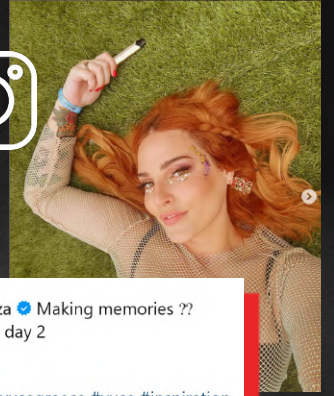


Monique Muggli, J.D., M.PH.
Vice President, International Legal Consortium



kativarnava Who has switched to IQOS a long time ago, but forgot to tell everyone about it? I'm about to get better. Not just an IQOS in my hands, but a limited racing series. With him, there is no smoke or ashes in the car anymore... no need to vent anything else (most grateful for my styling). And thanks to IQOS, I am going to the Formula 1 Grand Prix in Sochi! Care to join me and see some cool athletes and handsome racers? Switch to IQOS and change for the better! See you in Sochi!
Does not rule out risks.
18+ #iqosambassador



evelina_nikoliza Making memories ??
Tomorrowland day 2
@vusegreece
#vuseinsider #vusegreece #vuse #inspiration



mclaren Great work by Lando to bring it home in P4, but it was not such a straightforward race for Oscar who just misses out on points this time.

Sunday's grand prize, you're next! #F1Sprint #USGP ??



#SponsoredbyBigTobacco

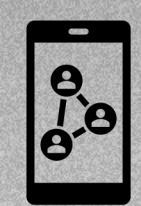
Tobacco & Nicotine Product Marketing On Social Media



Background



Social listening tools



Instagram, Facebook, X (formally Twitter), TikTok, SnapChat



Top-selling brands

- PMI and BAT
- IQOS, Vuse and Velo

#SponsoredbyBigTobacco

Tobacco & Nicotine Product
Marketing On Social Media





Marketing content for just three brands has reached more than

385 million people

around the world.



Content promoting Velo, Vuse and IQOS on social media has been viewed more than

3.4 billion times.

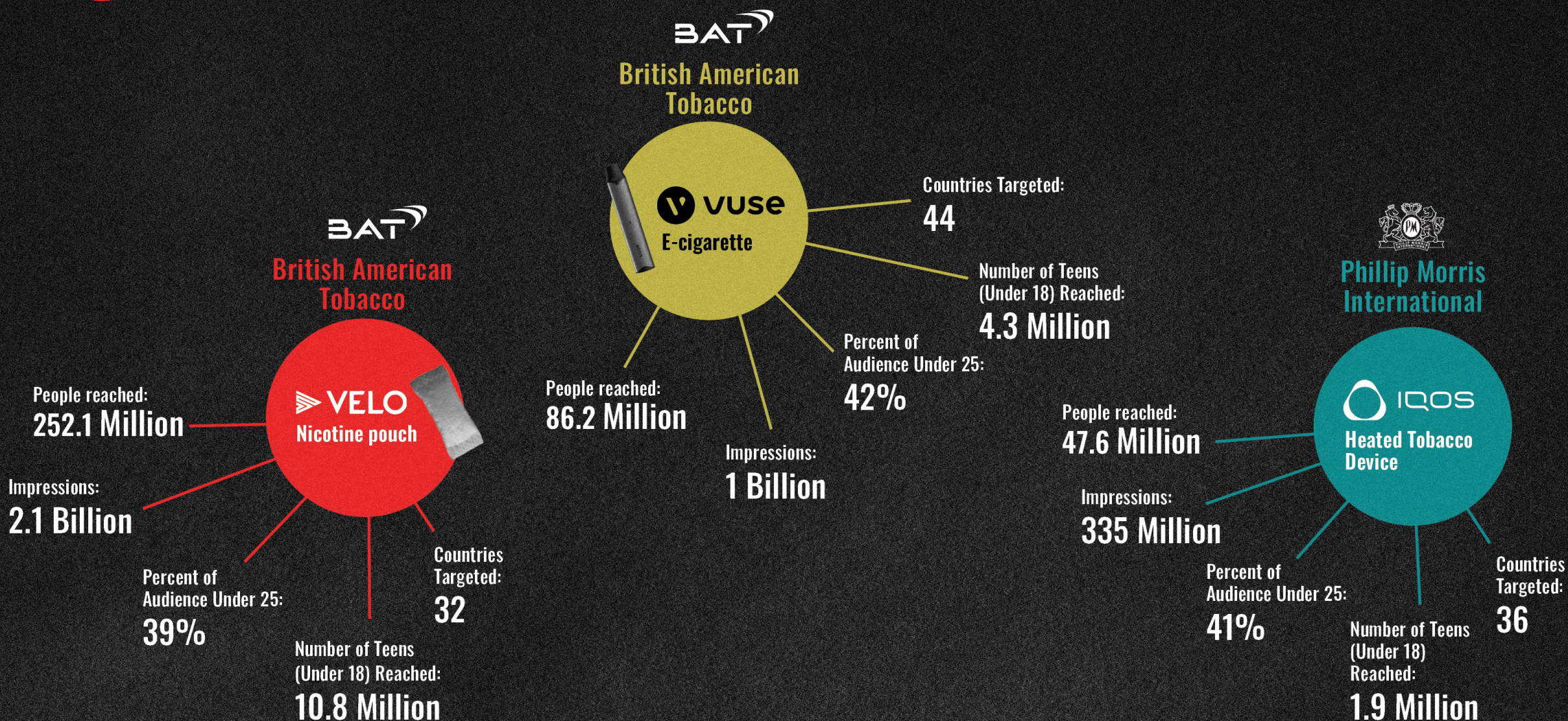


Approximately 40 percent of the audience are youth under the age of 25. This amounts to over

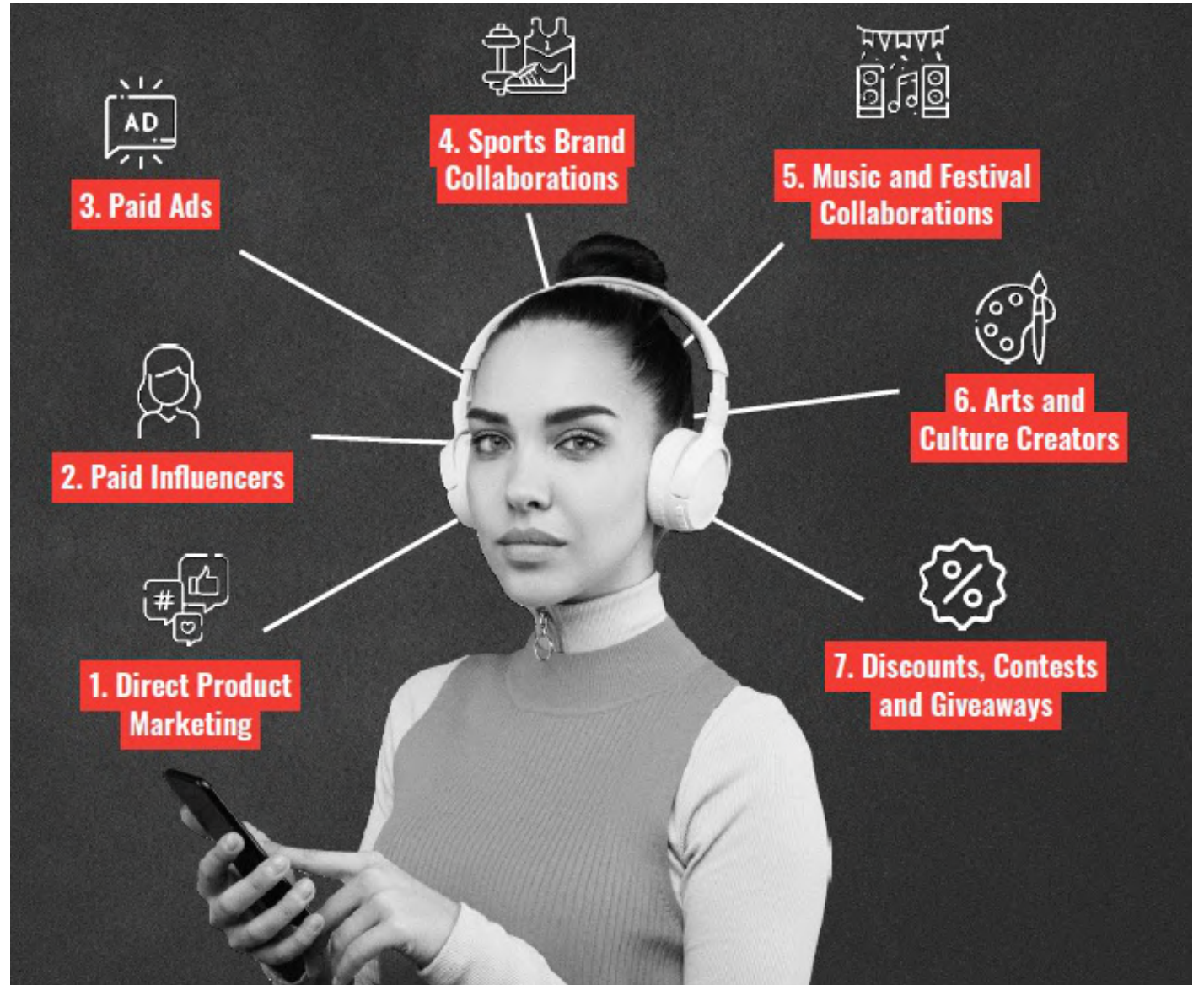
150 million youth reached,

including 16 million teens under the age of 18.

Big Tobacco's Global Reach - 60 countries



A Surround Sound Effect





18+ only. This product contains nicotine and is addictive.



Personalizo
pajisjen tënde

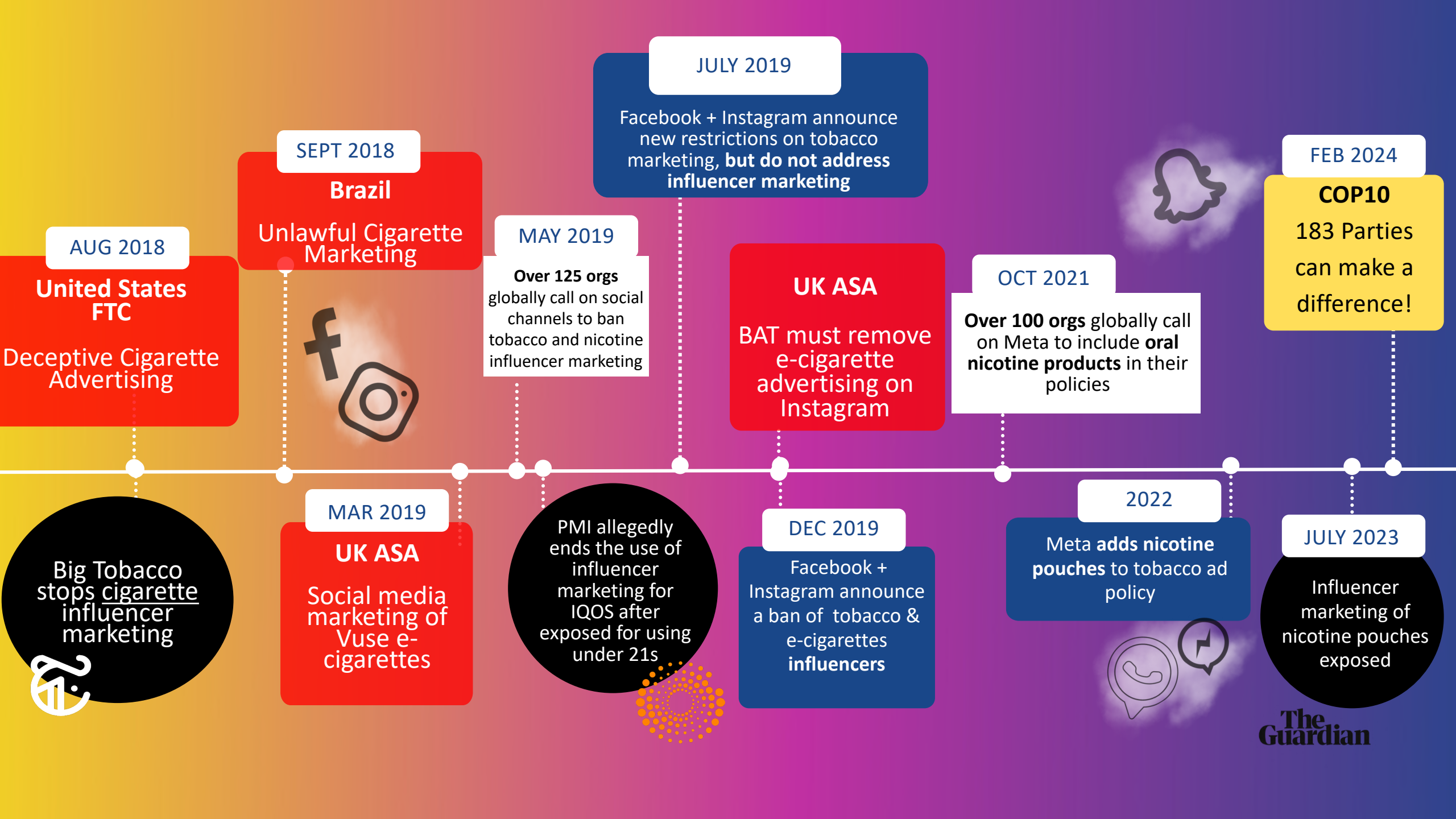


NOW YOU TINGLE

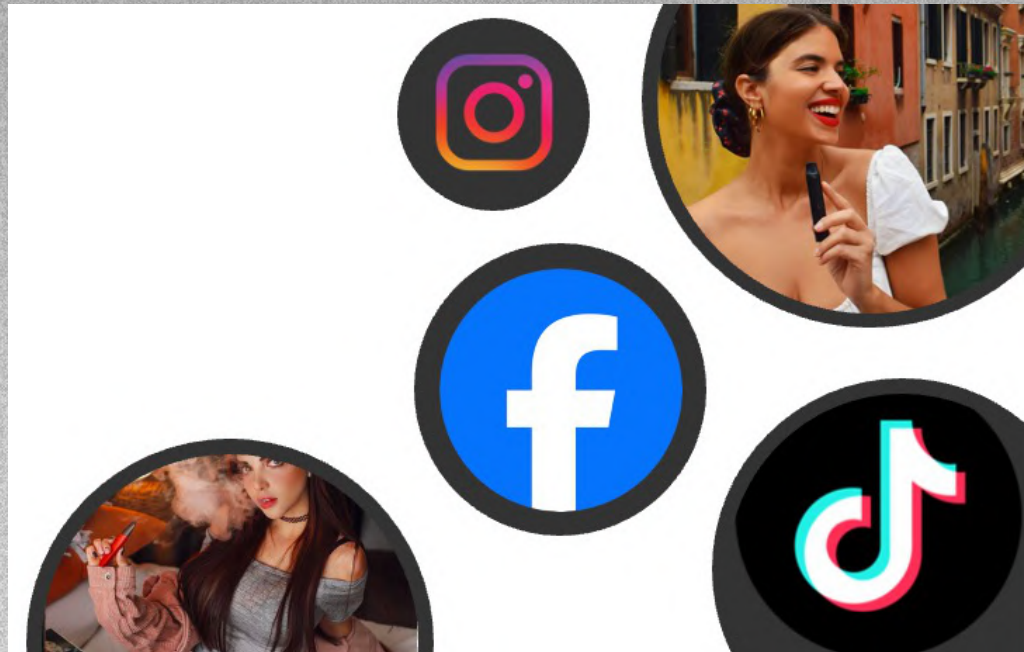


ORDER NOW AT [VELO.COM](https://www.VELO.COM)

18+ ONLY. THIS PRODUCT CONTAINS NICOTINE AND IS ADDICTIVE. KEEP OUT OF REACH OF CHILDREN.



Legislation is needed

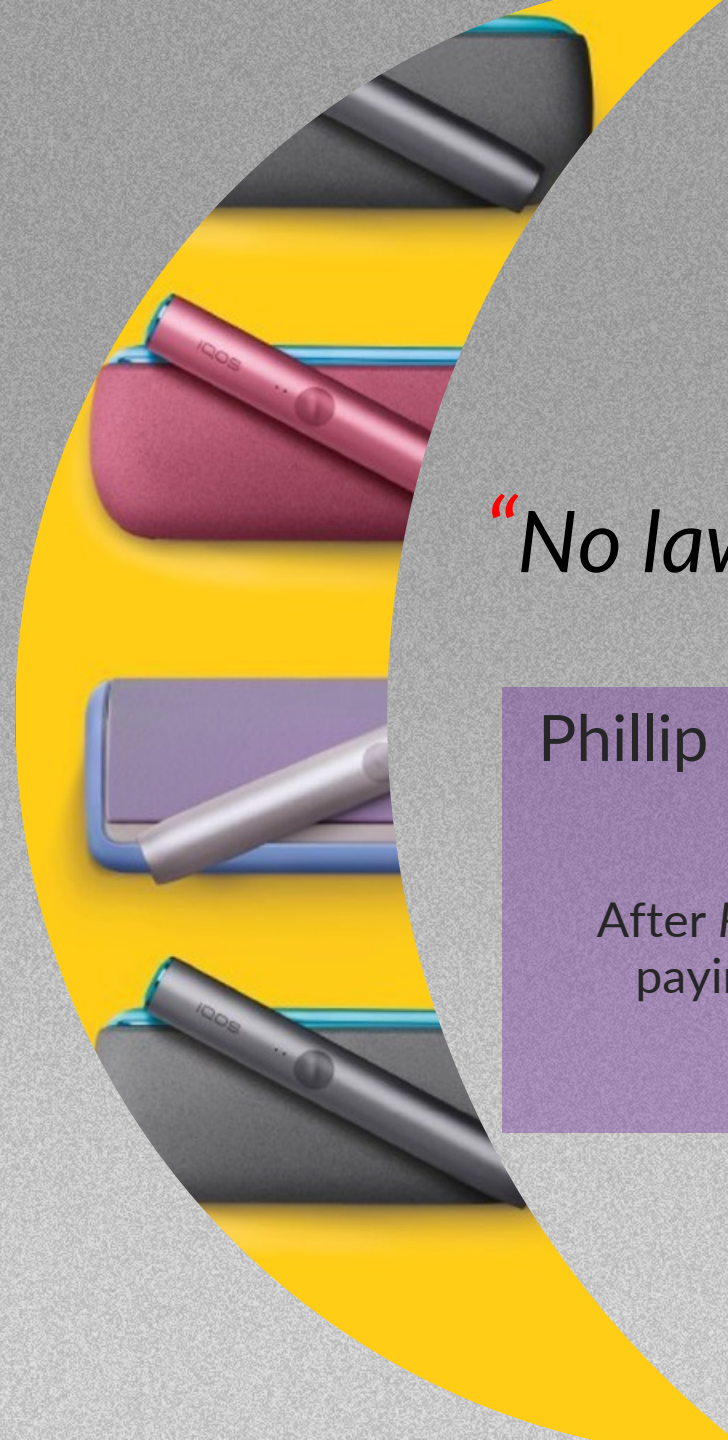


“No laws were broken.”

Phillip Morris International

May 2019

After *Reuters* exposes PMI for
paying young social media
influencers
to market IQOS.



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You Can Protect Kids

We support the
adoption of the
draft decision and
the proposed
specific guidelines.