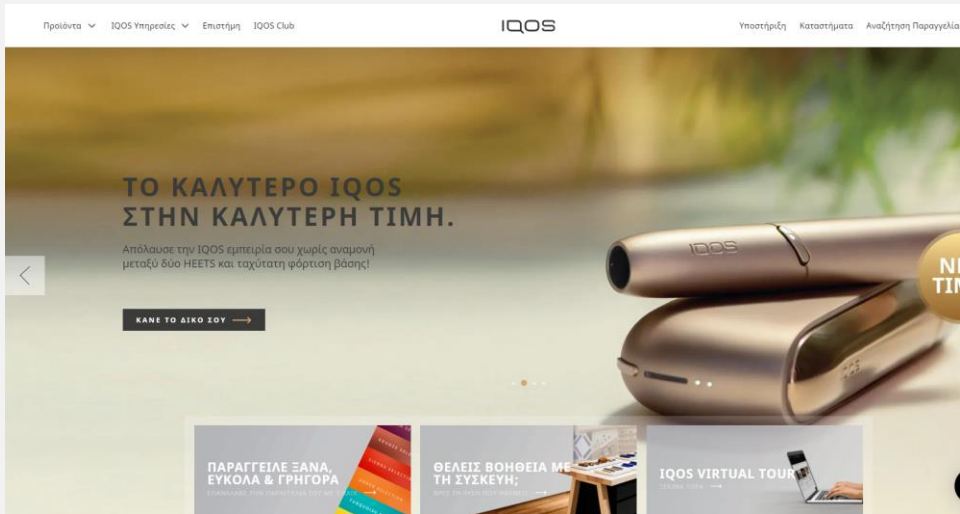


IQOS MEETS



Greek e-Commerce Association

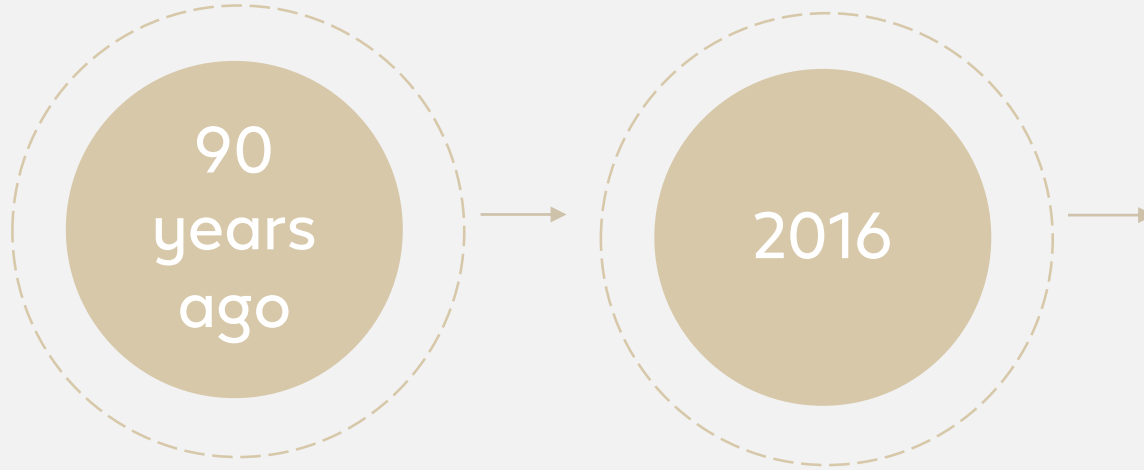
Aris Siempis
Head of E-commerce



PAPASTRATOS
AN AFFILIATE OF PHILIP MORRIS INTERNATIONAL

#prostokalytero

— A story of continuous transformation —



Story begins as a Tobacco company

We transformed ourselves
#prostokalytero

And in the last 4 years, we are transforming into a Technology company led by Science

— 90 years of knowledge fuels a start-up mindset —

We transformed



Our factory



Our production



Our business model



Our philosophy



Our organization



Our team

Above all, we transformed ourselves.



PAPASTRATOS

AN AFFILIATE OF PHILIP MORRIS INTERNATIONAL

#prostokalytero

— A story to remember —

2016: IQOS.com launched just 4 years ago

2021: IQOS.com is the Digital Home of IQOS

A fully integrated eCommerce on a click & mortal business



— Human First —

It's **not** B2B, is **not** B2C, is **Human 2 Human**

It's **not** about the tools, is **not** about fancy tech,
is about how we use them with **empathy** in online
environment

PRINCIPLE #1

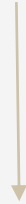
Digitize your offline processes



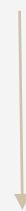
Invest on what your consumers want and expect **not** what do you believe



Multi-channel



Omni-channel



Integrated Experiences

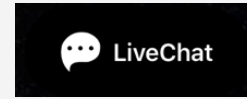
PRINCIPLE #2

Give consumers
multiple choices



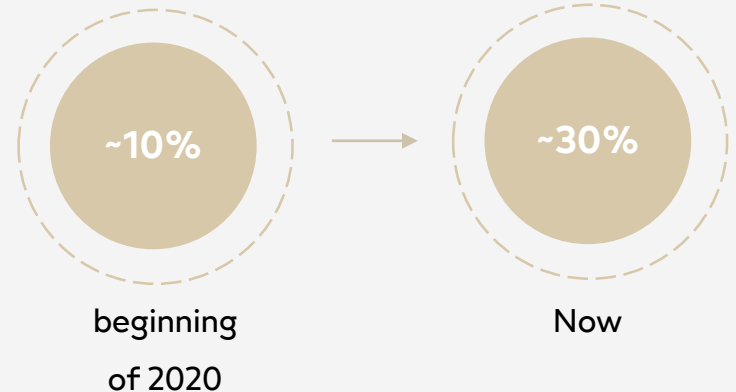
Every consumer is different

5 Digital Customer Care Channels



Self-Service and Human Assisted

Digital and Remote



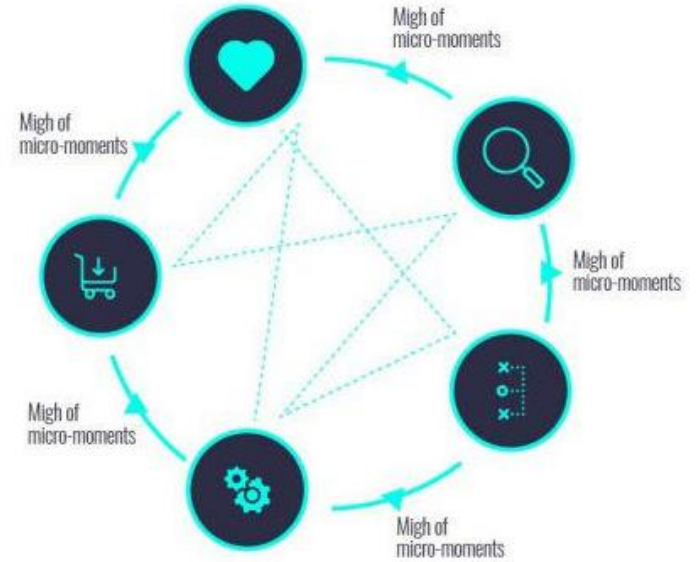
PRINCIPLE #3

Map your online micro-moments



The little big details

THE PATH TO PURCHASE IN 2020



Source: Accenture

PRINCIPLE #4

Personalization is the king



But you cannot just buy it

Use wisely – not massively

Segment your targeting

Select your battle – effort vs impact

AB testing



Personalized experiences are
live on iqos.com in big scale

PRINCIPLE #5

Online UX is a never
ending process



Online UX starts from the first click and
ends with the unboxing

It's not a Sprint It's a Marathon

**“I've learned that people will
forget what you said, people
will forget what you did, but
people will never forget how
you made them feel.”**

Maya Angelou

What's coming after Covid?

eCommerce accelerated by COVID-19
A trend that will remain but...

Then “the great normalization” will happen



READY FOR THE
NEW NORMAL?

**Offline shopping is a habit.
A walk, a chatting with friends, a ritual**

**An experience that digital cannot impose
currently**

— Humanize eCommerce —

Invest on **Human factor** on eCommerce

Q-Commerce is the new black

Bring **physical stores** online

Keep your **Consumers Loyal** will be a challenge

IQOS

THANK YOU