



PMI History

1954

Philip Morris (Australia) becomes first affiliate of Philip Morris Companies Inc. outside of the U.S.

1955

Philip Morris Overseas is established as an international division.

1957

The first *Marlboro* cigarettes manufactured outside the U.S. are produced following an agreement with Fabriques de Tabac Réunies in Switzerland.

This manufacturing facility is subsequently acquired by Philip Morris in 1963.

1967

Philip Morris Incorporated establishes Philip Morris Domestic, Philip Morris International (PMI) and Philip Morris Industrial, each responsible for three identifiable operations of its business.

1972

Marlboro becomes the world's number one selling cigarette.

Volume reaches 113 billion units as international expansion accelerates.

License agreement with Japan Tobacco to begin manufacture of *Marlboro* in Japan.

1973

International cigarette sales reach 124 billion units, versus 123 billion in the U.S.

1977

Licensingorg, representing the Soviet tobacco industry, and PMI sign agreement for local production of PMI brands.

1980

PMI opens its largest factory outside the U.S. in Bergen op Zoom in the Netherlands - today this factory is still PMI's largest.

1989

PMI operating income tops \$1 billion for the first time.

1991

PMI Volume tops 400 billion cigarettes.

1992

PMI acquires a majority holding in state-owned Czech Republic Tabak AS for \$420 million in the largest single investment by a U.S. company in central Europe at the time.

In the early 1990's PMI participates in other state factory privatizations including in Kazakhstan, Lithuania and Hungary.

1995

PMI opens first factory in Asia in Seremban, Malaysia.

2001

PMI Operations Center transfers from Rye Brook, NY, U.S., to Lausanne, Switzerland.

2002

PMI operating income reaches \$5.7 billion, a more than hundredfold increase on 1970.

2003

PMI opens factory in the Philippines, PMI's largest investment in Asia at the time.

PMI's product sales represent almost 14% of the global cigarette market outside of the U.S.

PMI acquires majority stake in Papastratos Cigarette Manufacturing S.A., the largest cigarette manufacturer and distributor in Greece.

PMI acquires 74.22% of DIN Fabrika Duvana AD Nis in Serbia, as of December 2007 this holding was more than 80%.

2005

PMI acquires PT HM Sampoerna Tbk in Indonesia and Compañía Colombiana de Tabaco S.A. (Coltabaco) in Colombia. Both are the largest cigarette manufacturers in their respective countries.

PMI takes back license for *Marlboro* in Japan from JTI.

PMI announces an agreement with the China National Tobacco Company (CNTC) for the licensed production of *Marlboro* in China and the establishment of an international equity joint venture outside of China.

2007

PMI acquires an additional 50.2% stake in Lakson Tobacco Company, Pakistan, bringing its total holding to approximately 98%.

Year-end volume stands at 848 billion, operating income at \$8.9 billion.

2008

PMI spins off from Altria Group, Inc., becoming the world's largest publicly traded tobacco company and the fourth largest global consumer packaged goods company

PMI acquires Rothmans Inc. in Canada.

PMI acquires *Interval* fine-cut trademark

2009

PMI announces a joint venture with Swedish Match to commercialize snus and other smokeless tobacco products outside of Scandinavia and the U.S.

PMI acquires *Petteroes* fine-cut trademark.

2010

PMI announces an agreement with Fortune Tobacco Corporation in the Philippines to unite their respective business activities to form a new company called PMFTC.