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## Annex 18:

# Summary of Media Tracking and Optimization

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> a18 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> a17 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> a17 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

*Data and information contained in this document are considered to constitute trade secrets and confidential commercial information, and the legal protections provided to such trade secrets and confidential information are hereby claimed under the applicable provisions of United States law. No part of this document may be publicly disclosed without the written consent of Philip Morris Products S.A.*

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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 “summary of media tracking and optimization not previously submitted.” Pursuant to the relevant Letters of Authorization from Philip Morris Products S.A.<sup>4</sup>, Altria Client Services LLC, on behalf of Philip Morris USA Inc., has previously submitted the requested summaries in quarterly submissions.

The following quarterly reports were submitted to FDA in 2022 and 2023 and are cross-referenced in this Annual Report:

- **Quarterly Report I** (July 28, 2023)
- **Quarterly Report II** (October 30, 2023)
- **Quarterly Report III** (January 30, 2024)
- **Quarterly Report IV** (April 30, 2024)

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<sup>4</sup> 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.

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