



ZYN nicotine pouches arrive in the Czech Republic

Prague / Kutná Hora, 23 January 2025 - Philip Morris ČR a.s. will manufacture ZYN nicotine pouches, a key part of its smoke-free products portfolio, at its factory in Kutná Hora. The move follows an investment in the expansion of the plant announced in June 2023. In addition, the Kutná Hora plant could become a European manufacturing hub, as demand for this product category develops in the future. At the same time, ZYN nicotine pouches, intended for adults who would otherwise continue to smoke cigarettes or use other nicotine products, have been on sale throughout the Czech Republic since the beginning of the year.

"We are continually looking to expand our portfolio of less harmful smoke-free alternatives. Our goal is to give every adult smoker the opportunity to choose a better alternative to smoking cigarettes according to their preferences. Demand specifically for nicotine pouches is growing significantly in many countries. Therefore, I am very pleased that we are going to launch the production of ZYN pouches in Kutná Hora, a category that, as we believe, has a significant potential to positively influence public health," said Nikolaus Ricketts, President Global Commercialization Oral Products at Philip Morris International.

In addition to the existing production of tobacco products, a new infrastructure to produce nicotine pouches will be built in Kutná Hora, including new laboratories aimed at ensuring the highest quality standards. The investment will also create up to one hundred new jobs.

"The placement of the nicotine pouches production in Kutná Hora is a stamp of approval for Philip Morris ČR, which confirms the long-term operational and production excellence of the plant and acknowledges the efforts of our colleagues in production. This is a key milestone in the more than two-hundred-year history of tobacco processing in Kutná Hora, which I believe will underline our position on the Czech market as one of the most important international investors, exporters, and employers," said Fabio Costa, Chairman of the Board of Directors, and Managing Director of Philip Morris ČR a.s.

ZYN nicotine pouches, the global leader in the category, were launched on the Czech market at the beginning of January this year. They represent another break-through alternative that has significant potential to reduce the number of smokers in society. This is evidenced, among other things, by the recent authorization of ZYN nicotine pouches making ZYN the first and only authorized nicotine pouch in the United States by the U.S. Food and Drug Administration (FDA), recognizing the role of ZYN which can play in the protection of the public health by helping people switch from cigarettes and other traditional tobacco products.

When used, ZYN releases 99% less harmful chemicals than cigarettes¹. ZYN nicotine pouches do not contain tobacco, but only pharmaceutical grade nicotine (derived from tobacco) combined with food-grade ingredients additives and flavourings. They come in different formats depending on pouch size, nicotine strength and flavour. In Czechia, they are now available in MINI and CLASSIC variants. The MINI variants have nicotine levels of Low, Medium, and Strong ranging from 1.5mg to 6mg in two menthol and one fruit flavour. The CLASSIC variant has nicotine levels of Strong and X-Strong ranging from 9mg to 11mg, which are the strongest of our range and are available in two menthol and two fruit flavours. This variety of nicotine strengths and flavours allow to cater to different preferences of adult nicotine consumers. The recommended selling price is CZK 140 for the MINI variant and CZK 150 for the CLASSIC variant. ZYN is not risk free and contains nicotine, which is addictive.

Nicotine pouches are intended for existing adult nicotine users only. *"We fully support all efforts to keep nicotine products out of the hands of minors, who should not use nicotine in any form. ZYN is no exception to this,"* emphasises Petr Šebek, Director of External Affairs at Philip Morris ČR a.s.

¹ Important information: this value does not necessarily equate to a 99% reduction in risk. ZYN is not risk-free. "99% less" represents the average reduction in levels of 9 harmful chemicals that the World Health Organization recommends reducing in cigarette smoke, but which do not include nicotine. Evaluation of smoke from a standard reference cigarette and substances released from a ZYN bag. See Important information on ZYN.com



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Philip Morris ČR a.s.

Philip Morris ČR a.s. is a subsidiary of Philip Morris International (PMI), a leading international tobacco company working to deliver a smoke-free future. In addition to traditional tobacco products, on the Czech market Philip Morris ČR a.s. distributes the *IQOS ILUMA* heating tobacco device and compatible *TEREA* tobacco and *LEVIA* non-tobacco consumables, the *lil SOLID* tobacco heating device with *Fiit* tobacco consumables, the *VEEV ONE* e-cigarette, *VEEV NOW* disposable-vapour device, nicotine pouches *ZYN* and other related accessories. Philip Morris ČR a.s., which has been operating in the Czech Republic since 1992 and employs more than 1,100 people, is listed on the Prague Stock Exchange (BCPP). At the same time, it owns a 99% business share in the subsidiary Philip Morris Slovakia s.r.o., registered in the Slovak Republic. For more than 30 years, the company has contributed to helping various charitable projects, including projects involving the support of social programs aimed at improving living conditions in local communities. You can find more information at www.philipmorris.cz, including the annual report for 2023.

Philip Morris International: Delivering a Smoke-Free Future

Philip Morris International (PMI) is a leading international tobacco company, actively delivering a smokefree future and evolving its portfolio for the long term to include products outside of the tobacco and nicotine sector. The company's current product portfolio primarily consists of cigarettes and smoke-free products. Since 2008, PMI has invested over \$12.5 billion to develop, scientifically substantiate and commercialize innovative smoke-free products for adults who would otherwise continue to smoke, with the goal of completely ending the sale of cigarettes. This includes the building of world-class scientific assessment capabilities, notably in the areas of pre-clinical systems toxicology, clinical and behavioural research, as well as post-market studies. In 2022, PMI acquired Swedish Match – a leader in oral nicotine delivery – creating a global smoke-free champion led by the companies' *IQOS* and *ZYN* brands. The U.S. Food and Drug Administration has authorized versions of PMI's *IQOS* devices and consumables and Swedish Match's General snus as Modified Risk Tobacco Products. Renewal applications for these *IQOS* products are pending before the FDA. As of June 30, 2024, PMI's smoke-free products were available for sale in 90 markets, and PMI estimates that 36.5 million adults around the world use PMI's smoke-free products. Smoke-free business accounted for approximately 38% of PMI's total first-nine months 2024 net revenues. With a strong foundation and significant expertise in life sciences, PMI announced in February 2021 its ambition to expand into wellness and healthcare areas and aims to enhance life through the delivery of seamless health experiences. References to "PMI", "we", "our" and "us" mean Philip Morris International Inc., including its subsidiaries.

For more information, please visit www.pmi.com and www.pmiscience.com

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