

IQOS ACADEMY RULES AND CONDITIONS

The IQOS Academy is an educational platform that is part of the IQOS CLUB program designed for registered adult IQOS users. The IQOS Academy is operated by Philip Morris ČR a.s., Business ID: 14803534, with registered office at Vítězná 1, 284 03 Kutná Hora, registered under Reg. No. B 627 in the Commercial Register maintained by the Prague Municipal Court ("Operator"). A registered user who is not a member of the IQOS CLUB program or whose membership is revoked during the event may not take part in the IQOS Academy.

The interactive part of the IQOS Academy, which allows collecting points and taking part in a draw for prizes, will take place from 15 April to 3 June 2021.

Individual educational modules will be released on a weekly basis during 15 April to 13 May 2021. For some of the modules, points will be awarded in accordance with the standard IQOS CLUB conditions, with exception for module 4. Individual modules will be accessible retroactively, where the number of accesses will be unlimited. Where applicable, however, points will be awarded on a one-time basis only.

The final test will be made available starting on 20 May 2021 for one week, i.e. until 27 May 2021. The test will have the form of a quiz. For successfully completing the test (80% and more correct answers), a registered member will receive 100 wallet points and will be automatically included in a draw for premium prizes. A registered member who fails the test may repeat the test one time (i.e. there will be two attempts in total to pass the test successfully).

The draw will take place on 3 June 2021 for the following prizes:

- 100 Alza vouchers worth CZK 1,500
- 5 LG 49" television sets
- 3 iPhone 12 (256 GB) telephones

The winners will be announced in a format consisting of name, the first letter of surname, and the prize on the IQOS CLUB website in the IQOS Academy section. The winners will be contacted within seven working days after their announcement.

Alza vouchers worth CZK 1,500 will be distributed to winners by electronic mail using contact details provided in their profiles. The vouchers are valid until 31 December 2021. The rules and conditions for redeeming the vouchers are available online at www.alza.cz. The vouchers are not transferrable to other persons.

The winners of LG television sets iPhone telephones will be notified by telephone and e-mail using contact details provided in their profiles. If the Operator is unable to contact the winner (three unsuccessful attempts), the prize will be automatically forfeited.

The prizes (LG 49" television sets and iPhone 12, 256 GB telephones) will be distributed physically by Tvision digital s.r.o., a company with registered office at Vlkova 2725/34a, 130 00 Prague 3, registered under Reg. No. C 281353 in the Commercial Register maintained by the Prague Municipal Court, Business ID: 06388710.

Employees of the Operator and third parties taking part in the organization of the contest or providing the Operator with services relating to the distribution of IQOS products on the Czech market are prohibited from taking part in the draw.

Personal data are processed by the Operator. Over and above the rules of the IQOS CLUB program, personal data may also be processed by another processor (for the purposes of delivering prizes):

Tvision digital s.r.o.

Vlkova 2725/34a, 130 00 Prague 3 – Žižkov

Registered under Reg. No. C 281353 in the Commercial Register maintained by the Prague Municipal Court

Business ID: 06388710

The Operator reserves the right to amend the IQOS Academy rules and conditions at any time, to change the IQOS Academy in part or in full, or to cancel the IQOS Academy without replacement. Amendments will enter into effect on the day of being posted at www.cz.club.iqos.com.

Prizes may not be claimed by means of legal or other action. Where applicable, objections raised by entrants will be settled conclusively by the Operator.

Prague, dated

14.4.2021