TABLE OF CONTENTS

3.4. Description of the Conditions for Using the Tobacco Product 2

TABLE OF FIGURES

Figure 1 THS : The main components and accessories with technical and commercial names 2

LIST OF APPENDICES

A3.4.1 Userguide: *iQOS* Tobacco Heating System User Guide

A3.4.2 Quickstartguide: *iQOS* Quick Start Guide

A3.4.3 PBA06User Guide: Tobacco Heating System User Guide THS-PBA-06-US

Confidentiality Statement

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 International.

3.4. Description of the Conditions for Using the Tobacco Product

A full narrative description of the way in which a consumer will use the tobacco product, including a description of how a consumer operates the product

The THS is comprised of the THD (Tobacco Heating Device) and the Tobacco Sticks. The THD (THD version 2.4) is planned to be commercialized under the brand name of "*iQOS*", with Tobacco Sticks planned to be commercialized under the name of "*HeatSticks*" (see Figure 1) and designed to be exclusively used with the THD.

In the rest of this chapter, the nomenclature adopted has the same approach used to present the THS and its components to adult consumers. Therefore, the THD (THD version 2.4) will be presented as "*iQOS* System" or "*iQOS* device", and the Tobacco Sticks will be presented as "*HeatSticks*".



Figure 1 THS : The main components and accessories with technical and commercial names

Confidentiality Statement

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 International.

The *iQOS* System will be sold in a box containing a *User Guide* (A3.4.1 Userguide) and a *Quick Start Guide* (A3.4.2 Quickstartguide). The User Guide provides all the detailed and appropriate instructions for the use of the *iQOS* System. The Quick Start Guide presents a subset of the instruction for use of the *iQOS* System, to allow users to get quickly accustomed to the basic operations.

More specifically, the User Guide offers all the relevant instructions to allow a user to become familiarized with the *iQOS* System, its accessories and the *HeatSticks*, learn how to use them and be aware of the specific safety warnings and instructions. The User Guide is divided into the 5 sections, which are briefly described below.

1. Safety Warnings and Instructions

This section comprises the main information concerning safety that a user should be aware of to safely operate the product.

2. Getting to Know your *iQOS* System

This unit describes the two main components of the *iQOS* device: the *iQOS* Holder and the *iQOS* Pocket Charger. It also illustrates the meaning of the different colors and status that the *iQOS* Holder LED and the *iQOS* Pocket Charger LED can display.

3. Getting Started

This section provides the information needed to use the *iQOS* System. The relevant steps are described further below in this chapter.

4. Cleaning

This part illustrates how to clean the *iQOS* Holder. Two methods are described: the automatic heater cleaning process and the manual cleaning using the *iQOS* Cleaner. This part also explains how to remove *HeatStick* fragments which might have got stuck in the *iQOS* Holder cap.

5. Information for Disposing of the *iQOS* Holder and *iQOS* Pocket Charger

This last section provides the information for a correct disposal of the *iQOS* Holder and *iQOS* Pocket Charger according to the applicable regulations.

According to the User Guide (A3.4.1 Userguide), as described in the sub-sections called "Your first *HeatStick*" and "Remove your *HeatStick* from *iQOS* Holder", within the section named "Getting Started", a user is instructed to use the product as follows:

- The charged *iQOS* Holder is removed from the *iQOS* Pocket Charger.
- The *HeatStick* is inserted into the *iQOS* Holder, tobacco-side down, making sure that the *HeatStick* filter is aligned with the *iQOS* Holder cap.
- The heating of the *HeatStick* is initiated by pressing and holding the *iQOS* Holder power button until the *iQOS* Holder button LED is blinking green.

Confidentiality Statement

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 International.

- The *iQOS* Holder button LED, remaining solid green, indicates when the initial heating process is complete and the product is ready for use.
- Once initial heating is complete, the product is used in much the same way as a CC:
  - The user draws air through the *HeatStick*.
  - This initiates the use heating cycle, which follows a puff-by-puff heating profile designed to provide a consistent user experience throughout use.
  - The *iQOS* Holder and *HeatStick* can deliver for up to either approximately 6 minutes or 14 puffs.
  - The user is informed that the usage is about to end when the *iQOS* Holder button LED switches to a solid orange (approximately 30 seconds left).
  - When the *iQOS* Holder button LED goes off, the use is finished.
- Once this cycle is complete, the *iQOS* Holder must be recharged by inserting it into the *iQOS* Pocket Charger for about 6 minutes. Once recharged, the *iQOS* Holder is ready to be used again and a new *HeatStick* must be used.

Similar information, although in a simplified manner, are also presented in the Quick Start Guide (A3.4.2 Quickstartguide).

In use, the *iQOS* Holder/*HeatStick* combination can be held and used in a manner very similar to a conventional cigarette.

A description of the length of time it takes a consumer to consume a single unit of the product, including information about the pattern of use during that time.

The length of time it takes for a user to consume a single *HeatStick* is predetermined. Each usage experience lasts for either 14 puffs or approximately 6 minutes, depending which limit is reached first. However, a user can always decide to finish the usage experience before reaching one of the above limits. To do so, the user simply switches off the *iQOS* Holder by pressing the *iQOS* Holder power button until the LED switches off.

Specific instructions on how to use and store the product to get the proposed reduction in risk or exposure

The *iQOS* device is intended to be used only with the *HeatSticks* and vice versa. These instructions are provided in the User Guide (A3.4.1 Userguide) and the Quick Start Guide to emphasize the correct use in order for the user to gain the potential benefit of using the THS. General storage instructions are provided to maintain the *iQOS* System in proper conditions.

Confidentiality Statement

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 International.

Specific instructions on how to avoid using the product in a way that could reduce or eliminate the potential benefit or increase the risk of using the product

The *iQOS* device is intended to be used only with the *HeatSticks* and vice versa. Both the User Guide and the Quick Start Guide warn users on two aspects related to the relationship between the *iQOS* device and the *HeatSticks.* In particular, users are warned to "never light a *HeatStick* with a match, lighter or other flame source" and "never use the *iQOS* Holder with a conventional cigarette, or other products/objects". These two warnings, if ignored or misunderstood, would completely diminish the potential benefit of using the THS.

Confidentiality Statement

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 International.