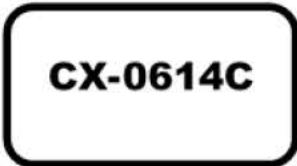


**Exhibit 30**  
**Public Redacted**  
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# Annex 14: Summary of Consumer Evaluation Studies

Product	Marlboro <i>HeatSticks</i> Marlboro Smooth Menthol <i>HeatSticks</i> Marlboro Fresh Menthol <i>HeatSticks</i> <i>IQOS</i> System Holder and Charger
FDA STN	PM0000424, PM0000425, PM0000426, PM0000479
Reporting Period	April 30, 2019 – February 29, 2020

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[REDACTED]

[REDACTED]

For Eclipse, participants appreciated the cigarette-like look and feel in hand, but this appeared to set higher performance expectations of a combustible cigarette-like experience. Therefore, disappointment was greater after trial.

Eclipse underperformed on most attributes compared to their regular combustible cigarettes. Barriers to Eclipse use included difficulty to light/keep lit/extinguish; inconsistency of taste and satisfaction during the experience; duration of the experience; and lack of control over experience (relight).

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