

Positionnement stratégique des nouveaux produits du tabac pour l'industrie du tabac : le cas de l'iQOS

Pascal Diethelm

OxySuisse / CNCT

Les «nouveaux» produits du tabac

Les «nouveaux» produits du tabac

- La cigarette électronique

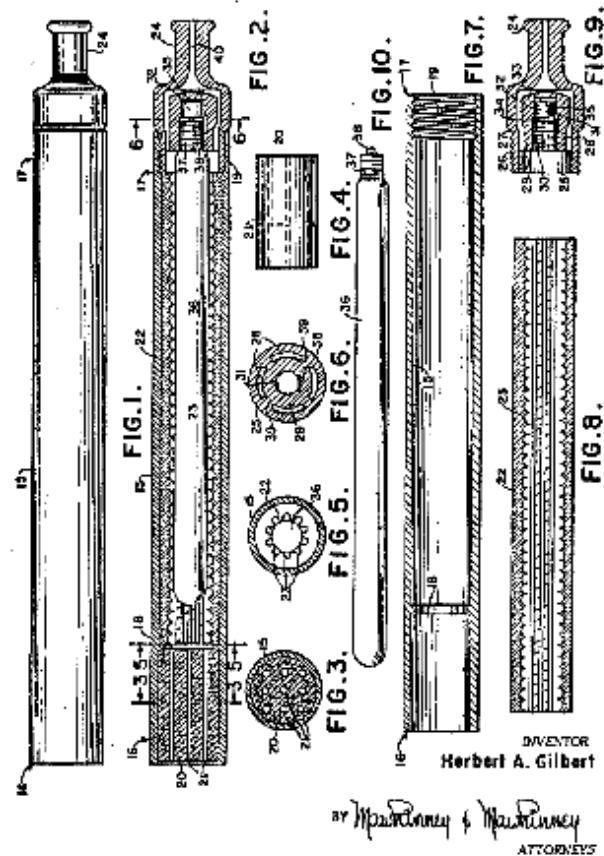
Les «nouveaux» produits du tabac

- La cigarette électronique
- Le tabac chauffé
- Produits hybrides

La cigarette électronique

La cigarette électronique 1965 (H.A. Gilbert)

Aug. 17, 1965 H. A. GILBERT 3,200,819
EMULSIVE NON-YACED CIGARETTE
Filed April 17, 1963



United States Patent Office

3,299,819
Patented Aug. 17, 1966

2
2,980,879
SMOKING CIGARETTE
Herbert A. Cullen, 279 McNaull, Zionsville, Ind.
Filed Apr. 17, 1964, Ser. No. 378,624
17 Claims. (C.I. 128-216)

The present invention relates to a cigarette and smoking cigarette and has as its object to provide a safe and pleasant means for smoking by reducing the smoking number, expense and paper costs, and, secondly, by reducing the amount of smoke introduced into the lungs in case of a cigarette which would otherwise be a smokers.

Another object of the invention is to provide an article of manufacture.

It is, therefore, an object

which the inventing present invention which the

smoking of the cigarette is that one

is a further improvement

including the introduction of the cigarette into the mouth.

A further object of the invention is to provide an article of manufacture which the inventing present invention which the

smoking will be as

more pleasant,

In the drawing

FIGURE 1 is a

side view of a cigarette

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3,299,819
SMOKING CIGARETTE

With internal filters 15 or some other means of collecting for a smoking cigarette described.

Certains des avantages de l'invention sont:

...

(e) Les personnes qui souhaitent fumer mais dont le médecin leur déconseille une telle pratique peuvent utiliser cette invention pour maintenir la satisfaction de fumer sans aucun de ses inconvénients.

An ordinary cigarette having the bent portion 17 at the "fingertip" end 18 on the right side, which is directed to the user himself.

During the chewing and after effects in view, the user will be more fully satisfied because, and will be more particularly pointed out in the claims appended herein.

In the drawings, which illustrate the invention, like reference characters refer to like corresponding parts throughout the several views.

FIGURE 1 is a side-sectional view of the completed article constructed in accordance with the invention, in mounting on a cigarette.

FIGURE 2 is a longitudinal section through the cigarette with the internal parts assembled.

FIGURE 3 is a cross-sectional view taken on the line 3-3 in FIGURE 2.

FIGURE 4 is a similar view taken on the line 4-4 in FIGURE 2.

FIGURE 5 is a longitudinal sectional view of a portion of one tube.

FIGURE 6 is a similar view of a portion of another tube.

FIGURE 7 is a longitudinal sectional view of a tube or cigarette that may be employed.

FIGURE 8 is a side elevational view of a form of heating element or heating tube or bulb that may be employed.

Referring more particularly to the drawings, 12 represents an external tube or cigarette, the walls generally in size, color and shape of a standard cigarette having an outer tube 13 and portion 17.

Surrounding the interior space X of the external tube is an internal cigarette 18 which is partially older so the outer and portion 17 than to its original form and portion 17, thus defining the tube internally from an otherwise linear cigarette.

The tube 18 is disposed at the inner end portion 17

thereon.

It has been to INCLOSE a sleeve or a cover portion 20 through the tube or cigarette portion 18 in the cigarette, a rubber banding or strap providing air from spaces 22 between the bottom sleeve 20 and an inner tube 23 spaced generally from the bottom sleeve 20 and covered therewith by each, arms 24. The air-tight spaces 21 communicate with the bottom sleeve 20 in the utilization of the tube and around the tube, and so the spaces surrounded by the inner wall 23 of the cigarette

Within the tube, tube 20 is a threaded sleeve or cover 20 and having three sections only so as to distinguish, including a bottom 20, a middle 21 and top 22 and an outer cover 23 with a center only 25 between the two sections 20 and 22 and 23.

The heating element 26 provides a heating tube or bulb for heating a screw tube 27 for removable engagement with the section 20. The screw tube 27 has a slot 28 extending the entire length of the tube 27, and section 26 engaged in this slot 28, the outer battery portion 24, the bulb 26 and tube 27 utilized in a cigarette 12, is properly charged and a cigarette is formed by the tube 27 and each section 20 to provide an improved heating element comprising the length of the tube and around the suitable dimensions of the tube 27.

As assembly, the tube, tube 20 can be inserted and secured, if not, folded in the outer tube of the cigarette.

FIGURE 9 is a diagrammatical view of a tube or cigarette that may be employed.

FIGURE 10 is a side elevational view of a form of heating element or heating tube or bulb that may be employed.

Referring more particularly to the drawings, 12 represents an external tube or cigarette, the walls generally in size, color and shape of a standard cigarette having an outer tube 13 and portion 17.

Surrounding the interior space X of the external tube is an internal cigarette 18 which is partially older so the outer and portion 17 than to its original form and portion 17,

thus defining the tube internally from an otherwise linear cigarette.

When the tube 18 is inserted to the bottom 20 its 18 and 20 with regards to inner battery portion 24 and outer

portion 20, the circuit through the bottom of the tube 18 by the contact strip 26. Thus the tube 18 will be insulated and energized before assembly to the external tube 13.

The tube 18 is removable so that when removed,

a fresh dry battery may be substituted, same to the same being held by first withdrawing the insulation 24 and

(a) a flow cartridge in the inner end portion, (b) heating wires in the tube, (c) a tubular liner skin in the tube to hold partially the spaces from the heating areas and cooling.

(d) an internal wall shaped to produce maximum the air stream when blowing the space between heating areas and tubular liner,

incorporate in the inner end portion of the tube drawing atmosphere air by insuffling thereby the outer portion of the tube including the outside thereof the areas between the heating areas 18 and into the mouth of the user, and cold air being air passage therethrough, considering at the outer end of the tube with the insulation and 24, the inner end of the tube with solid 26 and ultimately will the mouthpiece expelling air to be drawn over the filter cartridge the air by the user at the mouthpiece,

substituted non-decomposable cigarette as claimed in 10 which the internal wall 24 is so contoured to produce the tubular effect liner,

incorporate cigarette cigarette in which in which the material, that (d) is of last insulation and 24 which the internal wall 24 is circumferential to facilitate the air around the cigarettes, employed non-decomposable cigarette as claimed in 15 which the filter cartridge (c) contains a porous substance impregnated with

chemically harmless filtering material,

substituted non-decomposable cigarette as claimed in 20 which the porous substance (d) is inserted

(d) air passage, mainly longitudinal of the tube, passing at the outer end to transverse air at the front end to the space between the heating areas and the liner,

(e) a smoking non-tobacco cigarette as claimed in 25 claim 1 in which the tube has

(f) an inwardly projecting division, cylinder equalizing a side against the outer edge of which the filter cartridge is inserted and again, the inner edge of which, the rear end of the tube is shielded,

(g) a smoking non-tobacco cigarette as claimed in 30 claim 1 in which the cigarette (d) includes

(h) a hollow blank substantially intersected with the porous tube and situated against the liner and portion of the tube,

(i) a smoking non-tobacco cigarette comprising 35 an overall tube having liner and inner end portions,

(j) a flow cartridge in the inner end portion,

(k) heating wires in the tube,

(l) a tubular liner skin in the tube to hold partially 40 the spaces from the heating areas and cooling,

(m) an internal wall shaped to produce turbulence in 45 the air stream drawn through the space between heating areas and tubular liner,

(n) a cartridge in the inner end portion of the tube for drawing atmosphere air by insuffling through the outer end of the tube including the outside 50 of the tube 24 through the space between the heating areas and liner and into the mouth of the user,

(o) one cartridge having air passage, distributing 55 communication at the outer end of the tube, with the atmosphere and at the inner end of the tube with the outer space and tubular liner the combination for insuffling air to be drawn past the filter cartridge for insuffling the air by the user of the cigarette,

(p) an air tube in the cigarette, said heating areas having an electric bulb heating,

(q) a spring expanding tube vessel, and

(r) a hollow tube in the cigarette having electric

La cigarette électronique

1990 (Philip Morris)

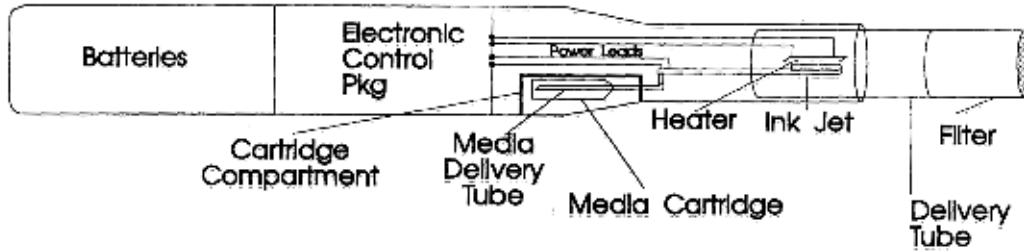


Fig. 1 -- Ink Jet System

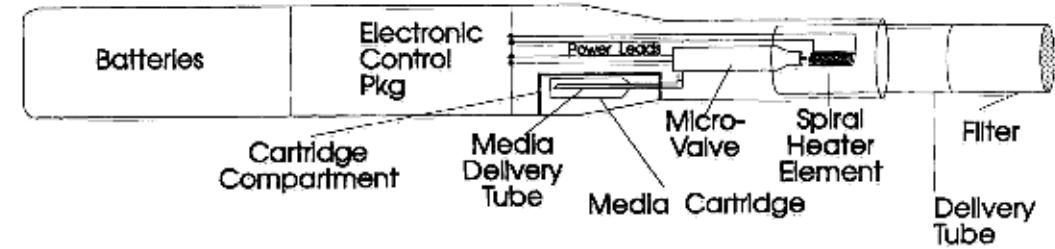


Fig. 2 -- Drop-on-Demand System

INVENTION RECORD

(Preliminary Disclosure for Consideration of Patentability)

TC: Patent Counsel

1. DESCRIPTION OF THE INVENTION (in sufficient detail for the invention to be understood; please identify or attach copies of any reports, notebook pages, or other documents containing particular examples or other pertinent data): An idea for an electric smoking article comprising (1) a single permanent heater, (2) a "bubble jet" or inkjet printhead or comparable controlled liquid application device, (3) a liquid aerosol generating medium contained in a disposable cartridge, supplying the printhead, (4) a battery-powered, puff (pressure drop) activated, programmable logic-controlled circuit to provide controlled temporal power application to the printhead and heater, and (5) a disposable delivery module providing desirable pressure drop, air-flow and filtration for aerosol delivery to the smoker. Device operation is as follows (see attached sketch): (1) Smoker puffs on device, activating circuit by pressure-drop sensing; (2) power is supplied to heater (a) to achieve surface temperature of 300-450 °C; (3) printhead (b) is activated to spray liquid aerosol generation medium on heater, simultaneously drawing new aliquot of medium from cartridge (c); (4) liquid medium in contact with hot heater generates aerosol which is drawn through delivery module and filter (d) by smoker. Steps (2) and (3) may be reversed. Cartridge (e), inserted via sharpened tube (e), analogous to fountain pen cartridge, may contain liquid aerosol generation media equivalent to any number of individual cigarettes, a single pack or a single carton.
2. OBJECTS/ADVANTAGES OF THE INVENTION: Object of invention is to supply a thermally-generated (subpyrolytic), cigarette-like aerosol generated from a liquid medium by precisely controlled application to a heated surface.

Advantages of the invention are as follows: (1) simple, single, permanent heater design; (2) heater may be re-pulsed after puff for cleaning if required; (3) liquid aerosol generation medium may contain a wide variety of both volatile materials (including menthol) and nonvolatile, thermally labile precursors in a shelf-stable, disposable cartridge, permitting wide sensory latitude; (4) liquid media will require lower energy input than solid media for effective aerosol delivery; (5) device is simple and user friendly; (6) device is individual puff activated, allowing smoker to take as many or as few puffs as desired; (7) cartridge can be configured in several sizes for marketing and sales impact (i.e., one or more pack or one carton cigarette equivalent); and (8) simplified heater and electronics expected to result in cost-effective manufacture.
3. STATE OF THE ART (list any known patents or publications that seem pertinent): Bubble jet and ink jet technology well established. No known literature describing this particular application of same.

2020174168

Short Form (9/77)
Philip Morris USA

Date: October 30, 1990

PM #: D-761 / PM 1548

INVENTION RECORD

(Preliminary Disclosure for Consideration of Patentability)

TC: Patent Counsel

1. DESCRIPTION OF THE INVENTION (in sufficient detail for the invention to

Les avantages de l'invention sont les suivants :

...

(2) le milieu générateur d'aérosol liquide peut contenir une grande variété de matières volatiles (y compris des menthols) et non volatiles...

source and filter (2) by smoker. Steps (2) and (4) may be reversed. Cartridge (3), inserted via sharpened tube (4), analogous to fountain pen cartridge, may contain liquid aerosol generation media equivalent to any number of individual cigarettes, a single pack or a single carton.

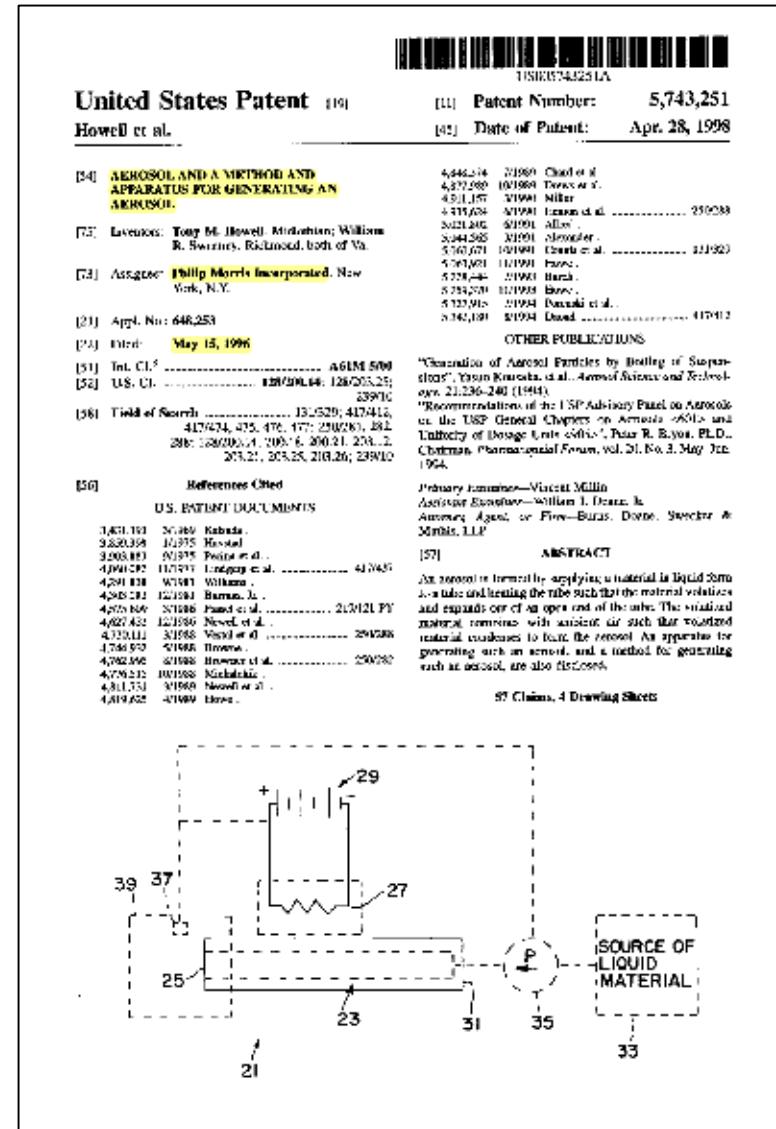
2. OBJECTS/ADVANTAGES OF THE INVENTION: Object of invention is to supply a thermally-generated (subpyrolytic), cigarette-like aerosol generated from a liquid medium by precisely controlled application to a heated surface.

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3. STATE OF THE ART (list any known patents or publications that seem pertinent): Bubble jet and ink jet technology well established. No known literature describing this particular application of same.

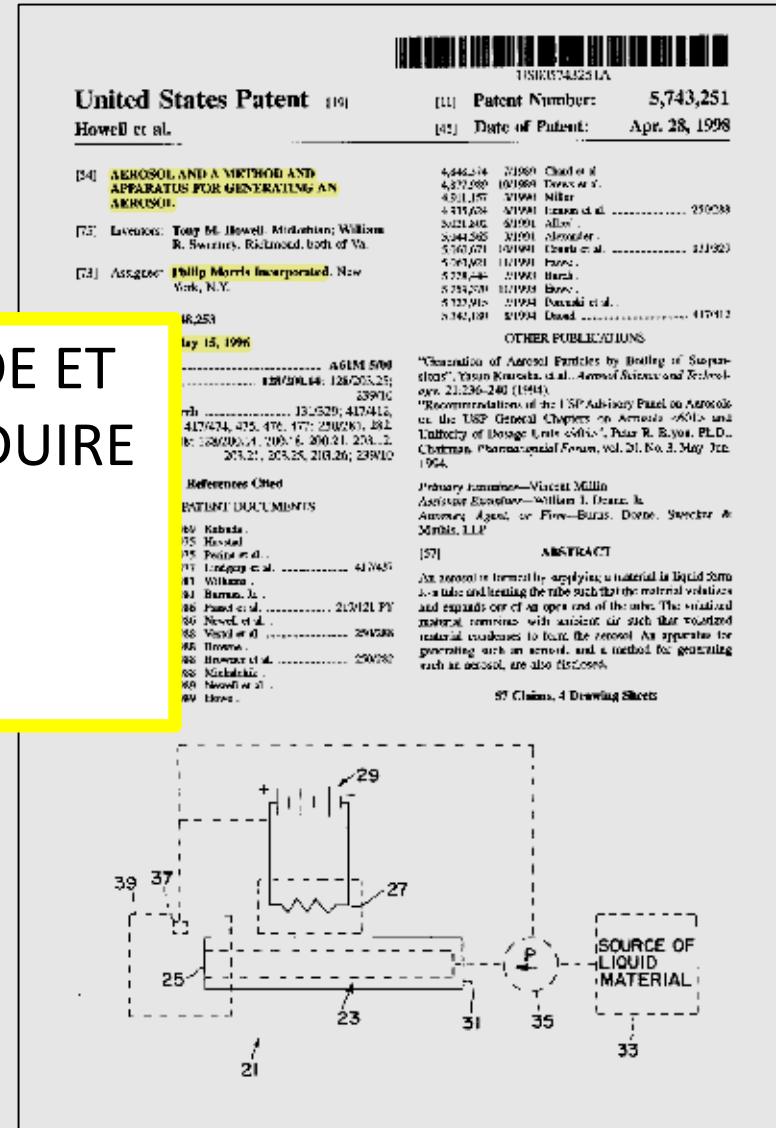
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La cigarette électronique 1996 (Philip Morris)

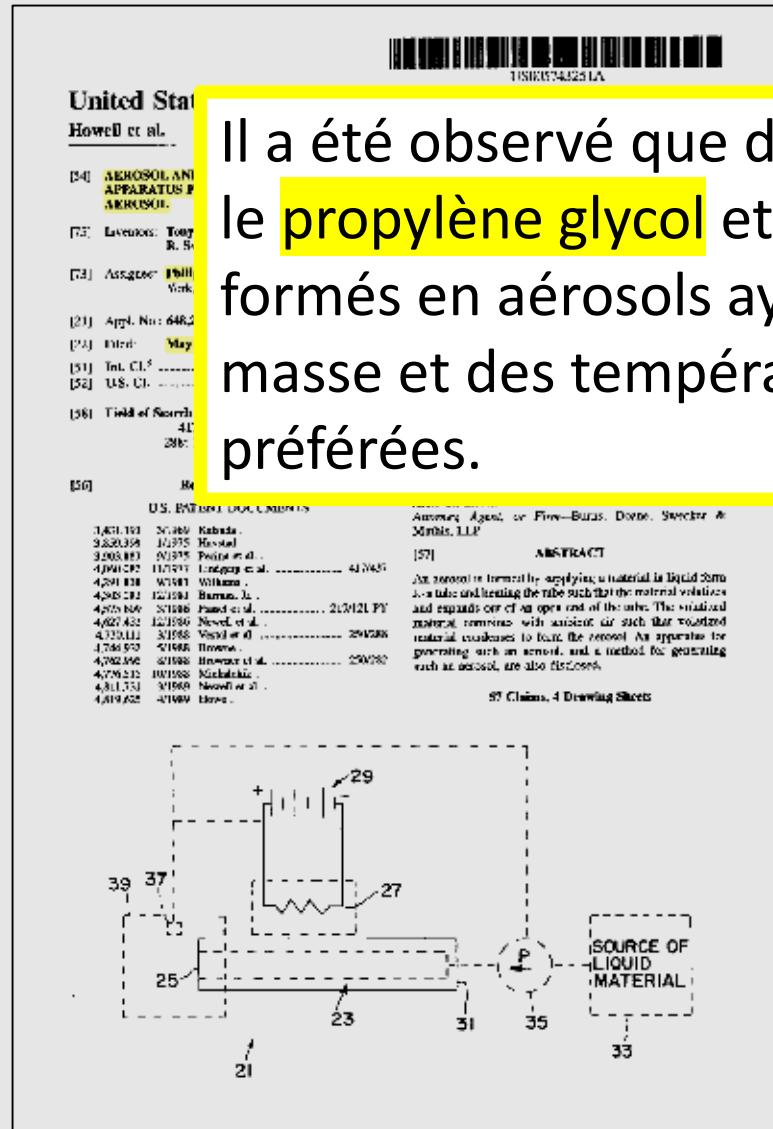


La cigarette électronique 1996 (Philip Morris)

AÉROSOLE ET UNE MÉTHODE ET
UN DISPOSITIF POUR PRODUIRE
UN AÉROSOLE
Déposant: Philip Morris
Incorporated, New York



La cigarette électronique 1996 (Philip Morris)



Il a été observé que des matériaux liquides comme le propylène glycol et le glycérol peuvent être formés en aérosols ayant des diamètres moyens en masse et des températures dans les fourchettes préférées.

1998: Décision stratégique de Philip Morris

Draft for discussion purposes

MESSAGE POINTS

AEROSOL PATENT

* Philip Morris U.S.A. scientists have patented a new device for generating highly concentrated fine aerosols from liquids. The invention pushes liquid through a capillary tube that is heated and then mixes with ambient air and condenses to form particles, thereby forming an aerosol. The invention is environmentally friendly and could replace the fluorocarbon gas propellant system used today in aerosol inhalers.

* Philip Morris conducts ongoing research in aerosol physics – including how aerosols are formed and change in time – in order to better design and improve our cigarette products. Philip Morris has been researching different ways to generate smoke, which itself is a form of aerosol, such as the new Accord Smoking System presently under limited consumer research.

* Philip Morris determined it was not in our business interests to continue to pursue research on the device, however, we recognized the potential advantages this invention could have to the pharmaceutical and medical scientific community.

* We are supporting research at Virginia Commonwealth University's Medical College of Virginia to further the development and evaluation of the potential of the aerosol generator for the therapeutic treatment of asthma. Dr. Peter Byron at MCV has free license to use the technology, develop its application and pursue FDA approval of the device.

* In [redacted], 1998, *Interpharm Press* published a summary paper on the new invention entitled, "High Efficiency Fine Particle Generation Using Novel Condensation Technology." The paper was authored by Michael Hindle, Peter Byron and Rajkumari Jashnani of the Aerosol Research Group, School of Pharmacy, VCU and Tony Howell and Kenneth Cox of Philip Morris USA.

2079072080

Source: Unknown. MESSAGE POINTS AEROSOL PATENT.
1998. Philip Morris Records. Unknown.
<https://www.industrydocuments.ucsf.edu/docs/pynd0064>

1998: Décision stratégique de Philip Morris

Draft for discussion purposes

MESSAGE POINTS

AEROSOL PATENT

* Philip Morris U.S.A. scientists have patented a new device for generating highly concentrated fine aerosols from liquids. The invention pushes liquid through a capillary tube that is heated and then mixes with ambient air and condenses to form particles, thereby forming an aerosol. The invention is environmentally friendly and replaces the system used today.

* Philip Morris is currently investigating how aerosols are formed and how we can improve our cigarette products by different ways to deliver nicotine. This is part of the new Accord S research.

* Philip Morris has decided to pursue research on the potential advantages this invention could have for scientific communication.

* We are supporting the Medical College of Wisconsin in their research on the potential of this invention for the treatment of asthma. Dr. Peter J. Gammie is leading the team that will develop its application.

* In January 1998, Philip Morris filed an invention entitled "Aerosol Generating Apparatus and Method". The inventors are Dr. Peter Byron and Dr. Peter J. Gammie, both of the Medical College of Wisconsin, VC of the University of Wisconsin, WI, USA.

Philip Morris USA a breveté un nouveau dispositif permettant de créer des aérosols fins hautement concentrés à partir de liquides.

...

Philip Morris a déterminé qu'il n'était pas dans notre intérêt commercial de poursuivre les recherches sur cet appareil. Cependant, nous avons reconnu les avantages potentiels de cette invention pour la communauté scientifique pharmaceutique et médicale.

Source: Unknown. MESSAGE POINTS AEROSOL PATENT.

1998. Philip Morris Records. Unknown.

<https://www.industrydocuments.ucsf.edu/docs/pynd0064>

1998: Décision stratégique de Philip Morris

Draft for discussion purposes

MESSAGE POINTS

AEROSOL PATENT

* Philip Morris U.S.A. scientists have patented a new device for generating highly concentrated fine aerosols from liquids. The invention pushes liquid through a capillary tube that is heated and then mixes with ambient air and condenses to form particles, thereby forming an aerosol. The invention is environmentally friendly and represents a significant improvement over the system used today.

* Philip Morris is continuing to research how aerosols are formed and how we can improve our cigarette products by using different ways to deliver nicotine. This is part of the new Accord S research.

* Philip Morris continues to pursue research into the health advantages this invention may have for the scientific community.

* We are supporting the Medical College of Wisconsin in their research into the potential of this invention for the treatment of asthma. Dr. Peter J. Gammie is developing its application for medical use.

* In January 1998, Philip Morris filed an invention entitled "Aerosol Generating Apparatus" with the U.S. Patent and Trademark Office. The inventors are Peter Byron and James C. Gammie, both of the University of Pharmacy, Vicksburg, MS, USA.

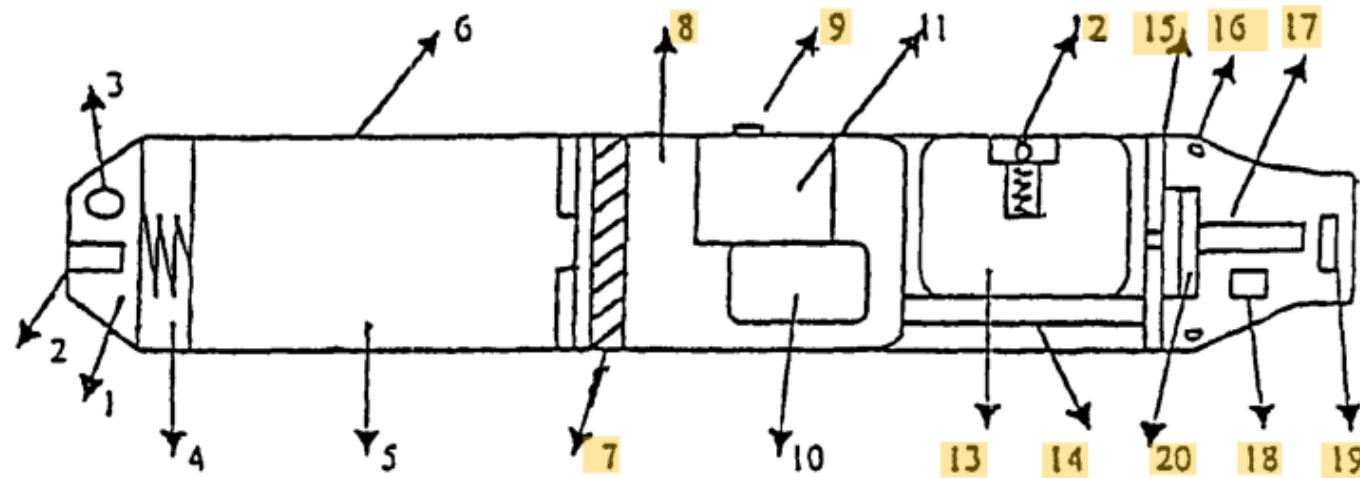
Philip Morris USA a breveté un nouveau dispositif permettant de créer des aérosols fins hautement concentrés à partir de liquides.

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La cigarette électronique

2003 (Ruyan Investments)





US008511318B2

(12) United States Patent
Hon(10) Patent No.: US 8,511,318 B2
(45) Date of Patent: Aug. 20, 2013

(54) ELECTRONIC CIGARETTE

(75) Inventor: Lik Hon, Hong Kong (CN)

(73) Assignee: Ruyan Investment (Holdings) Limited,
North Point (HK)(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.3,200,819 A 8/1965 Gilbert
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(21) Appl. No. 13/088,276

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(22) Filed: Apr. 15, 2011

CN 89207339 X 5/1989
CN 2047485 U 11/1989

(65) Prior Publication Data

US 2012/0090630 A1 Apr. 19, 2012

(Continued)

Related U.S. Application Data

(62) Division of application No. 10/547,244, filed as
application No. PCT/CN2004/000182 on Mar. 8,
2004, now abandoned.

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United States Patent and Trademark Office, Office Action in Inter
Partes Reexamination of U.S. Patent No. 8,156,944, mailed Nov. 27,
2012.

(Continued)

(30) Foreign Application Priority Data

Apr. 29, 2003 (CN)

03 1 11582

(51) Int. Cl.

A24F 17/00 (2006.01)
A61M 15/06 (2006.01)(52) U.S. CL.
USPC 131/273; 131/360; 131/194; 128/202.21(58) Field of Classification Search
USPC 131/273, 360, 194; 128/202.21
See application file for complete search history.

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2,631,219 A 3/1953 Sacky et al.

Primary Examiner — Richard Crispino

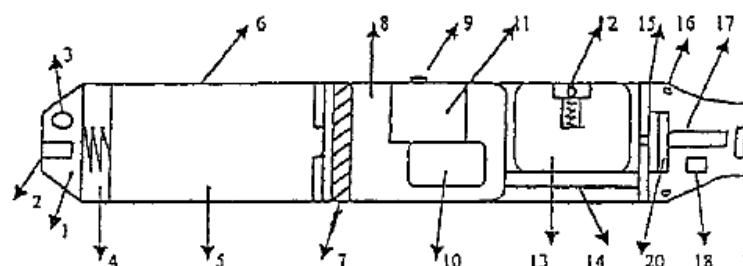
Assistant Examiner — Dianne Walls Mayes

(74) Attorney, Agent, or Firm — Perkins Coie LLP

(57) ABSTRACT

An electronic cigarette comprises nicotine without harmful tar. The cigarette includes a shell, a cell, a nicotine solution, control circuit, and an electro-thermal vaporization nozzle installed in the air suction end of the shell. The advantages of the present invention are smoking without tar, reducing the risk of cancer, the user still gets a smoking experience, the cigarette is not lit, and there is no fire danger.

19 Claims, 6 Drawing Sheets





US008511318B2

(12) United States Patent
Hon(10) Patent No.: US 8,511,318 B2
(45) Date of Patent: Aug. 20, 2013

Une cigarette électronique contient de la nicotine sans goudron nocif. (...) Les avantages de la présente invention sont le fumage sans goudron, la réduction du risque de cancer, l'utilisateur continue d'avoir une expérience de fumeur, la cigarette n'est pas allumée, et il n'y a pas de danger d'incendie.

ENTS
S
filed Action in later
944, mailed Nov. 27,(51) Int. CL.
A24F 47/00 (2006.01)
A61M 15/06 (2006.01)(52) U.S. CL.
USPK 131/273; 131/360; 131/194; 128/202.21(58) Field of Classification Search
USPK 131/273, 360, 194; 128/202.21
See application file for complete search history.

(56) References Cited

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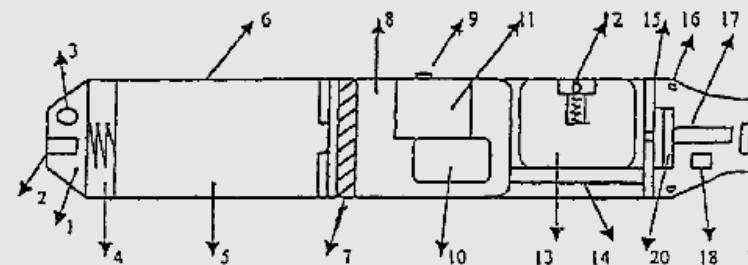
1,375,947 A * 9/1930 Robinson 128/203.27
2,057,353 A 12/1936 Whittlesey
2,631,219 A 3/1953 Suchy et al.

(74) Attorney, Agent, or Firm — Perkins Coie LLP

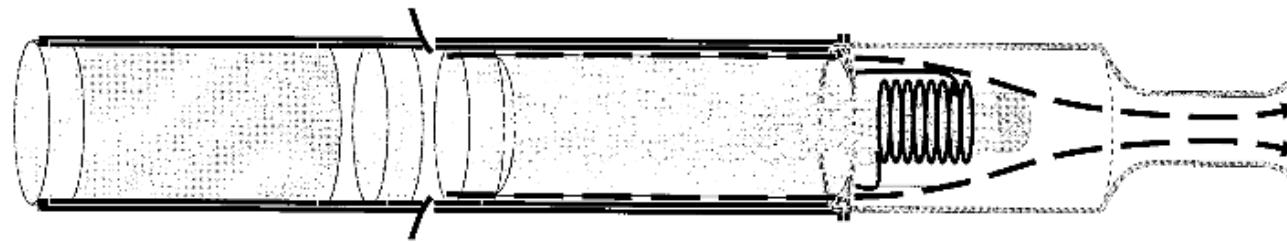
(57) ABSTRACT

An electronic cigarette comprises nicotine without harmful tar. The cigarette includes a shell, a cell, a nicotine solution, control circuit, and an electro-thermal vaporization nozzle installed in the air suction end of the shell. The advantages of the present invention are smoking without tar, reducing the risk of cancer, the user still gets a smoking experience, the cigarette is not lit, and there is no fire danger.

19 Claims, 6 Drawing Sheets



La cigarette électronique 2009 (Philip Morris)





US9087942J1B2

(12) **United States Patent**
Thorens et al.

(09) **Patent No. US 8,794,231 B2**
(10) **Date of Patent Aug. 5, 2014**

(21) **ELECTRICALLY HEATED SMOKING SYSTEM HAVING A LIQUID STORAGE PORTION**

(22) **Inventors:** Michael Thorens, Moudon, (CH);
Jean-Marc Lida, Sceyssinet, (FR);
Olivier Yves Cochard, Neuchâtel, (CH)

(23) **Assignee:** Philip Morris USA Inc., Richmond, VA,
(US)

(17) **Notice:** Subject to any disclaimer, the term of this
patent is extended in national mode 35
U.S.C. 154(b) by 789 days.

(20) **Appl. No.:** 13/452,815

(22) **Filed:** Apr. 29, 2009

(65) **Prior Publication Data**

US 2009/021253-A1 Nov. 5, 2009

(30) **Foreign Application Priority Data**

Apr. 30, 2008 (EP) 082515-03

(31) **Int. Cl.**

06587 402 (2006.01)

46134 15/96 (2006.01)

(52) **U.S. Cl.**

128/212.34; 2.5-0.35

(56) **Cited by Examiner Search**

128/209.14, 209.21, 209.25, 209.32,
128/209.15, 209.13, 209.23,
128/209.26-209.27, 204.13, 204.17;
11- 56, 57, 1, 273, 329, 330, 395

See application for further citations and history

(56) **References Cited**

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(Continued)

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EP 42 523 K1937

CA 1,252,758 2,009

(Continued)

INTERNATIONAL PUBLICATIONS

Impressions Agent of Application No. 102515-03/011 filed
Nov. 5, 2009

63 minutes

Primary Examiner — Jackie P. Ho

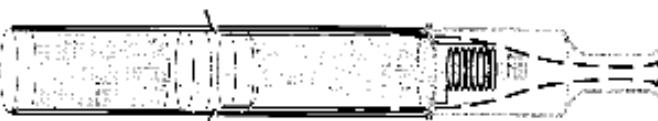
Assistant Examiner — Mack Ward

Attorney, Agent, or Firm — Baudouin, Ingerson &
Rooney, NJ

(57) **ABSTRACT**

An electrically heated smoking system includes a shell and a removable mouthpiece. The shell includes an electric power supply and electric circuitry. The mouthpiece includes a liquid storage portion and a heating coil having a first end and a second end. The first end of the heating coil is in liquid storage portion for contact with liquid. The mouthpiece also includes a heating element for heating the second end of the cartridge when, separately, and in series forming a chamber between the second end of the cartridge which has the air outlet. When the first end and mouthpiece are engaged, an air outlet, the heating element is in electrical connection with the power supply so the circuitry, and a heatpath length is defined from at least one air inlet in the吸烟器 to the aerosol forming chamber. In use, liquid is transferred from the liquid storage portion towards the heating element by capillary action at the first end of the cartridge which is tapered to a width of about 2 mm at its end. The capillary tube, which is tapered to a width of about 2 mm at its end, is bent and curved in the吸烟器 from near base semi-circularly to the aerosol forming chamber. The capillary tube causes to form an aerosol, which is drawn towards the air outlet.

16 Claims, 2 Drawing Sheets



Le tabac chauffé

Accord
1998-2006 (Philip Morris)



Heatbar

2006-2009 (Philip Morris, Suisse)



iQOS

2014 (Philip Morris International)



Pour comprendre la stratégie de Philip Morris,
référons-nous à ses documents internes

Health Sciences Research (HSR)

Role, Structure, Direction

October 15, 2004
Product Assessment Scientific
Advisory Board Meeting
George Patskan

Oct. 15, 2004
Product Assessment SAB Meeting

Confidential For Discussion
Purposes - Patskan

1

Interpretation of RDE Product Visions

Product Vision	Harm- related Objective	Sensory Target
V1	Reduced Harm	Great Tasting Cigarette
V2t (tobacco)	<i>Minimal or de minimus</i> Harm	comparable to cigarette smoking; enjoyable (consumable)
V2n (non-tobacco)	<i>de minimus</i> Harm	"

Oct. 15, 2004

Product Assessment SAB Meeting

Confidential For Discussion

Purposes - Patskan

12

Interpretation of RDE Product Visions

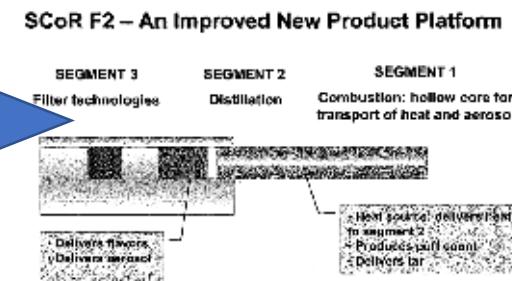
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Oct. 15, 2004

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Oct. 15, 2004

Product Assessment SAB Meeting

Confidential For Discussion Purposes - Patskan

12



(jusqu'au 18 décembre 2018)

Interpretation of RDE Product Visions

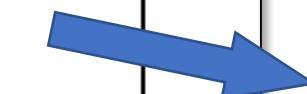
Product Vision	Harm-related Objective	Sensory Target
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Oct. 15, 2004

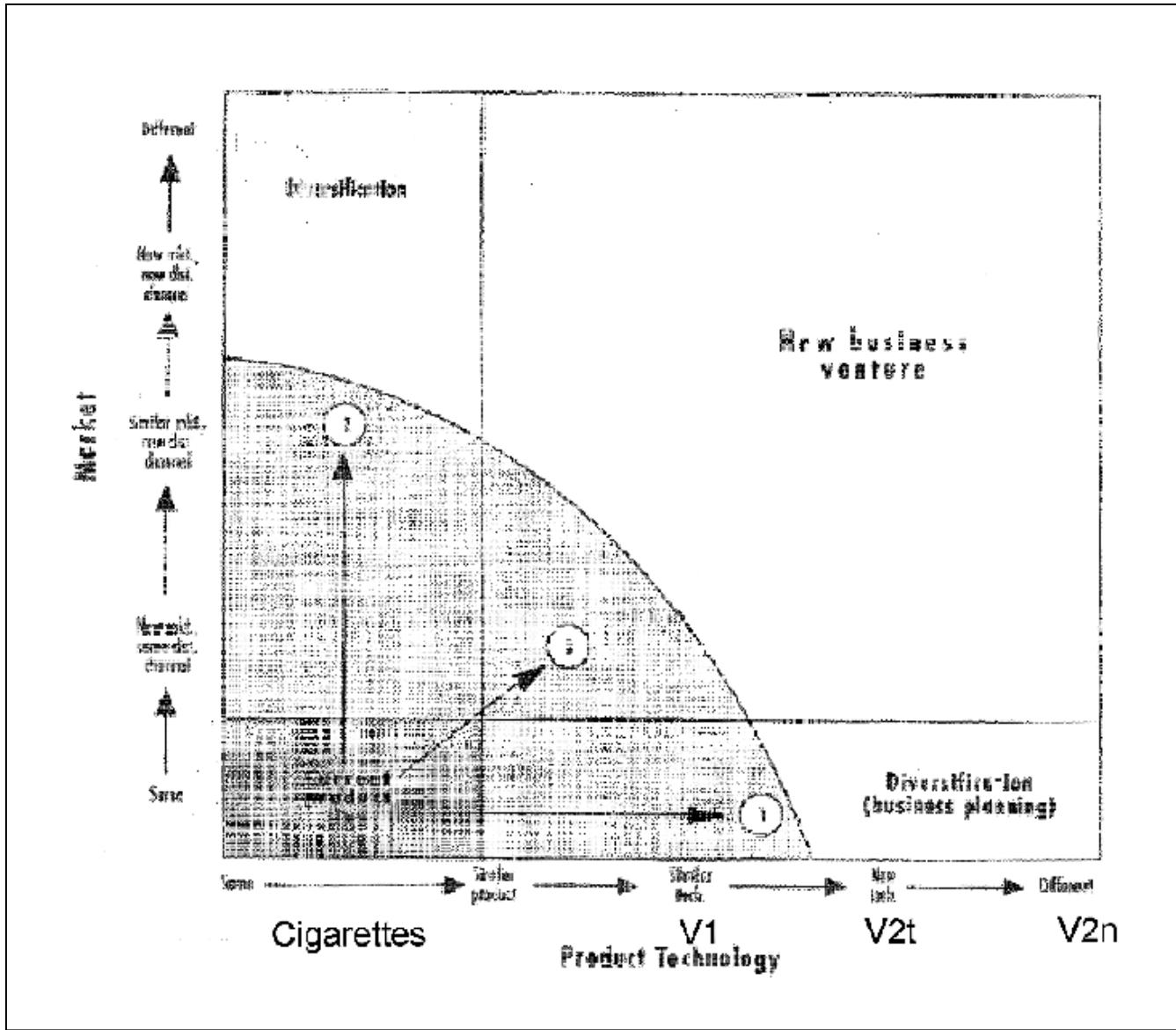
Product Assessment SAB Meeting

Confidential For Discussion Purposes - Patskan

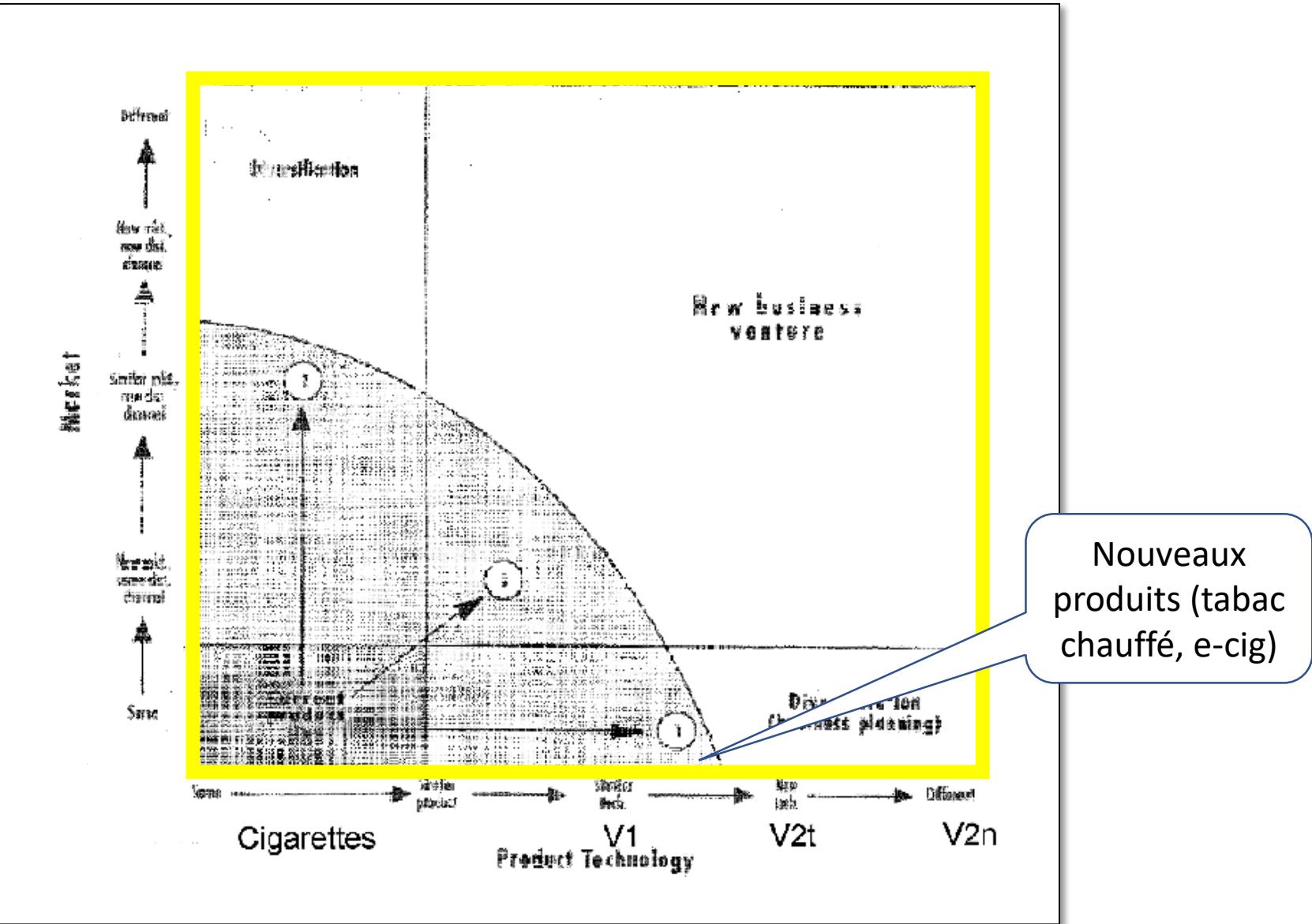
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(depuis le 19 décembre 2018)

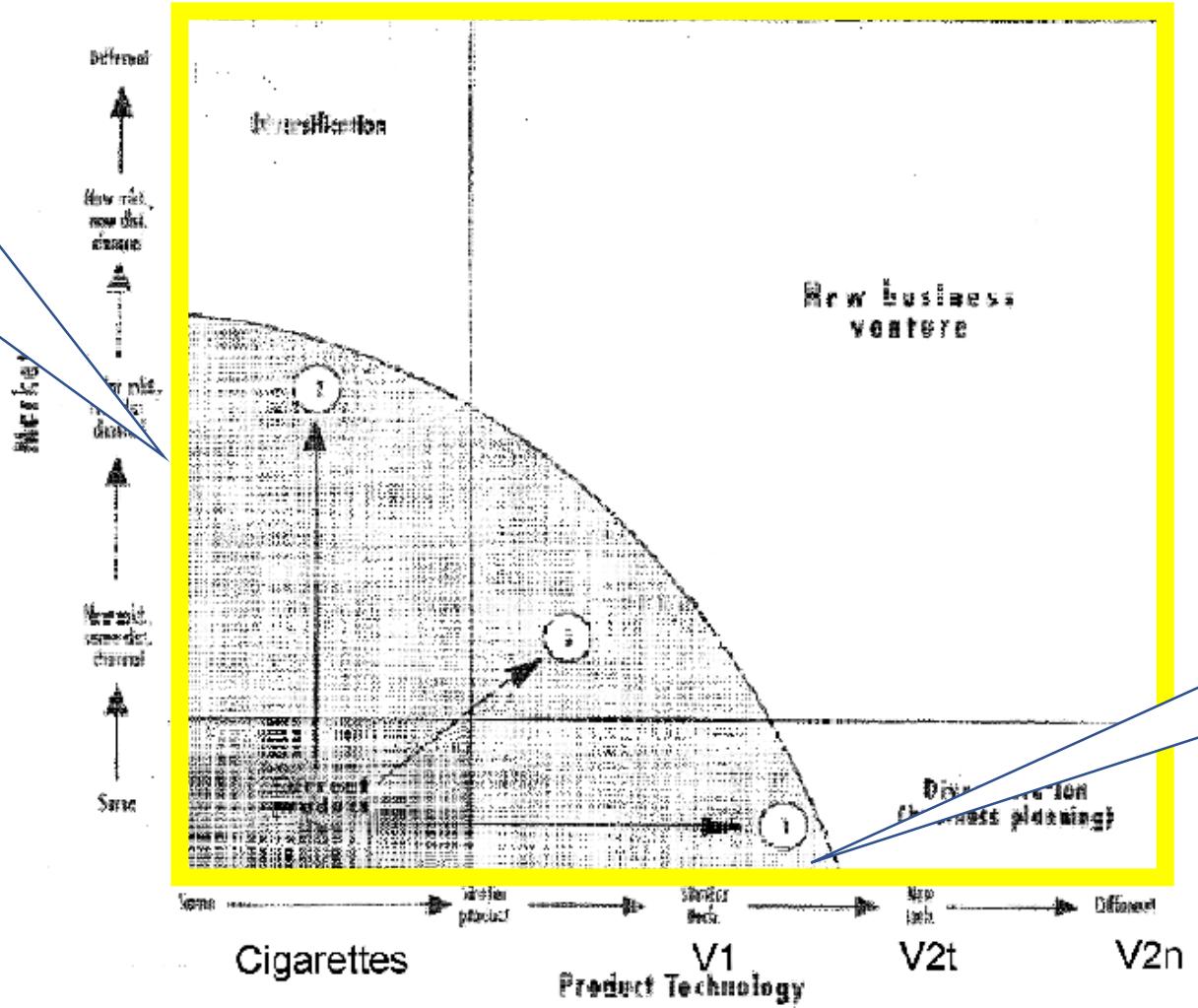


Source: G Patskan. Health Sciences Research, Role, Structure, Direction. Product Assessment, SAB Meeting October 15, 2004. Philip Morris Records.
<https://www.industrydocuments.ucsf.edu/docs/kslh0218>



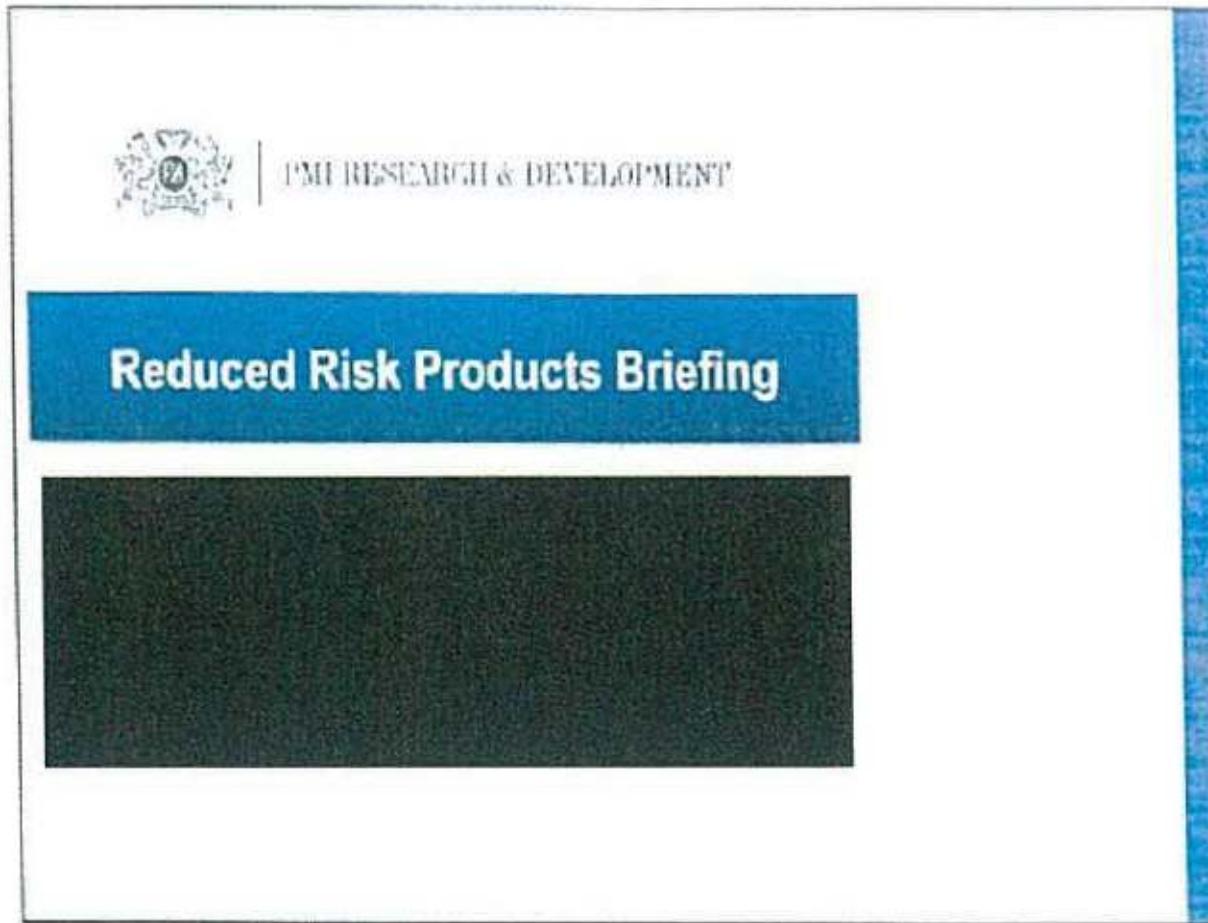
Source: G Patskan. Health Sciences Research, Role, Structure, Direction. Product Assessment, SAB Meeting October 15, 2004. Philip Morris Records.
<https://www.industrydocuments.ucsf.edu/docs/kslh0218>

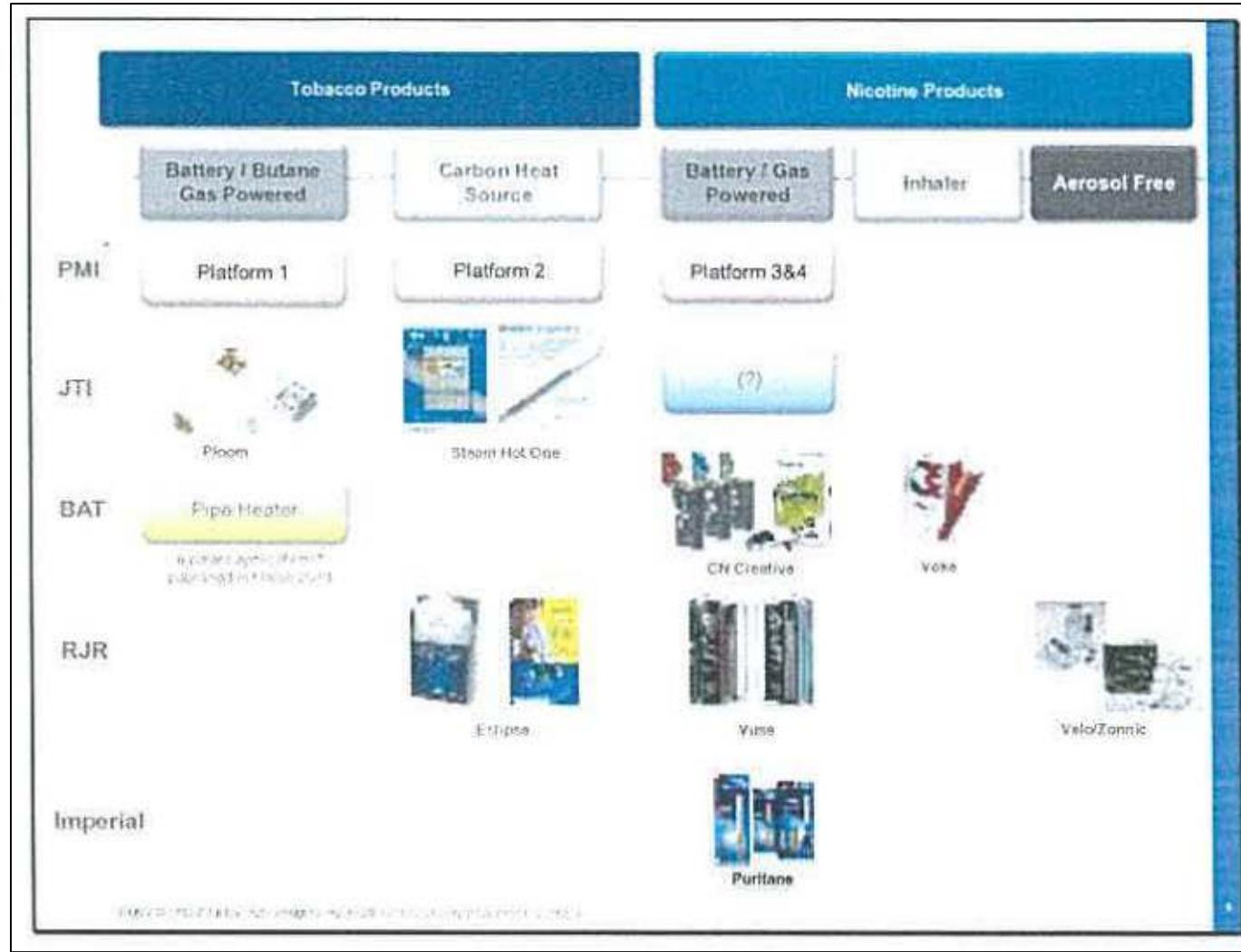
Nouveaux marchés, nouveaux canaux de distribution pour la cigarette



Nouveaux produits (tabac chauffé, e-cig)

Autre document, obtenu par les journalistes d'investigation de Reuters
(Les «Philip Morris files» - juillet 2017, décembre 2017)





Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Reduced-Risk Products – Our Four Product Platforms

Heated Tobacco Products

Platform 1

IQOS, using the consumables *HeatSticks* or *HEETS*, features an electronic holder that heats tobacco rather than burning it, thereby creating a nicotine-containing vapor with significantly fewer harmful toxicants compared to cigarette smoke.



Platform 2

TEEPS uses a pressed carbon heat source that, once ignited, heats the tobacco without burning it, to generate a nicotine-containing vapor with a reduction in harmful toxicants similar to *IQOS*. A small-scale city test of the product was initiated in 2017.



Products Without Tobacco

Platform 3

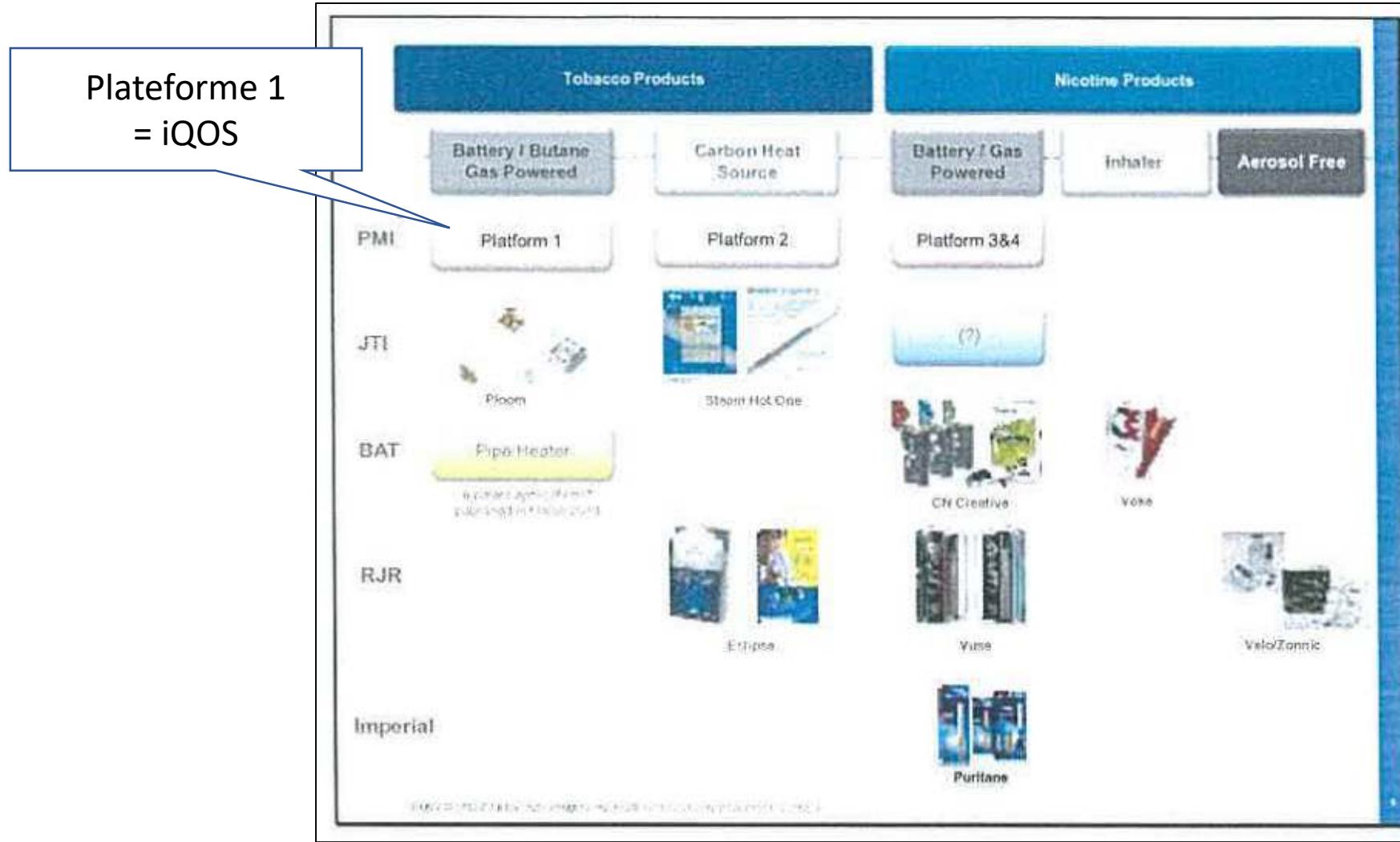
Platform 3 is based on acquired technology that uses a chemical process to create a nicotine-containing vapor. We are exploring two routes for this platform: one with electronics and one without.



Platform 4

Products under this platform are e-vapor products: battery-powered devices that produce an aerosol by vaporizing a nicotine solution. One of these – *MESH* – uses new proprietary vaporization technology.





Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

PMI fiscal objective for P1

Support the commercial viability of PMI's RRPs, by creating the right fiscal framework

1. Avoid a competitive disadvantage (e.g. Ploom vs P1)
 - Aim to get competing and comparable products in the same tax category
 2. Ensure long term profitability
 - Preference for specific structure, to support good pricing productivity
 3. Ensure consumer affordability
 - Favorable tax level to reflect higher production costs and cost of device
- Taxation other than cigarettes is a must

PHILIP MORRIS INTERNATIONAL CONFIDENTIAL INFORMATION

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

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Les objectifs fiscaux de PMI pour l'iQOS

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Assurer la rentabilité
à long terme

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Note: Cela ne sera pas possible sans recruter des jeunes non-fumeurs!

Assurer la rentabilité à long terme

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PMI fiscal objective for P1

Préférence pour une fiscalité spécifique, permettant des prix avec une bonne marge

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3. Ensure consumer affordability
 - Favorable tax level to reflect higher production costs and cost of device

L'iQOS doit impérativement
être taxé autrement que la
cigarette

→ Taxation other than cigarettes is a must

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

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Obtaining P1 taxation other than cigarettes

1. Convincing evidence that P1 is not a cigarette
 - Evidence that P1 is 'not smoked' is the most critical element

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Fournir des preuves
que P1 [iQOS] n'est pas
une cigarette

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

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Obtaining P1 taxation other than cigarettes

1. Convincing evidence that P1 is not a cigarette
2. Obtain customs rulings that set stage for excise classification

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Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

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Obtenir des décisions
des douanes qui
préparent le terrain
pour une classification
des taxes

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Obtaining P1 taxation other than cigarettes

1. Convincing evidence that P1 is not a cigarette
2. Obtain customs rulings that set stage for excise classification
3. **Seek favorable excise classification**
 - Excise product definitions differ per country
 - Country specific definitions do not necessarily cover all tobacco products
 - Existing definitions did not foresee P1
 - Three (short term) possibilities at market level
 1. Acceptable excise category exists (e.g. smokeless, pipe)
 2. No category applies, thus no basis for taxation
 - Pay no tax or consider voluntary payment
 3. Cigarette category applies (worst case)
 - In parallel: **seek new tailored category for heated tobacco products**

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b6

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

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 3. Cigarette category applies (worst case)
 - In parallel: seek new tailored category for heated tobacco products

Obtenir une classification fiscale favorable

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

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 - Existing definitions did not foresee P1
- Créer un groupe de produits spécifique pour les produits du tabac chauffé
- Three (short term) possibilities at market level
 1. Acceptable excise category exists (e.g. smokeless, pipe)
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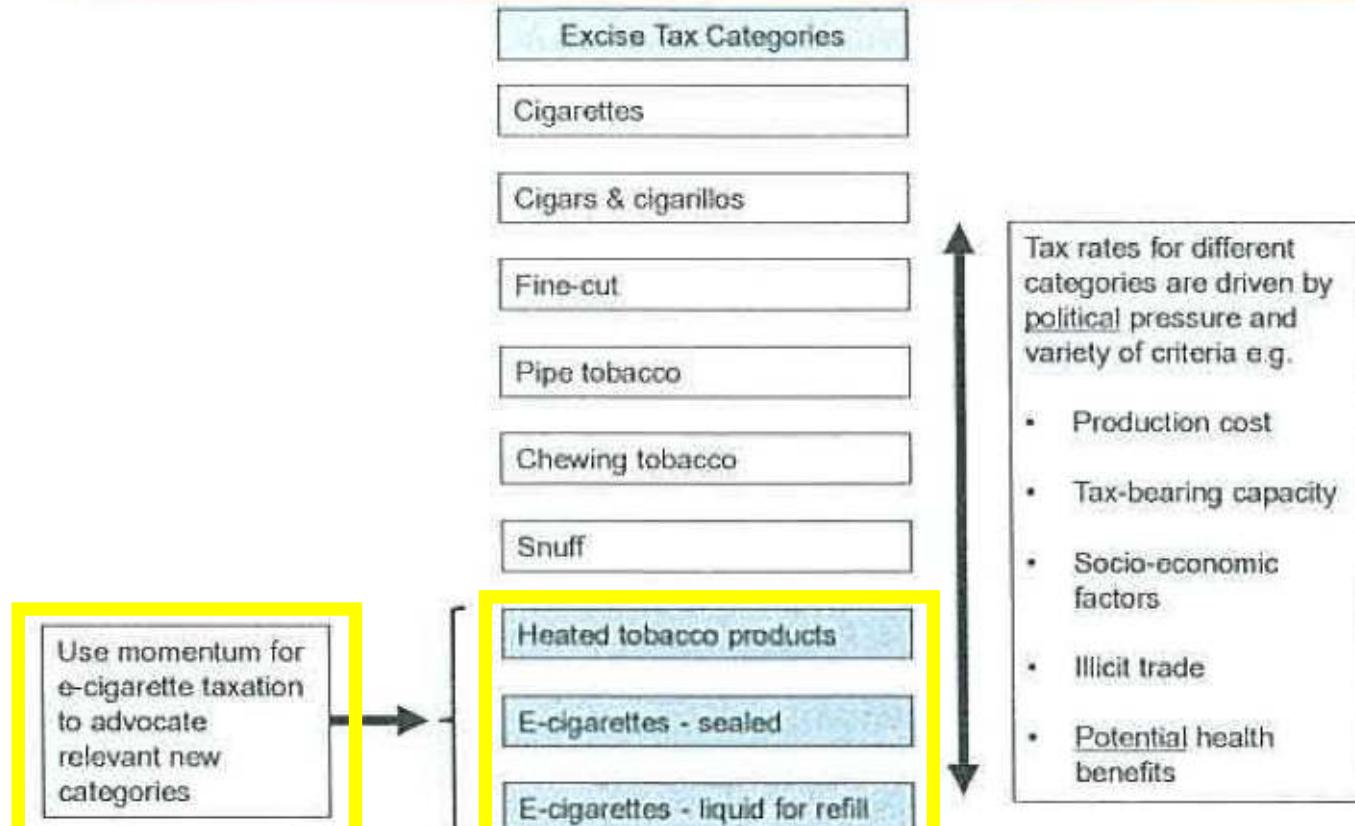
Philip Morris International - Confidential and Proprietary Information

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

RRP excise taxation – Phase 1



Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

RRP excise taxation – Phase 1

Profiter de l'élan en faveur de la taxation des cigarettes électroniques pour plaider en faveur de nouvelles catégories pertinentes

Use momentum for e-cigarette taxation to advocate relevant new categories

Excise Tax Categories

Cigarettes

Cigars & cigarillos

Fine-cut

Pipe tobacco

Chewing tobacco

Snuff

Heated tobacco products

E-cigarettes - sealed

E-cigarettes - liquid for refill

Tax rates for different categories are driven by political pressure and variety of criteria e.g.

- Production cost
- Tax-bearing capacity
- Socio-economic factors
- Illicit trade
- Potential health benefits

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Taxation of e-cigarettes - guidelines

- Tax the consumable, not the device
- Avoid nicotine based taxation
 - Keep it simple
 - May not be in our business interest
- Start with low tax level
 - E-cigarette tax will be reference for heated tobacco products tax
 - Test tax bearing capacity - tax level can be increased over time
- Preference for specific system
 - Ideally 2-tiers to reflect cost differences between e-liquids and cartomizers

Product	Tax base	Prevent loopholes	"Target price"
Single use cartridges	Specific per unit	Container volume < 2 ml	~ Cheap cigarettes
Refill containers	Specific per ml	Nicotine < 20 mg/ml	~ OTP

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Taxe le consommable,
pas le dispositif

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Product	Tax base	Prevent loopholes	"Target price"
Single use cartridges	Specific per unit	Container volume < 2 ml	~ Cheap cigarettes
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Éviter une taxation basée sur la nicotine

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

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- Preference for specific system
 - Ideally 2-tiers to reflect cost differences between e-liquids and cartomizers

Commencer par le niveau de taxe le plus bas:

- La e-cigarette sera la référence pour la taxation des produits du tabac chauffé

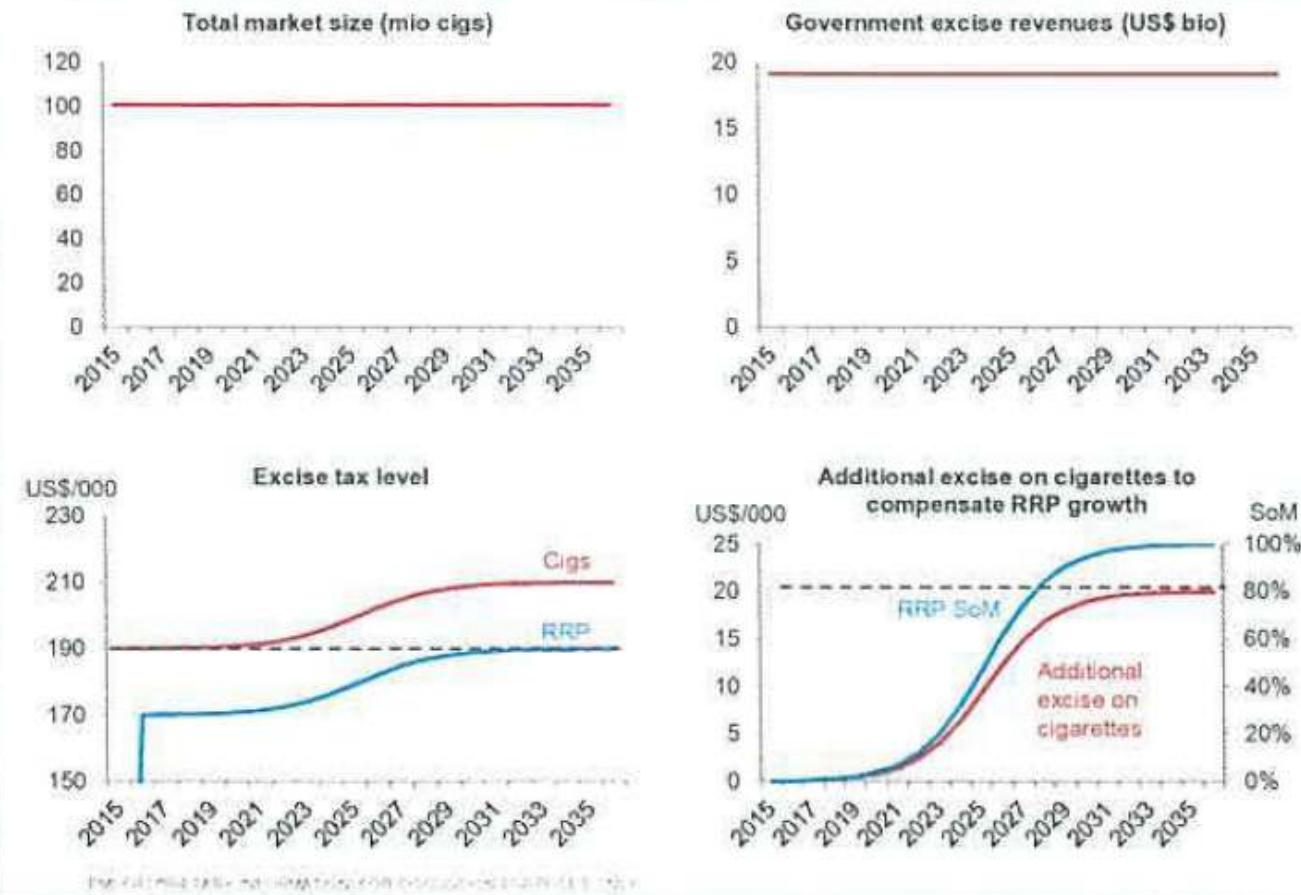
Product	Tax base	Prevent loopholes	"Target price"
Single use cartridges	Specific per unit	Container volume < 2 ml	~ Cheap cigarettes
Refill containers	Specific per ml	Nicotine < 20 mg/ml	~ OTP

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Compensating the RRP tax advantage



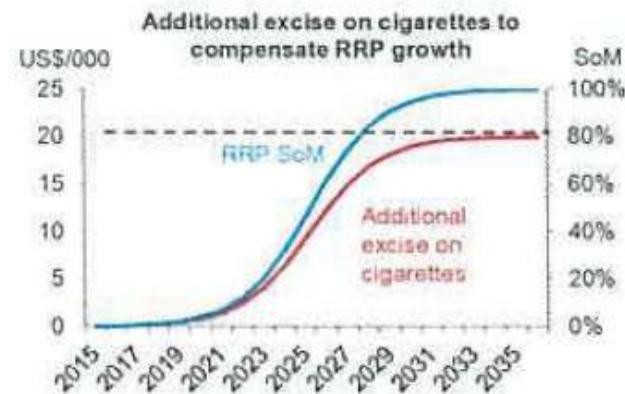
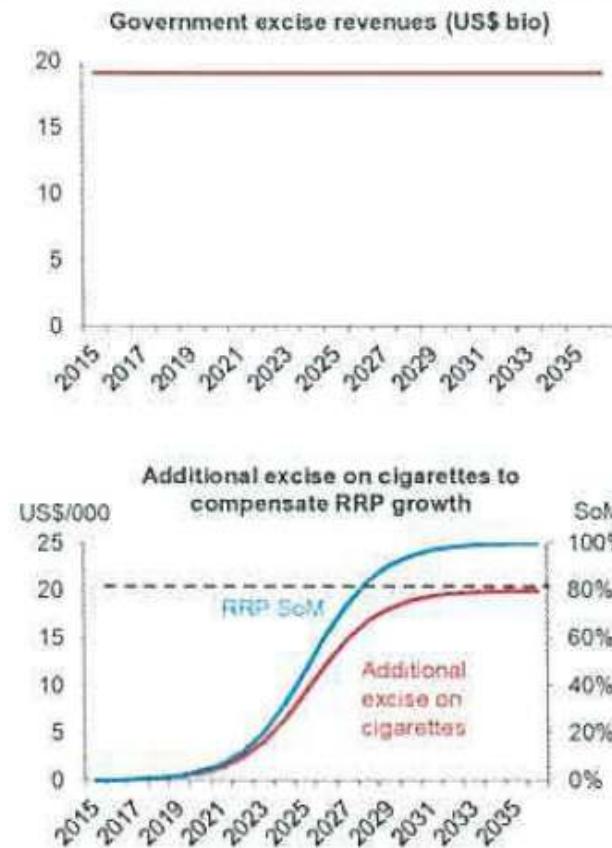
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Compensating the RRP tax advantage

Arrêt du déclin du marché de la cigarette

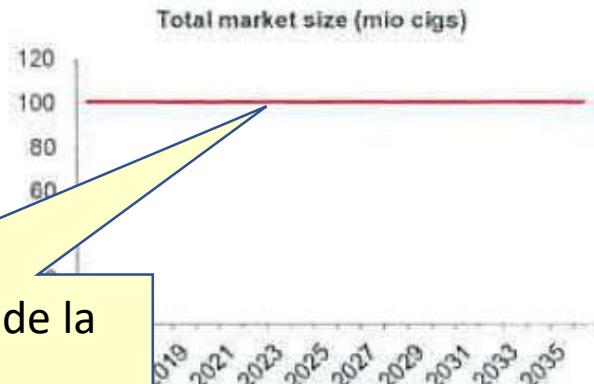


Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

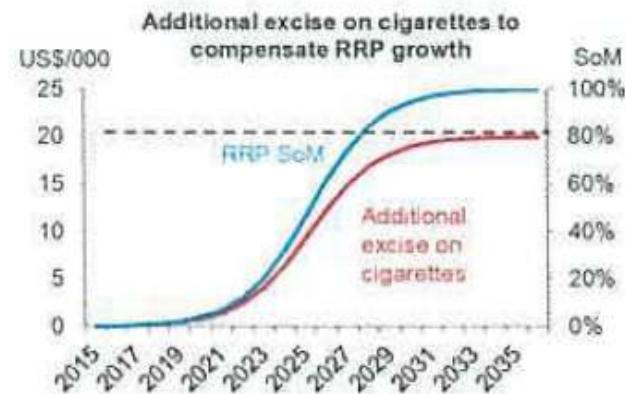
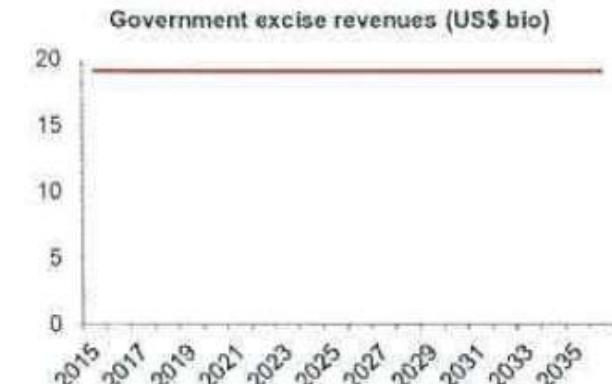
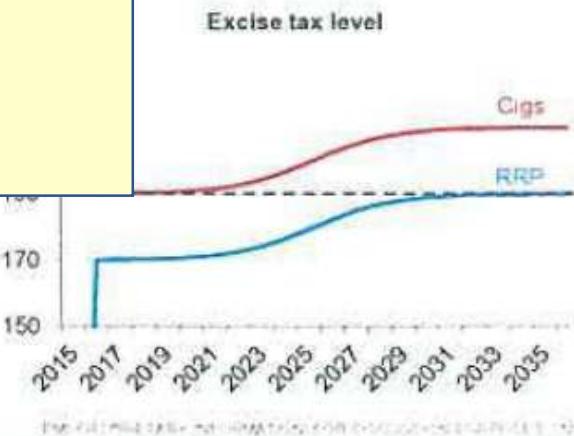
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Compensating the RRP tax advantage



Arrêt du déclin du marché de la cigarette. Pour cela, il faut:



Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

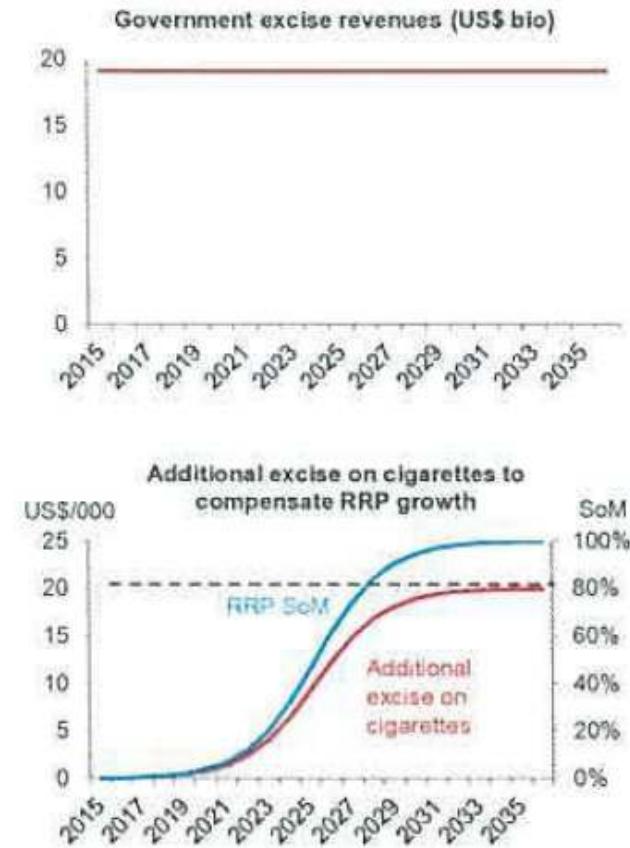
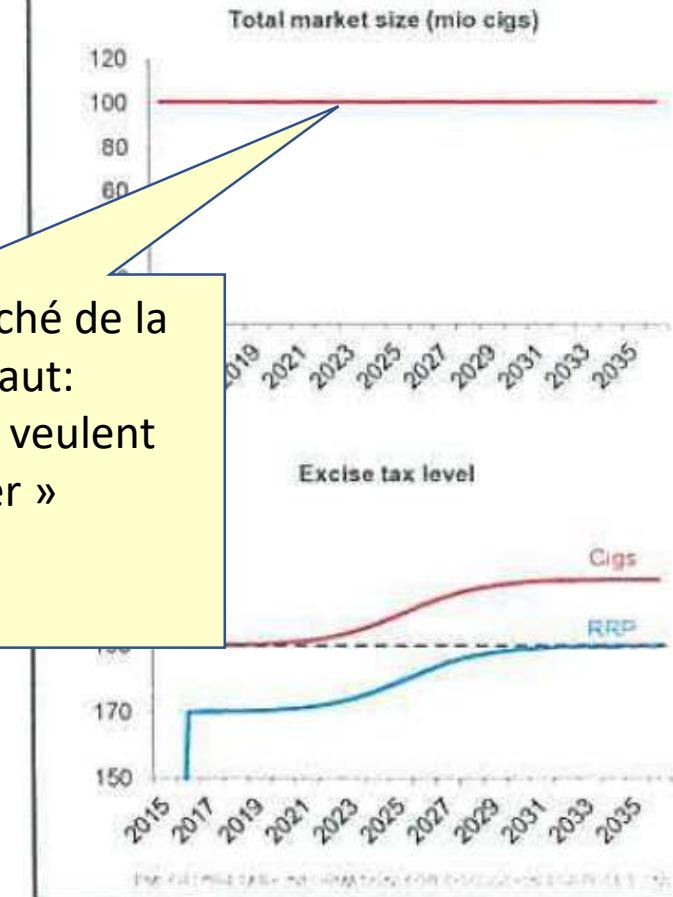
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Compensating the RRP tax advantage

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Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

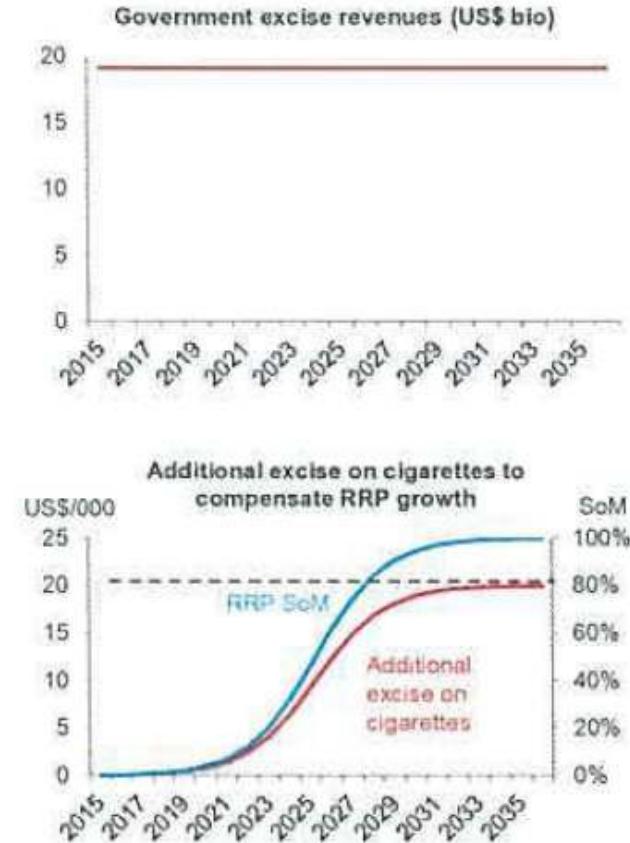
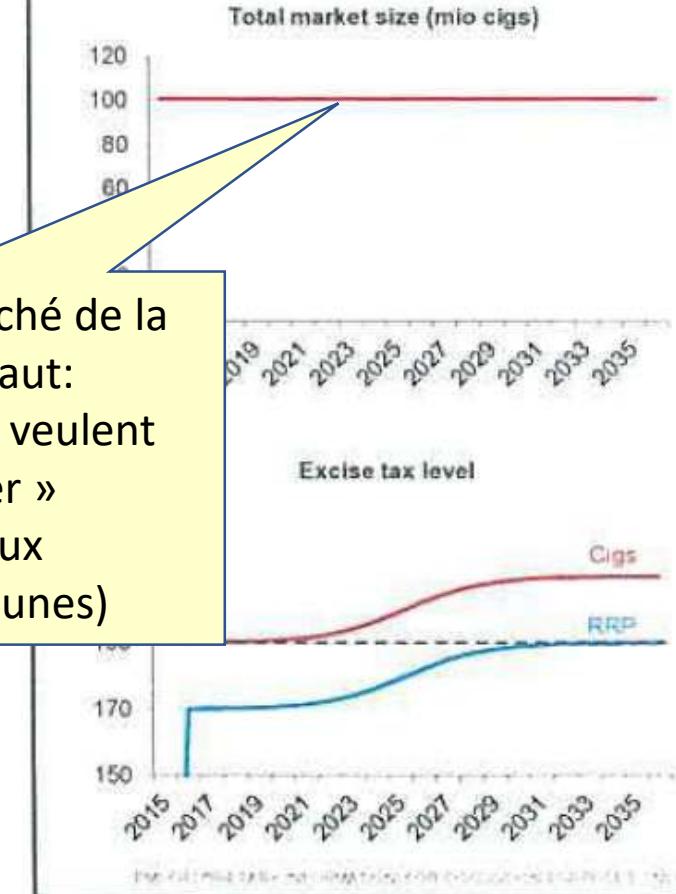
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<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Compensating the RRP tax advantage

Arrêt du déclin du marché de la cigarette. Pour cela, il faut:

- convaincre ceux qui veulent arrêter de « switcher »
- Recruter de nouveaux fumeurs (chez les jeunes)

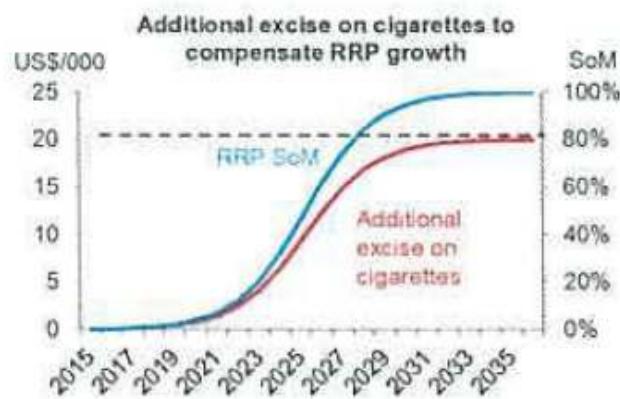
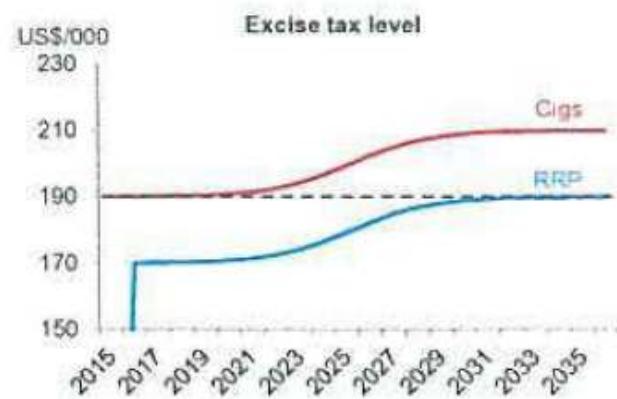
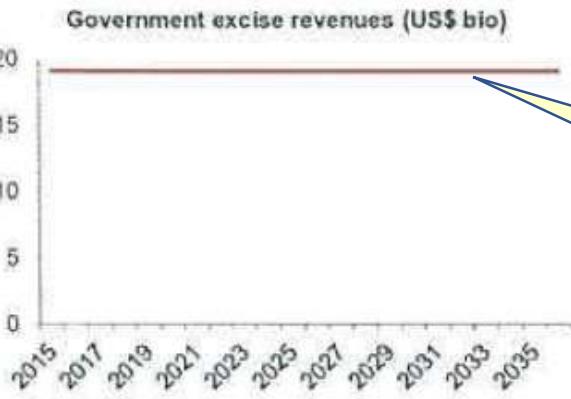
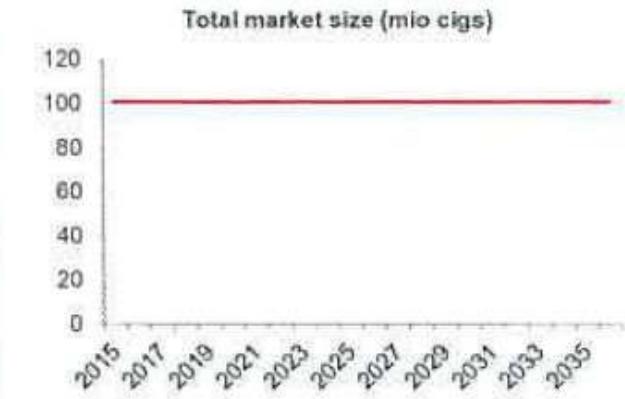


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Compensating the RRP tax advantage



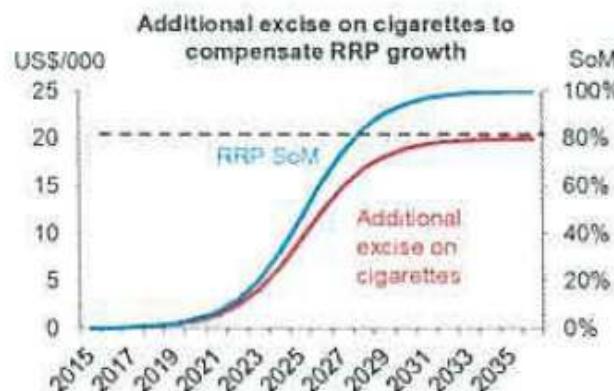
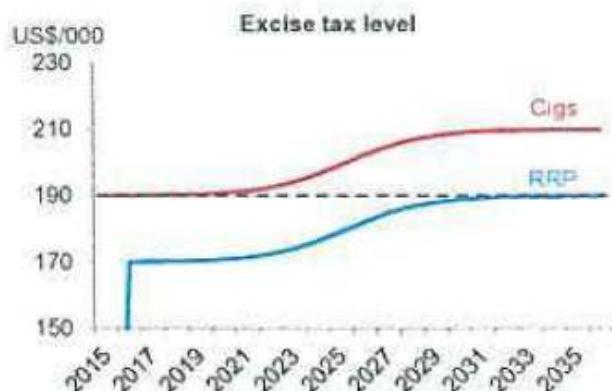
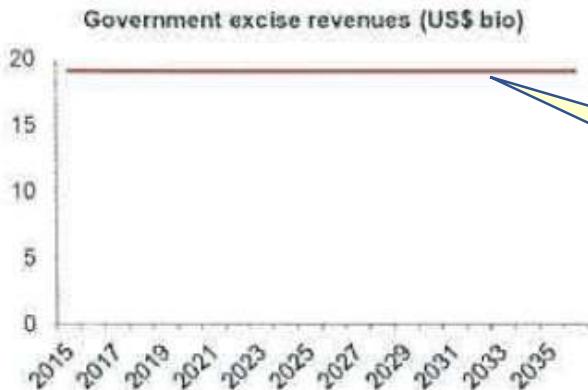
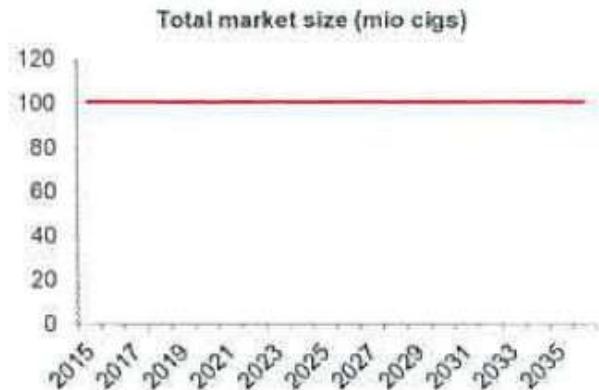
On appâte les
gouvernements en leur
promettant des revenus
fiscaux stables

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Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Compensating the RRP tax advantage



Ce qui est faux dès le départ

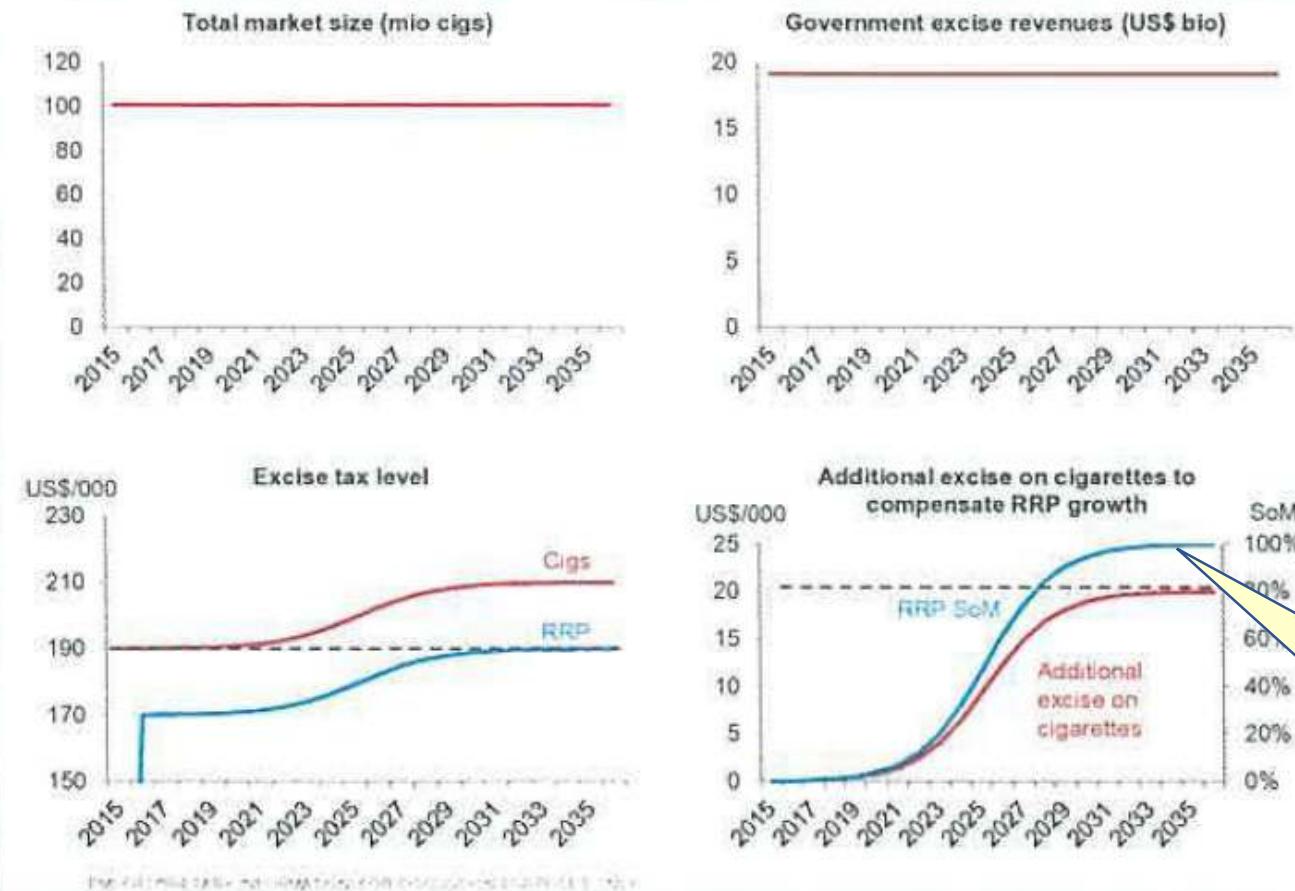
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Compensating the RRP tax advantage



L'iQOS prend d'ici à 2035
100% du marché de la
cigarette ... dont le déclin
a été enrayé

Source: Reuters. The Philip Morris Files. 2014 Reduced Risk Product Briefing.

Excerpts from a 2014 Philip Morris International document that outlines the company's strategy on reduced-risk products including iQOS. Reuters has redacted some names.

<https://www.documentcloud.org/public/search/projectid:%2033738-the-philip-morris-files>

Encore un autre document obtenu par les journalistes d'investigation de Reuters

(Les «Philip Morris files» - juillet 2017, décembre 2017)



Source: Reuters. The Philip Morris Files. 2014 Corporate affairs approach and issues.

Excerpts from a 2014 Philip Morris International corporate affairs presentation that includes lobbying strategies and assessment of challenges.

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Overall regional fiscal priorities

- Ensure that tobacco taxation policy remains driven by MoFs
- Safeguard national fiscal sovereignty
- Prevent regional tax initiatives (tax harmonization, earmarking)



PHILIP MORRIS INTERNATIONAL

Source: Reuters. The Philip Morris Files. 2014 Corporate affairs approach ans issues.

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Overall regional fiscal priorities

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- Safeguard national fiscal sovereignty
- Prevent regional tax initiatives (tax harmonization, earmarking)

S'assurer que la
politique de taxation
du tabac reste sous le
contrôle du Ministère
des finances



PHILIP MORRIS INTERNATIONAL

Source: Reuters. The Philip Morris Files. 2014 Corporate affairs approach ans issues.

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Overall regional fiscal priorities

- Ensure that tobacco taxation policy remains driven by MoFs
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Empêcher les initiatives fiscales régionales
(harmonisation fiscale, préaffectation)



PHILIP MORRIS INTERNATIONAL

Source: Reuters. The Philip Morris Files. 2014 Corporate affairs approach ans issues.

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Et un autre document obtenu par les journalistes d'investigation de Reuters

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10 year Corporate Affairs Objectives and Strategies

This document outlines key objectives, strategies and actions for the PMI CA organization over the next 10 years, in support of our combustible and reduced risk (RRR) product businesses.

NORMALIZATION

Examples of issues addressed:

Market or Consumer research bans; Litigation liability; Exclusion from the scope of International Trade Agreements; Ban on lobbying; Ban on political contributions; Ban on charitable contributions; Ban/restrictions on tobacco growing; Industry exclusion for T&T solutions

Objectives:

Establish PMI as a trusted and indispensable partner, leading its sector and bringing solutions to the table

Strategies and actions:

1. Be "for" something: Establish a positive and proactive platform from which to define PMI and our purpose as a company.
 - a. Establish a purpose statement for PMI that's forward looking, motivational and credible, and communicate this internally and externally.
 - b. Define PMI's vision around 5 core areas including: People (our HR practices, meritocracy, opportunity for an international career, learning and development as a priority), Product (R&D commercialization and innovation portfolio strengthening), Principles (going above and beyond to set and follow high standards and operating norms in everything we do – ALP, marketing code, R&R, science, etc.), Planet (environmental stewardship, innovation in agronomy) and Productivity (culture of collaboration and speed in decision making, results oriented). Use this platform to communicate the PMI story proactively.
 - c. Build an existing and foster future stakeholder relations with international organizations, politicians, NGOs, academics, scientists, researchers and the media, etc. to further expand communications and engagement opportunities.
2. Balance the debate
 - a. Correct the record and misinformation consistently (Just the facts, real-time MSM and social media monitoring/rapid response, etc.)
 - b. Expose double standards of anti-tobacco opponents (e.g., lobbying), where appropriate
 - c. Amplify voices of "harm reduction" supporters vs. "prohibitionists"
 - d. Leverage NLD debate
3. Make "Normalization" a PMI priority and embed this mindset into the organization
 - a. Adopt a campaign-oriented communications approach, utilizing simple, emotional, impactful communication that is human and stakeholder centric.
 - b. Promote a greater understanding across the business of the threats posed by PMI/industry de-normalization, and the need to reverse this trend to drive future growth.
 - c. Make reputational normalization a MAP objective for all EMT members, MD's, CA Directors and Communications Managers.
 - d. Utilize existing skills and talents and add more 'big picture' company "ambassadors" who can represent PMI externally, on a range of issues, not limited to tobacco.

Source: Reuters. The Philip Morris Files. 10-year Corporate Affairs Objectives and Strategies.

Excerpts from a 2014 Philip Morris International corporate affairs presentation that includes lobbying strategies and assessment of challenges.

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(Les «Philip Morris files» - juillet 2017, décembre 2017)

Stratégies et objectifs de la compagnie pour les prochaines 10 années

CONFIDENTIAL. IF YOU ARE NOT AN INTENDED RECIPIENT

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FISCAL

Examples of issues addressed:

Unfair tax systems; Tax increases above inflation; Profits taxes. Other taxation issues addressed: Lack of VAT increase compensation; Lack of forestalling regulations; Opportunity to Improve tax structures; P&P taxation; Capping of taxes

Objective:

Ensure that our current and future portfolios remain affordable to adult consumers, and allow us to increase our profitability

Strategies and actions:

1. Strengthen PMI fiscal competencies across the entire PMI organization.
 - a. Training programs for MD, BB, FM and CA; at Market, Region and OC level
 - b. Improve Fiscal Intelligence & Research capabilities
 - c. Build fiscal talent pipeline
2. Establish PMI as a credible expert on broad fiscal & economic topics, recognized for proposing tailored solutions, acting responsibly, and supported by credible 3rd party Networks.
 - a. Master expert level communications
 - b. "Politicize" the tax debate by developing and leveraging political perspective and messaging and engaging with other potentially impacted industries in areas with common ground such as profits and earmark taxes
3. Approach fiscal reform using tested "recipe" and with a campaign approach
 - a. Identification of "real" government problem to create sense of urgency
 - b. Develop a solid win/win/lose solution (including plan B) and build broad political support
 - c. Leverage PMI credibility in fiscal and economic expertise
 - d. Pro-actively build broad political goodwill towards PMI
 - e. Anticipate and deflect the reactions from our opponents
 - f. Deploy a fiscal campaign, using all CA tools and tactics relevant for the market using a cross-functional project management approach, led by the market
4. Launch a Fiscal Innovation Acceleration Program to tap into the collective creativity on tax within PMI, and accelerate the implementation of the best ideas at market level using a disciplined approach to idea generation and a pilot approach to testing them.
5. Avoid upward fiscal harmonization caused by international developments
 - a. Avoid implementation of extreme interpretations of Art& guidelines
 - b. Address Regional developments (EU Excise Directive, Russia Customs Union, etc.)

Source: Reuters. The Philip Morris Files. 10-year Corporate Affairs Objectives and Strategies.

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Objective:

Ensure that our current and future tobacco portfolios remain affordable to adult consumers, and allow us to increase our price levels.

Competencies:

*Competencies across the entire PMI organization
PMI has the right competencies for MD, BB, FM and CA at Market, Region and OC level
Intelligence & Research capabilities
Tobacco pipeline
We are expert on broad fiscal & economic topics, recognized for proposing tailored solutions, and supported by credible 3rd party Networks.
Level communications
Tax debate by developing and leveraging political perspective and messaging with other potentially impacted industries in areas with common ground such as trademark taxes*

Strategies:

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3

Objectif: ... nous permettre d'augmenter notre profitabilité

Source: Reuters. The Philip Morris Files. 10-year Corporate Affairs Objectives and Strategies.

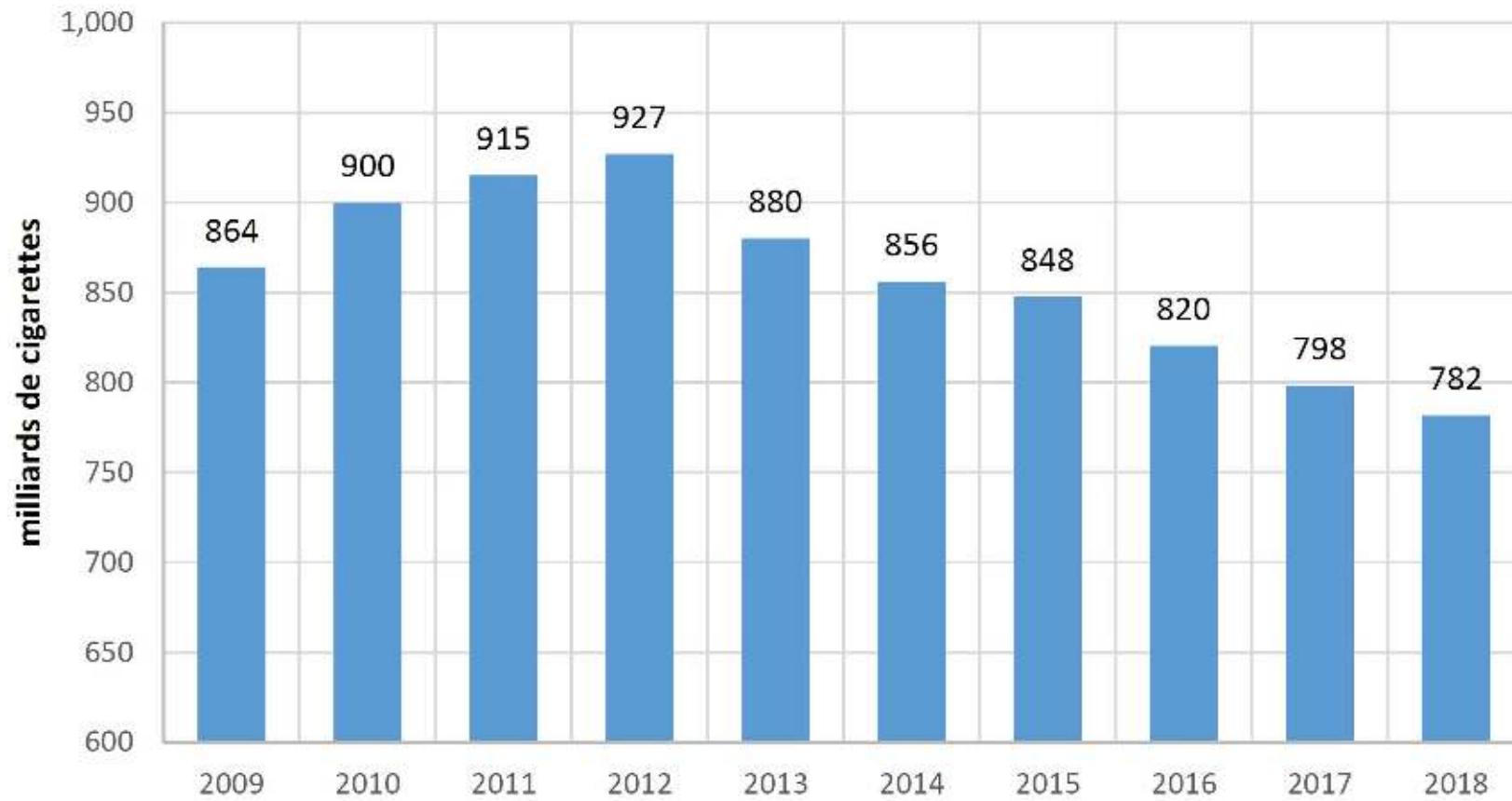
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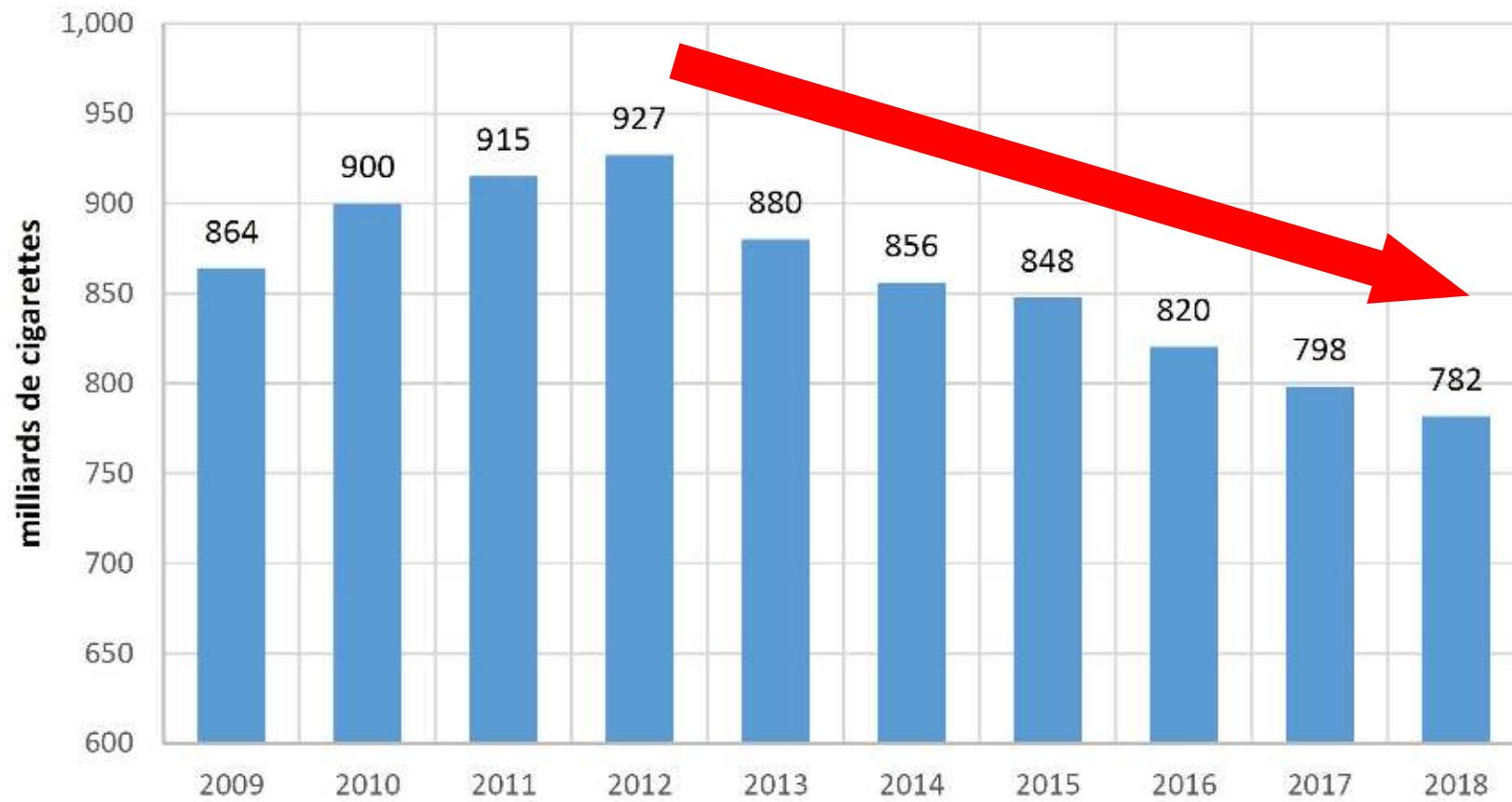
Est-ce que cette stratégie marche?

Voyons les chiffres publiés par Philip Morris International
dans ses rapports aux investisseurs

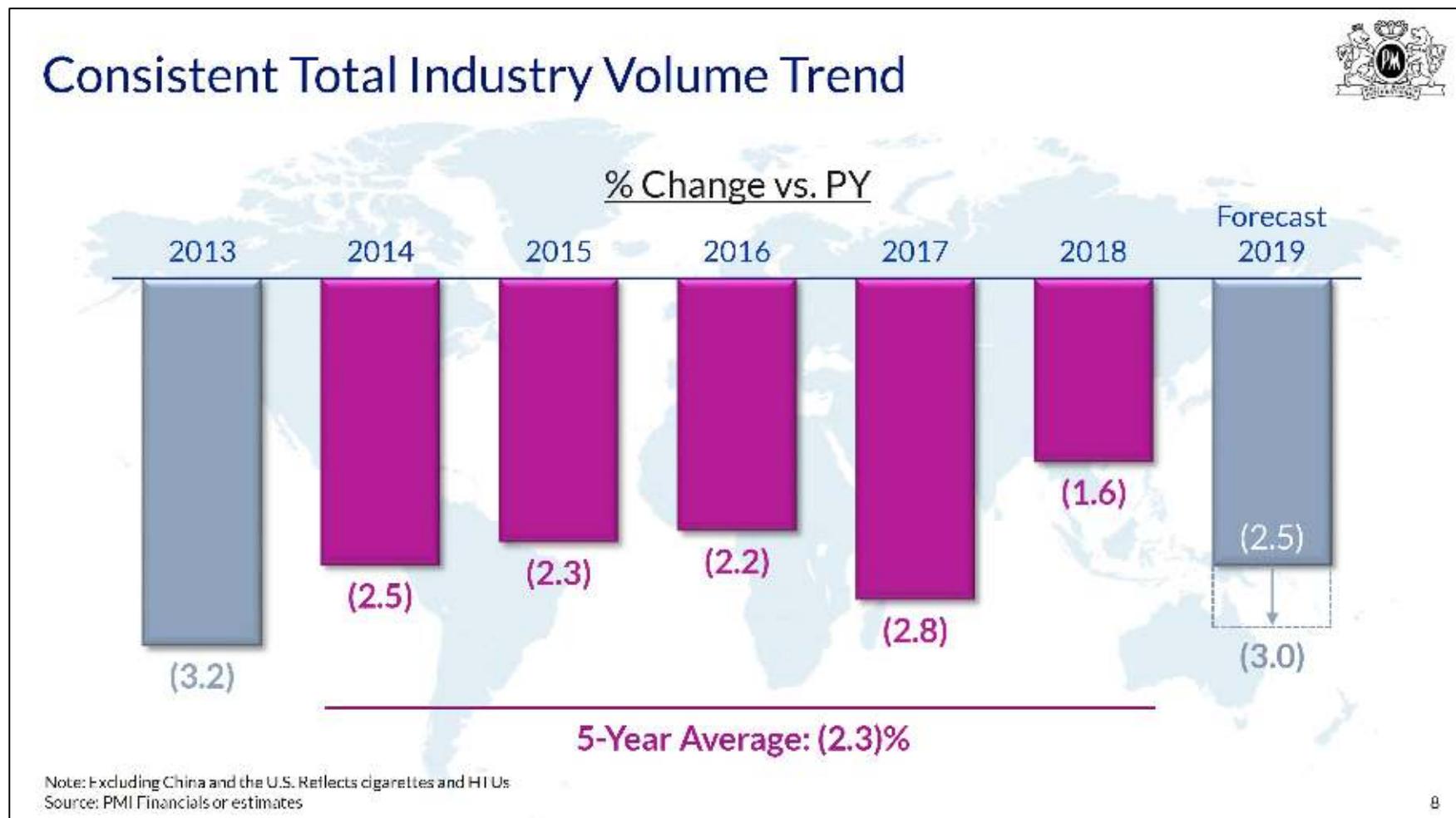
PMI - Volume mondial des livraisons de cigarettes



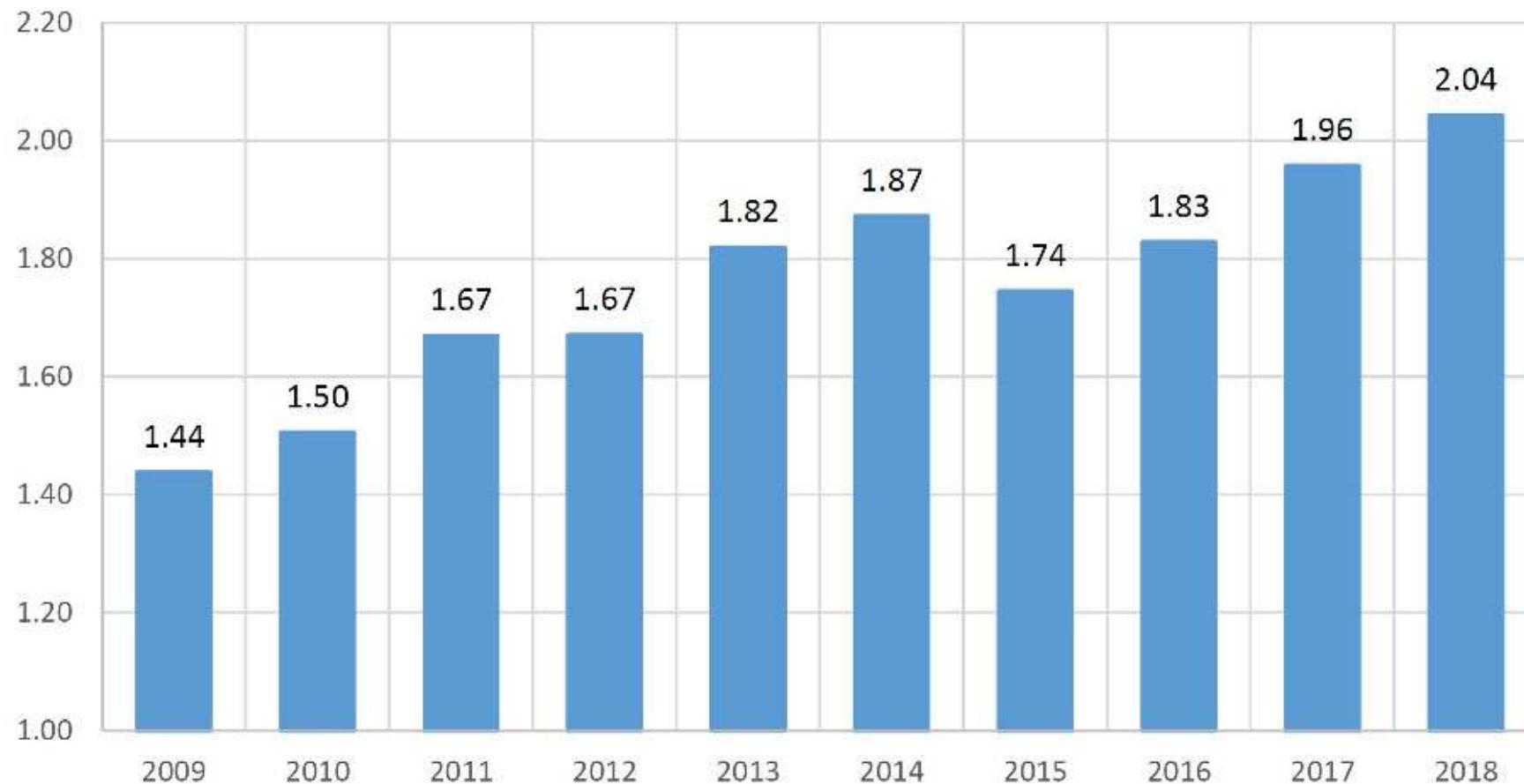
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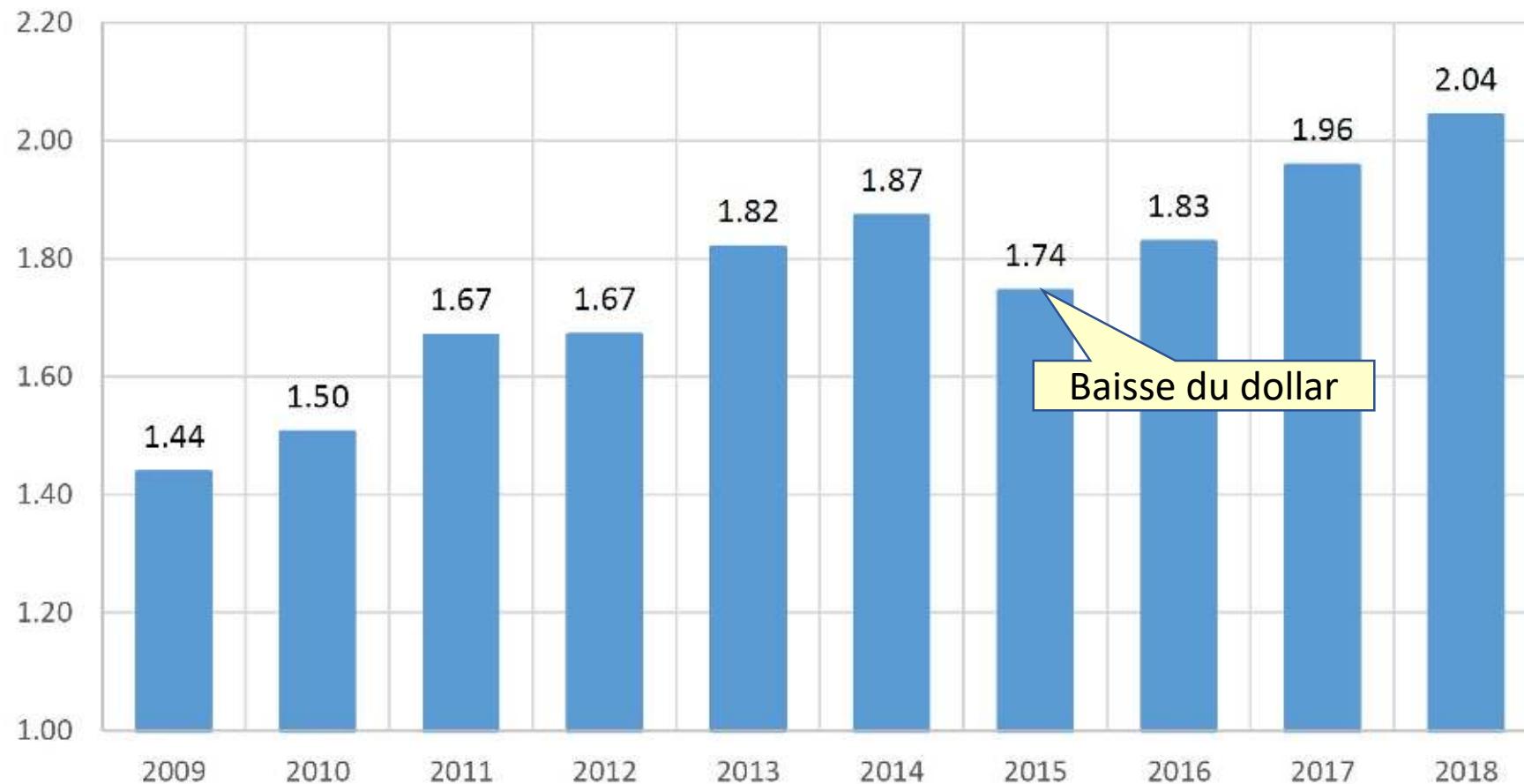
Le déclin du tabac: un phénomène général qui touche l'ensemble de l'industrie



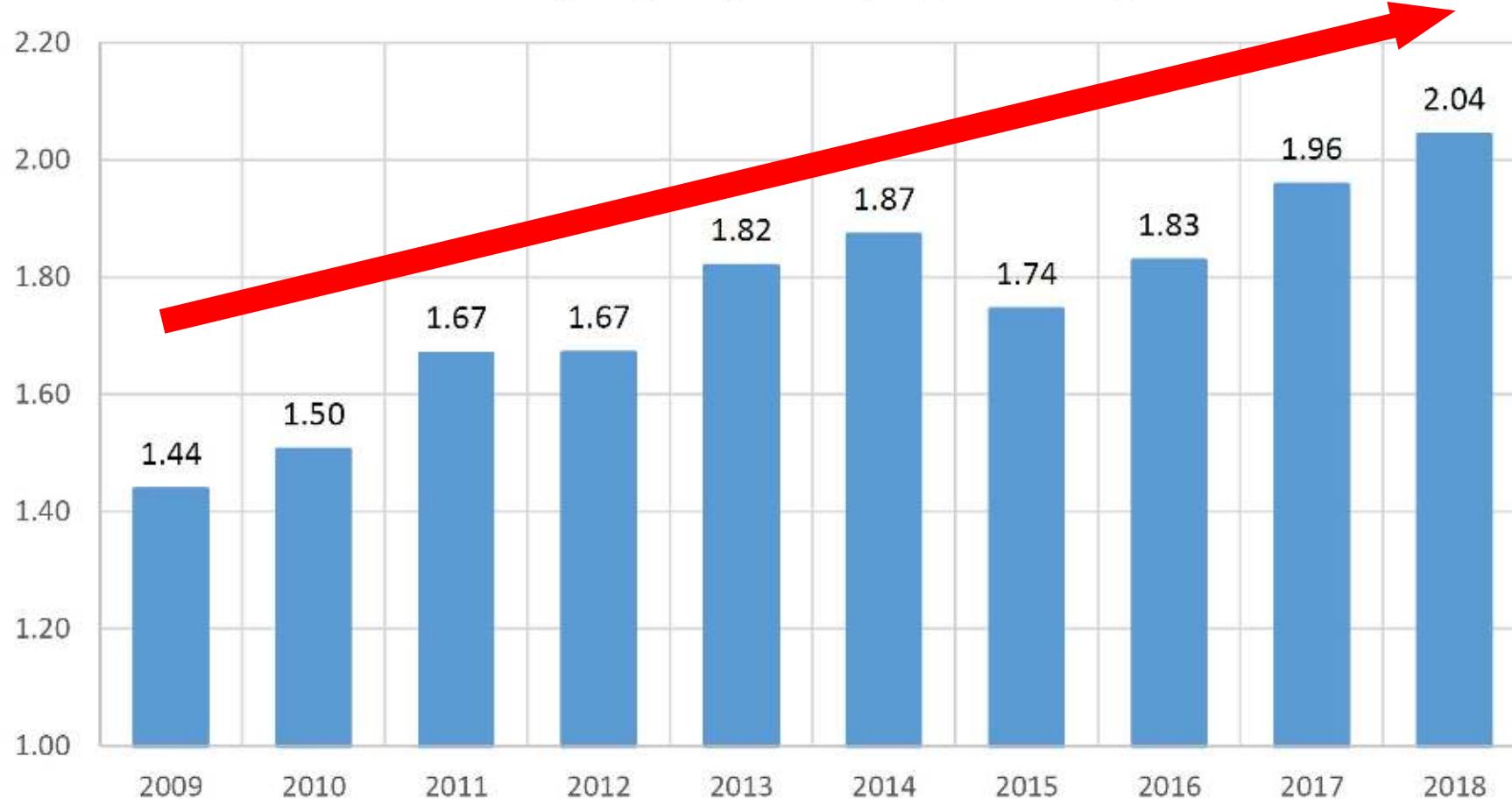
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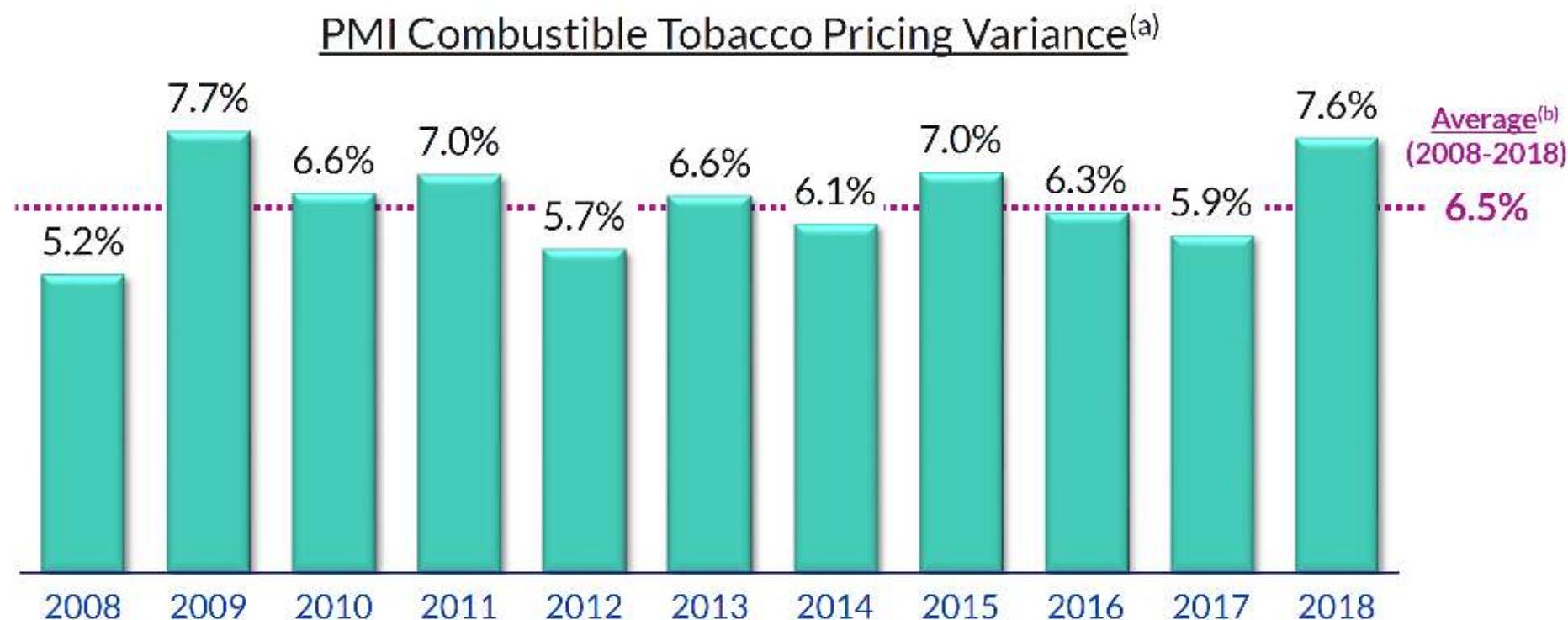


PMI - Prix moyen (US\$) d'un paquet de cigarettes





Strong Combustible Tobacco Pricing



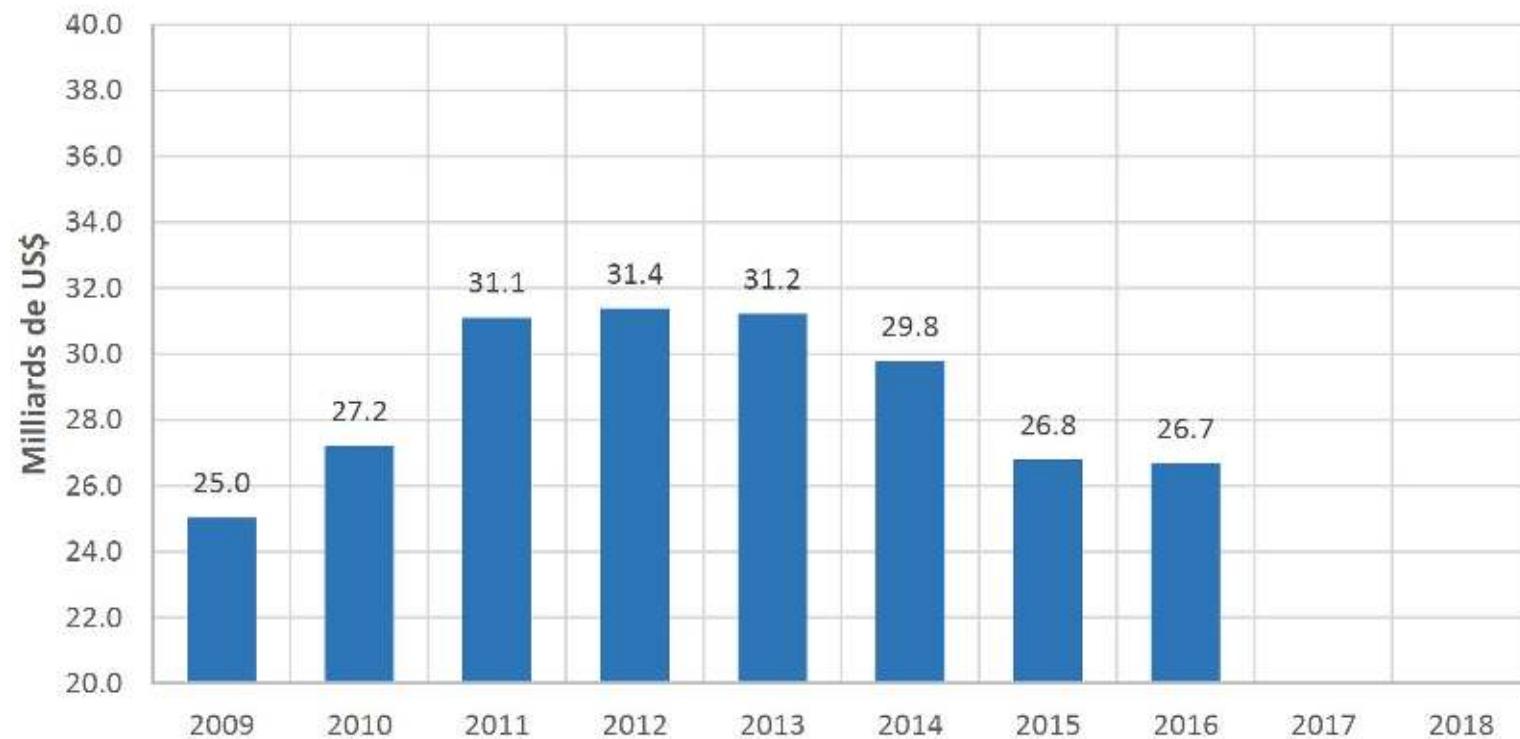
(a) Reflects combustible tobacco pricing as a % of PY combustible tobacco net revenues

(b) Average combustible tobacco pricing variance (2008-2018) over average base combustible product net revenues excluding excise taxes (2007-2017)

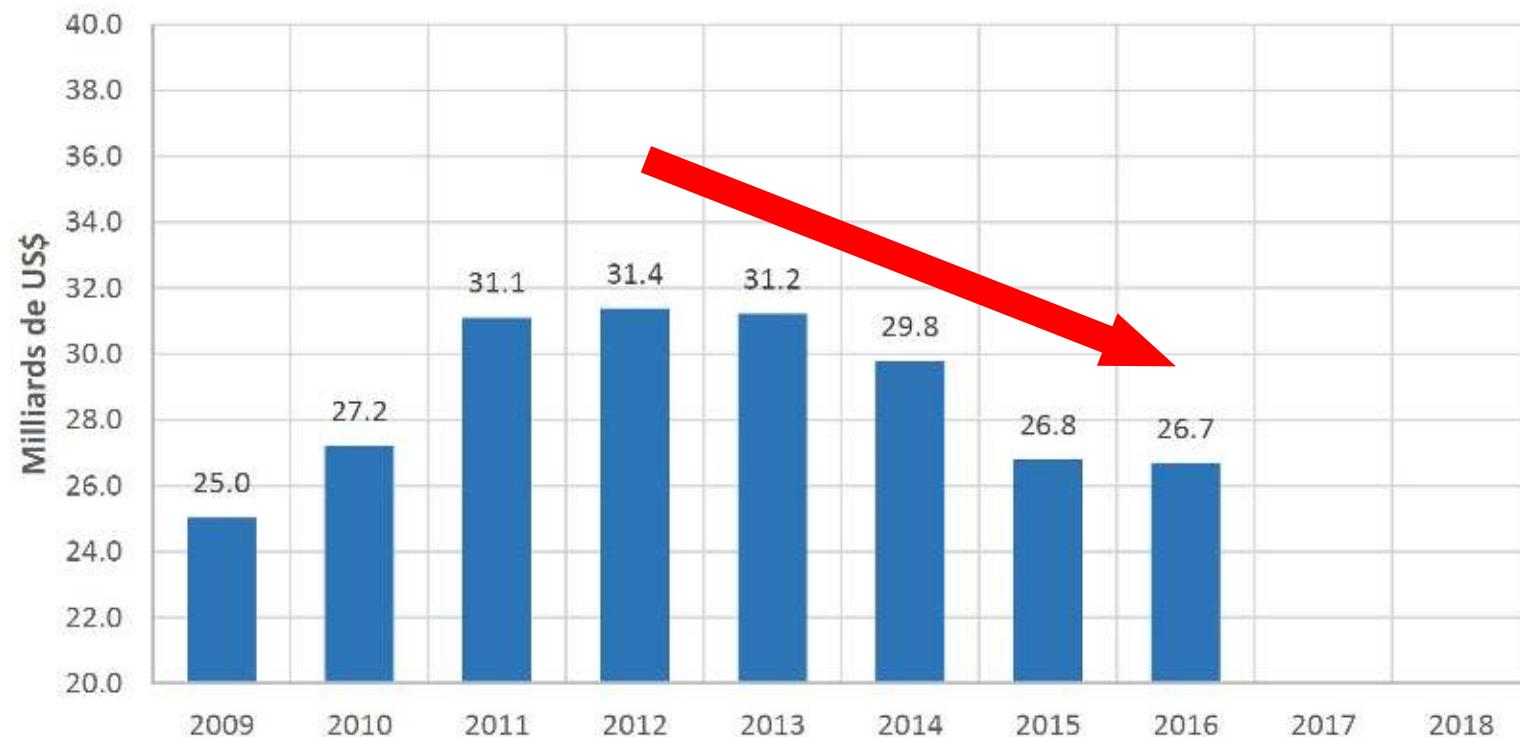
Source: PMI Financials or estimates

9

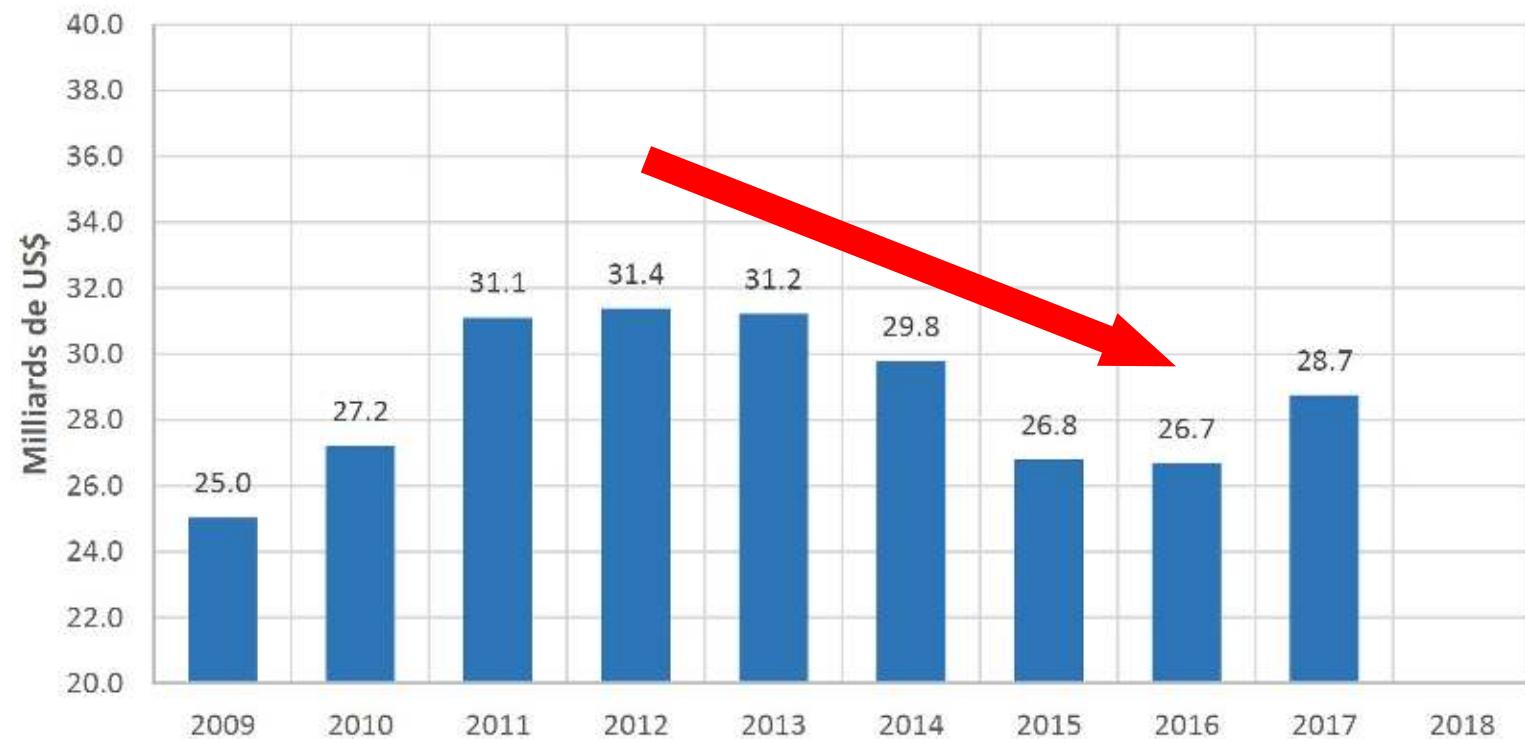
PMI - Revenu net



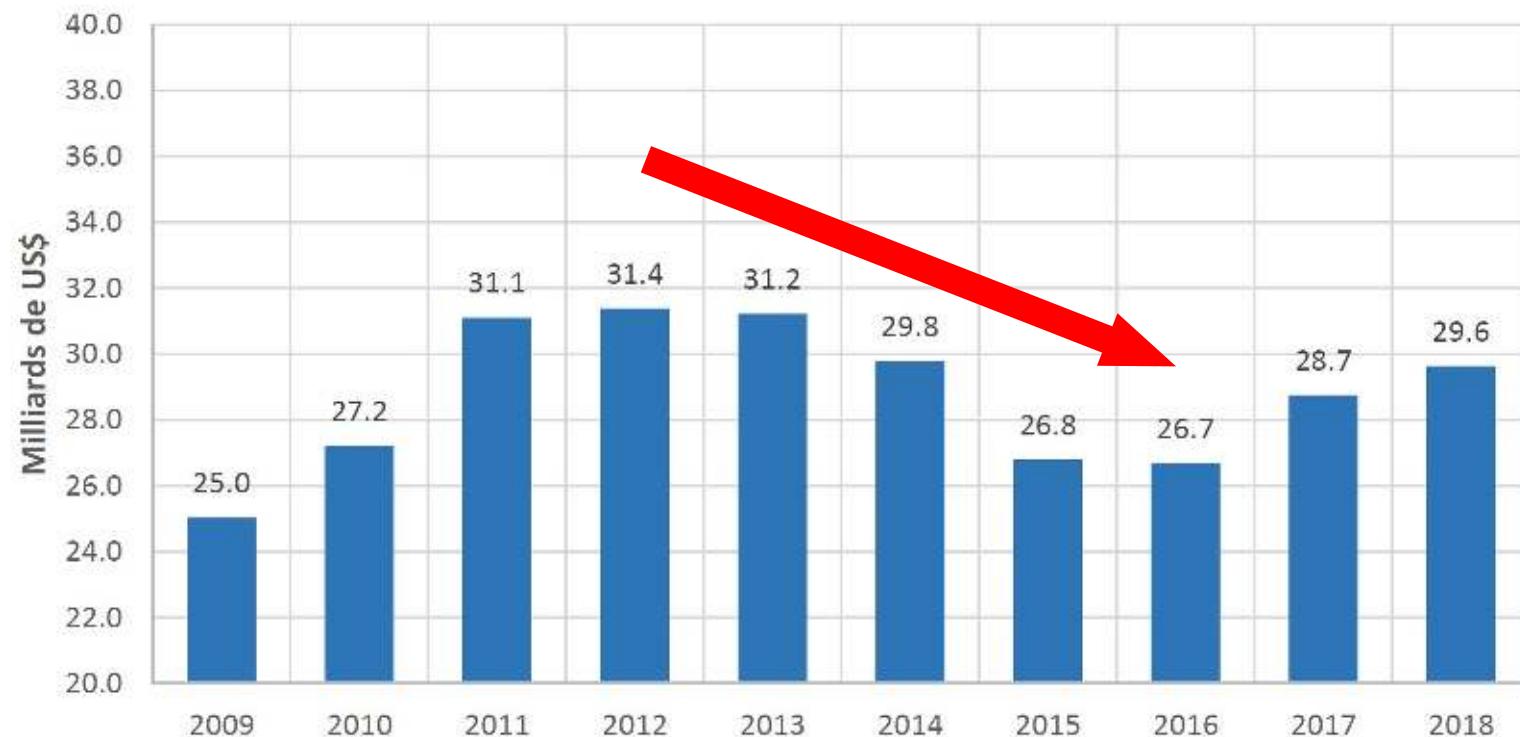
PMI - Revenu net



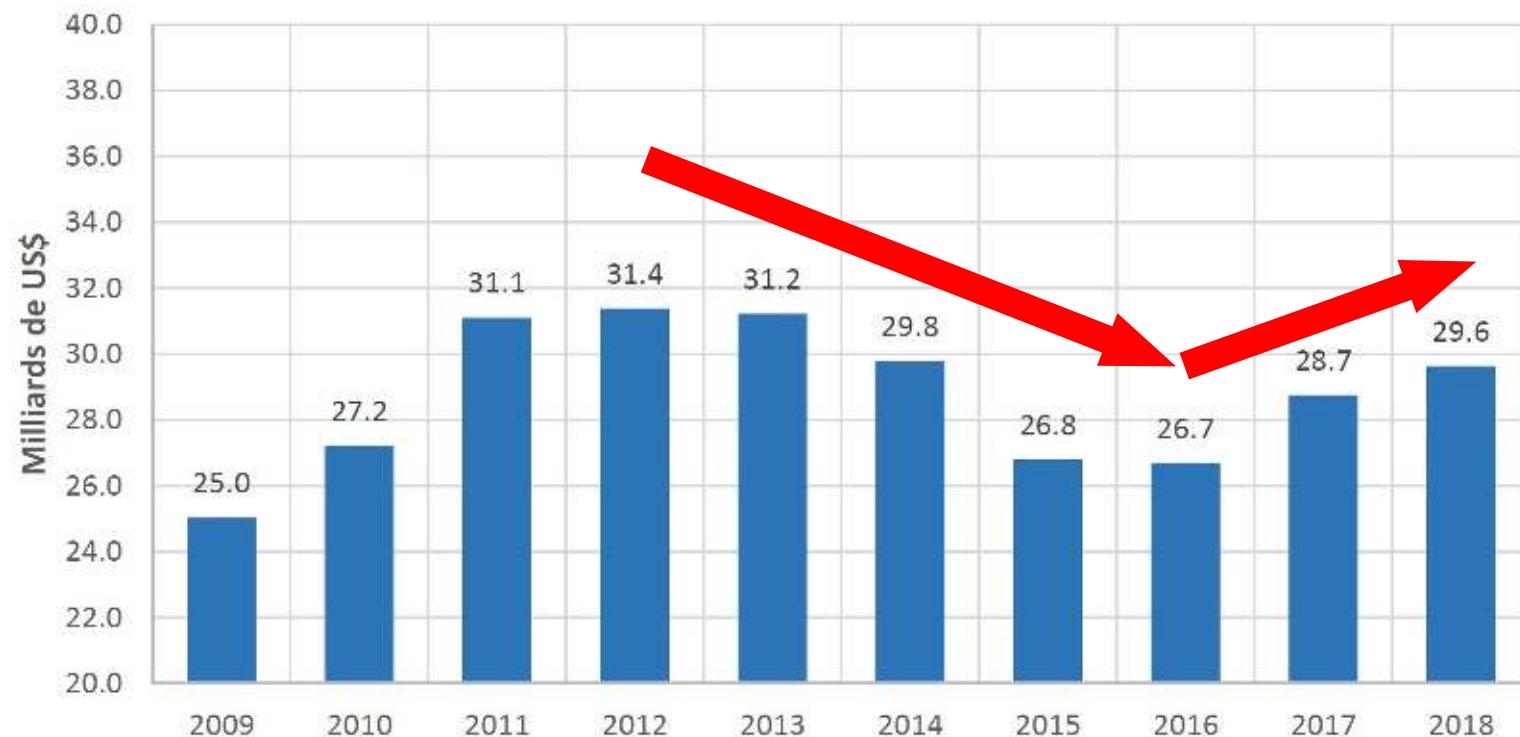
PMI - Revenu net



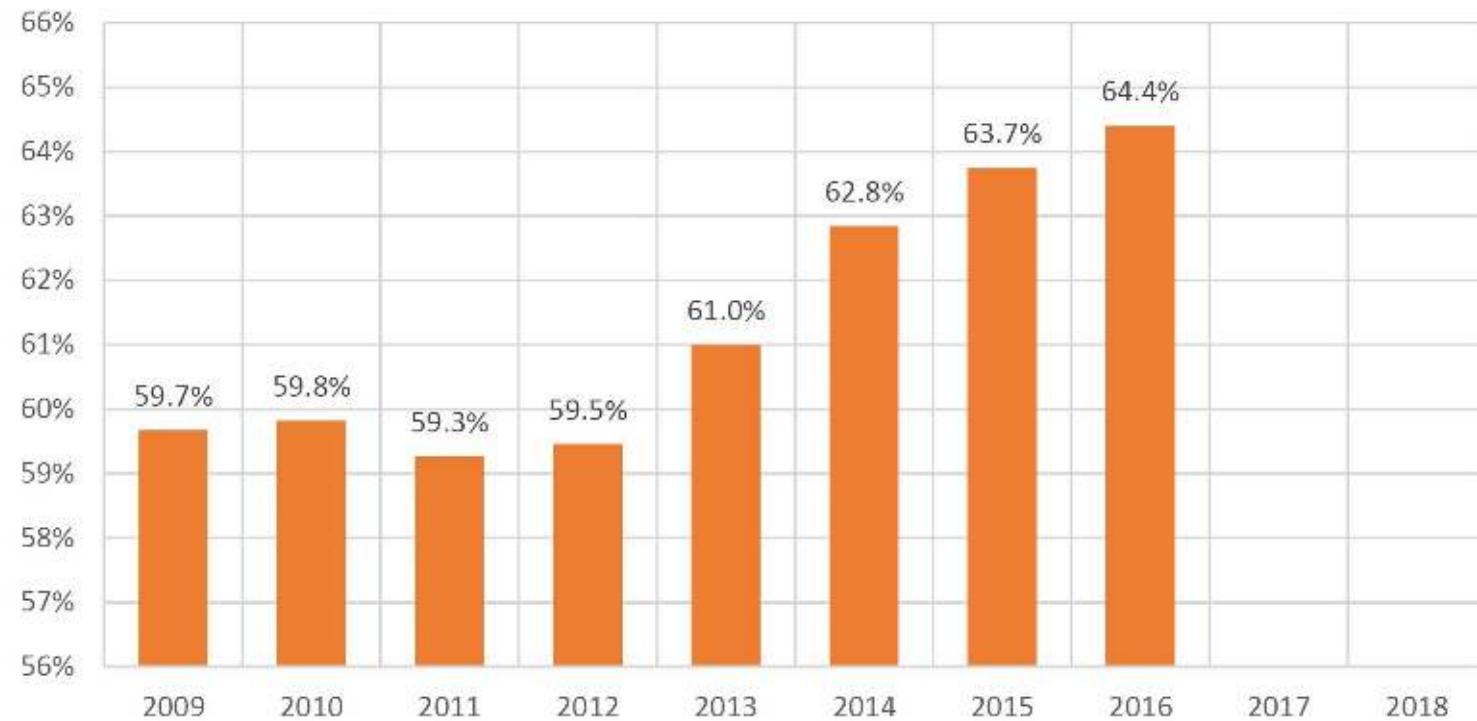
PMI - Revenu net



PMI - Revenu net



PMI - Niveau de taxation en % du chiffre d'affaires brut



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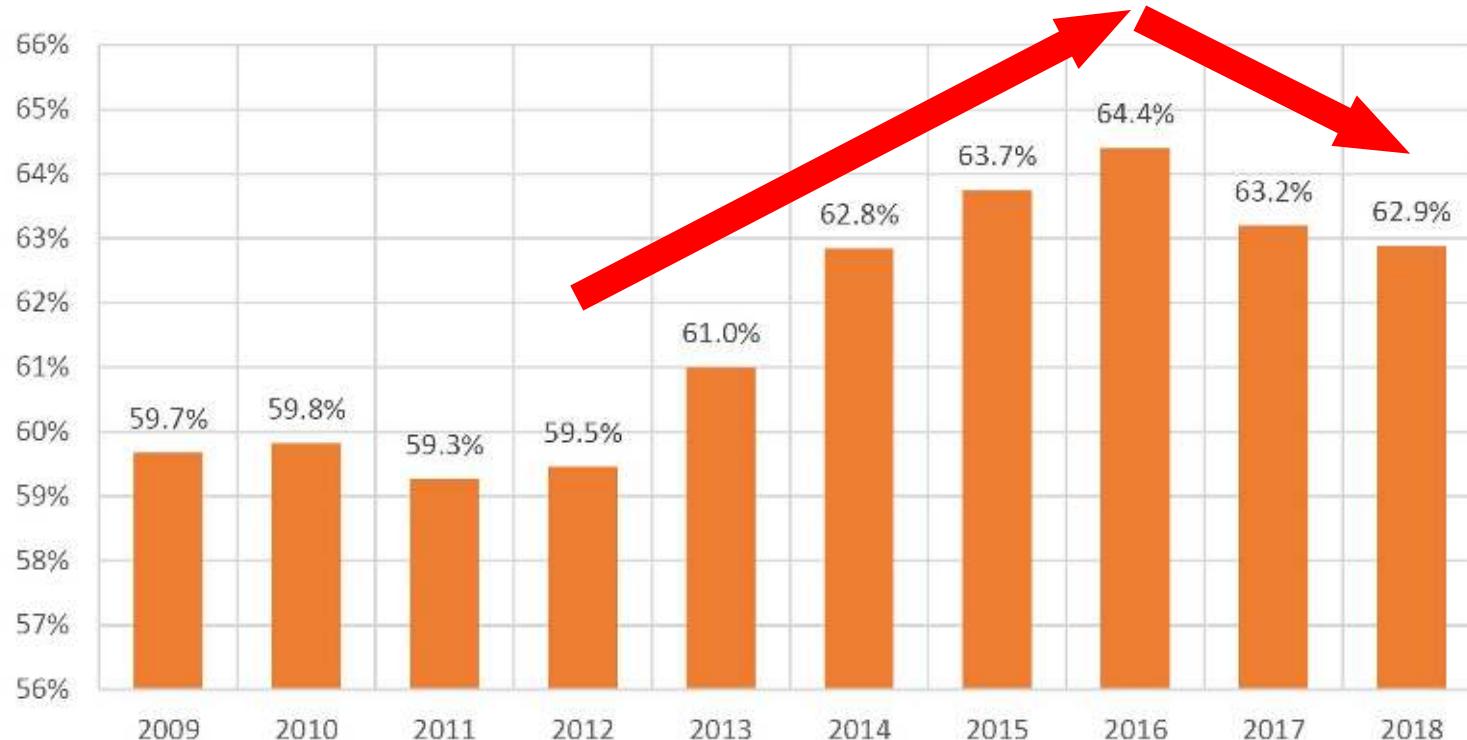
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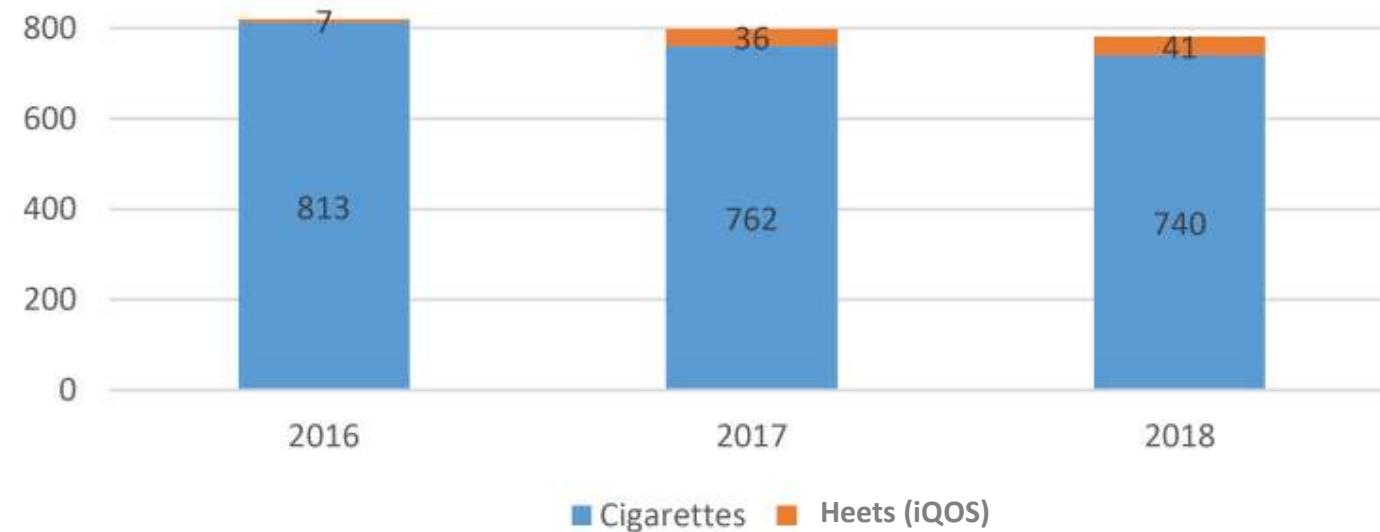
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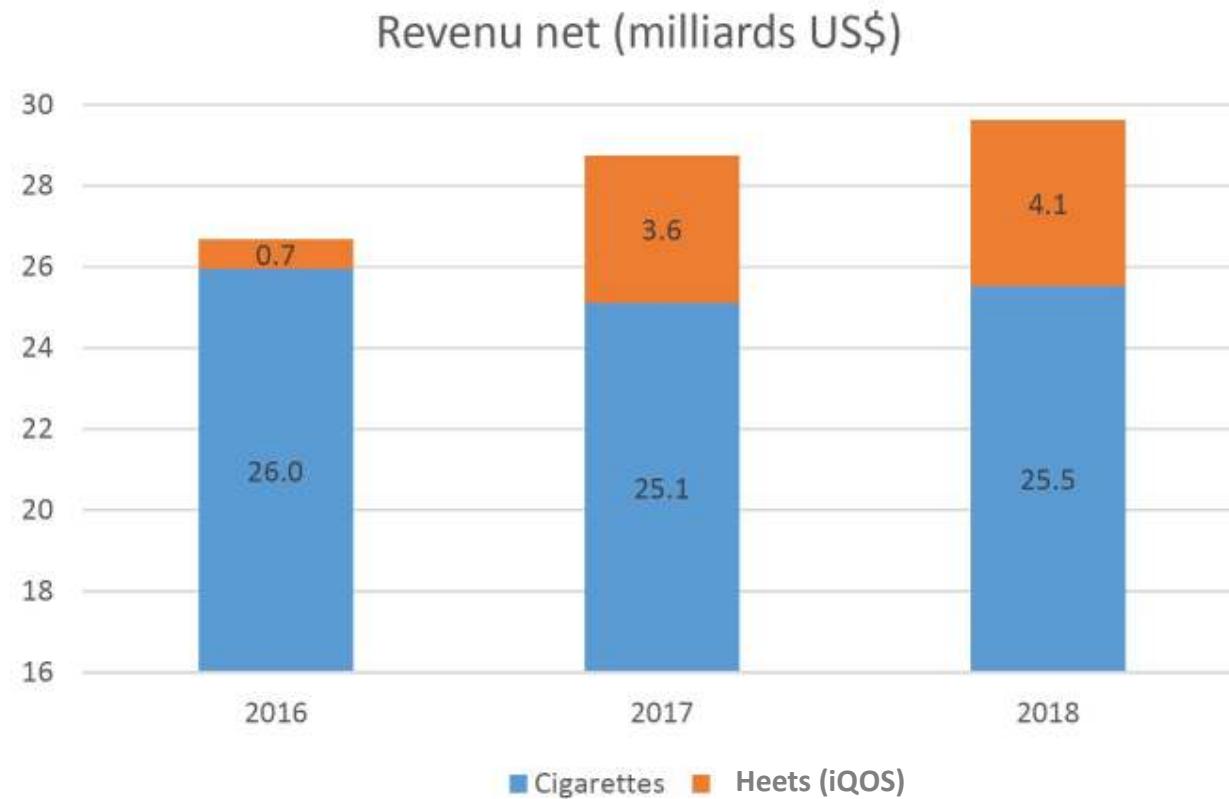


PMI - Niveau de taxation en % du chiffre d'affaires brut



Unités livrées (milliards)





Dans le monde...

PMI – Ventes de cigarettes conventionnelles et de cigarettes Heets (iQOS)
2016 – 2018 (trois ans)

Produit	Nb d'unités (milliards)	C.A. net (milliards de US\$)	Prix H.T. 20 cig. (US\$)
Cigarettes	2.315	76,589	0,66
Heets (iQOS)	85	8,469	1,99

En France...

Structure du prix d'un paquet de cigarettes Heets pour iQOS
comparé à celle d'un paquet de Marlboro Red
(Prix en vigueur le 1er novembre 2019)

	Marlboro Red €	Heets (iQOS) €	Variation %
Prix de vente 20 unités	9.30	7.00	-25%
Taxes			
Part fixe	1.24	0.51	-59%
Part proportionnelle	4.90	3.49	-29%
TVA	1.55	1.17	-25%
Total des taxes	7.04	4.67	-34%
Valeur remise buraliste	0.90	0.67	-25%
Part fabricant	0.71	1.16	+63%

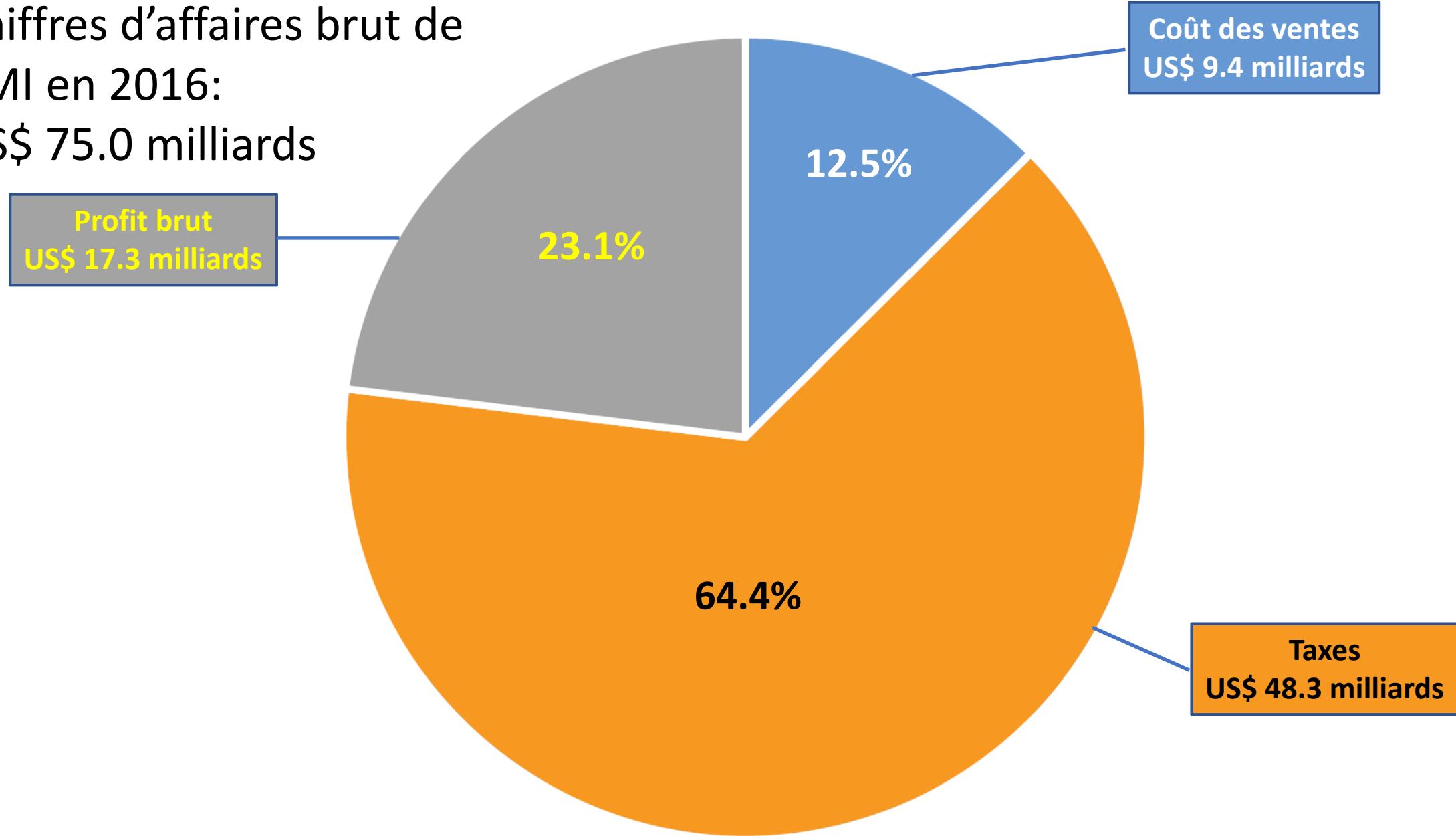
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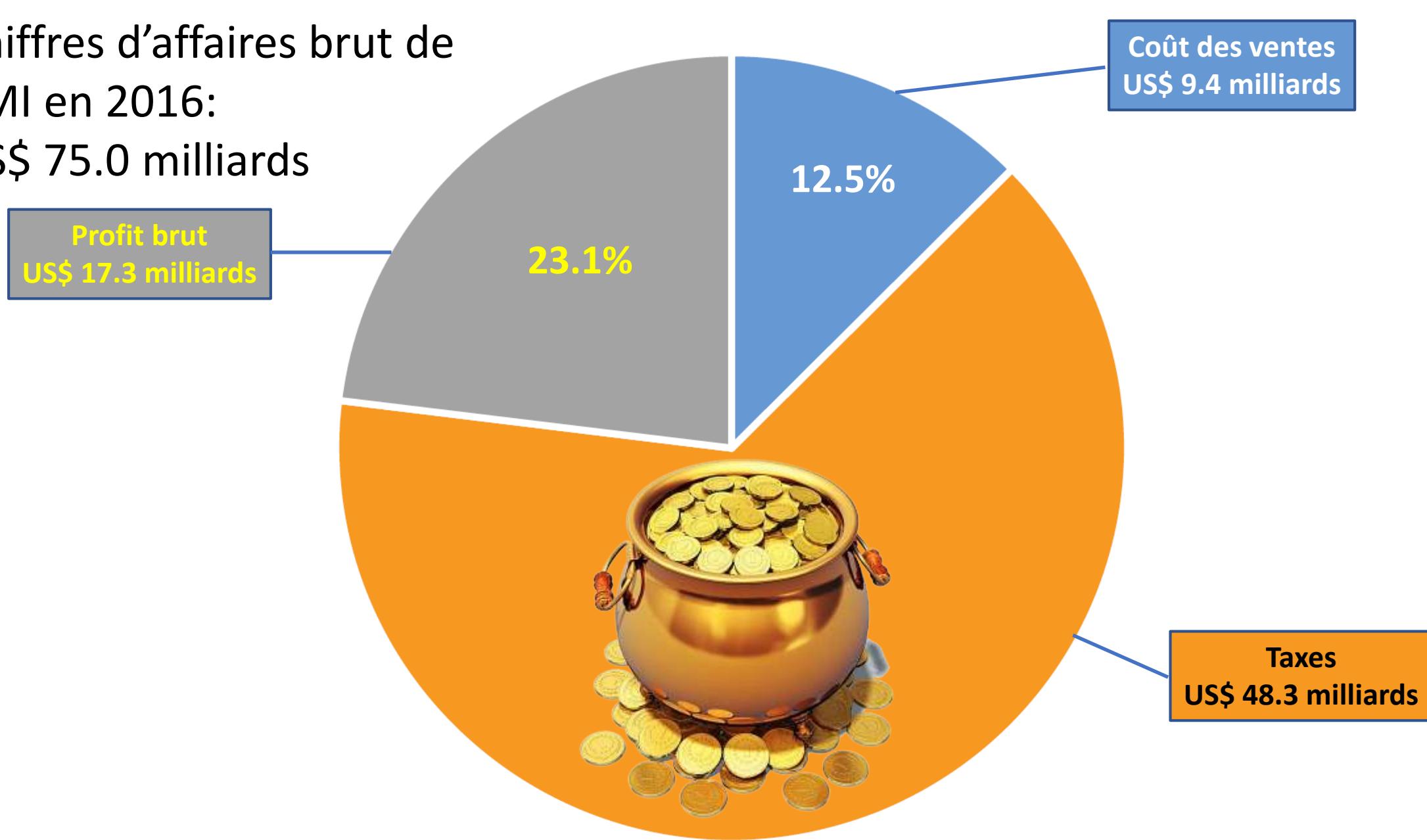
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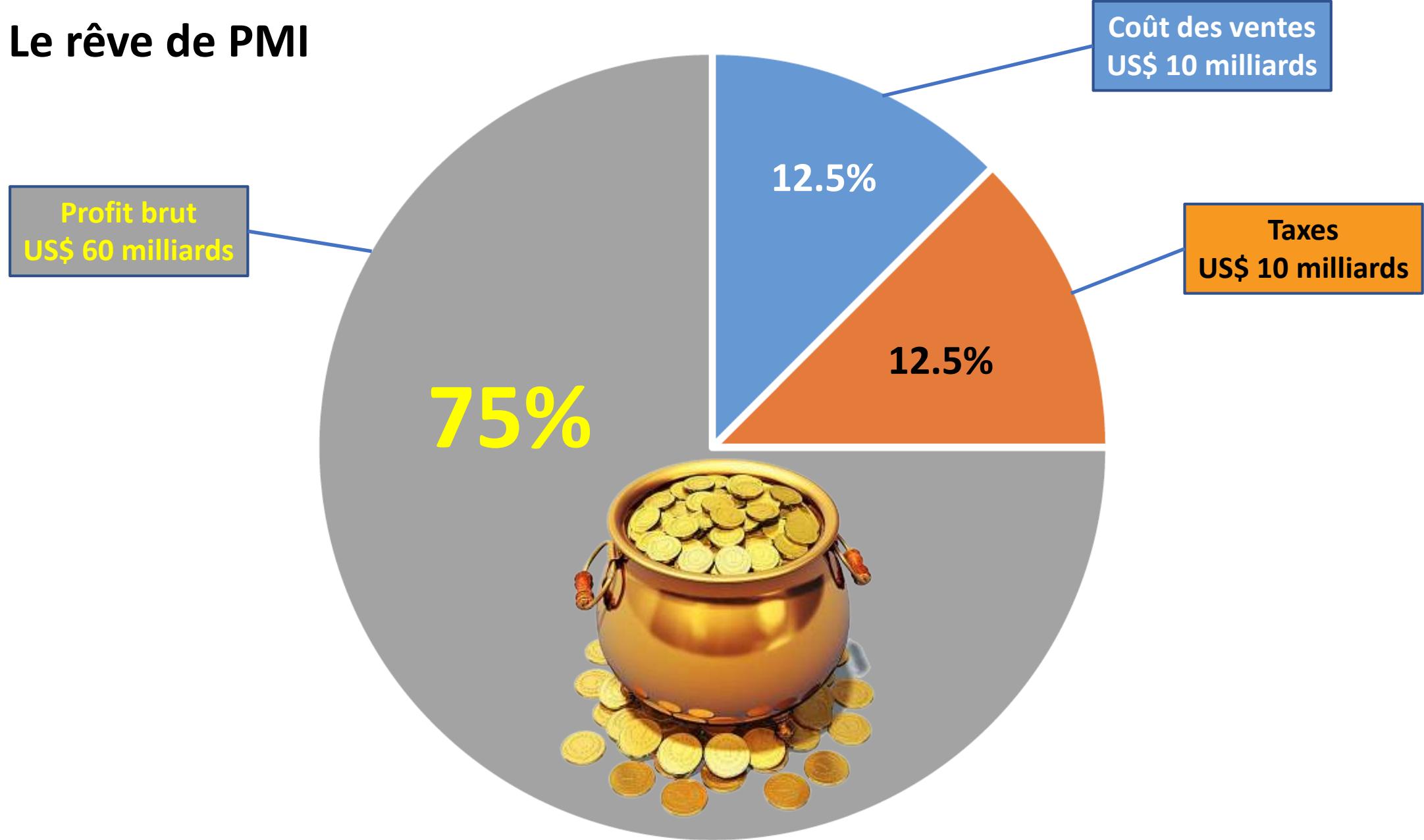
Chiffres d'affaires brut de
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Le rêve de PMI



L'approche de PMI en bref...

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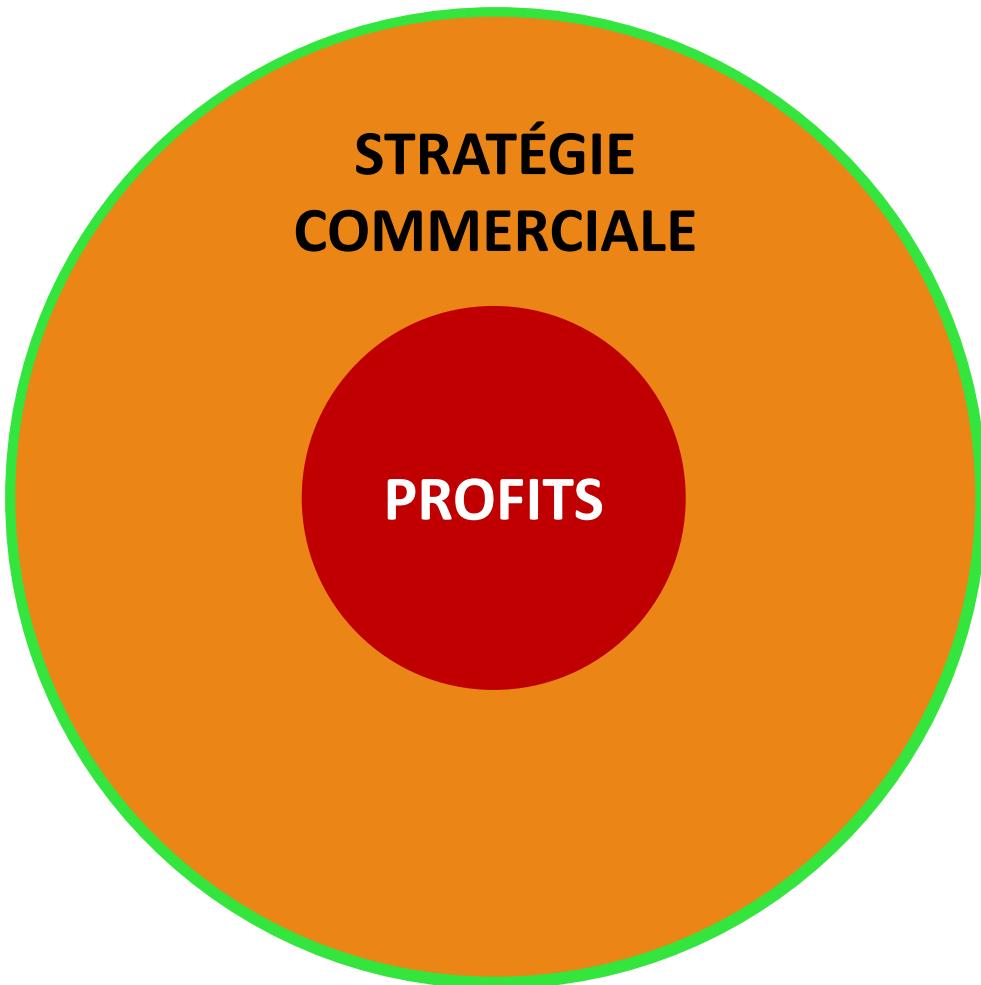


PROFITS

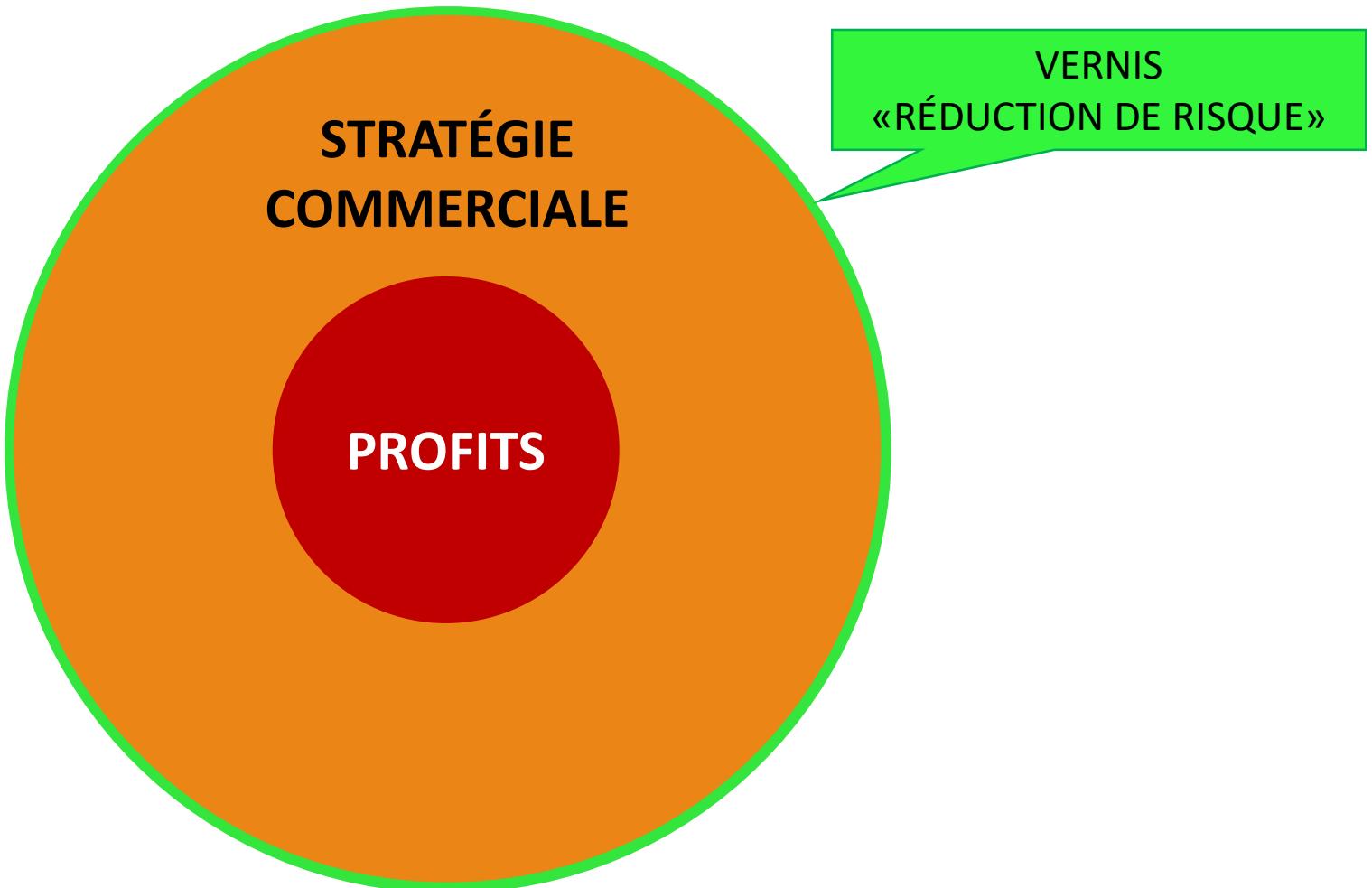
L'approche de PMI en bref...



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L'approche de PMI en bref...





La position de l'OMS sur les produits du tabac chauffé

« Toutes les formes de tabac sont nocives, y compris les produits de tabac chauffés. Le tabac est toxique par essence et renferme des produits cancérogènes, même dans sa forme naturelle. Les produits de tabac chauffés doivent donc être soumis aux mesures politiques et réglementaires appliquées à tous les autres produits du tabac, conformément à la Convention-cadre de l'OMS pour la lutte antitabac. »

Que faire ?

- 1. Traiter l'iQOS comme la cigarette**

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- a) Include l'iQOS dans la même catégorie de taxation que la cigarette

Que faire ?

La taxation incitative ne doit s'appliquer qu'aux produits *les moins nocifs.*

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- a) Include l'iQOS dans la même catégorie de taxation que la cigarette
- b) Avertissements sanitaires et paquet neutre
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- e) Réglementation des arômes, interdiction des arômes attractifs

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- b) Dénoncer et enrayer ses tentatives de corruption de la science et de division des milieux de la prévention du tabagisme

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FIN