

Philip Morris Products S.A.	Confidential
2021 Annual Report	Page 1 of 2
Annex 18: Summary of Media Tracking and Optimization	Version 1.0

## Annex 18: Summary of Media Tracking and Optimization

Product	Marlboro Amber <i>HeatSticks</i> Marlboro Green Menthol <i>HeatSticks</i> Marlboro Blue Menthol <i>HeatSticks</i> <i>IQOS</i> System Holder and Charger <i>IQOS</i> 3 System Holder and Charger
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

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 media tracking and optimization not previously submitted.” Pursuant to the relevant Letters of Authorization from Philip Morris Products S.A.<sup>2</sup>, Altria Client Services LLC, on behalf of Philip Morris USA Inc., has previously submitted the requested summaries in quarterly submissions.

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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”.

<sup>2</sup> Currently effective Letters of Authorization sent to FDA on October 23, 2019 and January 22, 2021, to authorize Altria Client Services LLC, to submit quarterly reports on behalf of PMP S.A.

### 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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Philip Morris Products S.A.	Confidential
2021 Annual Report	Page 2 of 2
Annex 18: Summary of Media Tracking and Optimization	Version 1.0

The following quarterly reports were submitted to FDA in 2020 and 2021 and are cross-referenced in this Annual Report:

- **Quarterly report I** (July 30, 2020)
- **Quarterly report II** (October 30, 2020)
- **Quarterly report III** (January 29, 2021)
- **Quarterly report IV** (April 30, 2021)

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