

Philip Morris International Introduces New Heat-not-burn Product, *IQOS*, in South Korea

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Online appendix

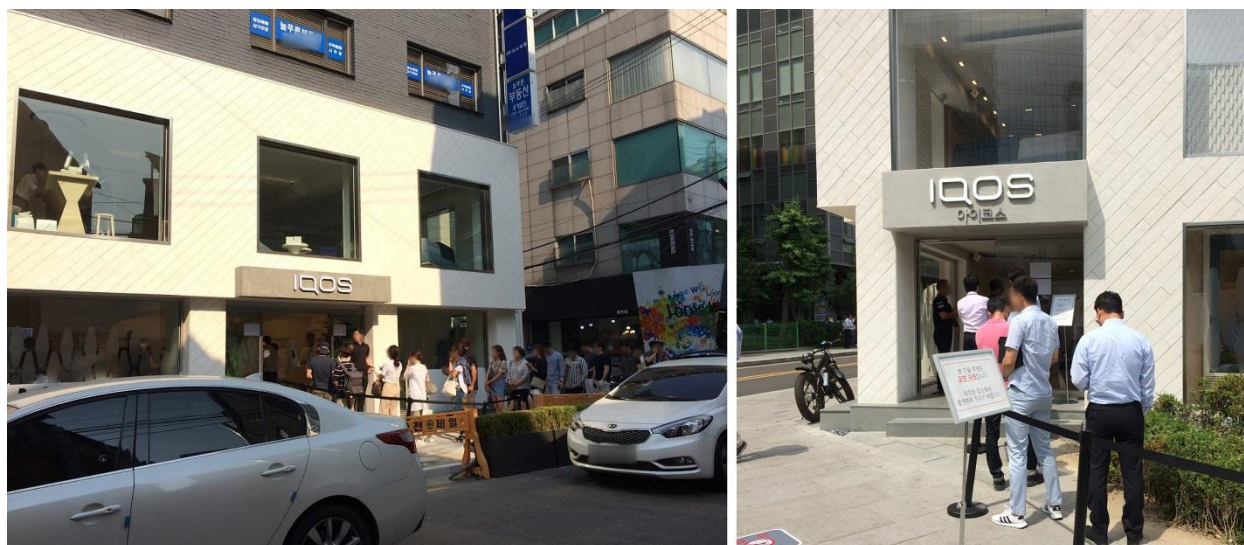


Figure A1. Exterior of IQOS flagship store in Seoul, Korea: Left – Sinsa-dong store; picture taken on a weekend evening. Right – Gwanhwamun store; a staff at the door keeps the line, making sure no one gets in the store before their turn, and checks age and smoking status of the customers in line. Picture taken on a weekday morning by the author.



Figure A2. IQOS information session showing how to use and clean the device prior to purchase in the Sinsa-dong flagship store. The two devices on the closer end of the table are for the customers to practice turning on/off during the session. Picture taken by the author.

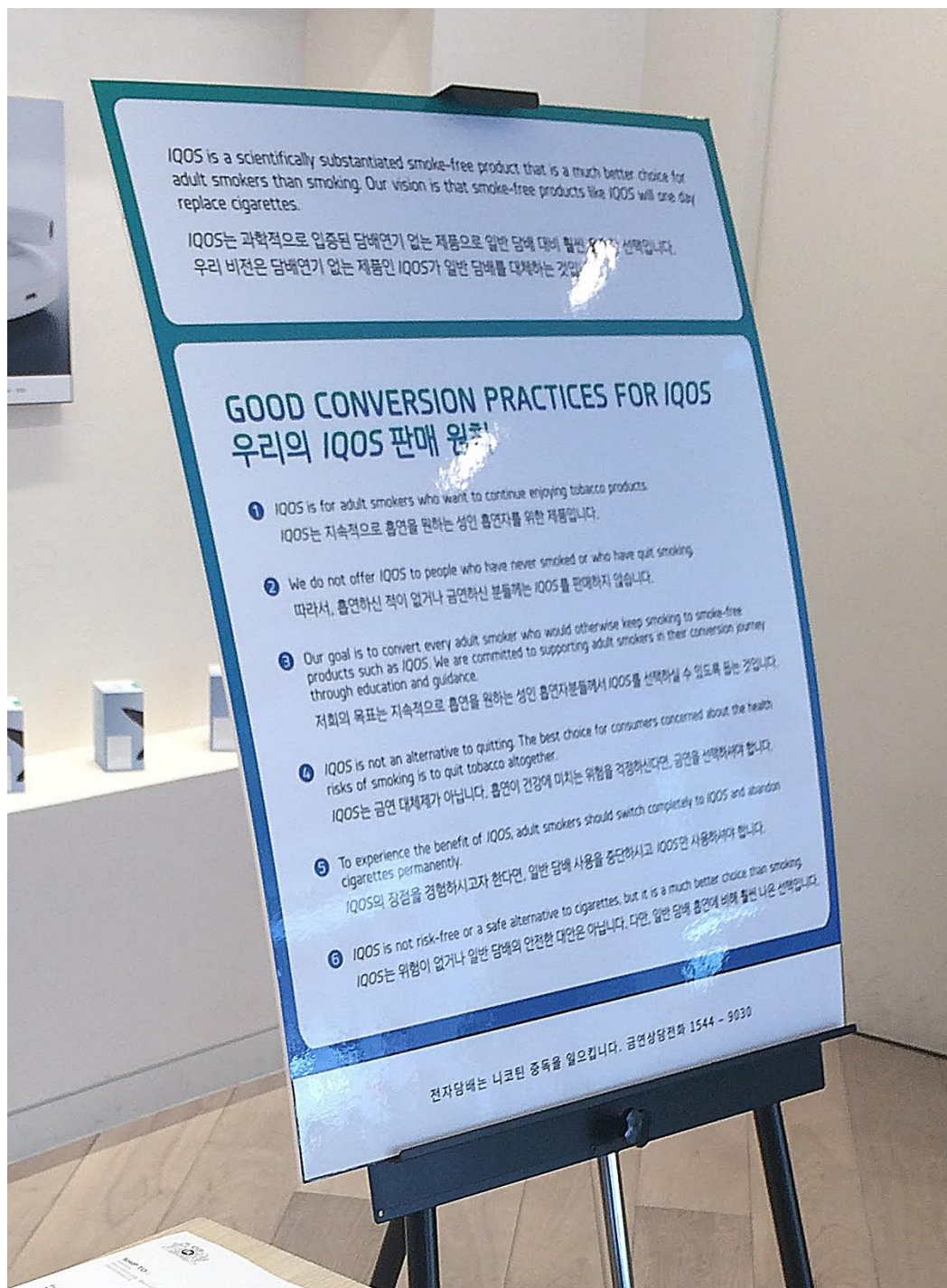


Figure A3. “Good conversion practices for IQOS” or “Our sales principles for IQOS” (in Korean) displayed in the flagship store. Picture taken by the author.

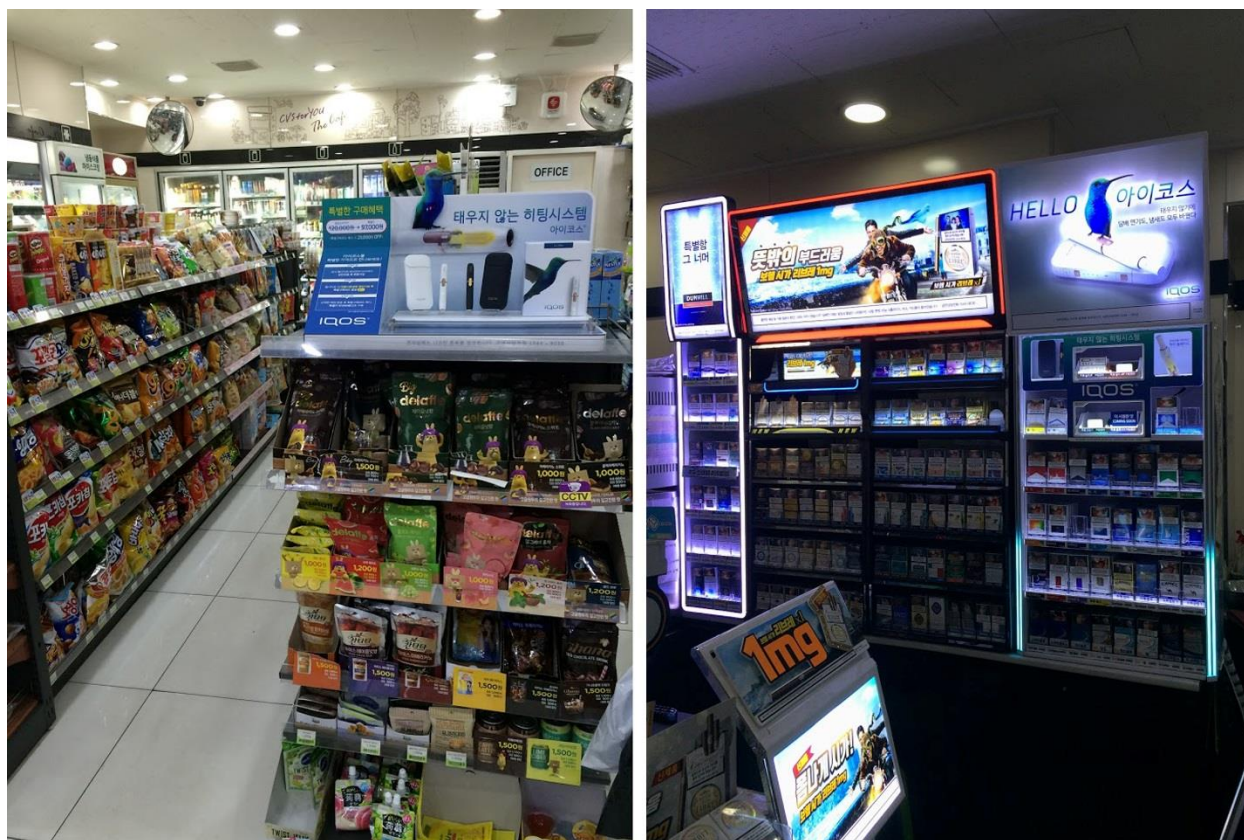


Figure A4. IQOS marketing material display inside a CU convenience store, Seoul, Korea. Left: The devices are on display over a snack aisle inside the store. Right: IQOS (on far right) and other cigarette packs are displayed over the counter. Picture taken by the author.