



## Company Overview

---

Philip Morris International Inc. (PMI) is the leading international tobacco company, with six of the world's top 15 international brands, including Marlboro, the world's best-selling cigarette brand.

Our goals are to provide high quality and innovative products to adult smokers, generate superior returns for shareholders, and reduce the harm caused by smoking while operating our business sustainably and with integrity.

Until March 28, 2008, PMI was a wholly owned subsidiary of Altria Group, Inc. "Altria", since that time the company has been independent and is listed on the New York Stock Exchange (ticker symbol "PM").

---

### Our Brands

Our international and local brands are sold in more than 180 markets. We have the industry's strongest and most diverse brand portfolio, led by *Marlboro*, the world's number one selling brand, and *L&M*, the third most popular brand. Overall, we have six of the top 15 international brands in the world, with the exception of the People's Republic of China.

PMI's other leading international brands include *Bond Street*, *Parliament*, *Philip Morris*, *Chesterfield* and *Lark*. Our leading local cigarette brands include *Sampoerna A* in Indonesia, *Fortune* in the Philippines, *Optima* in Russia and *Delicados* in Mexico.

---

### Our Performance

In 2014, PMI held an estimated 15.6% share of the total international cigarette market outside of the United States, or 28.6% excluding the People's Republic of China and the United States.

---

### Our People

Our employees are one of our greatest strengths and the key to our success as a company. Our diverse global workforce of more than 82,000 employees speaks more than 80 languages and hails from all corners of the globe. We aim to attract, motivate and retain the best global talent. We support our employees through individual development and career management programs that recognize potential and reward achievement. Learn more about starting a career at PMI.

---

### Our Investment in Harm Reduction

Smoking causes many serious diseases including cardio-vascular diseases, lung cancer and emphysema. Smokers are far more likely to become sick with one of these diseases than non-smokers. In addition, smoking is addictive, and it can be very difficult to stop smoking.

We aim to reduce the harm caused by smoking by supporting effective evidence-based regulation of tobacco products and through our investment in developing products with the potential to reduce the risk of tobacco-related disease. Our focus is on developing products that look, feel and taste as much as possible like conventional cigarettes and which, based on robust scientific evidence, are shown to be less harmful than conventional cigarettes.

---

### Our Commitment to Integrity and Sustainability

We are committed to operating with integrity and are focused on responsibly delivering long-term, sustainable growth. We apply high standards everywhere we operate and have set clear and measurable targets that help us reduce the environmental impact we have on the world around us.

We also support the communities where our employees live and work, as well as where we source our tobacco. Today, our contributions programs make a difference to thousands of people around the world.

---

