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## Annex 16:

# Description of the Implementation of all Advertising and Marketing Plans

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

<sup>1</sup> a15 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”.

<sup>2</sup> a16 corresponds to Appendix C Section 9a and 9b of the January 26, 2023 Marketing Granted Order for PM0004691.PD1 and PM0004337.PD1-PD2.

<sup>3</sup> a16 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.

### Confidentiality Statement

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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 “A description of the implementation of all advertising and marketing plans, including strategic creative briefs and paid media plans – whether conducted by you, on your behalf, or at your direction – by channel and by product, and the dollar amount(s) and flighting of such plans, by channel and by product...” This Annex provided such a summary in prior reporting periods, including an overview of PM USA’s marketing approach during the Reporting Period, a list of the channels used during the Reporting Period and a brief description of each, and a summary of the effectiveness of PM USA’s responsibility controls.

There has been no sale or distribution of the IQOS holders, chargers, or HeatSticks in the US during the Reporting Period so there is no new data to discuss in this Annual Report.

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