



PHILIP MORRIS ČR

In Kutná Hora, on November 8, 2012

PRESS RELEASE

Philip Morris ČR a.s. publishes financial results
for the third quarter and nine months ended September 30, 2012

Philip Morris ČR a.s. reported today consolidated revenues, net of excise tax and VAT, of CZK 9.6 billion for the first nine months of 2012, representing an increase of 8.9% compared to the same period in 2011.

“Despite an increase in our consolidated revenues, driven primarily by higher exports to other PMI affiliates, our domestic shipments in the Czech Republic and Slovakia remain under pressure. This is due to lower total cigarette market volumes and consumer down-trading to low-price cigarettes in both markets, as well as to lower-taxed fine-cut tobacco in the Czech Republic,” said András Tövisi, Chairman of the Board of Directors and Managing Director of Philip Morris ČR a.s.

“While our market share in the Czech cigarette market continued to be unfavourably impacted by the decline of our local brands, the rate of our share decline slowed compared to the fourth quarter of 2011. This is a result of our consistent focus on brand portfolio innovation in all key price segments and in particular, our encouraging performance in the largest and growing low-price segment with the successful re-launch of Philip Morris and Chesterfield in 2012,” added András Tövisi.

Highlights from the first nine months of 2012:

- Consolidated net revenues, excluding excise tax and VAT, up by 8.9 % to CZK 9.6 billion, or by 7.0% excluding the favourable impact of currency;
- Share decline of 1.4 percentage points to 50.8% in the Czech Republic and share increase of 1.1 share points to 50.8% in Slovakia;
- Shipment volume decline in the Czech Republic and Slovakia of 8.0% and 6.5% respectively.

The full Interim Management Statement for the Third Quarter and Nine Months Ended September 30, 2012, is available at www.philipmorris.cz under link:

http://www.pmi.com/en_cz/about_us/philip_morris_cr_shareholder_information/documents/interim%20management%20statement%20for%20the%20third%20quarter%20and%20nine%20months%20ended%20september%2030%202012.pdf.

Board of Directors
Philip Morris ČR a.s.

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