

Increased reward for HEETS tobacco sticks and VEEV pods purchases – campaign

Timing:

From 22 November 2021 for HEETS

From 25 April 2022 for VEEV pods

The date of terminating the campaign will be announced by the Operator at least 5 business days before such date.

Campaign mechanics:

During the campaign, the reward for the purchases of HEETS tobacco sticks and VEEV pods will be increased. Every IQOS CLUB member who buys these products in one of our IQOS stores or in our IQOS.com e-shop during the campaign will earn 9% status and wallet points to his/her IQOS CLUB account. Points are calculated from the amount paid for the purchase, after deduction of discounts and the value of applied vouchers. The maximum number of status points and wallet points that can be earned per month for the purchase of all products is 300.