]	*Marlboro* Bronze *HeatSticks*
EX0002940.PD1[3]	*Marlboro* Amber *HeatSticks*
EX0002940.PD3	*Marlboro* Green Menthol *HeatSticks*
EX0002940.PD5	*Marlboro* Blue Menthol *HeatSticks*
EX0003036.PD1	*Marlboro* Bronze *HeatSticks*
EX0003036.PD3	*Marlboro* Sienna *HeatSticks*
Reporting Period	March 1, 2023 to February 29, 2024

[1] a13 is responsive to the April 30, 2019 Marketing Order for PM0000424-PM0000426 and PM0000479, the December 7, 2020 Marketing Granted Order for PM0000634 and the January 26, 2023 Marketing Granted Order for PM0004691.PD1 and PM0004337.PD1-PD2. We refer to all orders collectively here as the "Marketing Orders".

[2] a13 corresponds to Appendix C Section 9a and 9b of the January 26, 2023 Marketing Granted Order for PM0004691.PD1 and PM0004337.PD1-PD2.

[3] a13 corresponds to Appendix A of the January 19, 2024 Exemption Request Granted Order. There has been no sale or distribution of the products under this Exemption Request Granted Order for EX0002940.PD3, EX0002940.PD5, EX0003036.PD1, EX0003036.PD3 or EX0002940.PD1 in the US during the Reporting Period so there is no new data to discuss in this Annual Report. These products may be referred to as HEETS in future reports in which will be communicated via 30 Day Submission before the product name is updated.

1. *IQOS* CONSUMER FORMATIVE RESEARCH OVERVIEW

The Marketing Orders require submission of an Annual Report with a summary of how the marketing of the tobacco products continues to be appropriate for the protection of public health, including summaries of two types of consumer research studies, as follows:

> "A summary of all formative consumer research studies conducted – whether by you, on your behalf, or at your direction – among any audiences, in the formation of new labeling, advertising, marketing, and/or promotional materials, including qualitative and quantitative research studies used to determine message effectiveness, consumer knowledge, attitudes, beliefs, intentions and behaviors toward using the products, and including the findings of these studies and copies of the stimuli used in testing."
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> "A summary of all consumer evaluation research studies conducted – whether by you, on your behalf, or at your direction – among any audiences, to determine the effectiveness of labeling, advertising, marketing and/or promotional materials and any shifts in consumer knowledge, attitudes, beliefs, intentions, and behaviors toward using the products, and including the findings of these studies and copies of the stimuli used in testing."

PM USA conducted consumer research studies during this reporting period that were not classified as formative or evaluative when conducted. Most of the studies have elements that could be reasonably viewed as formative and evaluative based on the definitions provided in the Marketing Orders. Therefore, rather than attempt to categorize summaries of the research studies by placement into a particular annex, we have provided a summary of all consumer research studies responsive to the Marketing Orders in Annex 14. [4]

[4] Currently effective Letters of Authorization sent to FDA on October 23, 2019, January 22, 2021 and November 18, 2022, to authorize Altria Client Services LLC, to submit quarterly reports on behalf of PMP S.A.