



Overview

- Philip Morris International (PMI) is the leading international tobacco company, with products sold in approximately 180 countries.
- In 2010, we held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 27.6% excluding the People's Republic of China and the U.S. Our reported revenues excluding excise taxes were \$27.2 billion and operating income was \$11.2 billion.
- We own seven of the top 15 brands in the world, have a strong mix of international and local products, and are committed to providing our consumers with the highest-quality tobacco products.
- In terms of market share, we are the number one company in 13 markets and number two in a further nine of the 30 largest markets by cigarette industry size.

PMI's goals

- Meet the expectations of adult smokers by offering innovative tobacco products of the highest quality available in their preferred price category.
- Generate superior returns to our stockholders through revenue, volume, income and cash flow growth and a balanced program of dividends and share repurchases.
- Reduce the harm caused by tobacco products by supporting comprehensive regulation and developing products with the potential to reduce the risk of tobacco related diseases.
- Be a responsible corporate citizen and conduct our business with the highest degree of integrity.

At a glance

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| Industry | Tobacco |
| Headquarters | New York, NY |
| Operations Center | Lausanne, Switzerland |
| Employees | over 78,000 |
| Chairman and CEO | Louis C. Camilleri |
| Factories | 56 factories |
| Top ten brands by volume | <i>Marlboro, L&M, Bond Street, Philip Morris, Chesterfield, Fortune, Parliament, Sampoerna A, Lark, Morven Gold</i> |
| Contact | Philip Morris International Management SA Avenue de Rhodanie 50 1007 Lausanne Switzerland +41 58 242 0000 |
| Media contact | media@pmi.com +41 58 242 4500 |

Recent performance

| Year | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 |
|---|--------|--------|--------|--------|--------|--------|
| Net revenues (\$mil) | 67,713 | 62,080 | 63,640 | 55,243 | 48,260 | 45,288 |
| Operating income (\$mil) | 11,200 | 10,040 | 10,248 | 8,894 | 8,368 | 7,735 |
| Cigarette volume (units in billions) | 900 | 864 | 869 | 848 | 831 | 804 |

Milestones

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| 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 <i>Marlboro</i> cigarettes manufactured outside the U.S. are produced following an agreement with Fabriques de Tabac Réunies in Switzerland. |
| 1972 | <i>Marlboro</i> becomes the world's number one selling cigarette. Volume reaches 113 billion units as international expansion accelerates. Philip Morris International affiliate in Germany is established. |
| 1973 | International cigarette sales reach 124 billion units, versus 123 billion in the U.S. |
| 1977 | Licensingtorg, representing the Soviet tobacco industry, and PMI sign agreement for local production of PMI brands. |
| 1987 | PMI is incorporated as an operating company of Philip Morris Companies Inc. |
| 1989 | PMI operating income tops US\$1 billion for the first time. |
| 1992 | PMI acquires a majority holding in state-owned Czech Republic Tabak AS for US\$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 US\$5.7 billion, a more than hundredfold increase on 1970. |

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| 2003 | PMI's product sales represent almost 14% of the global cigarette market outside of the U.S. PMI acquires majority stakes in Papastratos Cigarette Manufacturing S.A. in Greece and DIN Fabrika Duvana AD Nis in Serbia. |
| 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 <i>Marlboro</i> in Japan from JTJ. PMI announces an agreement with the China National Tobacco Corporation (CNTC) for the licensed production of <i>Marlboro</i> 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%. |
| 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 <i>Interval</i> 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 <i>Petteroes</i> 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. |