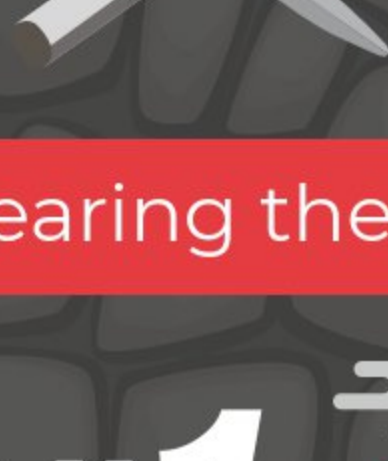


HOW TO COMBAT SMOKING



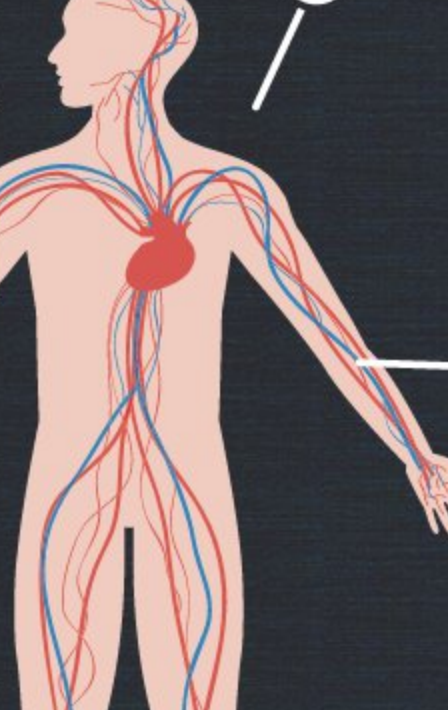
Clearing the Air

Smoking is the **#1** leading cause of preventable death

1 out of **5** people die from smoking

9 out of **10** tobacco users started smoking before the age of 18

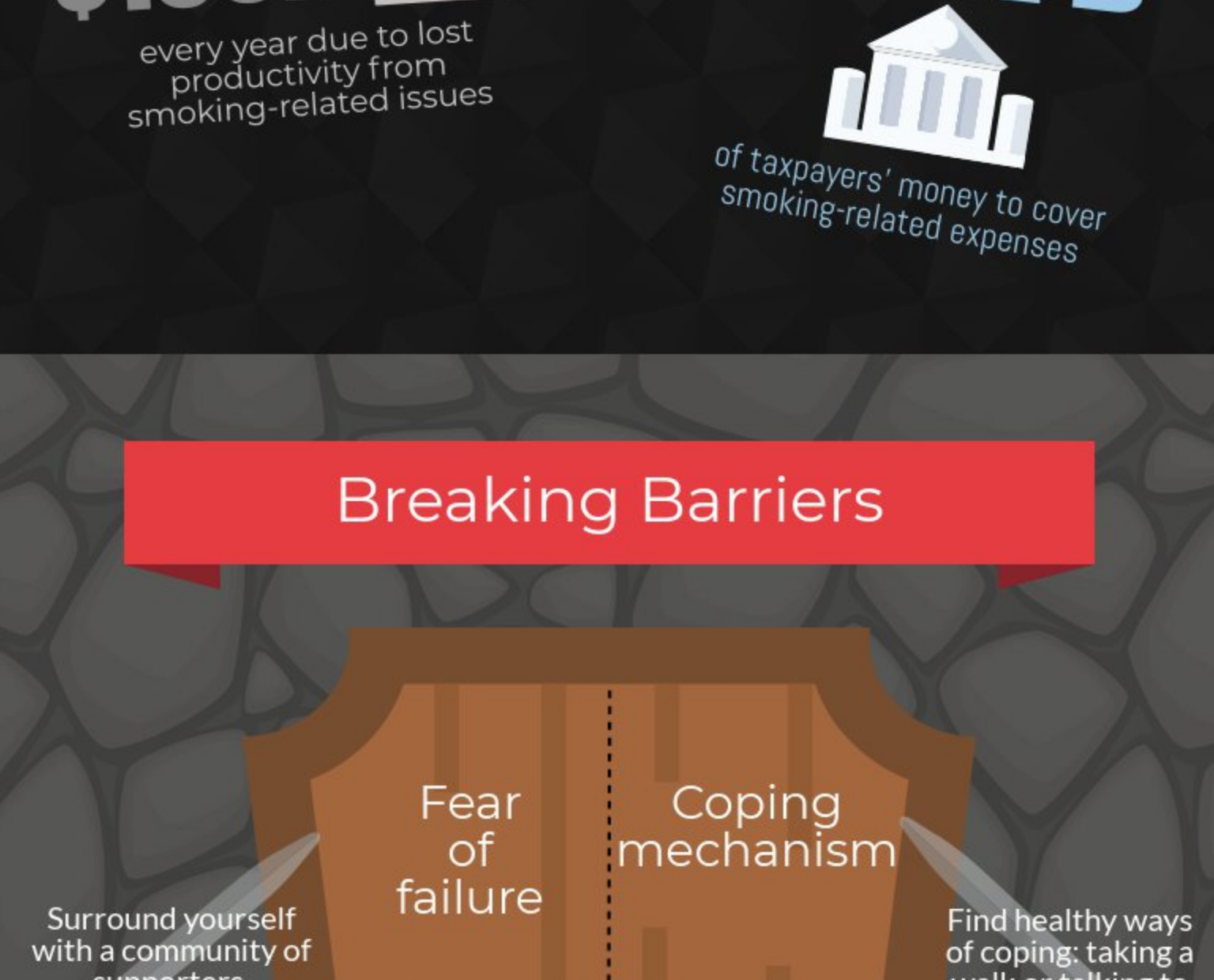
Majority of smokers have been smoking for over **20** years



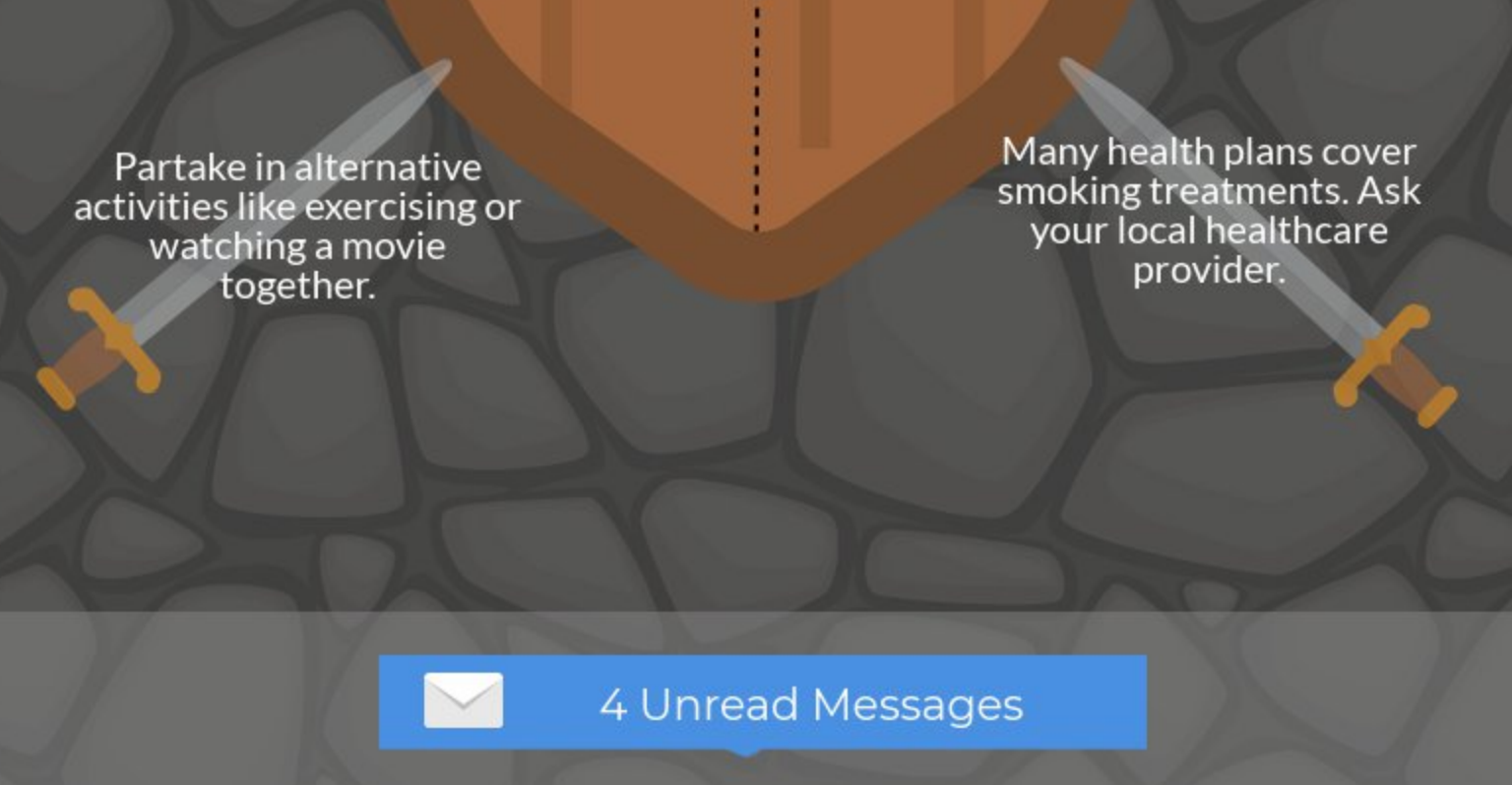
Harmful Effects on the Body



COST OF SMOKING



Breaking Barriers



4 Unread Messages

Smoking Apps To Check Out

- This app helps quitters create a quit plan
- Record smoking habits and mood
- Provides a supportive community

- Smart lighter that tracks smoking
- Sync with your mobile app to view your smoking history

- Released mobile program called Pivot
- "Digital-Therapeutics"
- Bluetooth-enabled carbon monoxide breath sensor

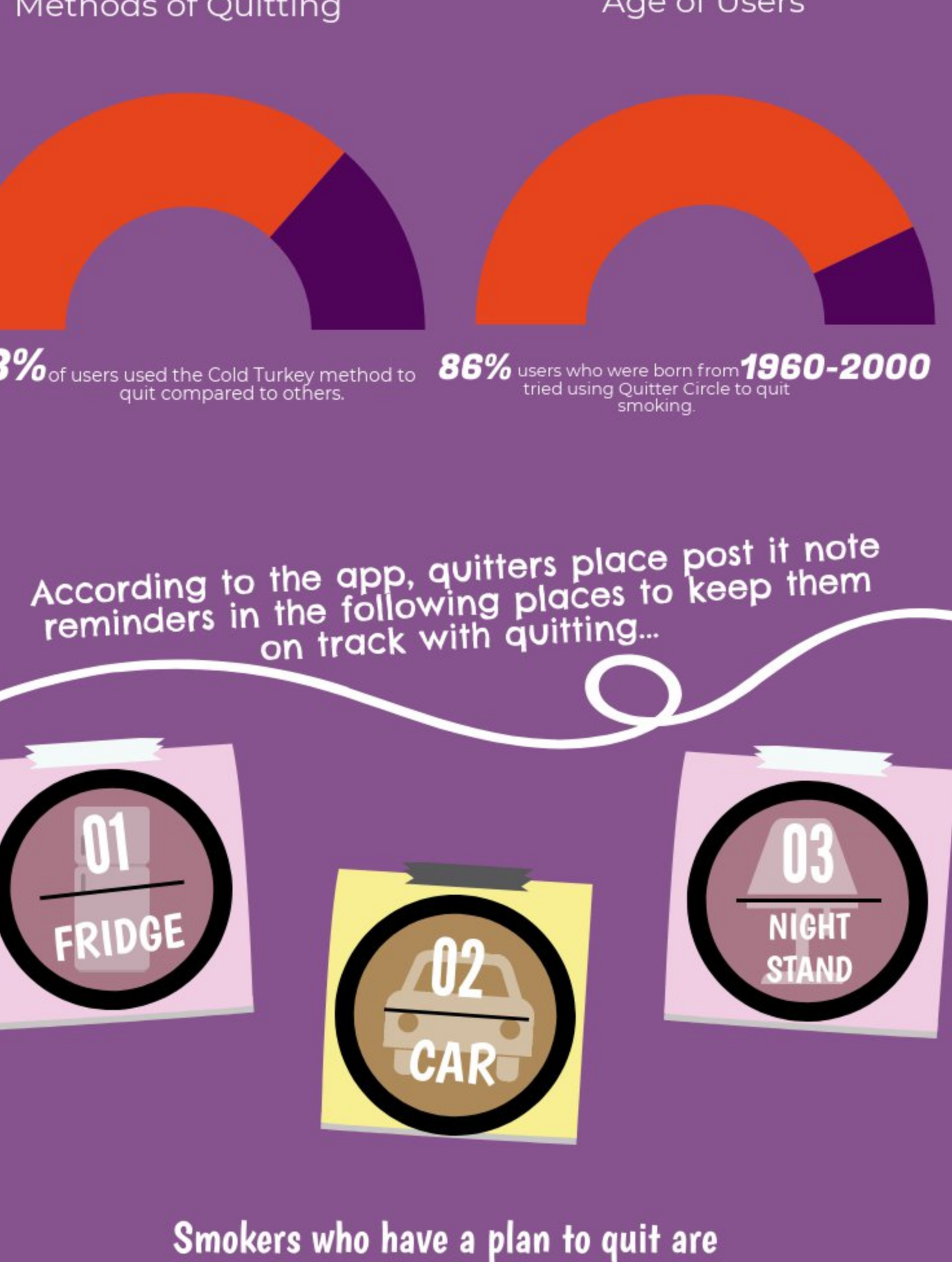
- MyQuit Coach is an app released by LIVESTRONG
- Create a personalized plan
- Collect achievements along the way

Why Quitter's Circle?

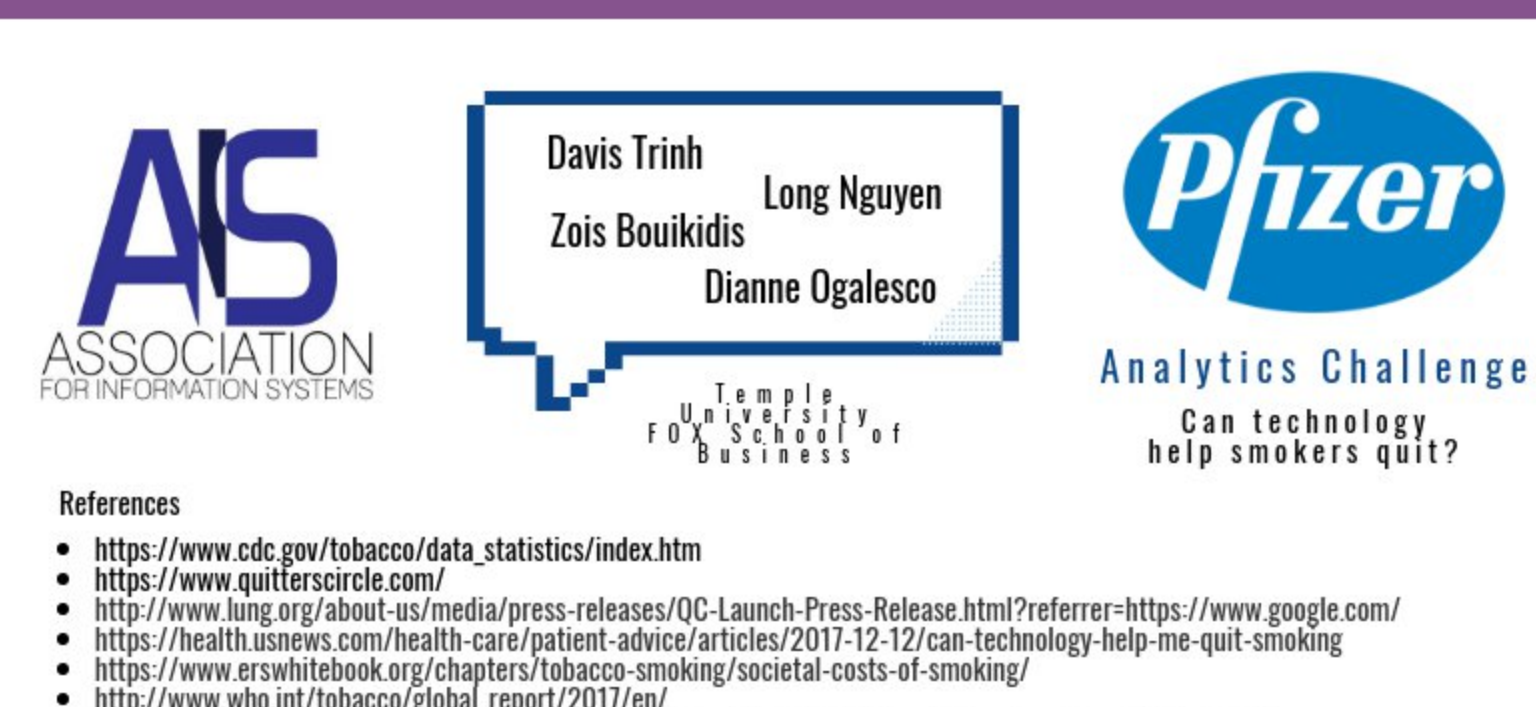
- 57% reported smoking less after using Quitter's Circle
- 64% of users would recommend Quitter's Circle
- Over 20,000 downloads on the app store
- 170,000 members of Quitter's Circle Facebook community



Trends found through Pfizer's Quitter's Circle user data



According to the app, quitters place post it note reminders in the following places to keep them on track with quitting...



Smokers who have a plan to quit are **2X** more successful than those who don't