

Dr. Moira Gilchrist PhD

Vice President for Strategic & Scientific Communications
PMI Science

DR. MOIRA GILCHRIST'S SPEECH AT THE 2020 ONLINE GLOBAL FORUM ON NICOTINE



PMI SCIENCE
PHILIP MORRIS INTERNATIONAL

PMI has committed to replacing cigarettes with better alternatives as rapidly as possible.

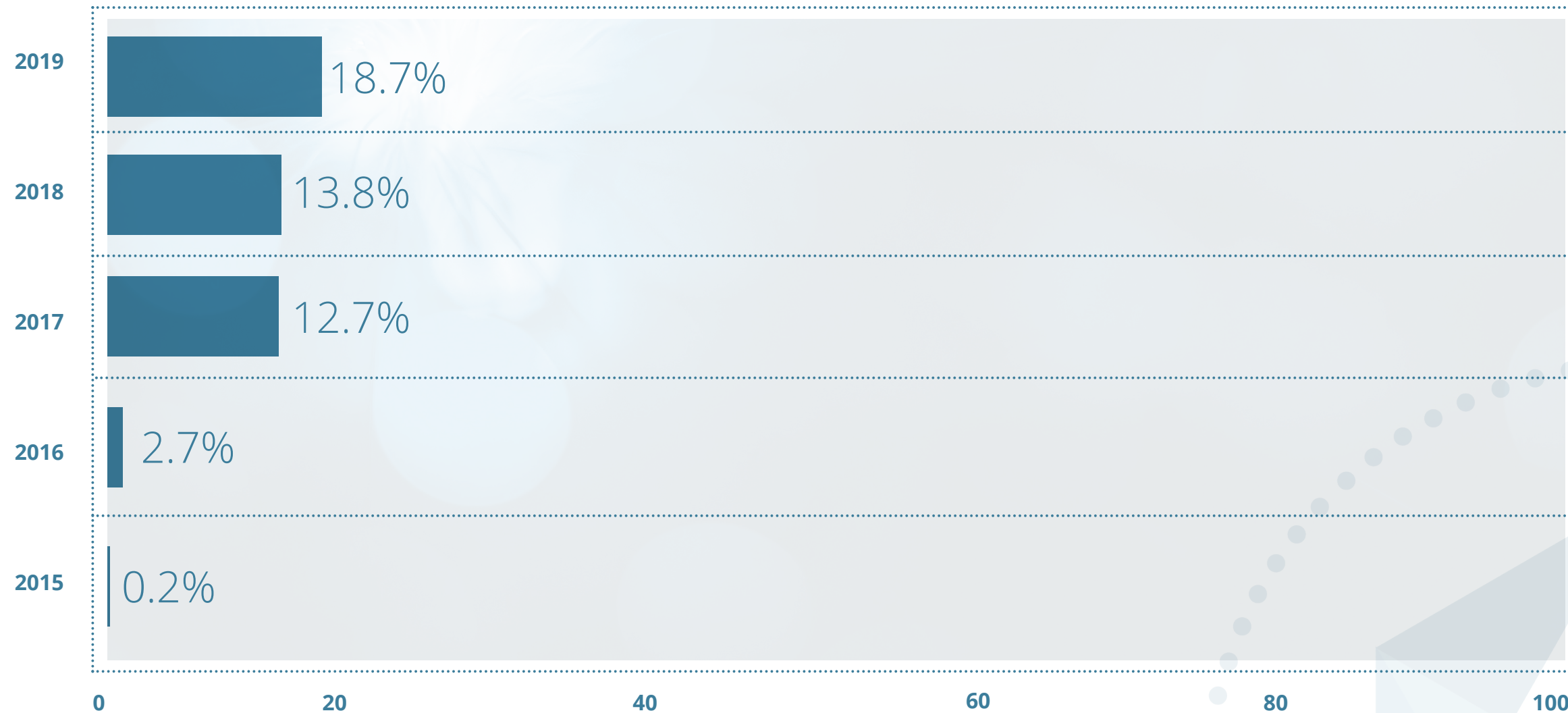
Our goal is a smoke-free future.

A future in which all those adults who would otherwise continue to smoke switch to scientifically backed products that are less harmful than smoking.

W E A R E C H A N G I N G



Share of Smoke-Free Products in Total Net revenues*

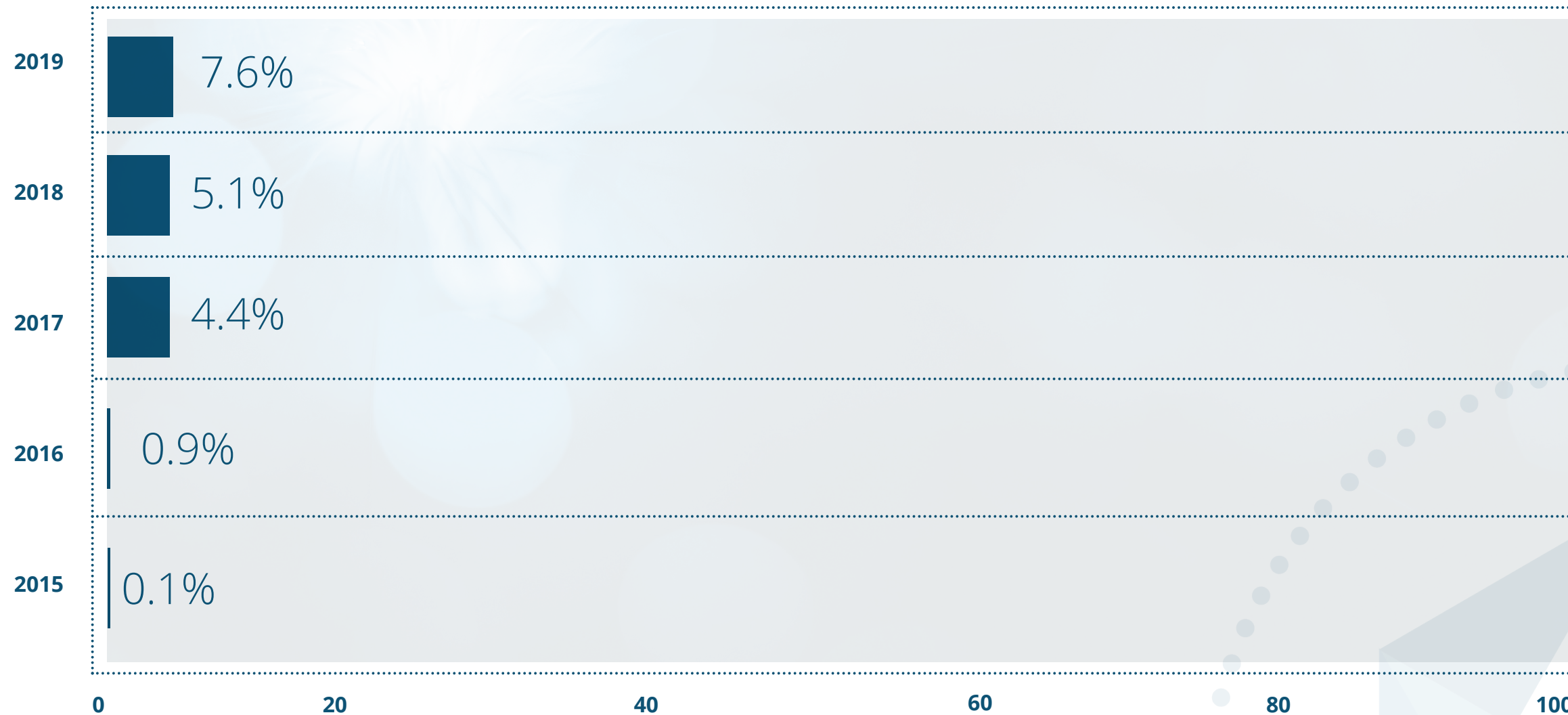


PMI Business Transformation Metrics (as of December 31, 2019)

* Excluding excise taxes



Share of Smoke-Free Products in Total Shipment Volume*



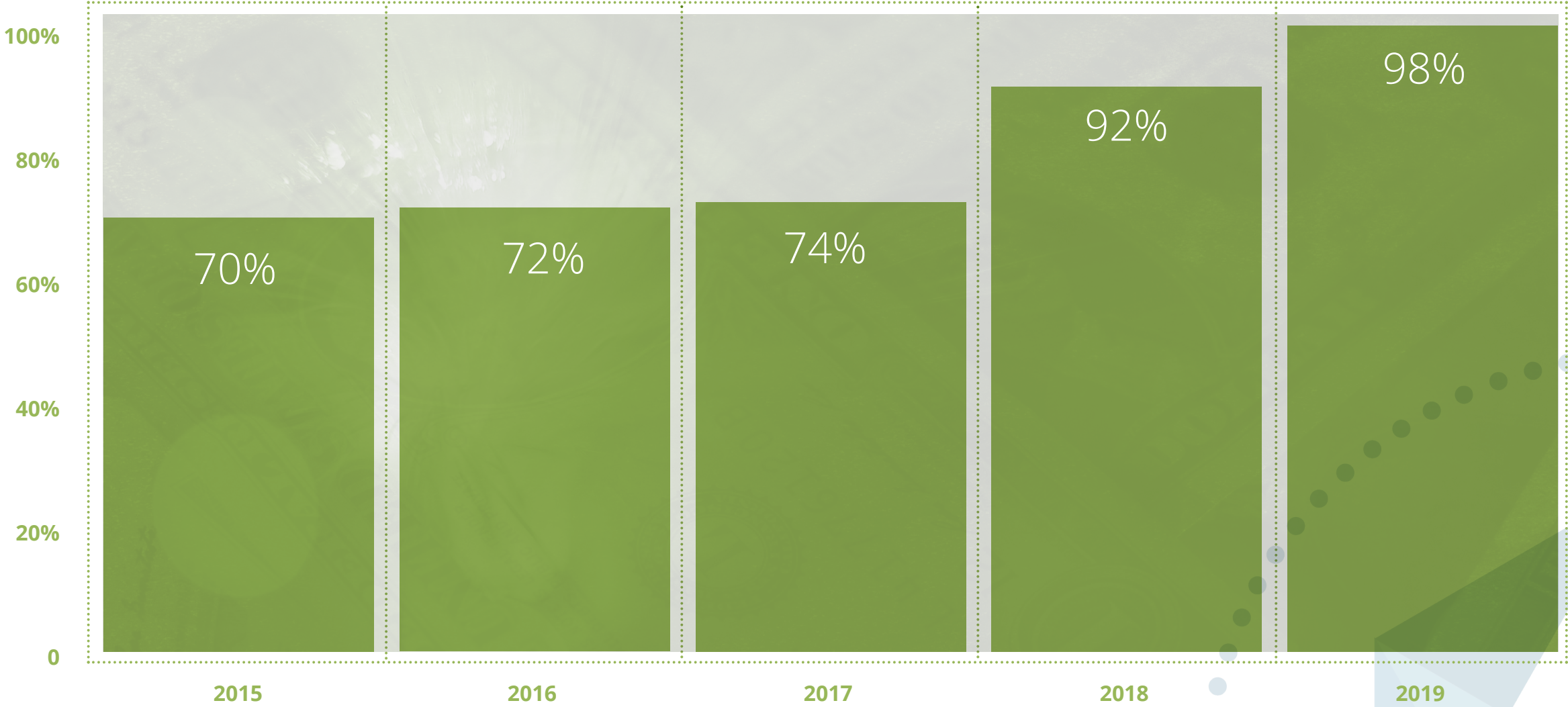
PMI Business Transformation Metrics (as of December 31, 2019)

*The smoke-free product shipment ratio is computed based on millions of units. Smoke-free products include heated tobacco units and e-cigarettes. Total products include smoke-free products, cigarettes and other combustible products



SEE THE SHIFT IN OUR RESOURCES TO DELIVER A SMOKE-FREE FUTURE FOR YOURSELF

R&D Expenditure: Smoke-Free/Total

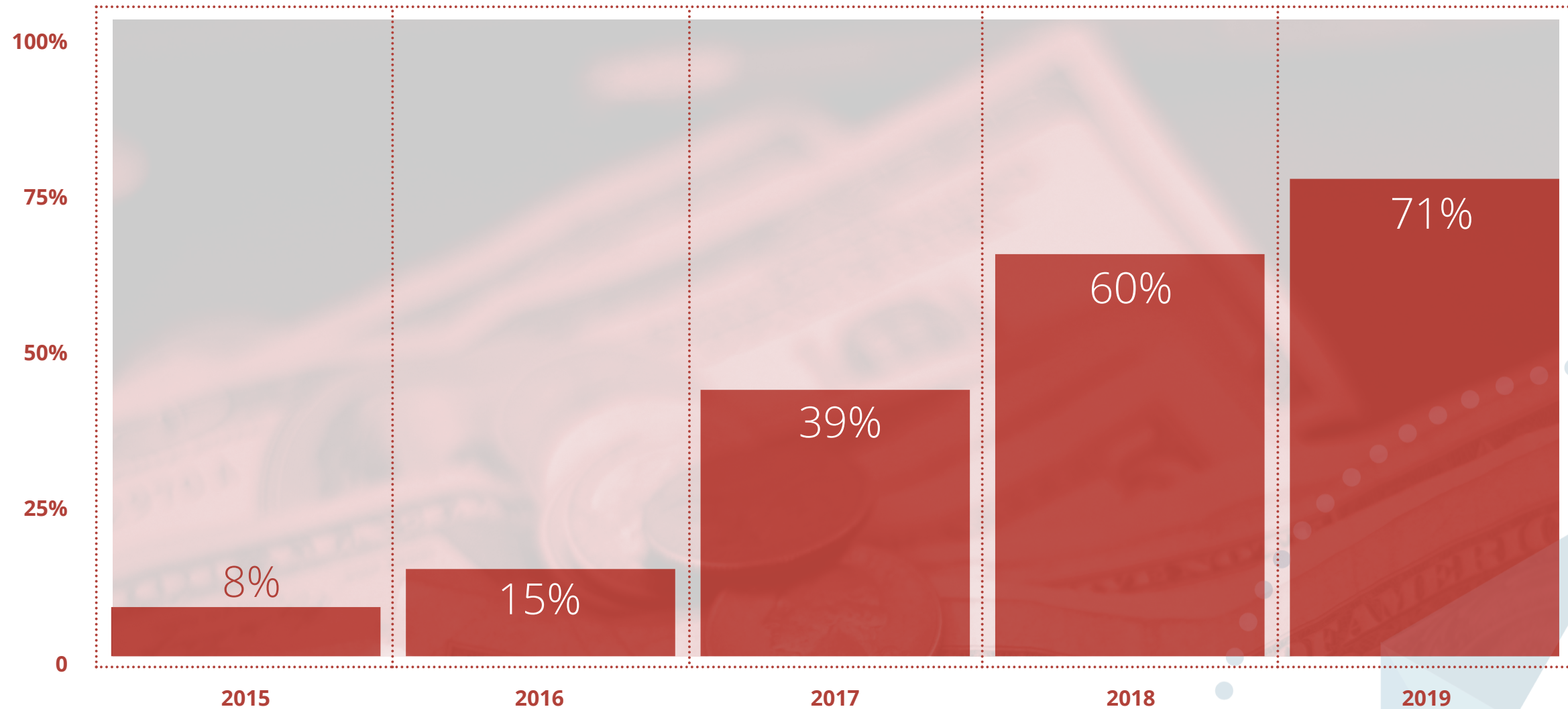


PMI Business Transformation Metrics (as of December 31, 2019)



SEE THE SHIFT IN OUR RESOURCES TO DELIVER A SMOKE-FREE FUTURE FOR YOURSELF

Commercial Expenditure: Smoke-Free/Total

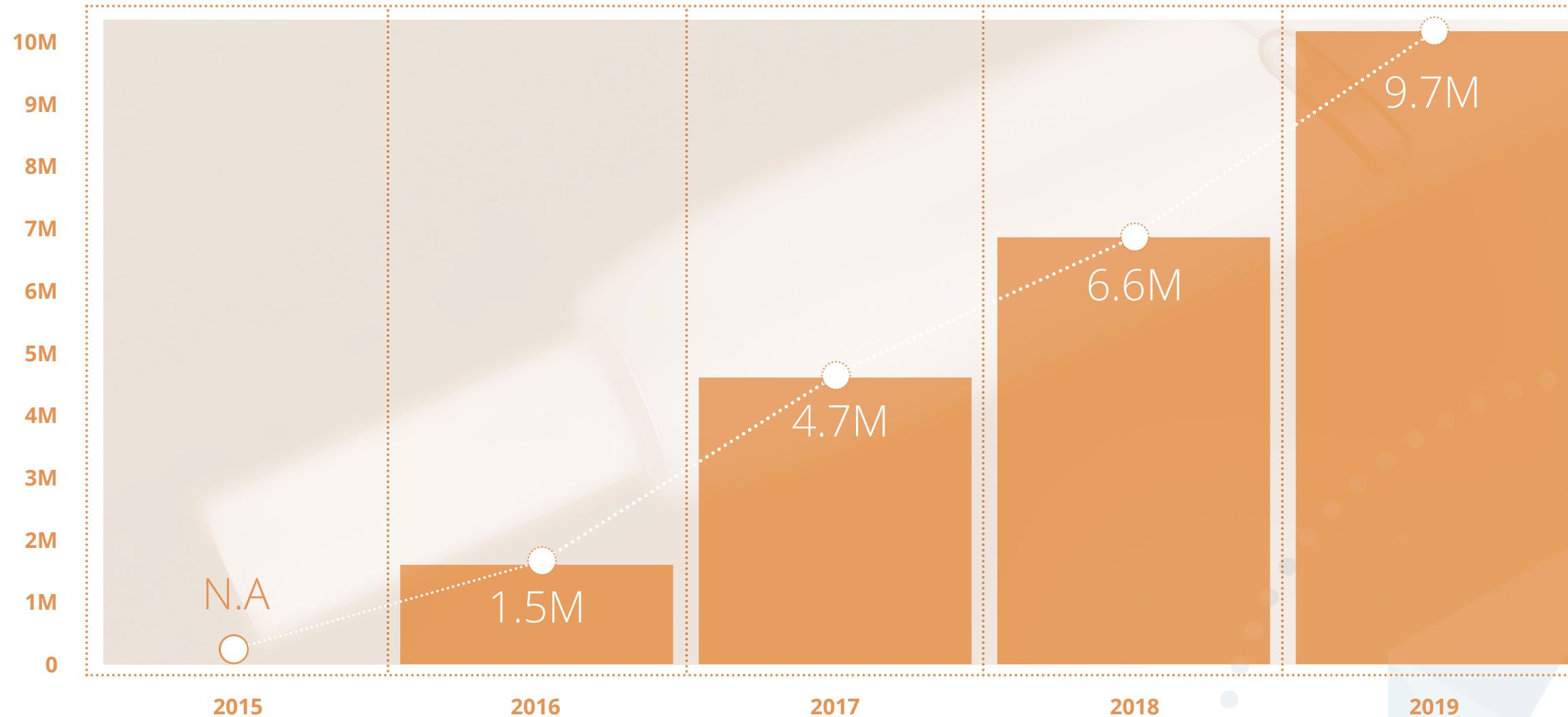


PMI Business Transformation Metrics (as of December 31, 2019)

* Excluding excise taxes



Estimated Users Who Have Stopped Smoking and Switched to PMI's leading heated tobacco product (in millions*)



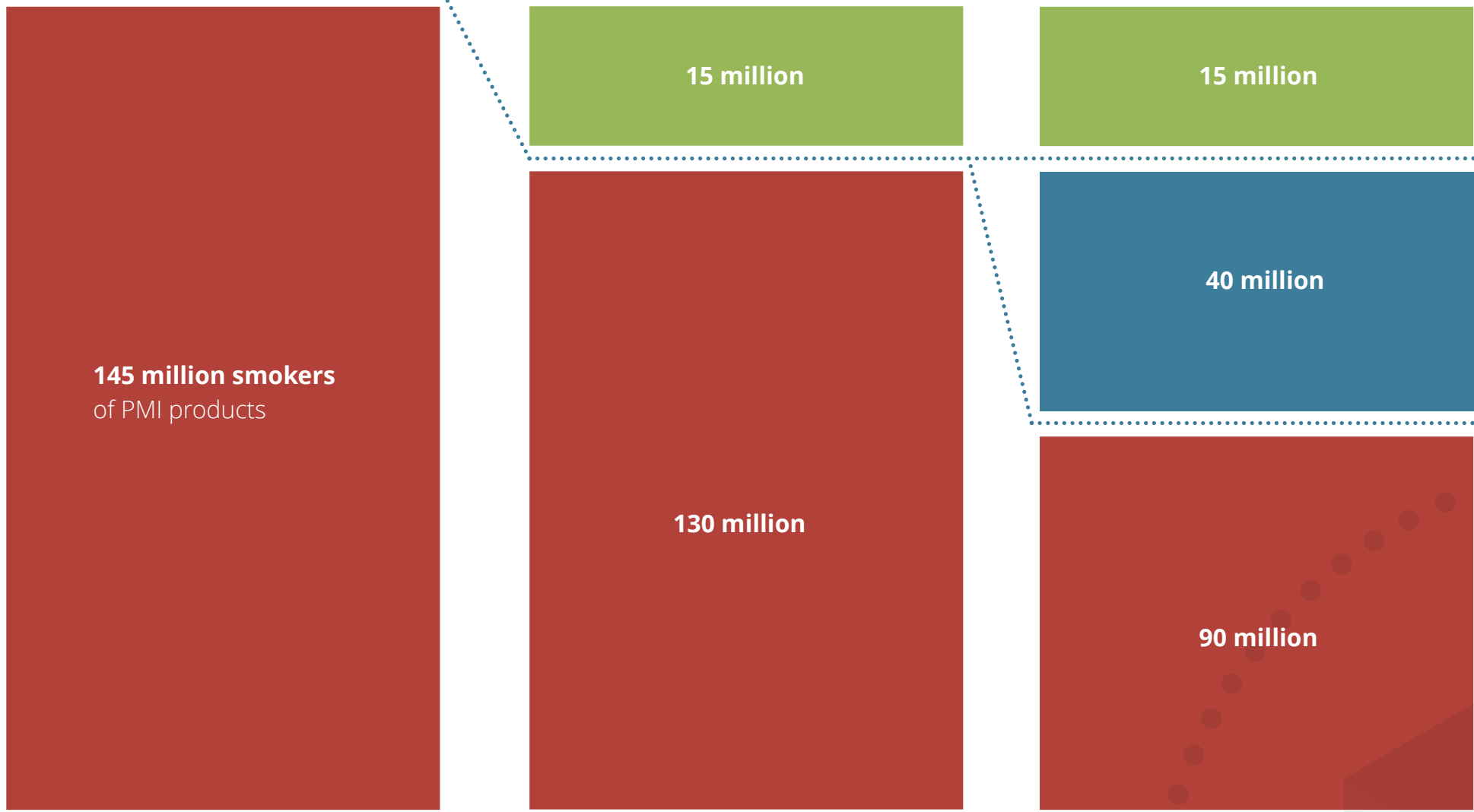
PMI Business Transformation Metrics (as of December 31, 2019)

*The estimated number of people who have "stopped smoking and switched to IQOS" is defined as: for markets where IQOS is the only heat-not burn product, daily individual consumption of PMI HTUs represents the totality of their daily tobacco consumption in the past seven days; for markets where IQOS is one among other heat-not-burn products, daily individual consumption of HTUs represents the totality of their daily tobacco consumption in the past seven days, of which at least 70% are PMI HTUs



SEE HOW WE CAN ACCELERATE THE DECLINE OF CIGARETTE SMOKING FOR YOURSELF

Consumers of PMI Products – Projection 2025 Assuming constant PMI market share



People who quit
or less people starting, in line with reduction aimed for by WHO with additional tobacco control measures

People who switch
to PMI smoke-free products as per PMI's aspiration

People who smoke
PMI products

2025 estimate
based on WHO prevalence projection

2025 estimate
based on WHO prevalence target

2025 estimate
based on WHO prevalence target and PMI smoke-free aspirations

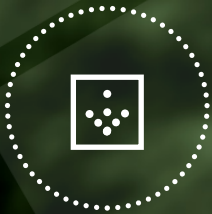
Source:
PMI Sustainability Report 2018



SEE THE IMPACT OF IQOS FOR YOURSELF

Research Paper:

Stoklosa M., et al. (2019).
Effect of IQOS introduction on cigarette sales:
evidence of decline and replacement.
Tob. Control, in press.



SEE THE PAPER FOR YOURSELF

Effect of IQOS introduction on cigarette sales: evidence of decline and replacement
Michal Stoklosa,¹ Zachary Cahn,¹ Alex Liber...

ABSTRACT
Background

Philip Morris International, one of the largest transnational cigarette manufacturers, has heavily invested in its new heated tobacco product, IQOS, marketing it aggressively as a less harmful alternative to cigarette smoking. The company's assertions that the product replaces cigarettes in a market have never been independently tested. The objective of this study is to determine whether introduction of IQOS affected cigarette sales in a large economy.

Methods

Using 2014 to 2018 monthly cigarette sales data from Japan, we analyse whether IQOS introduction across Japan's tobacco markets affected the patterns of cigarette sales.

Additional material is published online only. To view please visit the journal online (<http://dx.doi.org/10.1136/tobaccocontrol-2019-054998>)
Health Policy
Cancer
USA



SEE THE IMPACT OF IQOS FOR YOURSELF



Research Paper:

Cummings K.M., et al. (2020).

What is accounting for the rapid decline in cigarette sales in Japan?

Int J Environ Res Public Health 17(10): 3570.



SEE THE PAPER FOR YOURSELF



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