

PMI launches IQOS 3 DUO Exclusive Edition in Japanese and Korean DF

Philip Morris International (PMI) has launched the IQOS 3 DUO Exclusive Traveler Edition at duty free locations in Japan and South Korea with Dubai to follow.

The launch of the Exclusive Traveler Edition, follows the unveiling of PMIs **IQOS 3 DUO** and **IQOS 3 DUO Motor Sports Edition** in duty free in October. The Motor Sports Edition was initially introduced in Kix duty free shops at Kansai International Airport. Dubai Duty Free at Dubai International Airport was set to follow.



IQOS 3 DUO is the company's most advanced product designed around consumer needs. Charging speed is two-times faster than the IQOS 2.4 Plus and there is now the possibility for two consecutive uses.

The IQOS 3 DUO Exclusive Traveler Edition is Philip Morris International's most advanced product designed around consumer needs.

Featuring a new iridescent purple design, the IQOS 3 DUO Exclusive Traveler Edition, will be available for a limited time in duty free locations in Japan, South Korea and Dubai. The Exclusive Traveler Edition was launched on 2 December 2019 at all international airports in Japan and South Korea including Kansai, Tokyo Narita, Tokyo Haneda and Seoul Incheon. Dubai Airport will follow on 12 December 2019.

UNIQUE AND STYLISH OFFER

Edvinas Katilius, Vice President, PMI Duty Free said: "The launch of the IQOS 3 DUO Exclusive Traveler Edition is testimony to our constant commitment to delight our legal age consumers in travel retail with a unique and stylish offer exclusively available at selected duty free locations.

"This Exclusive Traveler Edition is the most recent addition to the IQOS family affirming our focus on continuous innovation to provide adult smokers with better choices than continued smoking."

According to PMI, the device offers a sophisticated signature look with a unique colour effect and iridescent metal finish, which enables legal age consumers to distinguish themselves and express their style. The packaging design reflects the iridescent metal finish to highlight this premium offer which is only available in duty free.



The Exclusive Traveler Edition was launched on 2 December 2019 at all international airports in Japan including Osaka, where PMI has an IQOS boutique.

The continued development of technology such as the IQOS 3 DUO, which was driven by consumer insights and supported by scientific substantiation, represents the latest step on PMI's journey to achieve a smoke-free future.

PMI says more than 10 years and \$6bn have been invested in the scientific research, development and commercialisation of its advanced smoke-free products, including IQOS 3 DUO. The company is hoping that by 2025 at least 40 million PMI cigarette smokers will have switched to smoke-free products and that at least 30% of its volume will come from smoke-free products.