

Philip Morris Products S.A.	Confidential
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Annex 7: Youth Access Restrictions Effectiveness	Version 1.0

## Annex 7: Youth Access Restrictions Effectiveness

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 and 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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*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 International.*

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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 summary of the implementation and effectiveness of your policies and procedures regarding restrictions on youth access to the products.” This Annex provides such summary.

Our policies and procedures regarding restrictions on youth access to the products are not different from our policies and procedures regarding verification of the age and identity of purchasers of the products.

Everything described in [Annex 6](#) to verify the age and identity of purchasers as over the age of 21 (21+) has the express purpose of avoiding youth access to the products.

We view our approach to verifying age and identity as the best available method to reduce youth access to the products. In summary, PM USA believes that verifying the age and identity of product purchasers is the best way to avoid sales to individuals under the age of 21.

Finally, while not specific to *IQOS*, Altria supported raising the minimum age to purchase all tobacco products to 21. Data shows that youth under 18 get tobacco products, including e-vapor, primarily through “social access,” that is, from friends or siblings who are 18 or older. Approximately 80% of high school students in the U.S. turn 18 years of age before they graduate. By raising the minimum age to 21, no high school student should be able to purchase tobacco products legally.

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<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”.

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