

NATIVE CONTENT			MARCH 2025				PMI
PRODUCTION SCHEDULE - LOS ANGELES							
IQOS FOREVER CURIOUS							
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	BIDDING		Submit Bid Package	Client Call			
2/23/25	2/24/25	2/25/25	2/26/25	2/27/25	2/28/25	3/1/25	
			Location File Pull				
				Casting Spec Due	Casting Prep		
					JOB AWARDS		
					Production Start		
3/2	3/3	3/4	3/5	3/6	3/7	3/8	
Virtual Scout					Scout		
	Casting Prep		Review Locations Casting Specs Approved	Review Locations	Review Casting Link		
3/9	3/10	3/11	3/12	3/13	3/14	3/15	
Scout							
	Casting Selects	Casting Day 1	Present Locations Casting Day 2	Approve Locations Upload Casting	Approve Locations Review Casting		
				Permit Locations	Permit Locations		
3/16	3/17	3/18	3/19	3/20	3/21	3/22	
Arrival Juan Perez	Approve Talent	Wardrobe Begins Prep	PPM	Prep Tech Scouts Arrival Basti Hansen +1 Arrival Chris De Lorenzo	Tech Scout	Tech Scout	
3/23	3/24	3/25	3/26	3/27	3/28	3/29	

NATIVE CONTENT							APRIL 2025							PMI
PRODUCTION SCHEDULE - LOS ANGELES														
IQOS FOREVER CURIOUS														
SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		
Fittings		Fittings		Prep		Final Prep		SHOOT DAY 1 OF 7 LOS ANGELES		SHOOT DAY 2 OF 7 LOS ANGELES		SHOOT DAY 3 OF 7 LOS ANGELES		
Arrival Samanta & Caio				Arrival Claudia Gödke + 1		Arrival Social Team (2) Arrival Chris D. Assistant								
3/30/25		3/31/25		4/1/25		4/2/25		4/3/25		4/4/25		4/5/25		
SHOOT DAY 4 OF 7 LOS ANGELES		Down Day (TBD)		SHOOT DAY 5 OF 7 LOS ANGELES		SHOOT DAY 6 OF 7 LOS ANGELES		SHOOT DAY 7 OF 7 LOS ANGELES		Travel Home				
4/6		4/7		4/8		4/9		4/10		4/11		4/12		
4/13		4/14		4/15		4/16		4/17		4/18		4/19		
4/20		4/21		4/22		4/23		4/24		4/25		4/26		
4/27		4/28		4/29		4/30		5/1		5/2		5/3		