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Annex 5: Data on Product Purchasers	Version 1.0

## Annex 5: Data on Product Purchasers

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	March 1, 2021 to February 28, 2022

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 “[d]ata on product purchasers 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 product purchasers data 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 Products S.A.*

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The following quarterly reports were submitted to FDA in 2021 and 2022 and are cross-referenced in this Annual Report:

- **Quarterly Report I** (July 30, 2021)
- **Quarterly Report II** (October 29, 2021)
- **Quarterly Report III** (January 28, 2022)
- **Quarterly Report IV** (April 29, 2022)

During the Annual Reporting Period, PM USA collected data on product purchasers from three sources; Registration, Consumer Panels and the Adult Tobacco Consumer Tracking Study (ATCT).

We included data in the quarterly reports on all authorized products from two of the three sources; (b) (4). PM USA included both the IQOS 3 and the IQOS (2.4) device in the (b) (4) to provide a more comprehensive data set even though the Market Orders no longer require IQOS (2.4) inclusion in quarterly reporting.

The following tables include the (b) (4) (the third source) for the Annual Reporting Period for both IQOS 3 and IQOS (2.4),<sup>3</sup> from March 1, 2021 to November 30, 2021 (source: (b) (4)).

**Table 1: Gender of IQOS Device Purchasers**

Base: Purchasers for which we have an associated gender

Gender	Number of people	% of all purchasers <sup>4</sup>
Male	(b) (4)	(b) (4)
Female	(b) (4)	(b) (4)
Non-Response <sup>5</sup>	(b) (4)	(b) (4)

<sup>3</sup> (b) (4)

<sup>4</sup> Percentages may not total 100 due to rounding.

<sup>5</sup> (b) (4)

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**Table 2: Age of IQOS Device Purchasers**

Base: Purchasers for which we have an associated age

Age Range	Number of people	% of all purchasers
21-24	(b) (4)	
25-29	(b) (4)	
30-39	(b) (4)	
40-49	(b) (4)	
50-59	(b) (4)	
60-69	(b) (4)	
70+	(b) (4)	
Unknown <sup>6</sup>	(b) (4)	

**Table 3: IQOS Purchasers by Geography<sup>7</sup>**

Base: All IQOS Purchases<sup>8,9</sup>

Age Range	Number of people	% of all purchasers
Atlanta Market	(b) (4)	
Richmond Market	(b) (4)	
Charlotte Market	(b) (4)	
N. Virginia Market	(b) (4)	
South Census Region	(b) (4)	
e-Commerce South Census Region	(b) (4)	

<sup>6</sup> While a consumer is always age verified upon engaging at one of our retail locations, age data has not been systematically captured and retained in all instances.

<sup>7</sup> Retail purchaser geography is (b) (4). E-commerce purchaser geography is (b) (4). Purchaser may not live in the market geography, however PM USA is only selling devices in the market geography.

<sup>8</sup> (b) (4)

<sup>9</sup> During this Reporting Period E-commerce sales were geo-restricted to GA, VA, NC & SC (South Census Region).

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**Table 4: Purchasers by Tobacco Category Usage<sup>10,11</sup>**

Base: Purchasers who provided category usage

Tobacco Category	Number of people	% of all purchasers
Cigarettes	(b) (4)	
Cigars	(b) (4)	
Smokeless Tobacco	(b) (4)	
Snus	(b) (4)	
E-Cigarettes/E-Vapor	(b) (4)	
Exclusive Cigarette	(b) (4)	

<sup>10</sup> (b) (4)

<sup>11</sup> (b) (4)

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