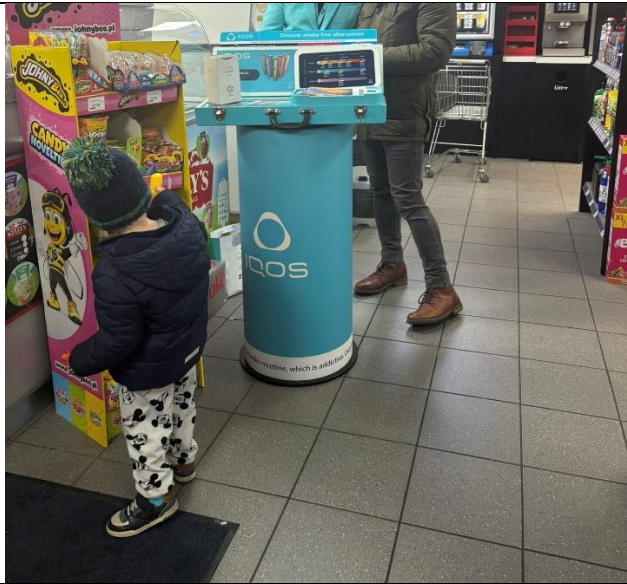


Examples of in-store promotions/promotional activity for heated tobacco

IQOS in-store promotion. Manchester, November 2024

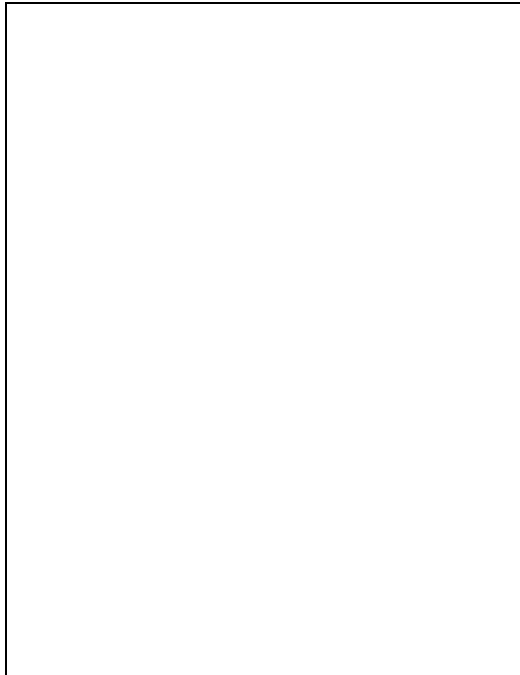


IQOS in-store promotion. Morrisons, Yorkshire, December 2024



IQOS booth. Shepherds Bush, December 2024





IQOS storefront promotion. London. Summer 2023



IQOS in-store promotion. Sainsburys. Barry, Wales, December 2024



Jan 2025

Ploom heated tobacco ad. WH Smith.
Sheffield. December 2024

