



PHILIP MORRIS ČR

In Kutná Hora, on April 27, 2012

PRESS RELEASE

The Ordinary General Meeting of Shareholders of Philip Morris ČR a.s. Approves the Company's Financial Statements for 2011

Philip Morris ČR a.s. held today its Ordinary General Meeting of Shareholders at the premises of its Kutná Hora factory.

András Tövisi, Chairman of the Board of Directors and Managing Director of Philip Morris ČR a.s., noted that the shareholders approved the Report of the Board of Directors, the 2011 consolidated financial statements and the 2011 ordinary financial statements, among other points on the agenda.

"While in 2011 our market share in the Czech Republic was unfavourably impacted by the decline of our local heritage brands, our performance in the highly competitive low-price segment was encouraging. This was driven by the continued growth of Red & White, which is now the best-selling cigarette brand in the market. Our flagship brand, Marlboro also continued its share gain, helped by the launch of Marlboro Core Flavor and Gold Touch," said András Tövisi.

"We are confident that our continued focus on product innovation will allow us to compete effectively in all key segments of the Czech tobacco market going forward. Future market trends largely depend on both economic developments, as well as changes to the fiscal and regulatory framework. To that end, a predictable and balanced environment is essential, as it supports both state budget revenues and public health objectives, while it helps prevent unintended consequences such as the increase of the illicit products market," added Tövisi.

The Ordinary General Meeting of Shareholders also approved an annual gross dividend payment of CZK 920 per share.

"Excluding the one-time payment of previous years' retained earnings in 2011, the approved dividend represents a slight increase compared to last year," said Stanislava Juríková, member of the Philip Morris ČR a.s. Board of Directors and Finance Director.

Board of Directors
Philip Morris ČR a.s.

Philip Morris ČR a.s.
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PHILIP MORRIS ČR

Philip Morris ČR a.s.:

Philip Morris ČR a.s., an affiliate of Philip Morris International Inc., is the largest manufacturer and marketer of tobacco products in the Czech Republic and is listed on the Prague Stock Exchange (BCPP). The company, which has been present in the country since 1992, employs approximately 1 100 people across the Czech Republic and its portfolio comprised eight brands in 2011. Philip Morris ČR a.s. has a 99% interest in Philip Morris Slovakia s.r.o. registered in the Slovak Republic. Over the past 19 years, Philip Morris ČR a.s. has operated the PMČR Charitable Fund that supports several charitable projects, including the development of social programs aimed at improving living conditions in local communities. For more information, see www.philipmorris.cz.

Philip Morris International Inc. (PMI):

PMI is the leading international tobacco company, with seven of the world's top 15 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 180 countries. In 2011, the company held an estimated 16.0% share of the international cigarette market outside of the U.S., or 28.1% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.