

Philip Morris International launches IQOS ILUMA in Dubai Duty Free



The *IQOS ILUMA*, now available at Dubai Duty Free, becomes the brand's first tobacco-heating system to introduce induction-heating technology, which utilizes no blade and requires no cleaning

Philip Morris International Inc. (PMI) today announced the launch of *IQOS ILUMA PRIME* in Dubai Duty Free, the latest and most innovative addition to their growing portfolio of smoke-free products for adults who would otherwise continue to smoke or use nicotine products. This announcement follows the initial market launch of *IQOS ILUMA* in Japan and Switzerland Duty Free in 2021. The *IQOS ILUMA* becomes the brand's first tobacco-heating system to introduce induction-heating technology, which utilizes no blade and requires no cleaning.

"Our objective is a world without cigarettes; a world where cigarettes are replaced by smoke-free alternatives that are a better choice than continued smoking," said PMI CEO Jacek Olczak. "We have launched several generations of our *IQOS* heated tobacco system; expanding our portfolio to offer constantly improved, science-backed solutions that take advantage of advancements in technology and address pain points heard from consumers. This commitment to continuous innovation plays a significant role in our ambition to deliver a smoke-free future. The launch of *IQOS ILUMA*, our most innovative device yet, gives adult smokers another better choice and represents an important leap forward in our efforts to accelerate the end of smoking."

Dubai Duty Free will offer the *IQOS ILUMA PRIME* device.

"The launch of the *IQOS ILUMA PRIME*, our most refined and advanced device yet, in Dubai Duty Free, further demonstrates our constant commitment to delight our legal age consumers in travel retail with our most premium and stylish product range," said Edvinas Katilius, Vice President PMI Duty Free.

The innovative heating technology in these devices is the SMARTCORE INDUCTION SYSTEM™ that heats the tobacco from within the new TERE SMARTCORE STICK™. These sticks are to be used only with *IQOS ILUMA*, which features an auto-start function that detects when the TERE™ stick is inserted and automatically turns on the device. These bladeless devices offer a cleaner way to heat tobacco from the core, without burning it, to provide a more consistent experience, no tobacco residue, and no need to clean the device. Additionally, they generate no combustion and no smoke, and PMI's market research indicates that *IQOS ILUMA* provides a more pleasurable experience compared to previous *IQOS* generations.

"*IQOS ILUMA* is our most innovative offering to-date and the new flagship in our portfolio of science-backed, smoke-free products. Its breakthrough induction-heating technology heats tobacco from within, without burning, so there's no smoke, no ash and, like previous *IQOS* devices, it emits, on average, 95% lower levels of harmful chemicals compared with cigarettes," said Michele Cattoni, Vice President Heated Tobacco Platforms at PMI. "However, unlike our previous tobacco-heating systems, *IQOS ILUMA* has no blade. That means no tobacco residue or cleaning—ever. With this, and other product features, we aim to address consumer pain points that may have hindered some adult smokers from beginning or maintaining their journey away from cigarettes in the past."

IQOS ILUMA PRIME is available in Dubai Duty Free for purchase from November 15, 2022.

As of June 30, 2021, PMI's smoke-free products are available in 67 markets. The company has stated its ambition to be present in 100 markets with its smoke-free products by 2025. There are more than 20 million users of the *IQOS* tobacco heating system globally, and PMI estimates that more than 73% (approximately 14.7 million) of these men and women have switched completely to *IQOS* and stopped smoking with the balance in various stages of switching.⁶ PMI's ambition is that by 2025 at least 40 million PMI cigarette smokers who would otherwise continue to smoke will have switched to smoke-free products. Furthermore, the company's ambition is that more than half of its net revenues will come from smoke-free products by 2025.

IQOS ILUMA PRIME

IQOS ILUMA PRIME is available in a new design that uses elegant, anodized aluminum combined with a texture wrap. The device is available in four colors and is customizable both in terms of connected features via the user's smartphone and offline with a wide range of accessories, including charger wraps and holder rings. The device offers adult users the ability to have two consecutive uses without recharging the holder and include advanced features that can be enabled or disabled—by the *IQOS* app—such as smart gestures, auto-start, various illumination modes, alerts, and the ability for the user to lock and unlock their device when needed. *IQOS ILUMA* is our most robust device to date, and, as it has no blade, there's no need to clean the device.