



PRESENTS

SELETTI SENSORIUM PIAZZA AT MILAN DESIGN WEEK

PRESS CONFERENCE

Milan, Italy – Monday April 7, 2025

MEDIA ALERT

***/*IQOS Collaborates with Italian Designer SELETTI:
Introducing the 'Curious X: Sensorium Piazza' at Milan Design Week**

Challenging the status quo to realize something truly unexpected for a community of more than 32 million¹ legal age users who have made the choice to move away from cigarettes

April 7, 2025 — In support of Philip Morris International's (NYSE: PM) mission to make cigarettes obsolete, and to celebrate its ever-growing community of more than 32 million users worldwide – IQOS is proud to announce its collaboration with iconic design brand SELETTI at Milan Design Week.

“Curious X: Sensorium Piazza” – the new project that IQOS brings with the signature of SELETTI – is the name of the installation which will be available at Opificio 31, inside Tortona Rocks from April 7 to 13 2025. This bold reimagination of the traditional Italian Piazza is a multisensory space where people will meet, converse and connect. The installation bridges the physical and digital worlds, creating an unexpected dimension where art and technology intertwine to create meaningful and extraordinary interactions.

“Our collaboration with SELETTI is driven by the shared belief that curiosity paves the way to groundbreaking creativity which inspires us to connect, explore new possibilities beyond the limits and challenge the status quo. Being forever curious at IQOS is what ultimately enables our quest for the continuous development of better smoke-free alternatives versus

¹ Source: PMI Fourth-Quarter End Year 2024 Earnings Release

smoking,” said Stefano Volpetti, PMI’s President of Smoke-Free Products & Chief Consumer Officer.

The project also marks the debut of the new experiential platform *IQOS Curious X*, intended to deliver inspiring experiences to the brand’s ever-growing community of adult consumers. Curiosity—the engine of creativity and innovation—is at the heart of the journey experienced by the over 32 million users of *IQOS* globally. Curiosity is at the core of *IQOS*’ quest to continuously innovate for the better, and this will be brought to life through a yearlong collaboration with SELETTI.

The Piazza becomes an invitation to be curious and is influenced by SELETTI’s approach—between classic and contemporary aesthetics and *IQOS*’ passion to evolve beyond the ordinary. Through a multi-platform installation, featuring dynamic technologies and an ever-changing digital canvas molded by real-life interactions, the Piazza will transform itself from day to night into an archive of human connections—processing the memories, voices, and figures of those who pass through the exhibit. Paying homage to the bold contrasts and pop reinterpretations typical of SELETTI’s work while at the same time experimenting with innovative codes, Sensorium Piazza transforms each guest from spectator to main character.

“(R)evolution is our primary philosophy. It is a philosophy that makes us think in a new way. It is precisely this philosophy that has allowed us to involve other product sectors. Creativity is essentially innovation. You always have to do something that no one has ever done before,” said Stefano Seletti, SELETTI’s Creative Director & CEO.

Curious X: Sensorium Piazza will be staged at Opificio 31, inside Tortona Rocks, open to visitors from April 8 to 13 2025 from 10:00 to 21:00 CEST each day.

For adult smokers looking for more information on smoke-free alternatives to continued smoking, please visit <https://www.iqos.com>.

IMPORTANT INFORMATION: *IQOS* is not risk-free and provides nicotine, which is addictive.

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Philip Morris International: Delivering a Smoke-Free Future Philip Morris International is a leading international tobacco company, actively delivering a smoke-free 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 \$14 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 behavioral 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. Following a robust science-based review, the U.S. Food and Drug Administration has authorized the marketing of Swedish Match's General snus and ZYN nicotine pouches and versions of PMI's IQOS devices and consumables - the first-ever such authorizations in their respective categories. Versions of IQOS devices and consumables and General snus also obtained the first-ever Modified Risk Tobacco Product authorizations from the FDA. As of December 31, 2024, PMI's smoke-free products were available for sale in 95 markets, and PMI estimates that 38.6 million adults around the world use PMI's smoke-free products. The smoke-free business accounted for approximately 39% of PMI's total full-year 2024 net revenues. With a strong foundation and significant expertise in life sciences, PMI has a long-term 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., and its subsidiaries. For more information, please visit www.pmi.com and www.pmiscience.com.

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