Trade In Program

Terms and Conditions

“Provider”/ “We” - “GDI” LLC, a company organized and existing under the laws of Georgia, I/C: 406181616

“User”/ “You” - Legal Age (18+) nicotine users who are registered in database of adult consumers of tobacco/nicotine - containing products and own a version of IQOS/IQOS ILUMA device as described in Article 2 below

1.Application of Terms/Eligibility

1.1 These terms and conditions (“Terms”) are applicable to and govern Trade-In Service (“Trade-In”) to upgrade your tobacco heating system [IQOS 2.4 or IQOS 2.4+ or IQOS 3 or IQOS 3 MULTI or IQOS 3 DUO or IQOS Originals Duo or IQOS ILUMA One, IQOS ILUMA, IQOS ILUMA Prime (“Device”) to the IQOS ILUMA i. “You” should read these “Terms” carefully as they affect your legal rights and govern your relationship with the service “Provider”.

“You” are only eligible to the Trade-In service, if:

- “You” are an IQOS/IQOS ILUMA user aged over 18 years old:
- The “Device” was registered by “You” in “USERs” database
- Your main residence is in Georgia
- Your Device is not disarticulated and comprises of the pocket charger and holder

(which are each in one part), except for IQOS 3 MULTI ; IQOS ILUMA One.

- There is no ILUMA i generation device registered to your account.

ID card or Passport must be submitted by the Users in order to get the Trade-in service.

1.3 Trade-In is available at official IQOS stores. See the list of locations.

1.4 You are not required to possess the charging cable, original box, or other accessories complimentary to the “Device” to receive the Trade-In Service.

1.5 You may register your “Device” in our database at iqos.com, by calling customer service center on 0800 003 003 or at IQOS stores.

1.6 By the request to receive the Trade-In service, “You” agree and acknowledge that “You” have read and understand these “Terms” and “You” confirm to be bounded by these “Terms”. If “You” do not agree or cannot comply with these “Terms”, then “You” are not permitted to get the Trade-In service. No modification of these “Terms” is permitted unless the “Provider” expressly agrees in writing.

1.7 “We” also reserve the right to amend these “Terms” upon notice at any time.

1.8 Trade-in service is available from 20.11.2026 to 04.11.2026 at BR.

2. Trade-in conditions

2.1 To get additional information about Trade-In service, “You” contact our customer service center on 0800 003 003 or visit iqos.com.

2.2 In the Framework of Trade-in service, the “Provider” will purchase an unwanted, unusable and/or damaged electronic device from the “User” within the cost defined in advance and this amount should be instantly used by respective Legal Age (18+) nicotine user on purchase only of the new device as: IQOS ILUMA i , in accordance with the rules of this “Terms”.

2.3 The Devices are not acceptable for the Trade-In service if: (i) Devices do not comply with the requirements under clause 2.4 of these “Terms” ; (ii) The Device without doors and/or caps, except for IQOS 3 MULTI; IQOS ILUMA One. (iii) The Rented Device, that was transferred to the "User” in the framework of Device rent agreement.

2.4 The Trade-In service applies to the following devices: IQOS 2.4 or IQOS 2.4+ or IQOS 3 or IQOS 3 MULTI or IQOS 3 DUO or IQOS Originals Duo or IQOS ILUMA One, IQOS ILUMA, IQOS ILUMA Prime. Purchase price for all “Eligible Devices” will be – 50 GEL (including all applicable taxes).

2.5 Only 1 (One) device, per registered Legal Age (18+) User is allowed to trade-in during the service duration. When the Trade-In service duration is completed, the Purchased Devices will be sent for recycling to “Philip Morris Georgia” LLC and the “User” is not able to return the traded-in device.

2.6 The “Provider” keeps the right to pause or cancel providing Trade-in service upon the proper notification of the “Users”.

2.7 Trade-In service duration depends on the availability of the IQOS ILUMA i in stock.

2.8 Termination The “Provider” reserves the right to deny the Trade-in service to an “User” in the event of any breach of these “Terms”, fraudulent activity, or for any other reason deemed necessary.

3.0 Miscellaneous

3.1 “Provider” shall not be liable to the maximum extent permitted under applicable law whether in tort (including for negligence or breach of statutory duty), contract, misrepresentation, restitution or otherwise for any direct losses, loss of profits, sales, revenues or savings, loss of business, depletion of goodwill and/or similar losses or loss or corruption of data or information, or pure economic loss, or for any special, indirect or consequential loss, costs, damages, charges or expenses however arising or otherwise resulting from your participation in the Trade-In service

Use of personal data: In the process of providing Trade-In service. “Provider” will process the Personal Data about the “Users” as described in its privacy notice, available here: https://pmiprivacy.com/en/consumer and in compliance with the law of Georgia on Personal Data Protection. This use includes sharing data to the third parties and sharing data internationally as well. In all cases, appropriate security measures for the protection of personal data will be applied in those countries or territories, in accordance with applicable data protection laws. “Provider” implements appropriate technical and organizational measures to protect personal information that “We” hold from unauthorized disclosure, use, alteration, or destruction. Where appropriate, “We” use encryption and other technologies that can assist in securing the information you provide. “We” also require our service providers to comply with strict data privacy and security requirements.

3.2 User” as a personal data subject, is entitled to use any rights set out in the Law of Georgia on „Personal Data Protection “and withdraw the consent, require the information on data processing, request for correction, update, addition, blocking, deletion of the data according to the Georgian Legislation. „User” is entitled to request fulfilling the above-mentioned rights by calling on the following number: [0 800 003 003]

3.3 These “Terms” are subject to the laws of Georgia.

3.4 For questions, inquiries and contact information please refer to https://ge.iqos.com/ka