

Philip Morris Products S.A.	Confidential
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Annex 12: Advertising, Marketing, and/or Promotional Materials	Version 1.0

## Annex 12: Advertising, Marketing, and/or Promotional Materials

Product	<i>Marlboro Amber HeatSticks</i> <i>Marlboro Green Menthol HeatSticks</i> <i>Marlboro Blue Menthol HeatSticks</i> <i>IQOS System Holder and Charger</i> <i>IQOS 3 System Holder and Charger</i>
FDA STN	PM0000424-PM0000426, PM0000479, PM0000634
Reporting Period	PM0000424-PM0000426 and PM0000479: March 1, 2020 to February 28, 2021 PM0000634: December 7, 2020 to February 28, 2021

### Confidentiality Statement

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## 1. OVERVIEW

The Marketing Orders<sup>1</sup> 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]ll final full color-advertising, marketing, and/or promotional materials, published, disseminated to adult smokers 21 years of age or older, or for use in engaging or communicating with consumers not previously submitted, along with the original date such materials were first disseminated and the date they were discontinued, and a description of all changes to the materials.”

Altria Client Services LLC (“ALCS”), on behalf of PM USA, submitted advertising, marketing, and promotional materials to the FDA through the 30-Day Notification process throughout the reporting period. In those instances where we have not submitted specific types of assets as part of this process, those assets were the types of items addressed in FDA’s February 18, 2020 response to our specific requests regarding the manner in which to submit certain types of labeling and marketing materials to FDA<sup>2</sup>. The items we submit with this Appendix consist of marketing assets with variable sizes not provided with previously-submitted assets, and previously submitted assets with changes to informational content (e.g. dates; price, and launch markets) from previously-submitted items.

With this context, Table 1 below lists all materials not previously submitted as part of a 30-Day Notification. Each asset shows a date of dissemination and a date of discontinuation. For some creative assets, we have not yet identified a date of discontinuation for their use as those assets remain in the market presently. Those assets show a discontinuation date of “TBD”.

**Table 1: Materials Not Previously Submitted**

Asset POS Number	Description of Change	Previously Submitted POS#	Previously Submitted Batch Date (mm-dd-yyyy)	Dissemination Date (mm-dd-yyyy)	Discontinuation Date (Out of market) (mm-dd-yyyy)
NB420	Resizing – additional sizes of previously submitted asset	NB237	3-13-2020	7-20-2020	2-10-2021
NB419	Resizing – additional sizes of previously submitted asset	NB236	3-13-2020	7-20-2020	2-10-2021

<sup>1</sup> This Annex is responsive to the April 30, 2019 Marketing Order for PM0000424-PM0000426 and PM0000479, and the December 7, 2020 Marketing Granted Order for PM0000634. We refer to both orders collectively here as the “Marketing Orders”

<sup>2</sup> February 18, 2020 correspondence from Lillian Ortega, Office of Compliance and Enforcement, STN TC0005203.

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Asset POS Number	Description of Change	Previously Submitted POS#	Previously Submitted Batch Date (mm-dd-yyyy)	Dissemination Date (mm-dd-yyyy)	Discontinuation Date (Out of market) (mm-dd-yyyy)
NB418	Resizing – additional sizes of previously submitted asset	NB235	3-13-2020	7-20-2020	5-28-2021
NB417	Resizing – additional sizes of previously submitted asset	NB234	3-13-2020	7-20-2020	2-10-2021
NP560	Price change on previously submitted asset	NI209	8-28-2020	1-1-2021	3-8-2021
NH402	Versioning: Expiration Date Change on previously submitted asset	NC405	5-15-2020	6-15-2020	10-31-2020
NH401	Versioning: Expiration Date Change on previously submitted asset	NC408	5-15-2020	6-15-2020	10-31-2020
NH400	Versioning: Expiration Date Change on previously submitted asset	NC411	5-15-2020	6-15-2020	10-31-2020
NH390	Versioning: Expiration Date Change on previously submitted asset	NC403	5-15-2020	6-15-2020	10-31-2020
NH380	Versioning: Expiration Date Change on previously submitted asset	NC406	5-15-2020	6-15-2020	10-31-2020
NH370	Versioning: Expiration Date Change on previously submitted asset	NC409	5-15-2020	6-15-2020	10-31-2020
NG910	Market Versioning (Proper Noun updates)	MO650	11-1-2019	8-14-20	TBD
NA828	Market Versioning (Proper Noun updates)	MO650	11-1-2019	2-21-20	TBD
NF180	Versioning: Expiration Date Change on previously submitted asset	NC411	5-15-2020	6-15-2020	10-31-2020
NF160	Versioning: Expiration Date Change on previously submitted asset	NC409	5-15-2020	6-15-2020	10-31-2020
NF150	Versioning: Expiration Date Change on previously submitted asset	NC408	5-15-2020	6-15-2020	10-31-2020

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Asset POS Number	Description of Change	Previously Submitted POS#	Previously Submitted Batch Date (mm-dd-yyyy)	Dissemination Date (mm-dd-yyyy)	Discontinuation Date (Out of market) (mm-dd-yyyy)
NF130	Versioning: Expiration Date Change on previously submitted asset	NC406	5-15-2020	6-15-2020	10-31-2020
NF120	Versioning: Expiration Date Change on previously submitted asset	NC405	5-15-2020	6-15-2020	10-31-2020
NF109	Versioning: Expiration Date Change on previously submitted asset	NC403	5-15-2020	6-15-2020	10-31-2020

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## 2. ASSET NB420

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### 3. ASSET NB419

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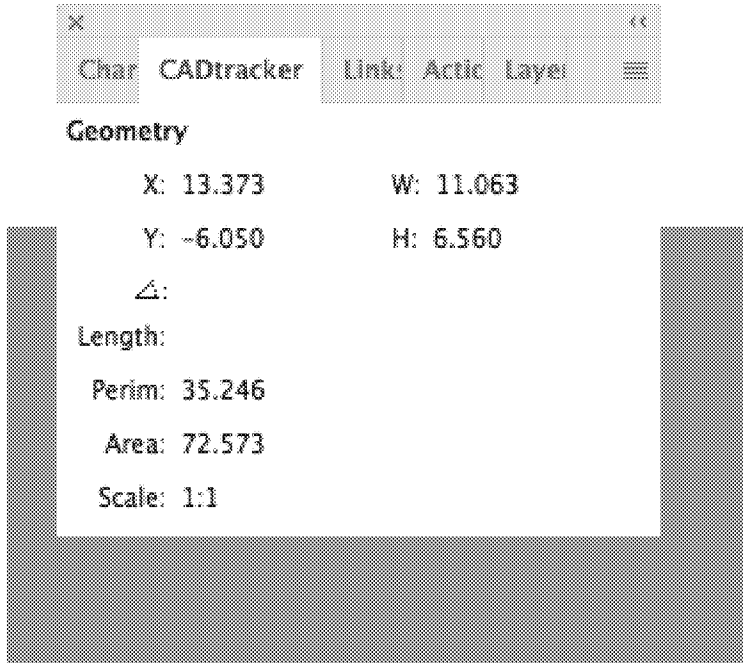
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CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NB419_IQOS_1' Non-AVC Merchandiser Flip Sign Insert Side A_Lead Market 3_POS			
	iqbrn24325_205_1FS_NB419 POS#: NB419 ASSET SIZE: 11.063" x 6.56" IN-MARKET DATE: PUBLICATION DATE:	DIMENSIONAL INFORMATION LIVE: 10.813" x 16.31" TRIM: 11.063" x 6.56" BLEED: 11.313" x 6.813" SCALE: 100% PRINTING: 4 Color Process	PRODUCTION NOTES	NICOTINE WARNING ADVERTISING AREA: 11.063" x 6.56" = 72.573 NICOTINE WARNING SIZE: 20% x 72.573 = 14.515 TEXT FONT SIZE: 44.75 pt BORDER SIZE: 3MM NOTE:  SURGEON GENERAL WARNING ADVERTISING AREA: 11.063" x 6.56" = 72.573 EXHIBIT SIZE: 2 WARNING ROTATION: B ADDITIONAL DISCLAIMER FONT SIZE: NOTE:

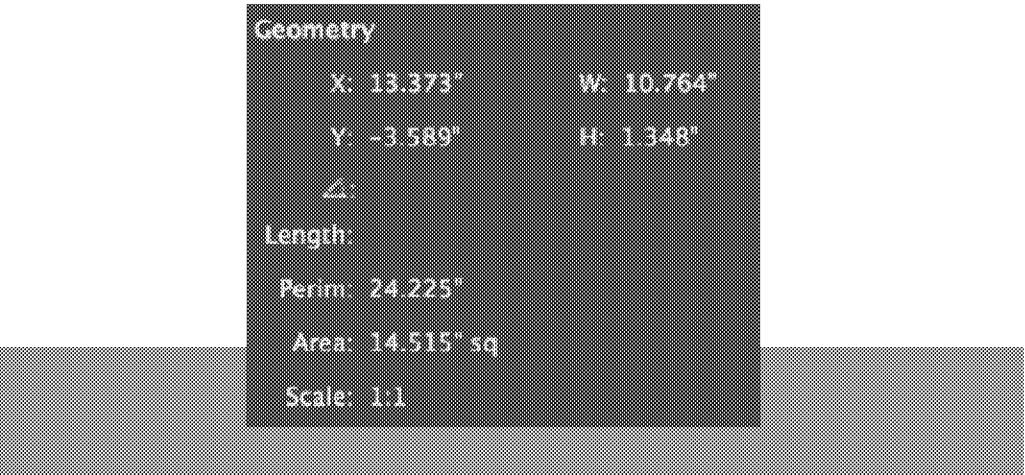


iqbrn24325\_205

Job Name_Component		HIGHLY CONFIDENTIAL	
PM USA	IQOS®	1' Non-AVC Merchandiser Flip Sign Insert Side A	03/20/2020
Client	Brand	Element Name	Date
100% Print Scale		INKS:	
100% Build Scale		Cyan	
AI CC2018 Software/Version		Magenta	
4/C Inks		Yellow	
		Black	
(b) (4)		ADDITIONAL INKS:	
Print Executive / Ext			
Print Coordinator / Ext			
Print Director / Ext			
Print Artist / Ext			
		Altria	

ROUND	APPROVALS	
1	APPROVED	NOT APPROVED
PM	AS IS	W/ CHG
AC		REVISE & RESUBMIT
AD		
CD		
STUDIO		
PROOF		
MECHANICAL		

\*PLEASE NOTE PRINTER RESPONSIBLE FOR TRAP. Supplier is responsible for checking all dimensions for accuracy in customer's print. Please ensure all dimensions are correct and consistent with the customer's requirements. The customer's requirements are the final authority. The customer's requirements are the final authority. The customer's requirements are the final authority.





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#### 4. ASSET NB418

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Char **CADtracker** Link: Arctic Layer

Y: -6.050      H: 6.560  
 $\triangle$ :  
 Length:  
 Perim: 35.246  
 Area: 72.573  
 Scale: 1:1

```

AECN: 143919 3Q
Scale: 1:1

```

[illegible]





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## 5. ASSET NB417

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## 6. ASSET NP560

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# CONFIDENTIAL COMMERCIAL INFORMATION

IQOS\_NP560\_Switch&SaveNow\_BundleOffer\_Direct\_6X8\_RIC\_r1

(b) (4)

## FILE NAME

POS #: NP560-B4  
ASSET SIZE: 6"W x 8"H  
IN-MARKET DATE: 9/28/20  
PUBLICATION DATE: TBD

## DIMENSIONAL INFORMATION

LIVE: 5.75"W x 7.75"H  
TRIM: 6"W x 8"H  
BLEED: 6.25"W x 8.25"H  
SCALE: 100%  
PRINTING: CMYK  
SPOTS: N/A

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 6"W x 8"H = 48sq in.  
NICOTINE WARNING SIZE: 5.75"W x 1.669"H = 9.6sq in.  
TEXT FONT SIZE: 33pt  
BORDER SIZE: 3MM  
NOTE:

## SURGEON GENERAL WARNING

ADVERTISING AREA: 6"W x 8"H = 48sq in.  
EXHIBIT SIZE: 1  
WARNING ROTATION: A  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE:

6.25"W  
6"W  
5.75"W

**WARNING: This product contains nicotine. Nicotine is an addictive chemical.**

## IQOS® SWITCH & SAVE NOW

### IQOS® 5-Pack Bundle

\$61.25<sup>+TAX</sup>  
Valued at \$131.25



- Device Kit
- 5 HeatSticks® packs of your choice

### IQOS® Bundle

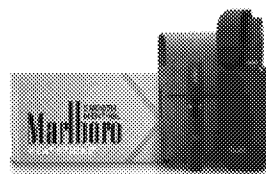
\$85.00<sup>+TAX</sup>  
Valued at \$160.00



- Device Kit
- Carton of HeatSticks®

### IQOS® Deluxe Bundle

\$125.00<sup>+TAX</sup>  
Valued at \$220.00



- FREE Duo Folio
- Device Kit
- Carton of HeatSticks®
- Second Holder

8.25"H  
8"H  
7.75"H

Every Registered Device includes a 1 Year Warranty and IQOS® Expert Care

©Philip Morris USA 2020 NP560-B4



**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

# CONFIDENTIAL COMMERCIAL INFORMATION

IQOS\_NP560\_Switch&SaveNow\_BundleOffer\_Direct\_6X8\_RIC\_r1

## FILE NAME

POS #: NP560-B4  
ASSET SIZE: 6"W x 8"H  
IN-MARKET DATE: 9/28/20  
PUBLICATION DATE: TBD

## DIMENSIONAL INFORMATION

LIVE: 5.75"W x 7.75"H  
TRIM: 6"W x 8"H  
BLEED: 6.25"W x 8.25"H  
SCALE: 100%  
PRINTING: CMYK  
SPOTS: N/A

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 6"W x 8"H = 48sq in.  
NICOTINE WARNING SIZE: 5.75"W x 1.669"H = 9.6sq in.  
TEXT FONT SIZE: 33pt  
BORDER SIZE: 3MM  
NOTE:

## SURGEON GENERAL WARNING

ADVERTISING AREA: 6"W x 8"H = 48sq in.  
EXHIBIT SIZE: 1  
WARNING ROTATION: A  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE:

(b) (4)

6.25"W  
6"W  
5.75"W

# WARNING: This product contains nicotine. Nicotine is an addictive chemical.

## IQOS IS THE ONLY PRODUCT OF ITS KIND THAT CAN MAKE THIS CLAIM.

Available Evidence to Date:

- The IQOS® System heats tobacco but does not burn it.
- This significantly reduces the production of harmful and potentially harmful chemicals.
- Scientific studies have shown that switching completely from conventional cigarettes to the IQOS® System significantly reduces your body's exposure to harmful or potentially harmful chemicals.

### 14 DAY SATISFACTION GUARANTEE

We stand behind the quality of all IQOS® products and are so confident that you will be thrilled with your IQOS® purchase that we offer a money-back guarantee. If your IQOS® device or accessories do not meet your expectations, you may return any of them within 14 days after date of purchase for a refund of the full amount of your purchase. Please note that if your device or accessory was purchased as a part of a bundle with HeatSticks®, only the discounted device or accessory will be eligible for a refund.

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**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

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## 7. ASSET NH402

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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NH402 IQOS_PAID MEDIA_ECOMM PROMO	(b) (4)	X250 (FDA RESUBMISSION NOT REQUIRED)		
	<b>FILE NAME</b> POS#: NH402 ASSET SIZE: 300x250 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>		<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 250 = 75,000 sq. pixels NICOTINE WARNING SIZE: 75,000 x .2 = 15,000 sq. pixels TEXT FONT SIZE: 13pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI  <b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches EXHIBIT SIZE: 173 x 101 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here





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## 8. ASSET NH401

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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NH401_IQOS_PAID MEDIA_ECOMM PROMO	(b) (4)	00X250 (FDA RESUBMISSION NOT REQUIRED)		
	<b>FILE NAME</b> POS#: NH401 ASSET SIZE: 300x250 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>		<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 250 = 75,000 sq. pixels NICOTINE WARNING SIZE: 75,000 x .2 = 15,000 sq. pixels TEXT FONT SIZE: 13pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI  <b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches EXHIBIT SIZE: 173 x 101 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here



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## 9. ASSET NH400

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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NH400_IQOS_PAID MEDIA_ECOMM PROMC	(b) (4)	00X250 (FDA RESUBMISSION NOT REQUIRED)	
	<b>FILE NAME</b> POS#: NH400 ASSET SIZE: 300x250 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>	<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 250 = 75,000 sq. pixels NICOTINE WARNING SIZE: 75,000 x .2 = 15,000 sq. pixels TEXT FONT SIZE: 13pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI  <b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches EXHIBIT SIZE: 173 x 101 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here

**WARNING: This product contains nicotine.**  
**Nicotine is an addictive chemical.**

Save \$50! Use promo code **DEVICE50** at  
**GETIQOS.COM** ☹

Site & offer limited to smokers 21+ through 10/31.  
 HeatSticks® sold separately.

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**SURGEON GENERAL'S**  
**WARNING: Smoking Causes**  
**Lung Cancer, Heart Disease,**  
**Emphysema, And May**  
**Complicate Pregnancy.**

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## 10. ASSET NH390

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# CONFIDENTIAL COMMERCIAL INFORMATION

NH390\_IQOS\_PAID MEDIA\_ECOMM PROMO (b) (4) 300x600 (FDA RESUBMISSION NOT REQUIRED)

## FILE NAME

POS#: NH390  
ASSET SIZE: 300x600  
IN-MARKET DATE: 6/15/20  
PUBLICATION DATE: N/A

## DIMENSIONAL INFORMATION

LIVE: N/A  
TRIM: N/A  
BLEED: N/A  
SCALE: N/A  
PRINTING: (COLOR)

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 300 x 600= 180,000 sq. pixels  
NICOTINE WARNING SIZE: 180,000 x .2 = 36,000 sq. pixels  
TEXT FONT SIZE: 25pt  
BORDER SIZE: 3MM  
NOTE: 3MM = 12 pixels at 96 PPI

## SURGEON GENERAL WARNING

ADVERTISING AREA: 300 x 600 divided by 96 PPI  
(Pixels Per Inch) = 3.125 x 6.25 Inches  
EXHIBIT SIZE: 200 x 129 pixels  
WARNING ROTATION: C  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE: If asset is subject to SGW rotation, add here

(b) (4)

**WARNING:**  
This product contains  
nicotine. Nicotine is an  
addictive chemical.

**IQOS**  
For a limited time,  
get half off a Device Kit  
Use promo code **DEVICE50** at  
**GETIQOS.COM**

Site & offer limited to smokers 21+ through 10/31.  
HeatSticks® sold separately.  
© 2020 PHILIP MORRIS USA

**SURGEON GENERAL'S  
WARNING: Smoking Causes  
Lung Cancer, Heart Disease,  
Emphysema, And May  
Complicate Pregnancy.**

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## 11. ASSET NH380

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(b) (4)	NH380_IQOS_PAID MEDIA_ECOMM PROMO	(b) (4)	300x600 (FDA RESUBMISSION NOT REQUIRED)		
	<b>FILE NAME</b> POS#: NH380 ASSET SIZE: 300x600 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>		<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 600= 180,000 sq. pixels NICOTINE WARNING SIZE: 180,000 x .2 = 36,000 sq. pixels TEXT FONT SIZE: 25pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI  <b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 600 divided by 96 PPI (Pixels Per Inch) = 3.125 x 6.25 Inches EXHIBIT SIZE: 200 x 129 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here





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## 12. ASSET NH370

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# CONFIDENTIAL COMMERCIAL INFORMATION

NH370\_IQOS\_PAID MEDIA\_ECOMM PROMO (b) (4) 300x600 (FDA RESUBMISSION NOT REQUIRED)

## FILE NAME

POS#: NH370  
ASSET SIZE: 300x600  
IN-MARKET DATE: 6/15/20  
PUBLICATION DATE: N/A

## DIMENSIONAL INFORMATION

LIVE: N/A  
TRIM: N/A  
BLEED: N/A  
SCALE: N/A  
PRINTING: (COLOR)

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 300 x 600= 180,000 sq. pixels  
NICOTINE WARNING SIZE: 180,000 x .2 = 36,000 sq. pixels  
TEXT FONT SIZE: 25pt  
BORDER SIZE: 3MM  
NOTE: 3MM = 12 pixels at 96 PPI

## SURGEON GENERAL WARNING

ADVERTISING AREA: 300 x 600 divided by 96 PPI  
(Pixels Per Inch) = 3.125 x 6.25 Inches  
EXHIBIT SIZE: 200 x 129 pixels  
WARNING ROTATION: C  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE: If asset is subject to SGW rotation, add here

(b) (4)

**WARNING:**  
This product contains  
nicotine. Nicotine is an  
addictive chemical.

Get \$50 off an  
IQOS® device kit  
Use promo code **DEVICE50** at  
**GETIQOS.COM** ©



Site & offer limited to smokers 21+ through 10/31.  
HeatSticks® sold separately.  
© 2020 PHILIP MORRIS USA

**SURGEON GENERAL'S  
WARNING: Smoking Causes  
Lung Cancer, Heart Disease,  
Emphysema, And May  
Complicate Pregnancy.**

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### 13. ASSET NG910

#### Confidentiality Statement

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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NG910_IQOS_EM_MRU_		(b) (4)		
	FILE NME	DIMENSIONAL INFORMATION	PRODUCTION NOTES	NICOTINE WARNING	
	POS#: NG910 ASSET SIZE: 600 x 884 px IN-MARKET DATE: TBD PUBLICATION DATE: TBD	LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: N/A		ADVERTISING AREA: 503,400 sq px NICOTINE WARNING SIZE: 106,652 sq px TEXT FONT SIZE: 45pt BORDER SIZE: 3.38 mm = 10 pixels NOTE: N/A	
				SURGEON GENERAL WARNING	
				ADVERTISING AREA: N/A EXHIBIT SIZE: 2 WARNING ROTATION: A ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: N/A	

(b) (4)

XXXXXXXXXXXXXXXXXXXX

FROM: IQOS <no-reply@e.getiqos.com>

TO: xxxxx@email.com

If you are unable to see the images below, click here to view.

To ensure delivery to your inbox, please add no-reply@e.getiqos.com to your address book.

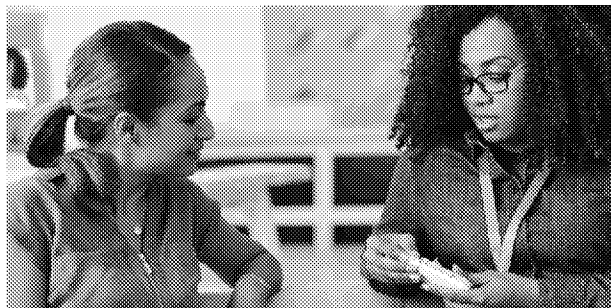
This email is being sent to you because you certified that you are a legal age smoker and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. Site limited to smokers 21+.

**WARNING: This product  
contains nicotine. Nicotine  
is an addictive chemical.**

IQOS®



**SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



IQOS® has arrived at

(b) (4)

You're excited to have a Mobile IQOS® store at The Season at DSH Grand St. DE.

The Mobile IQOS® store is open every day with Experia present to offer a full IQOS® retail experience.

FIND OUT MORE

Site limited to smokers 21+.

IQOSoptonline | Privacy Statement | philipmorrisusa.com | Tobacco@iqos.com

Please do not reply to this email. Your email will not be received.

You provided us this email address: xxxxx@email.com, when you signed up to receive email from Philip Morris USA tobacco brands. Please visit the My IQOS section at getiqos.com to update your information at any time.

If you would no longer like to receive promotional email from Philip Morris USA tobacco brands, click unsubscribe. Unsubscribing from promotional email will not affect communications sent to you from IQOS through U.S. Mail.

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#### 14. ASSET NA828

#### Confidentiality Statement

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# CONFIDENTIAL COMMERCIAL INFORMATION

NA828\_IQOS\_EM\_MRU

(b) (4)

## FILE NME

POS#: NA828  
ASSET SIZE: 600 x 884 px  
IN-MARKET DATE: TBD  
PUBLICATION DATE: TBD

## DIMENSIONAL INFORMATION

LIVE: N/A  
TRIM: N/A  
BLEED: N/A  
SCALE: N/A  
PRINTING: N/A

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 503,400 sq px  
NICOTINE WARNING SIZE: 106,652 sq px  
TEXT FONT SIZE: 45pt  
BORDER SIZE: 3.38 mm = 10 pixels  
NOTE: N/A

## SURGEON GENERAL WARNING

ADVERTISING AREA: N/A  
EXHIBIT SIZE: 2  
WARNING ROTATION: B  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE: N/A

(b) (4)

(b) (4)

XXXXXXXXXXXXXXXXXXXX

FROM: IQOS-NA828@na828.iqos.com

TO: 650 x 884 px x 300

Files are available to see the images below. To view them:

To view images, go to your inbox, click on the link below, and click on the link below.

This email is being sent to you because you are a legal user of the product and interested in the product. This email is being sent to you and is not to be forwarded. Get IQOS.com is linked to the product.

**WARNING: This product contains nicotine. Nicotine is an addictive chemical.**

IQOS®



**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**



IQOS® has arrived at

(b) (4)

We're excited to bring a new IQOS® experience to you at 4410 Canyon Road.  
The new IQOS® is now available every day with a special offer.  
To offer a 5% IQOS® special experience.

FIND OUT MORE

Get IQOS.com is linked to the product.

Learn more: 1. New York: 1-800-888-8888 2. 1-800-888-8888 3. 1-800-888-8888

Please do not reply to this email. Your email will not be received.

You provided us this email address: na828@na828.iqos.com, when you signed up to receive email from Philip Morris USA Tobacco Company. Please visit the IQOS website at iqos.com to update your information at any time.

If you would no longer like to receive promotional email from Philip Morris USA Tobacco Company, click on unsubscribe. Unsubscribing from promotional email will not affect your ability to use the IQOS product.

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## 15. ASSET NF180

### Confidentiality Statement

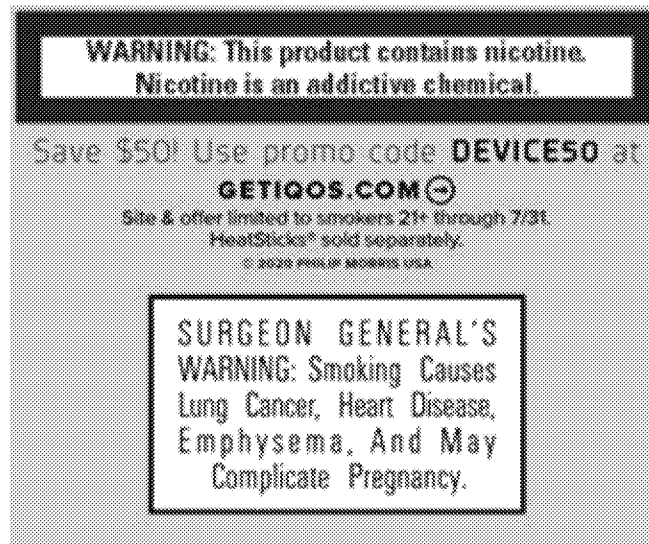
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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NF180_IQOS_PAID MEDIA_ECOMM PROMO	(b) (4)	300X250 (FDA RESUBMISSION NOT REQUIRED)		
	<b>FILE NAME</b> POS#: NF180 ASSET SIZE: 300x250 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>		<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 250 = 75,000 sq. pixels NICOTINE WARNING SIZE: 75,000 x .2 = 15,000 sq. pixels TEXT FONT SIZE: 13pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI  <b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches EXHIBIT SIZE: 173 x 101 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here





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## 16. ASSET NF160

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# CONFIDENTIAL COMMERCIAL INFORMATION

NF160\_IQOS\_PAID MEDIA\_ECOMM PROMO

(b) (4)

300x600 (FDA RESUBMISSION NOT REQUIRED)

## FILE NAME

POS#: NF160

ASSET SIZE: 300x600

IN-MARKET DATE: 6/15/20

PUBLICATION DATE: N/A

## DIMENSIONAL INFORMATION

LIVE: N/A

TRIM: N/A

BLEED: N/A

SCALE: N/A

PRINTING: (COLOR)

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 300 x 600= 180,000 sq. pixels

NICOTINE WARNING SIZE: 180,000 x .2 = 36,000 sq. pixels

TEXT FONT SIZE: 25pt

BORDER SIZE: 3MM

NOTE: 3MM = 12 pixels at 96 PPI

## SURGEON GENERAL WARNING

ADVERTISING AREA: 300 x 600 divided by 96 PPI (Pixels Per Inch) = 3.125 x 6.25 Inches

EXHIBIT SIZE: 200 x 129 pixels

WARNING ROTATION: C

ADDITIONAL DISCLAIMER FONT SIZE: N/A

NOTE: If asset is subject to SGW rotation, add here

(b) (4)

**WARNING:**  
This product contains  
nicotine. Nicotine is an  
addictive chemical.

Get \$50 off an  
IQOS® device kit

Use promo code **DEVICE50** at

**GETIQOS.COM** ☺



Site & offer limited to smokers 21+ through 7/31.  
HeatSticks® sold separately.  
© 2020 Philip Morris USA

**SURGEON GENERAL'S  
WARNING:** Smoking Causes  
Lung Cancer, Heart Disease,  
Emphysema, And May  
Complicate Pregnancy.

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## 17. ASSET NF150

### Confidentiality Statement

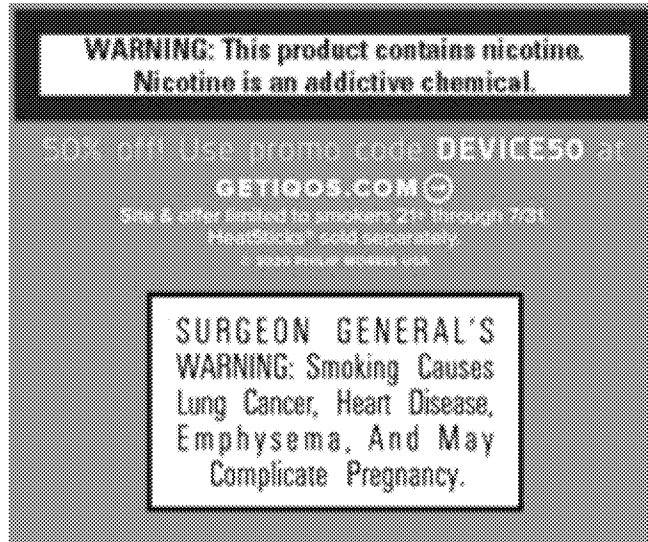
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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NF150_IQOS_PAID MEDIA_ECOMM PROMO		(b) (4)	300x250 (FDA RESUBMISSION NOT REQUIRED)	
	<b>FILE NAME</b> POS#: NF150 ASSET SIZE: 300x250 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>	<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 250 = 75,000 sq. pixels NICOTINE WARNING SIZE: 75,000 x .2 = 15,000 sq. pixels TEXT FONT SIZE: 13pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI	
				<b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches EXHIBIT SIZE: 173 x 101 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here	



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## 18. ASSET NF130

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# CONFIDENTIAL COMMERCIAL INFORMATION

NF130\_ IQOS\_PAID MEDIA\_ECOMM PROMO (b) (4) 300x600

## FILE NAME

POS#: NF130  
ASSET SIZE: 300x600  
IN-MARKET DATE: 6/15/20  
PUBLICATION DATE: N/A

## DIMENSIONAL INFORMATION

LIVE: N/A  
TRIM: N/A  
BLEED: N/A  
SCALE: N/A  
PRINTING: (COLOR)

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 300 x 600= 180,000 sq. pixels  
NICOTINE WARNING SIZE: 180,000 x .2 = 36,000 sq. pixels  
TEXT FONT SIZE: 25pt  
BORDER SIZE: 3MM  
NOTE: 3MM = 12 pixels at 96 PPI

## SURGEON GENERAL WARNING

ADVERTISING AREA: 300 x 600 divided by 96 PPI  
(Pixels Per Inch) = 3.125 x 6.25 Inches  
EXHIBIT SIZE: 200 x 129 pixels  
WARNING ROTATION: C  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE: If asset is subject to SGW rotation, add here

(b) (4)

**WARNING:**  
This product contains  
nicotine. Nicotine is an  
addictive chemical.

**IQOS**

For a limited time,  
get 50% off a Device Kit

Use promo code **DEVICES50** at  
**GETIQOS.COM** ©



Site & offer limited to smokers 21+ through 7/31  
Headlines: Add separately.  
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**SURGEON GENERAL'S  
WARNING: Smoking Causes  
Lung Cancer, Heart Disease,  
Emphysema, And May  
Complicate Pregnancy.**

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## 19. ASSET NF120

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# CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)	NF120_IQOS_PAID MEDIA_ECOMM PROMO		(b) (4)	300X250 (FDA RESUBMISSION NOT REQUIRED)	
	<b>FILE NAME</b> POS#: NF120 ASSET SIZE: 300x250 IN-MARKET DATE: 6/15/20 PUBLICATION DATE: N/A	<b>DIMENSIONAL INFORMATION</b> LIVE: N/A TRIM: N/A BLEED: N/A SCALE: N/A PRINTING: (COLOR)	<b>PRODUCTION NOTES</b>		<b>NICOTINE WARNING</b> ADVERTISING AREA: 300 x 250 = 75,000 sq. pixels NICOTINE WARNING SIZE: 75,000 x .2 = 15,000 sq. pixels TEXT FONT SIZE: 13pt BORDER SIZE: 3MM NOTE: 3MM = 12 pixels at 96 PPI  <b>SURGEON GENERAL WARNING</b> ADVERTISING AREA: 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches EXHIBIT SIZE: 173 x 101 pixels WARNING ROTATION: C ADDITIONAL DISCLAIMER FONT SIZE: N/A NOTE: If asset is subject to SGW rotation, add here

**WARNING: This product contains nicotine.**  
**Nicotine is an addictive chemical.**

Half off! Use promo code **DEVICE50** at  
**GETIQOS.COM**

Site & offer limited to smokers 21+ through 7/31.  
 HeatSticks® sold separately.  
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**SURGEON GENERAL'S**  
**WARNING: Smoking Causes**  
**Lung Cancer, Heart Disease,**  
**Emphysema, And May**  
**Complicate Pregnancy.**



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## 20. ASSET NF109

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# CONFIDENTIAL COMMERCIAL INFORMATION

NF109\_IQOS\_PAID MEDIA\_ECOMM PROMO (b) (4) 300x600

## FILE NAME

POS#: NF109  
ASSET SIZE: 300x600  
IN-MARKET DATE: 6/15/20  
PUBLICATION DATE: N/A

## DIMENSIONAL INFORMATION

LIVE: N/A  
TRIM: N/A  
BLEED: N/A  
SCALE: N/A  
PRINTING: (COLOR)

## PRODUCTION NOTES

## NICOTINE WARNING

ADVERTISING AREA: 300 x 600= 180,000 sq. pixels  
NICOTINE WARNING SIZE: 180,000 x .2 = 36,000 sq. pixels  
TEXT FONT SIZE: 25pt  
BORDER SIZE: 3MM  
NOTE: 3MM = 12 pixels at 96 PPI

## SURGEON GENERAL WARNING

ADVERTISING AREA: 300 x 600 divided by 96 PPI  
(Pixels Per Inch) = 3.125 x 6.25 Inches  
EXHIBIT SIZE: 200 x 129 pixels  
WARNING ROTATION: C  
ADDITIONAL DISCLAIMER FONT SIZE: N/A  
NOTE: If asset is subject to SGW rotation, add here

(b) (4)

**WARNING:**  
This product contains  
nicotine. Nicotine is an  
addictive chemical.

**IQOS**

For a limited time,  
get half off a Device Kit

Use promo code **DEVICE50** at  
**GETIQOS.COM** ☺



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Emphysema, And May  
Complicate Pregnancy.**