



PHILIP MORRIS
INTERNATIONAL

Investor Information

March 2026

This Investor Information posting includes summaries of information set forth in PMI's Annual Report on Form 10-K for the year ended December 31, 2025, as well as press releases and presentations referenced in this document, and such summaries are qualified by reference to such documents, which are available at www.pmi.com/investor-relations

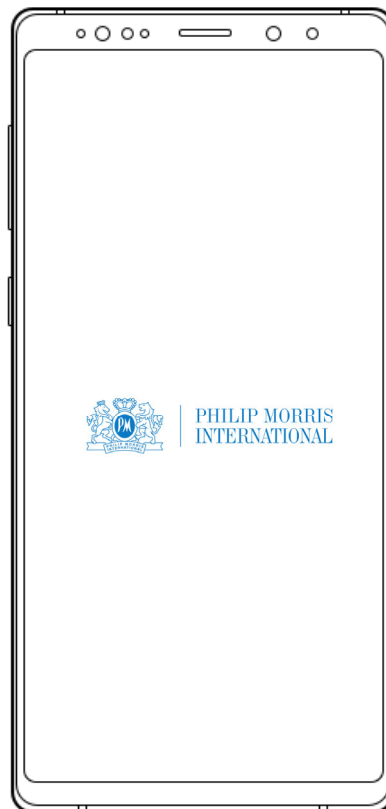
Web Site: www.pmi.com

PMI Investor Relations App:

The PMI Investor Relations App provides users with simple, comprehensive and up-to-date access to all of PMI's previously disclosed investor relations materials such as press releases, SEC filings, investor materials, and live and archived audio webcasts of earnings calls and investor presentations



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Reference Materials

You will find all of our latest public disclosures and other investor information for Philip Morris International on the [IR website](#) including:

- [Earnings Results](#) (Latest earnings Q4 2025 and for the year then ended, dated February 6, 2026)
- [2023-25 Recast Shipment Volume and Financial Information](#)
- [Presentation Highlights](#) (incl. [CAGNY 2026](#))
- [2023 Investor Day](#) (September 28, 2023)

Additionally, you can access our [Sustainability Resources](#) and [PMI Science](#)

Introduction

- A glossary of terms as well as adjustments, other calculations and reconciliations to the most directly comparable U.S. GAAP measures for non-GAAP financial measures cited in this presentation are available in Exhibit 99.2 to the company's Form 8-K dated February 6, 2026 and on our [Investor Relations website](#) with additional non-GAAP reconciliations available at the end of this presentation

Forward-Looking and Cautionary Statements

- This presentation contains projections of future results and goals and other forward-looking statements, including statements regarding expected financial or operational performance; capital allocation plans; investment strategies; regulatory outcomes; market expectations; business plans and strategies. Achievement of future results is subject to risks, uncertainties and inaccurate assumptions. In the event that risks or uncertainties materialize, or underlying assumptions prove inaccurate, actual results could vary materially from those contained in such forward-looking statements. Pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, PMI is identifying important factors that, individually or in the aggregate, could cause actual results and outcomes to differ materially from those contained in any forward-looking statements made by PMI
- PMI's business risks include: marketing and regulatory restrictions that could reduce our competitiveness, disrupt our SFP commercialization efforts, eliminate our ability to communicate with adult consumers, or ban certain of our products in certain markets or countries; excise tax increases and discriminatory tax structures; health concerns relating to the use of tobacco and other nicotine-containing products; litigation related to tobacco and/or nicotine products and intellectual property rights; intense competition; inability to anticipate changes in adult consumer preferences; use and reliance on third-parties; the adverse effects of global and individual country economic, regulatory and political developments, natural disasters and conflicts; geopolitical instability affecting international trade; the impact and consequences of Russia's invasion of Ukraine; changes in adult smoker behavior; continued decline of tax-paid cigarettes; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations, sustained periods of elevated inflation, and limitations on the ability to repatriate funds; adverse changes in applicable corporate tax laws; disruptions in the credit markets or changes to its credit ratings; recent and potential future tariffs imposed by the U.S. and other countries; adverse changes in the cost, availability, and quality of tobacco and other agricultural products and raw materials, as well as product components for our electronic devices; and the integrity of its information systems and effectiveness of its data privacy policies. PMI's future profitability may also be adversely affected should it be unsuccessful, in key markets or systemically, in its efforts to introduce, commercialize, and grow smoke-free products or if regulation or taxation do not differentiate between such products and cigarettes; if it is unable to successfully introduce new products, promote brand equity; if there are prolonged disruptions of facilities used to produce its products; if it is unable to enter new markets or improve its margins through increased prices and productivity gains; if other market participants are more successful in their SFP commercialization efforts; if it is unable to attract and retain the best global talent; or if it is unable to successfully integrate and realize the expected benefits from recent transactions and acquisitions. Future results are also subject to the lower predictability of our smoke-free products performance.
- PMI is further subject to other risks detailed from time to time in its publicly filed documents, including PMI's Annual Report on Form 10-K for the fourth quarter and year ended December 31, 2024, Quarterly Report on Form 10-Q for the third quarter ended September 30, 2025, and the Form 10-K for the fourth quarter and year ended December 31, 2025. PMI cautions that the foregoing list of important factors is not a complete discussion of all potential risks and uncertainties. PMI does not undertake to update any forward-looking statement that it may make from time to time, except in the normal course of its public disclosure obligations
- References to "PMI", "we", "our" and "us" mean Philip Morris International Inc., including its subsidiaries



Section 1: Q4 and FY 2025 Results

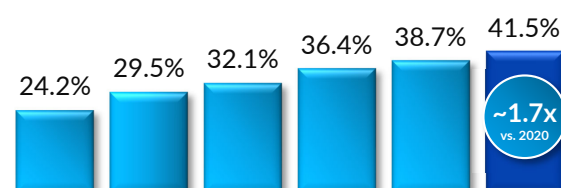
2025: Another Outstanding Year of Growth

- Fifth consecutive year of volume growth, driven by structural SFP momentum:
 - Excellent IQOS progress with Q4 acceleration in HTU Adj. IMS volumes
 - Multicategory accretion from ZYN & VEEV driving strong international results, further enhanced by U.S. growth
- Strong top-line & margin expansion driven by smoke-free mix, cost efficiencies and robust combustibles performance, supporting smoke-free dynamism
- Excellent EPS delivery: second year of mid-teens ex-currency Adj. Dil. EPS growth, fastest USD growth for 14 years excl. 2021 COVID recovery
- 3-year OI & EPS CAGR targets achieved in 2 years; with strong 2026 expected despite transitory headwinds, renewing growth targets for '26-28
- Accelerating cashflow from '26, enabling progressive shareholder returns

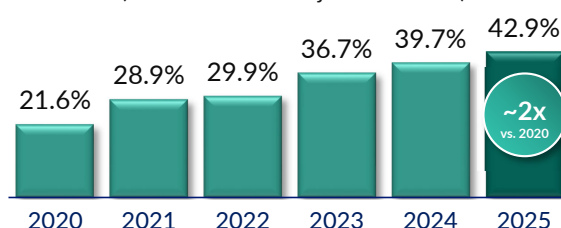
Strong Momentum Entering Second Smoke-Free Decade

- >\$40billion 2025 net revenues, OI margin >40%
- An increasingly smoke-free business:
 - SFP net revenues >50% in 27 markets (FY'25)
 - ...and in 3 of our 4 Regions (Q4'25)
 - 106 SFP markets, of which 52 multicategory
- Leading industry transformation:
 - Japan now majority smoke-free by volumes^(a)
 - PMI SFPs consistently outgrowing industry^(b)

Smoke-Free Net Revenues^(c)
(% of Total PMI Adj. Net Revenues)



Smoke-Free Gross Profit^(c)
(% of Total PMI Adj. Gross Profit)



(a) Based on Top 3 C-Store Chains offtake (Dec'25). Base includes cigarettes, cigarillos and HTUs. (b) Reflects estimated industry growth in categories where PMI is present across 106 smoke-free markets. Excl. illicit products, e-vapor open tanks. (c) Smoke-free represents Smoke-Free Business. For further information, please see Appendix and Reconciliation of non-GAAP Measures. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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FY25: Very Strong Top and Bottom-Line Growth

Shipment Volume

Net Revenues

Excluding Indonesia CC business model change

Adj. Operating Income

Adj. Diluted EPS

Operating Cashflow

FY'25 vs. PY

Organic

Adj. incl. Curr. & Acq/Div

+1.4%

+6.5%

+7.9%

+10.6%

+14.2%

(Excl. Currency)

+7.3%

+8.6%

+11.8%

+14.8%

FY'25

786^{bn}

\$40.6^{bn}

\$16.4^{bn}

\$7.54

\$12.2^{bn}

Note: Organic growth rates reflect currency-neutral adj. results, excl. acquisitions and divestitures. Shipment volume includes cigarettes and SFPs. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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Q4: Robust Performance Despite Timing Headwinds

Shipment Volume

Net Revenues

Excluding Indonesia CC business model change

Adj. Operating Income

Adj. Diluted EPS

Q4'25 vs. PY

Organic

Adj. incl.
Curr. & Acq/Div

+0.1%

+3.7%

+4.6%

+4.5%

+9.0%

(Excl. Currency)

+6.8%

+7.7%

+5.8%

+9.7%

Q4'25

194^{bn}

\$10.4^{bn}

\$3.7^{bn}

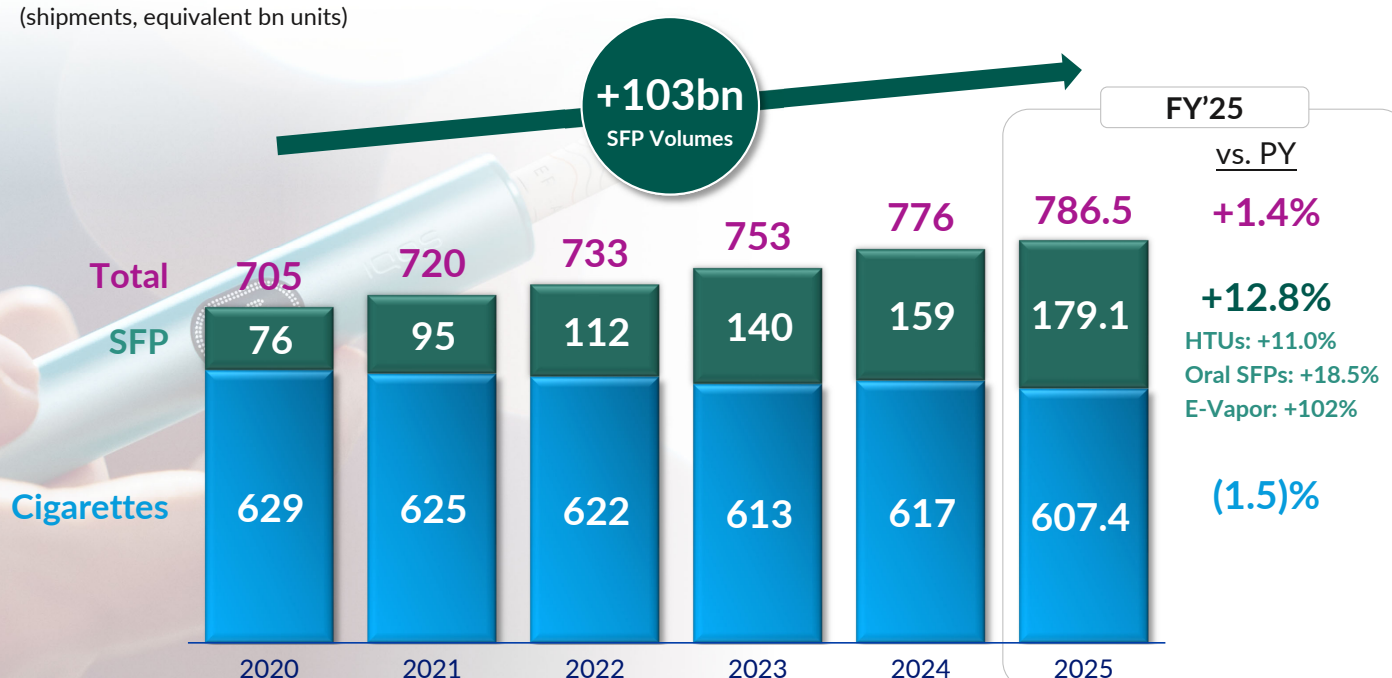
\$1.70

Note: Organic growth rates reflect currency-neutral adj. results, excl. acquisitions and divestitures. Shipment volume includes cigarettes and SFPs.
Source: PMI Financials or estimates. . Q4, 2025 Earnings, presented February 6, 2026

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Fifth Consecutive Year of Total Volume Growth

(shipments, equivalent bn units)



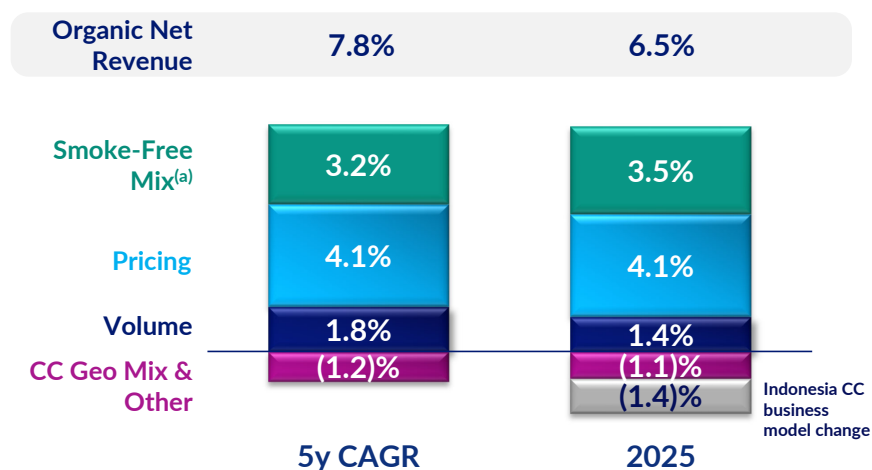
Note: Chart not to scale. Total may not foot due to rounding. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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Strong and Sustainable Net Revenue Drivers

Net Revenue Drivers

(Organic Variance vs. PY)



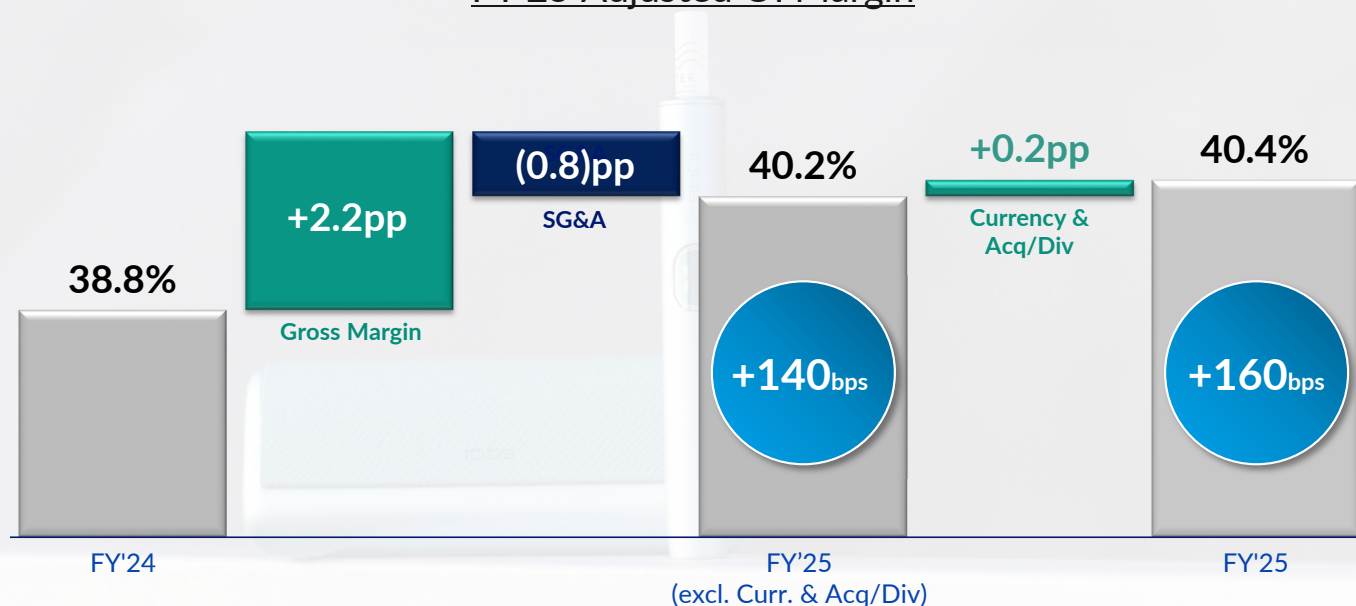
- Sustained positive volumes
- Consistent strong pricing across categories
- Smoke-free mix from improving portfolio quality
- Higher-growth, higher-quality business

(a) Smoke-free mix represents the impact of an increased proportion of smoke-free products at higher net-revenue per unit and is calculated at total PMI level, excluding the impact from market mix. It also includes the impact from changes in device volumes and the growing weight of the U.S. smoke-free business. 5y Net Revenue CAGR includes immaterial impact from Indonesia CC business model change. Total may not foot due to rounding. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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Significant OI Margin Expansion While Investing for Growth

FY'25 Adjusted OI Margin

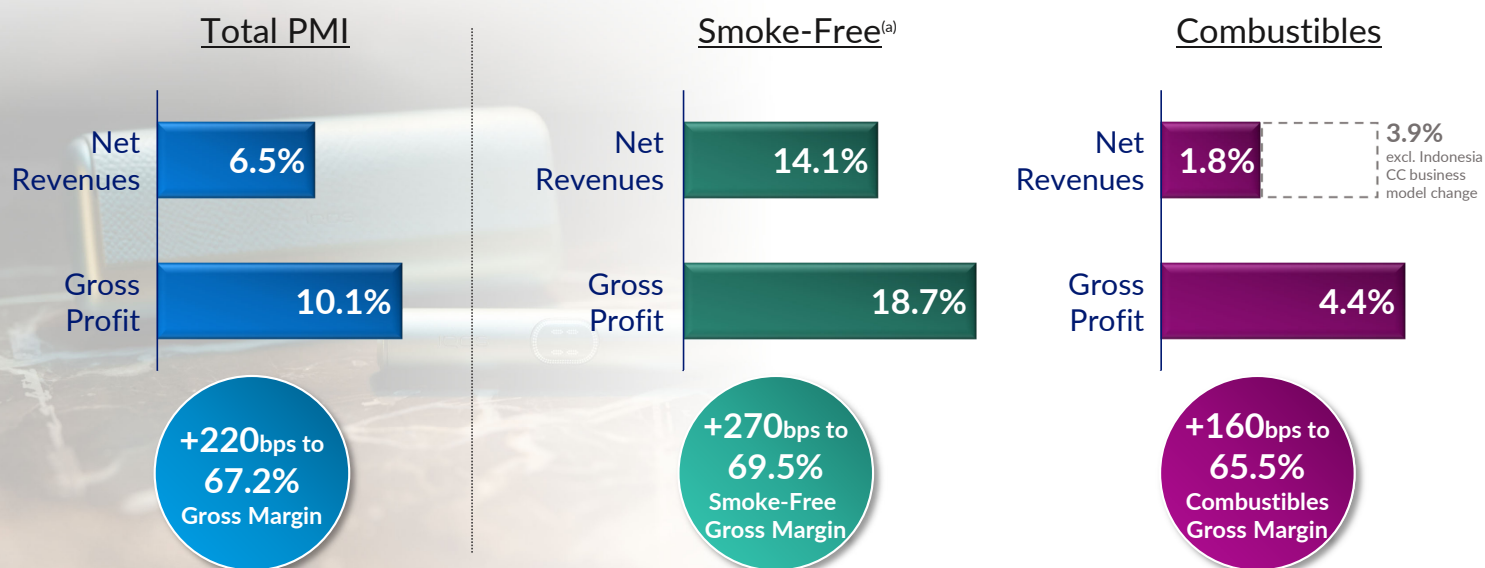


Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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Increasingly Profitable Smoke-Free Progress

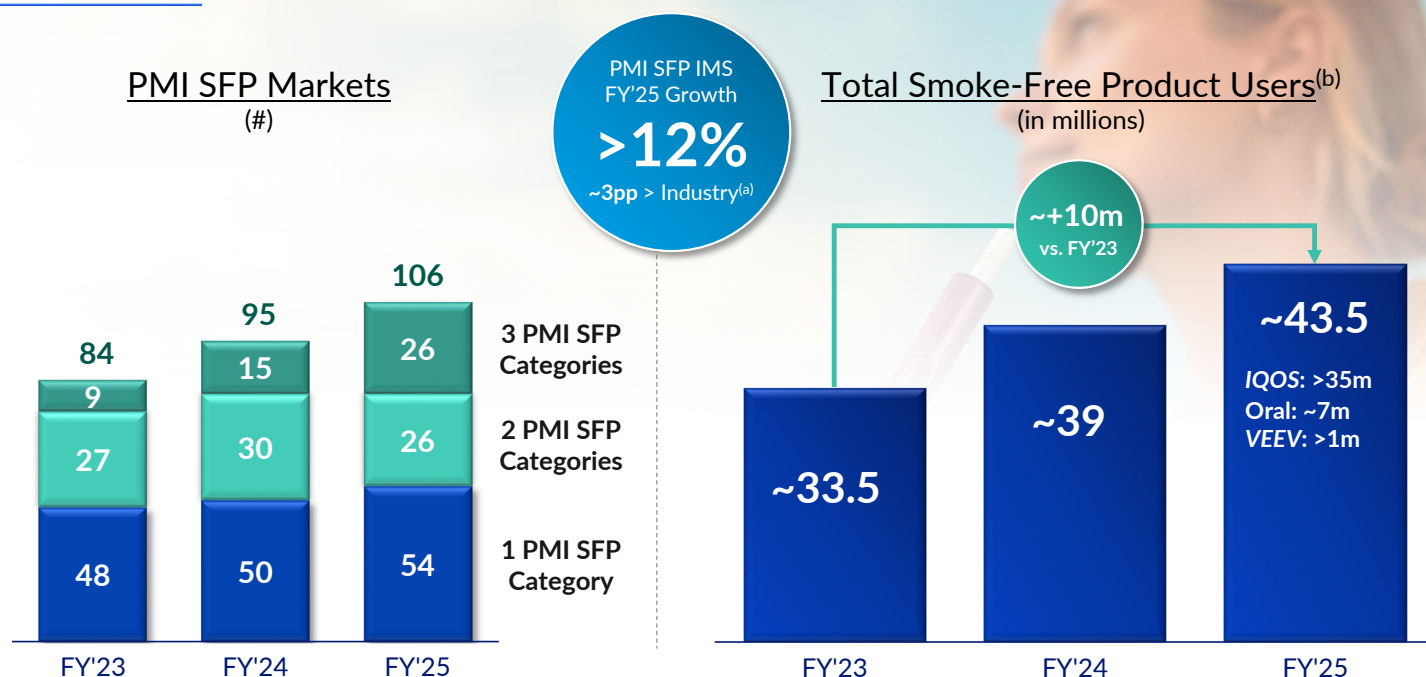
FY'25 Organic Growth vs. PY



(a) Represents Smoke-Free Business. Note: Organic gross margin growth is calculated from adjusted gross profit divided by adjusted net revenues. All organic metrics reflect currency-neutral adjusted results, excluding acquisitions and divestitures. Chart not to scale. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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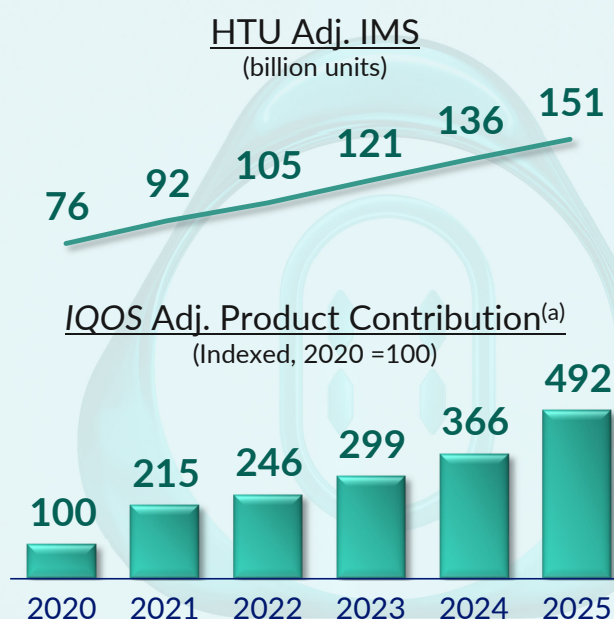
Expanding Geographies & Users, Outpacing the Industry



(a) Reflects estimated industry growth in categories where PMI is present across 106 smoke-free markets. Excl. illicit products, e-vapor open tanks. (b) See Glossary for definition. Total may not foot due to rounding. Users include estimates of poly-use. Source: PMI Financials, PMI Market Research or estimates. Q4, 2025 Earnings, presented February 6, 2026

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IQOS: Consistent Volume Growth, Accelerating Profitability



+10.5%
FY'25 vs. PY

+12.0%
Q4'25 vs. PY

79

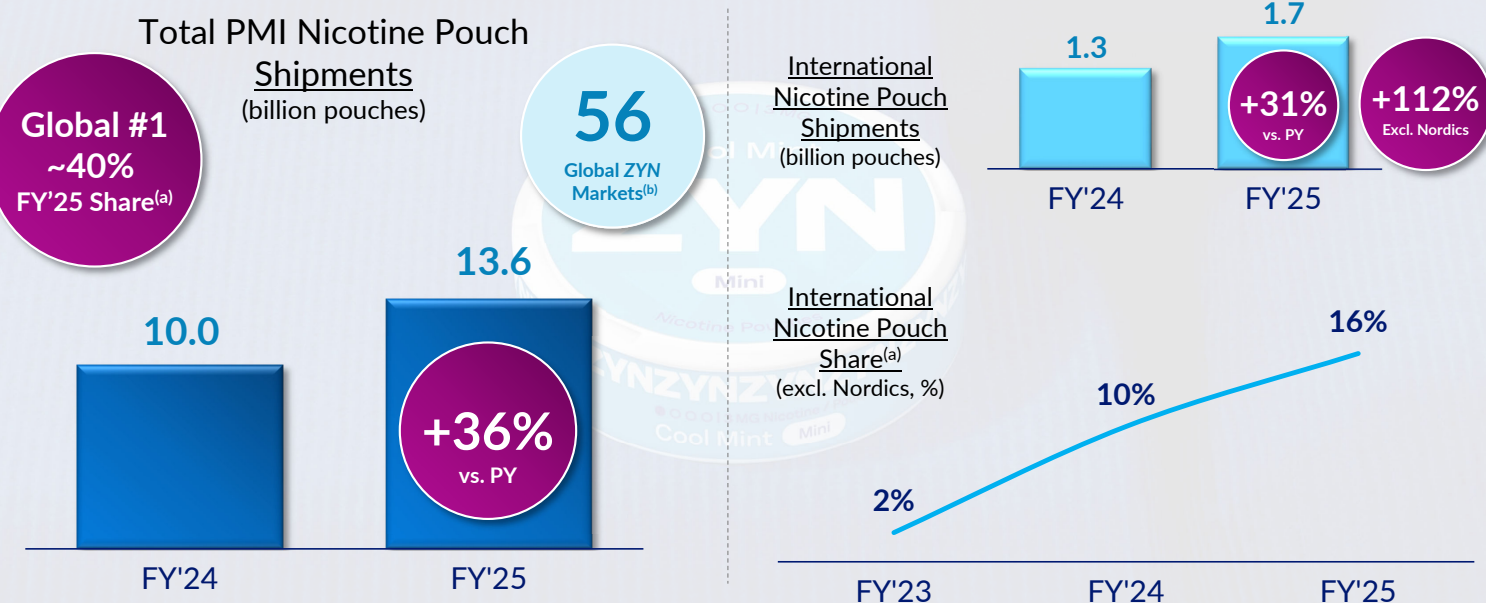
Global IQOS
Markets



(a) At constant exchange rates. Product contribution calculated as adjusted gross profit minus commercial and R&D costs. Note: HTU Adj. IMS in 2020 and 2021 represents reported IMS. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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ZYN: Global Leader, Further Rapid Growth & Int'l Share Gains

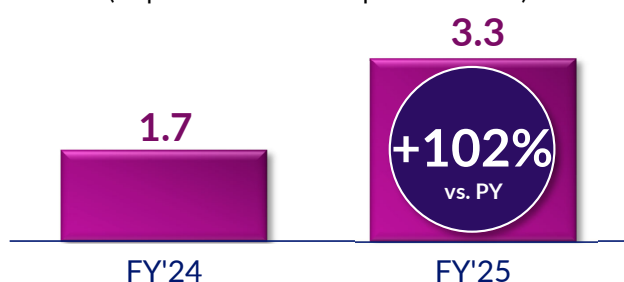


(a) PMI share of category IMS on a pouch basis in markets where present. (b) Markets where ZYN is present with modern oral pouches. Note: 15 pouches per can in the U.S. and approx. 20 pouches per can elsewhere. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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VEEV: The Fastest-Growing International E-Vapor Brand^(a)

VEEV Volumes
(shipments in billion equivalent units)



47

Global VEEV Markets

Closed Pods Share^(b)



#1 in 8 Markets
(Closed Pods)^(c)

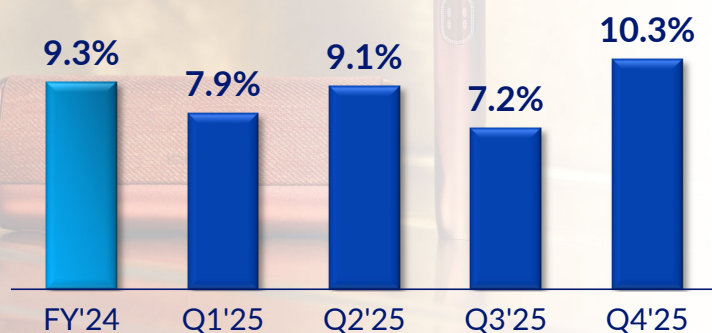
(a) Measured by Q3'25 vs. Q3'24 closed pods and disposables offtake data in markets representing more than 90% of VEEV Volumes (b) PMI share of closed pods IMS where present.
(c) Based on Sep/Oct'25 (based on availability) third-party offtake data (Nielsen or equivalent). Note: See Q4 2025 glossary for e-vapor equivalent unit conversion.
Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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Europe: Strong IQOS Acceleration & Multicategory Growth

IQOS

Adj. IMS Growth vs. PY



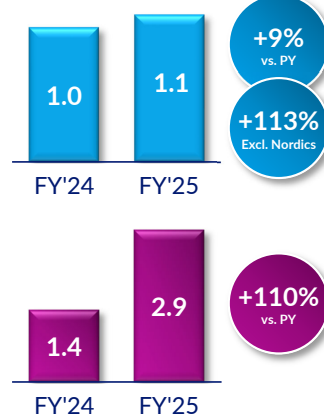
>50%

SFP Net Revenues (Q4'25)

ZYN

(billion pouches)

Shipment Volumes



Europe FY'25 IQOS, ZYN & VEEV Shipment Growth^(a)

+13%

(a) IQOS, ZYN & VEEV only, equivalent units. ZYN includes residual volumes from other PMI nicotine pouch brands, approx. 20 pouches per can. Note: Chart not to scale.
Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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Japan: IQOS Drives Smoke-Free Products to 50% of Industry

IQOS

Adj. IMS Growth vs. PY
(Quarterly average, billion units)

Q4'25
PMI HTU Adj. Share

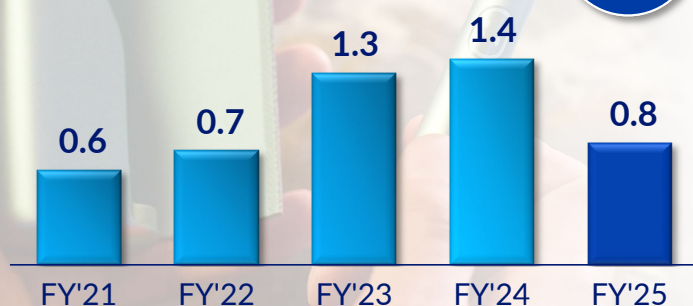
32.6%

+2.0pp vs. PY

51.2%

HnB Offtake
Category Share^(a)

HnB Adj. Category Share
(%)



PMI 69% 70% 70% 69%

Comp. 1 19% 17% 16% 15%

Comp. 2 12% 13% 14% 16%

FY'22 FY'23 FY'24 FY'25

(a) Based on Top 3 C-Store Chains offtake (expanded dataset), Dec'25. Base includes cigarettes, cigarillos and HTUs. Japan Adj. HTU IMS growth 9.1% Q1'25, 7.6% Q2'25, 5.8% Q3'25, 5.8% Q4'25. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

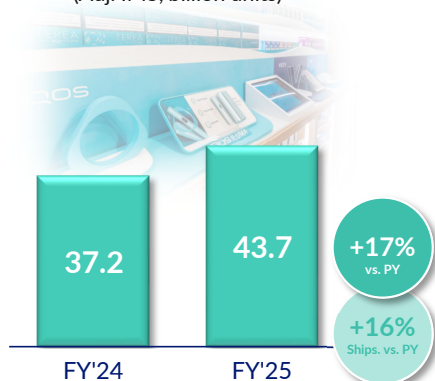
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Strong SFP Growth Across Global Markets

(excl. U.S., Europe, Japan)

IQOS

(Adj. IMS, billion units)



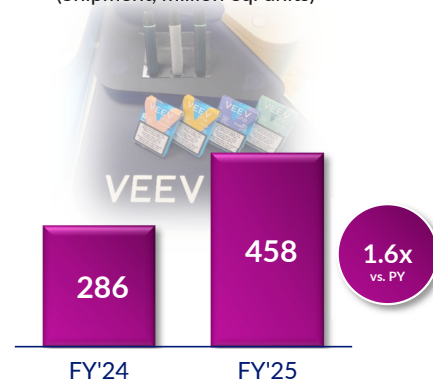
ZYN

(Shipment, million pouches)



VEEV

(Shipment, million eq. units)



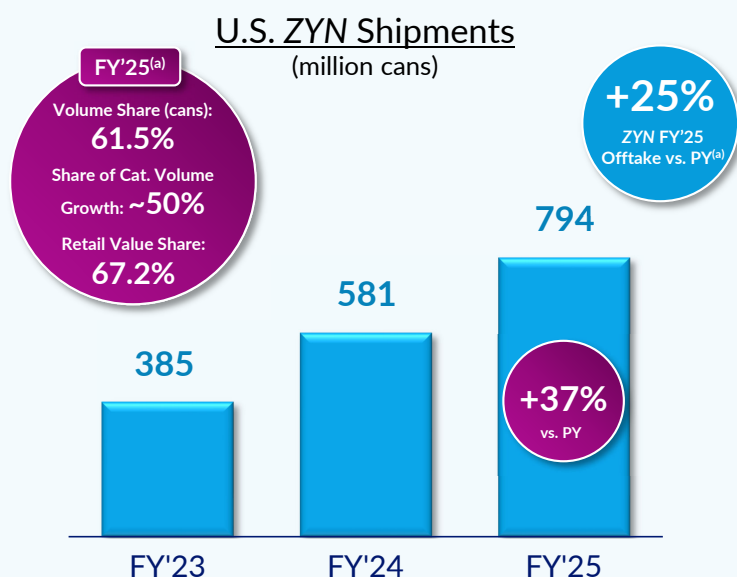
Global Markets IQOS, ZYN & VEEV Shipments FY'25 Growth^(a)

+17%

(a) IQOS, ZYN & VEEV only, equivalent units. ZYN includes residual volumes from other PMI nicotine pouch brands. Approx. 20 pouches per can. Chart not to scale. Data includes Global Travel Retail (Excl. U.S.) Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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U.S. ZYN: Leading Fast-Growing Category Despite Headwinds



- Strong growth in shipment and offtake volumes
- 2025 estimated 'underlying' ^(b) volumes ~740-750 million cans:
 - Q1'25: ~160m cans, Q2'25: ~180m, Q3'25: ~205m, Q4'25: ~200m
 - ~25m cans of surplus channel inventory at end-25

(a) Based on Nielsen. (b) Estimated proxy of shipments related to consumer offtake, adjusting for wholesaler and distributor inventory fluctuations.
 Note: U.S. ZYN cans contain 15 pouches. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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ZYN: Investing in the Brand, Preparing Innovation

- Investing in brand equity
- Portfolio gaps to be addressed this year, pending FDA action
- Comprehensive commercial program
- Significant growth potential from leading premium brand



Source: Q4, 2025 Earnings, presented February 6, 2026

22

ZYN: Global Partnership with Scuderia Ferrari HP



Note: Ferrari images are illustrative and do not reflect branding at all races. Source: Q4, 2025 Earnings, presented February 6, 2026

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Delivering Superior & Sustainable Growth

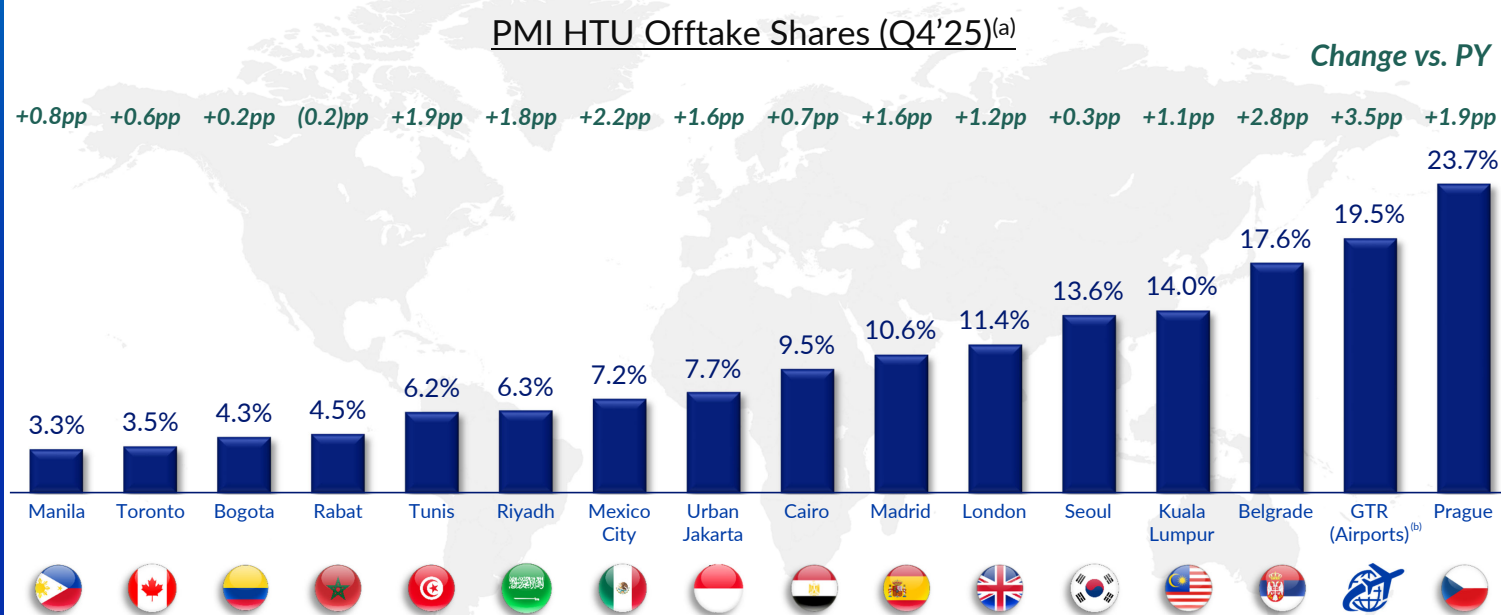
- 2025 performance underscores strength and momentum of global smoke-free business
- Supported by investment in our premium brands and the continued resilience of combustibles
- Consistent, best-in-class growth
- Committed to generously rewarding shareholders
- Looking forward to 2026 and beyond with confidence



Note: Health Warnings are duly applied to commercial ZYN products. Source: PMI Financials or estimates. Q4, 2025 Earnings, presented February 6, 2026

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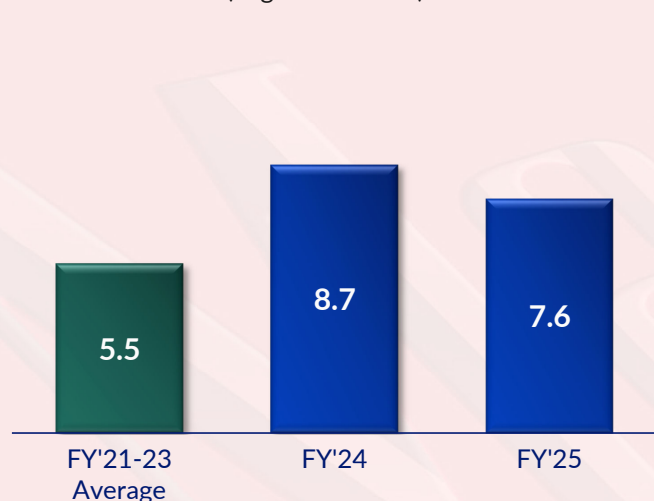
Excellent IQOS Key City Progress Across Markets



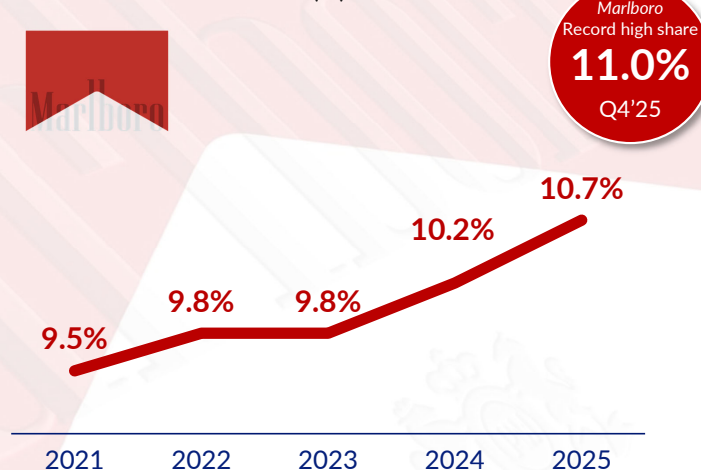
25

Resilient Combustible Leadership Supports Smoke-Free Success

Combustible Pricing
(% growth vs. PY)^(a)



Marlboro Cigarette Category Share^(b)
(%)



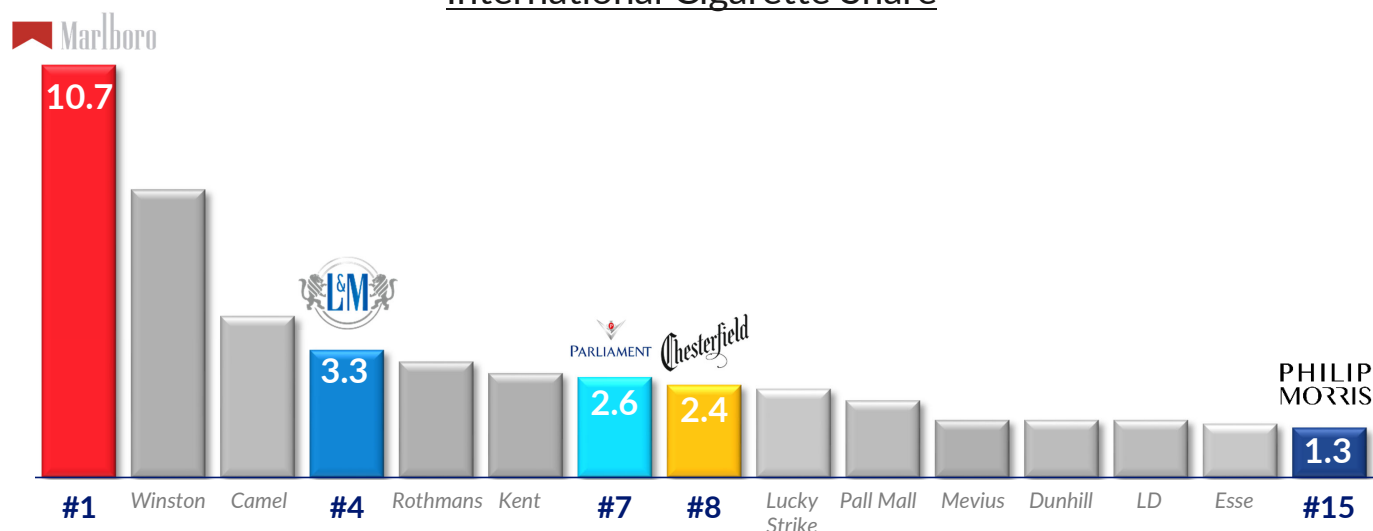
(a) Pricing variance is based on adjusted net revenues (b) Excluding China and the U.S. and including cigarillos in Japan.
Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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PMI Cigarettes: Top-15 International Brands (2025)

(%)

International Cigarette Share^(a)



PMI Owns Five of the World's Top-15 International Cigarette Brands

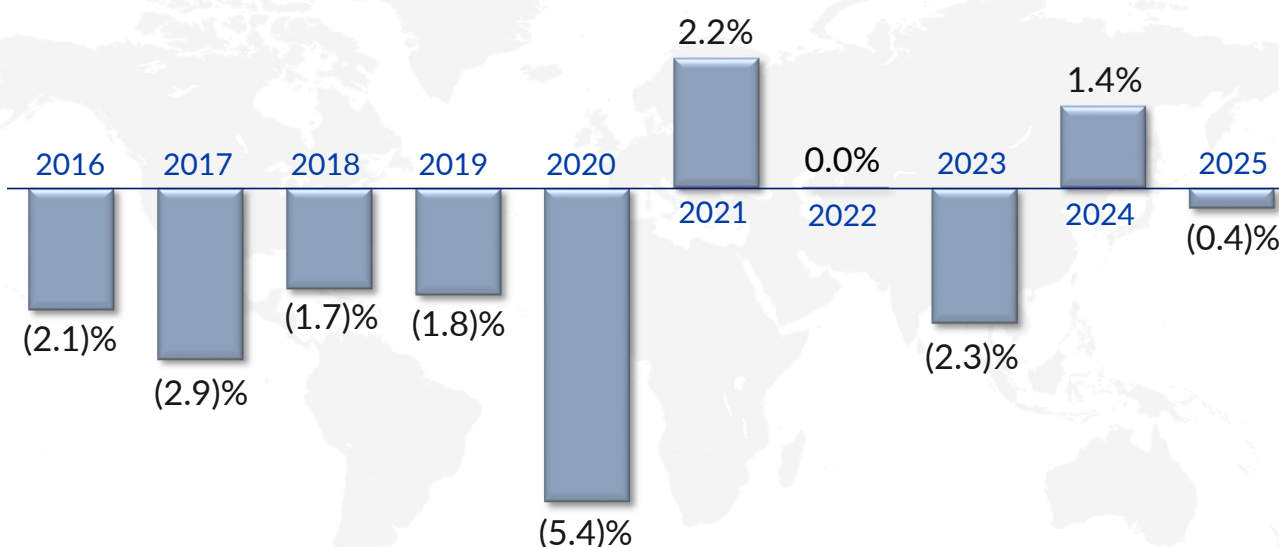
(a) In-market sales volume of each cigarette brand as a percentage of total estimated sales volume for cigarettes

Note: Excluding China and the U.S. Philip Morris includes Philip Morris, Philip Morris Dubliss, and Philip Morris/Dubliss. Marlboro includes Marlboro, Marlboro Chesterfield and Crafted by Marlboro. Includes cigarillos in Japan. Source: PMI Financials or estimates as of January 23, 2026

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Total Cigarette & HTU Industry Volume Trend (2016-2025)

(% Change vs. PY)



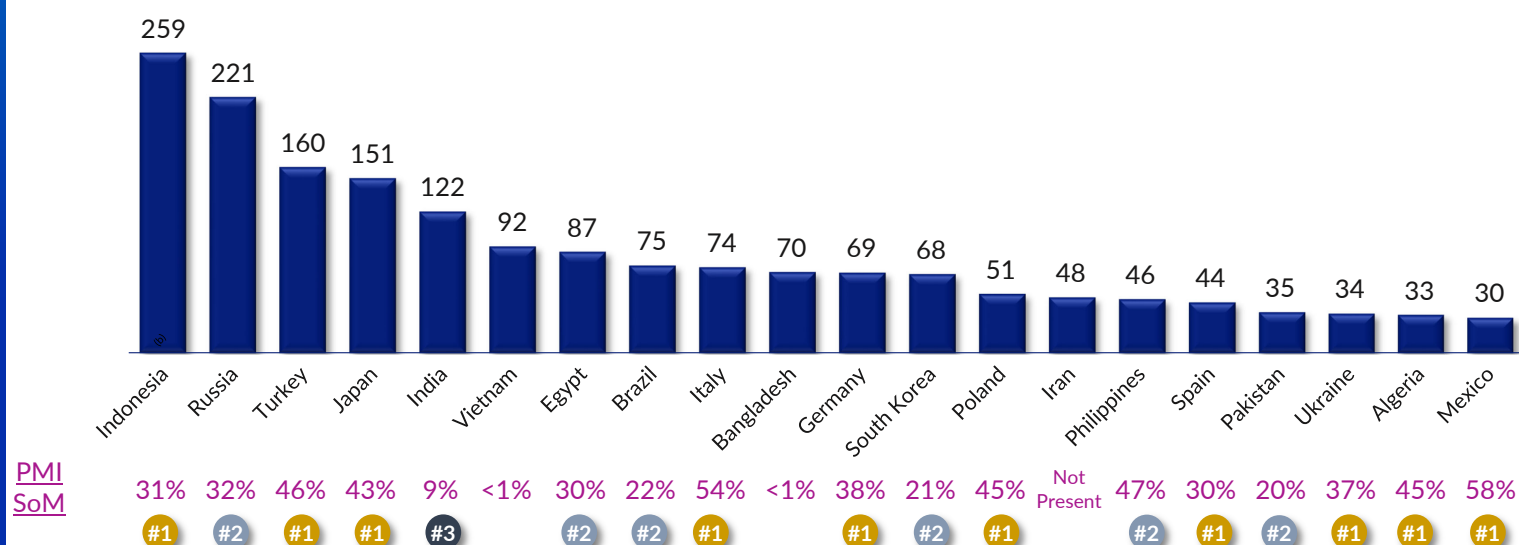
Note: Includes cigarillos in Japan. Excluding China and the U.S.
Source: PMI Financials or estimates as of January 23, 2026

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Leadership in Top Industry Volume Markets (2025)

(billion units)

Top 20 Markets^(a)

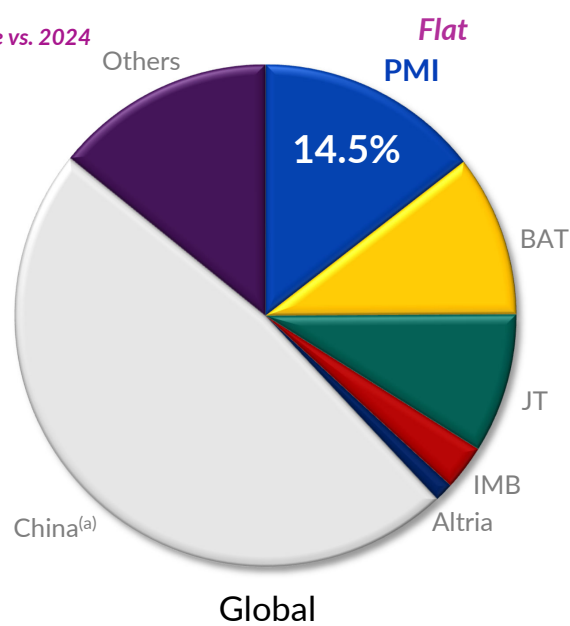


(a) Top 20 markets ranked by 2025 total industry volume, excluding the U.S., China and Global Travel Retail. (b) Indonesia Total Market data for 2023–2024 has been restated following a Nielsen methodology update. Note: As per our Annual Report on Form 10-K for the year ended December 31, 2025, we do not do business or sell products in Belarus, Iran, North Korea, Cuba or Syria. Reflects cigarettes and HTUs (where applicable) and includes cigarillos in Japan. Source: PMI Financials or estimates as of January 23, 2026

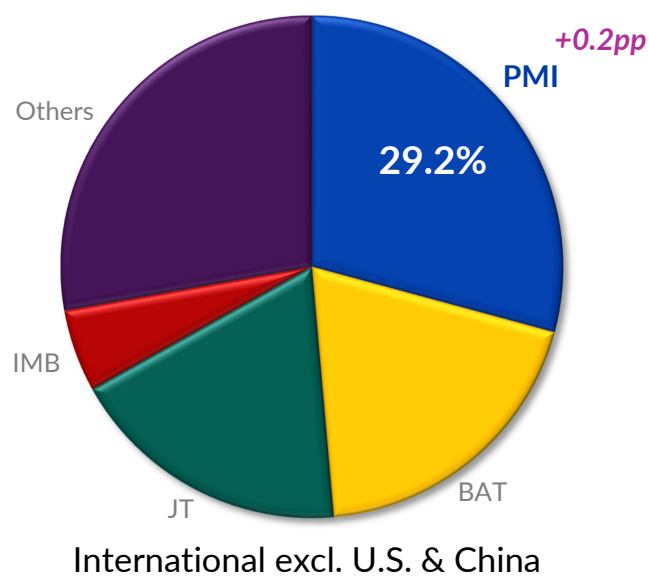
29

2025 PMI Total Market Share (Cigarettes and HTUs)

Change vs. 2024



Global



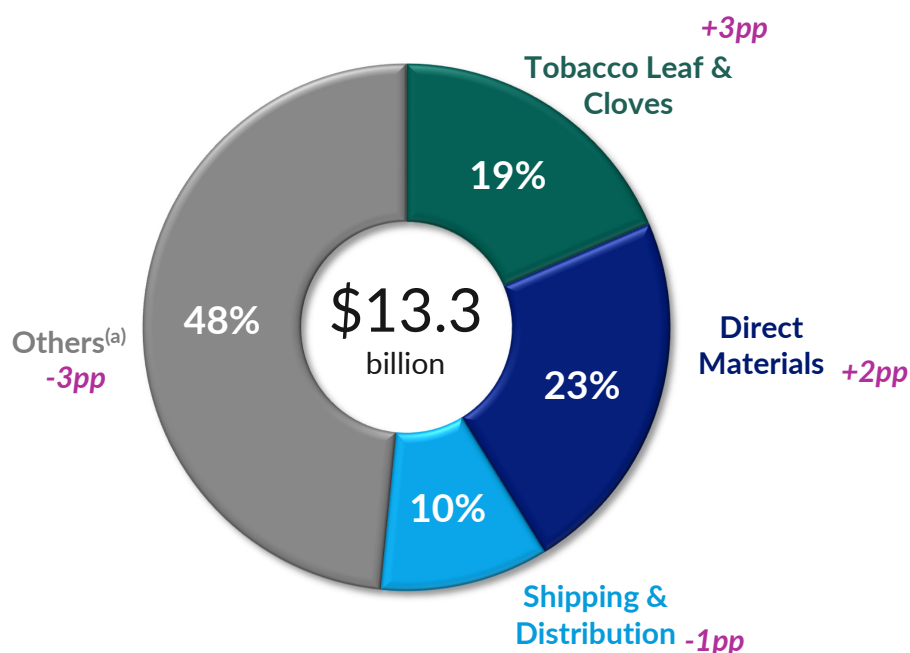
International excl. U.S. & China

(a) Excluding CNTC license production of *Marlboro* and *Parliament* cigarettes (2.4 billion units in 2025)
 Note: Reflects cigarettes and HTUs. Industry volume includes cigarillos in Japan
 Source: PMI Financials or estimates as of January 23, 2026

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2025 PMI Adjusted Cost of Goods Sold

Change vs. 2024



(a) Conversion, fixed manufacturing expenses, devices and other costs. Note: Excludes amortization and impairment of intangibles (\$22 million). Including amortization and impairment of intangibles, total Cost of Goods Sold is \$13.4 billion. Note: Total may not foot due to rounding.
Source: PMI Financials or estimates.

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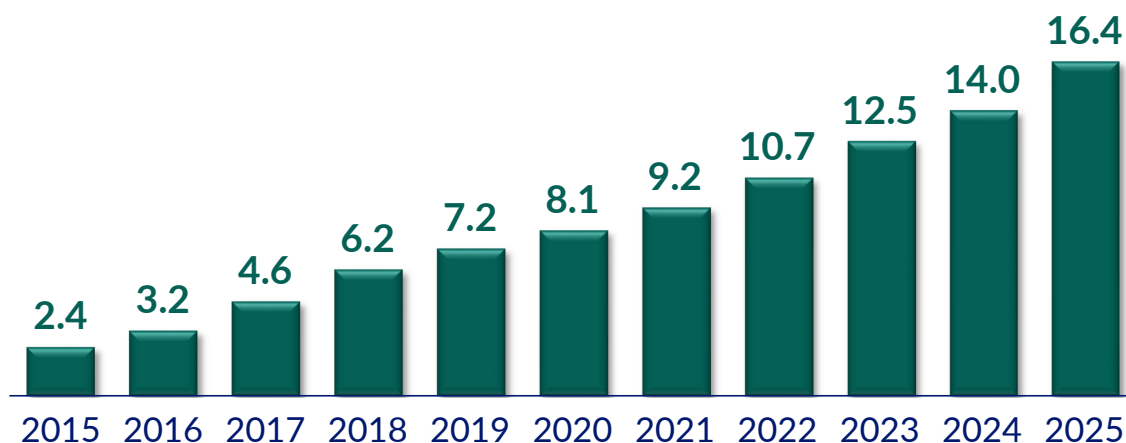
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Championing a Smoke-Free World

Section 2: Smoke-Free Transformation

Substantial Investment in Best-in-Class Capabilities

Cumulative Smoke-Free Product Investments
(\$ billion)

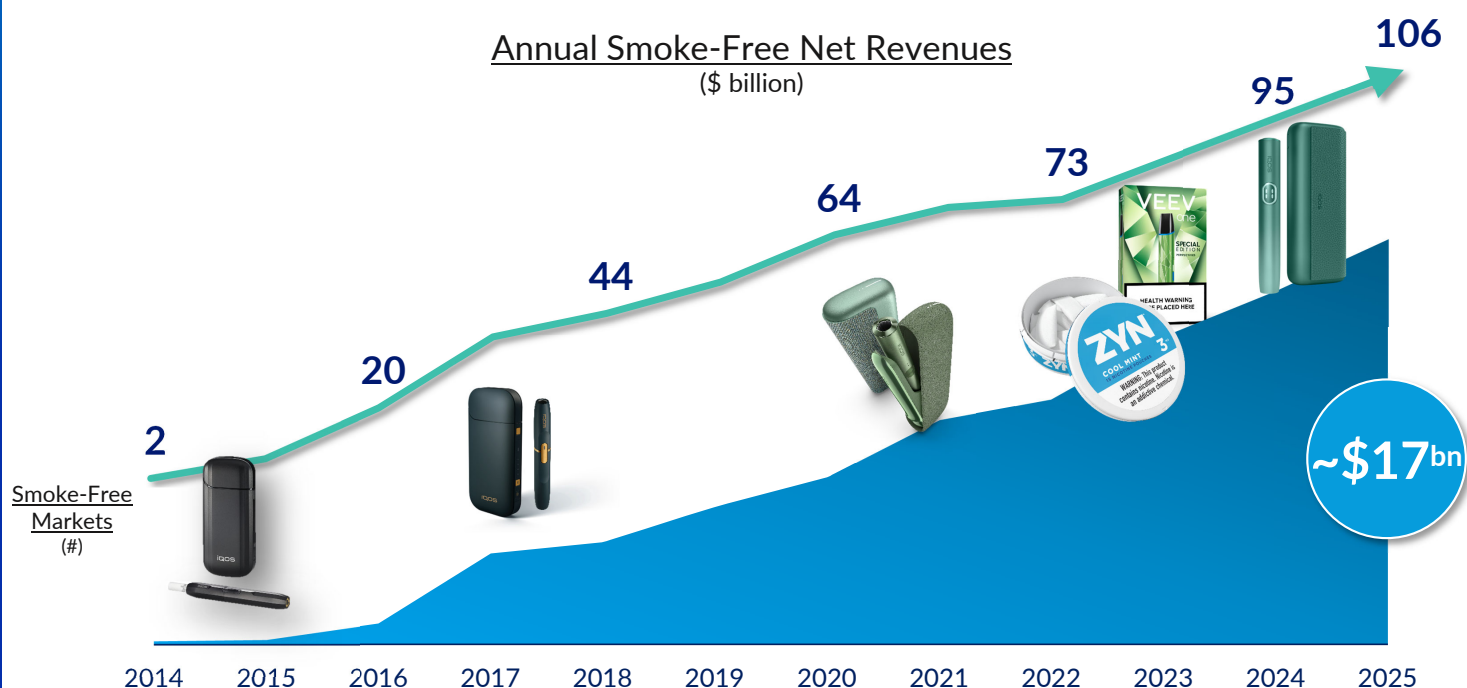


Note: Investments reflect research, product and commercial development, production capacity, scientific substantiation, and studies on adult smoker understanding. Includes investment to develop, scientifically substantiate and commercialize innovative smoke-free products since 2008. Does not include Swedish Match acquisition costs and Wellness.
Source: PMI Financials or estimates

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Smoke-Free Reaching \$17 billion Top-Line & 106 Markets

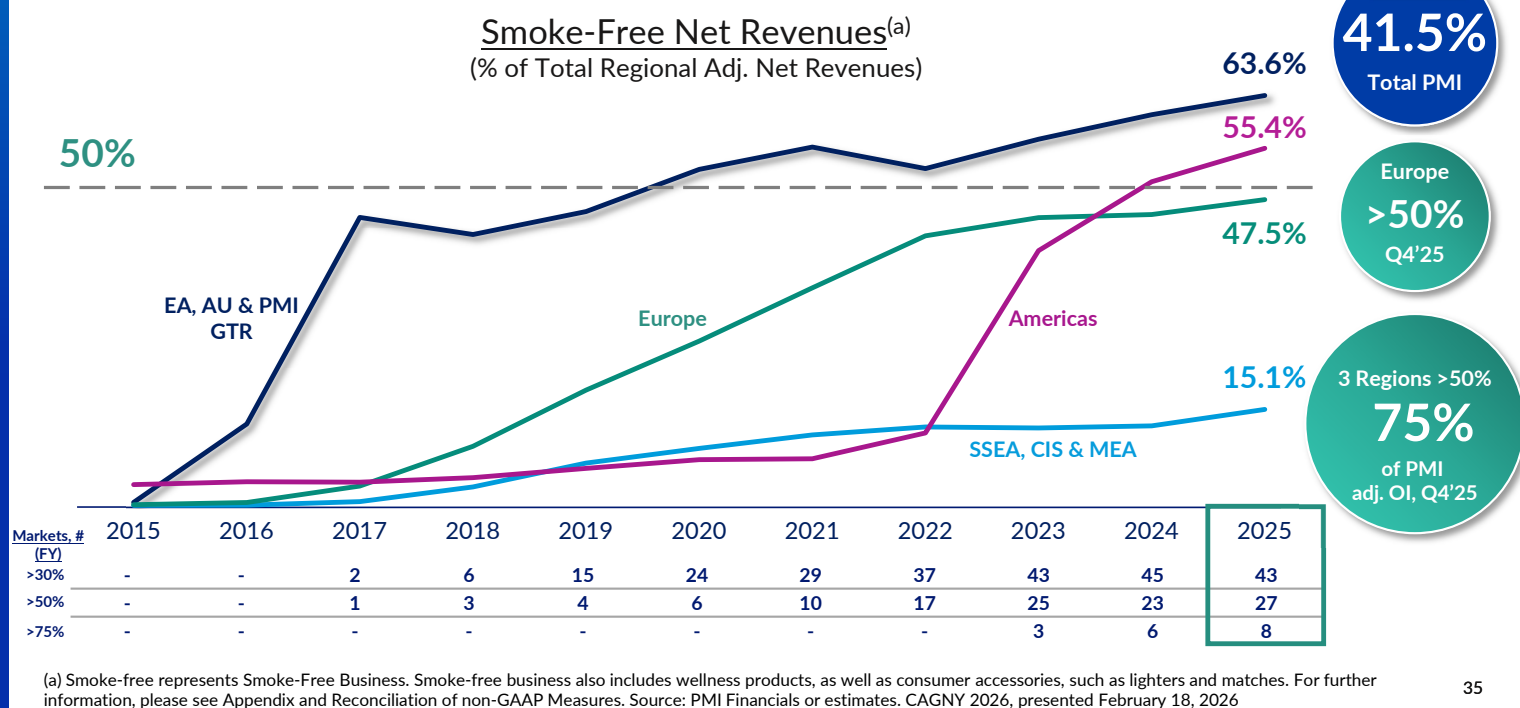
Annual Smoke-Free Net Revenues
(\$ billion)



Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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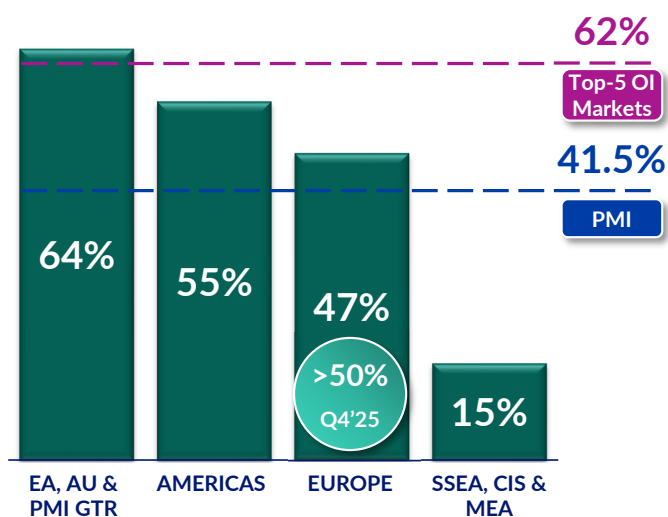
Becoming Substantially Smoke-Free By Net Revenues



35

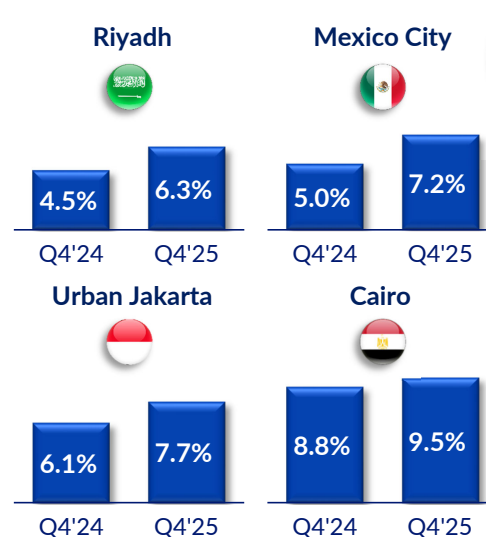
Becoming Substantially Smoke-Free By Net Revenues

FY'25 Smoke-Free Net Revenues^(a)
(% of Total PMI Net Revenues)



When accessible, SFPs perform well in Emerging Markets

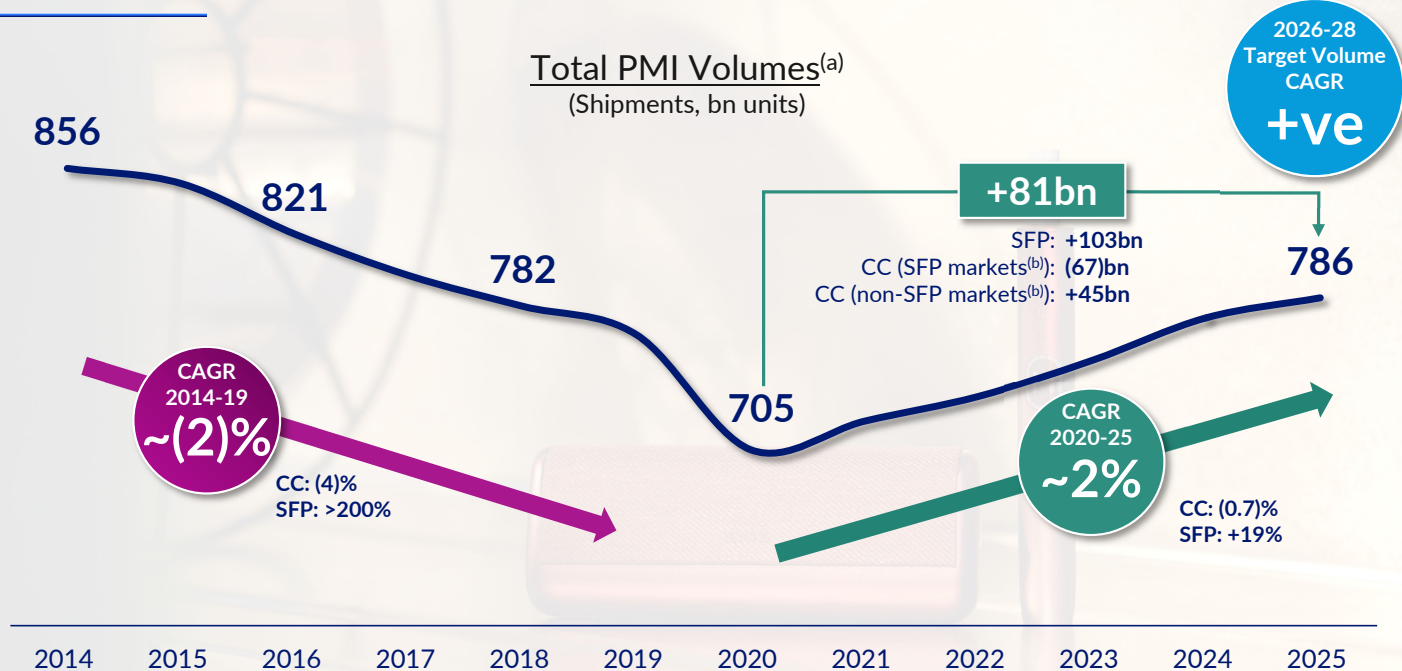
PMI HTU Offtake Shares^(b)



(a) Smoke-free represents Smoke-Free Business. (b) Base includes HTUs and cigarettes. (c) Based on Greater Taipei Nielsen data. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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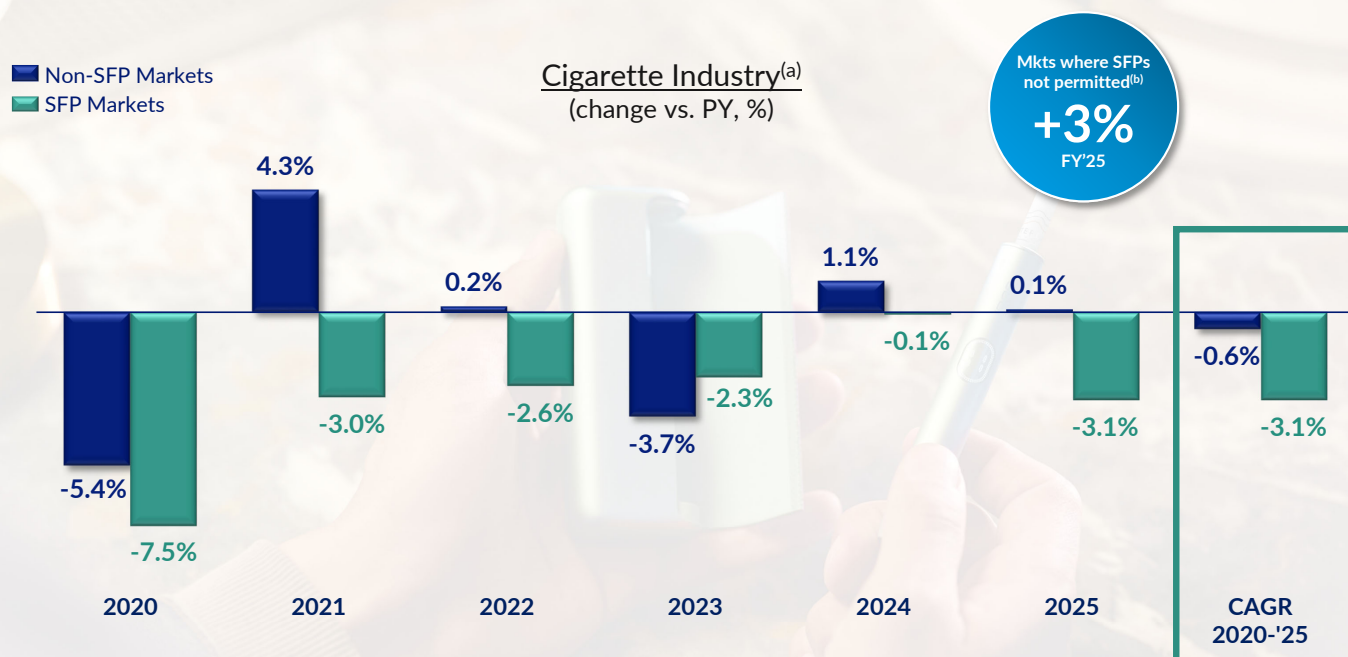
Transformed From Decline to Growth in Total Volumes



(a) Volumes for cigarettes, HTUs, Oral SFPs (excl. snuff, snuff leaf and U.S. chew) and e-vapor in equivalent units. (b) Based on 106 SFP markets as of December 2025. Note: CC refers to combustible cigarettes. Total may not foot due to rounding. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

37

SFPs Accelerate Combustible Industry Declines

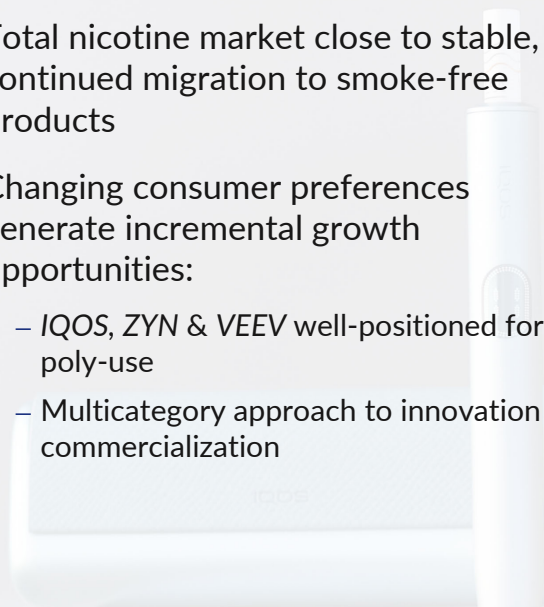


(a) Excluding China & U.S. Note: SFP markets defined as markets with PMI SFP SoM >2% in 2025. (b) Where Smoke free PMI products are not available either due to regulatory, fiscal or other reasons. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

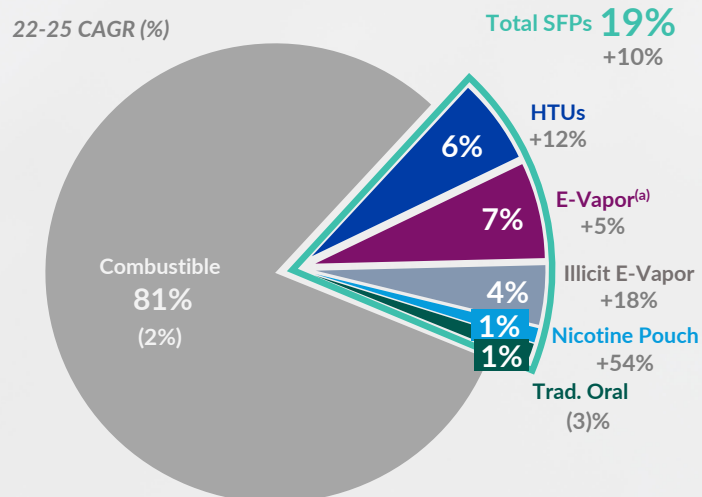
38

SFP Growth Opportunity Remains Vast

- Total nicotine market close to stable, continued migration to smoke-free products
- Changing consumer preferences generate incremental growth opportunities:
 - IQOS, ZYN & VEEV well-positioned for SFP poly-use
 - Multicategory approach to innovation and commercialization



2025 Global Industry Volumes
(est. equivalent units, excl. China)

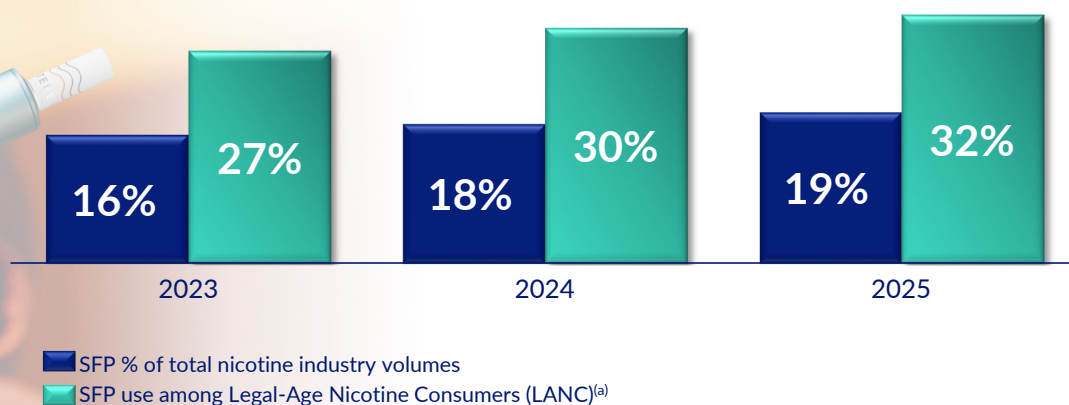


Note: Excludes illicit cigarettes and certain traditional product categories. (a) Includes estimated size of open tank systems using 1ml equivalent to 10 units for all e-vapor.
Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

39

Growing SFP Demand & Use Leads Volume Growth

SFP Share of Nicotine Industry Volumes and Use
(Global, excl. China)

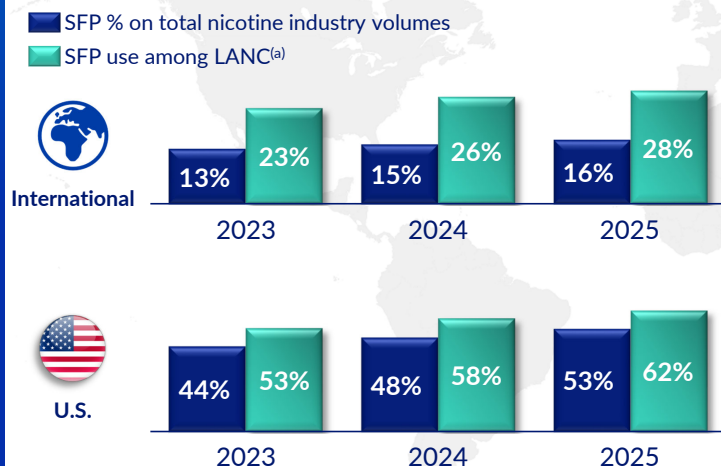


(a) Past 7 day use, based on consumer panel data from 64 markets (incl. U.S., excl. China) in Q3'25, Q3'24, Q3'23.
Source: PMI Market Research, PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

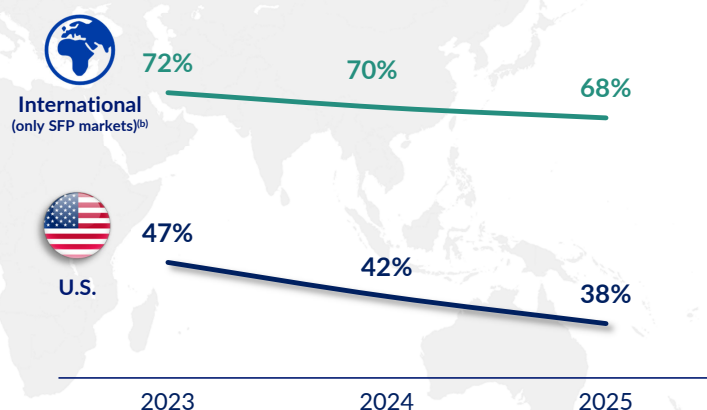
40

Declining Exclusive Smokers, Dual Use Precedes Full Conversion

SFP Share of Nicotine Industry Volumes and Use



Exclusive Cigarette Use (Past 7 days use among LANC, %)



(a) Past 7 day use based on consumer panel data in Q3'25, Q3'24, Q3'23. International based on 63 international markets (excl. U.S. and China). (b) Based on the 56 markets of these 63 where PMI is present with SFPs. Source: PMI Market Research, PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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Continuous Innovation Across SFPs, Expanding Technologies

IQOS



ZYN

Nicotine Levels



VEEV



Future Innovations

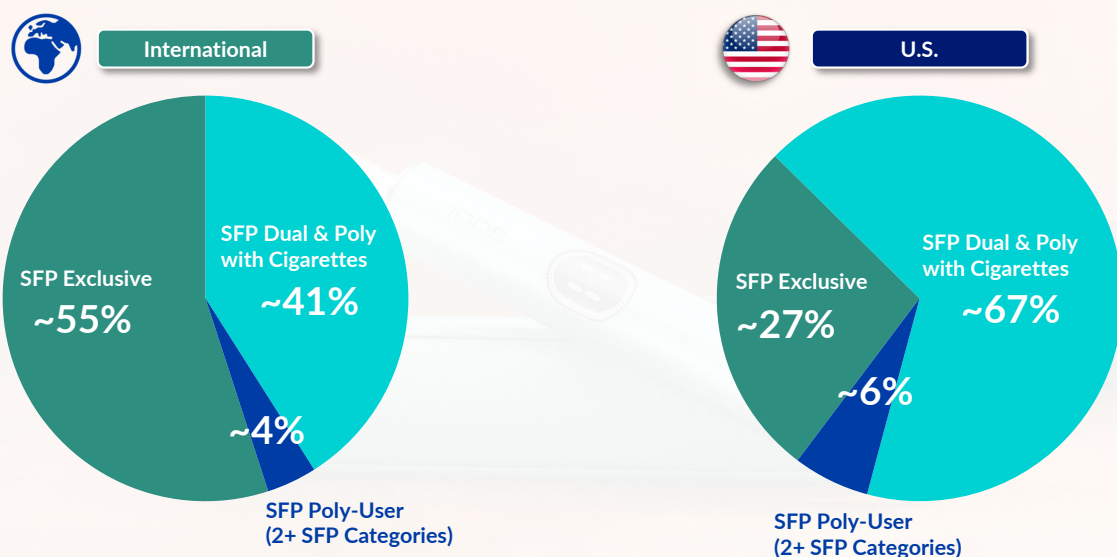
Note: Health Warnings are duly applied to commercial ZYN products. Source: CAGNY 2026, presented February 18, 2026

42

Faster Full Conversion Where HnB is Present

SFP Industry User Breakdown

(% of SFP Users)^(a)



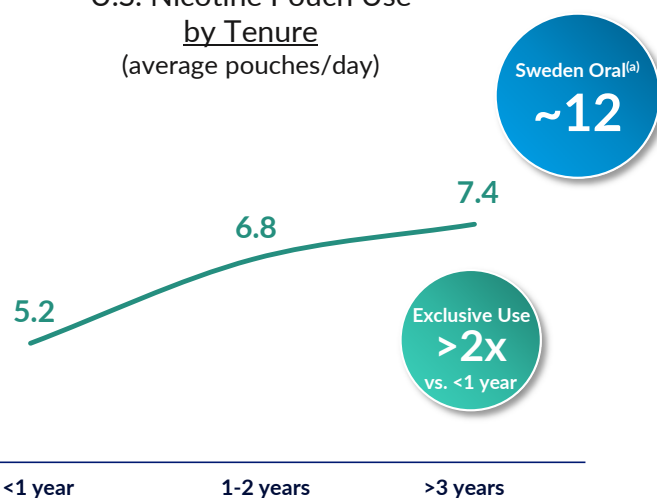
(a) Past 7 day use based on consumer panel data in Q3'25. International based on 63 international markets (excl. U.S. and China). Source: PMI Market Research, PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

43

Nicotine Pouches Have Specific Role in Switching Smokers

- First-use of nicotine pouches usually situational, change in ritual from inhalable to oral
- Share of nicotine occasions rises on average over time, aiding greater full smoke-free conversion
- Poly-use with other SFPs is higher than e-vapor and HnB, which has highest exclusive use
- Exclusive oral users small in number but growing rapidly
- Growth tailwind for the category over time

U.S. Nicotine Pouch Use by Tenure (average pouches/day)

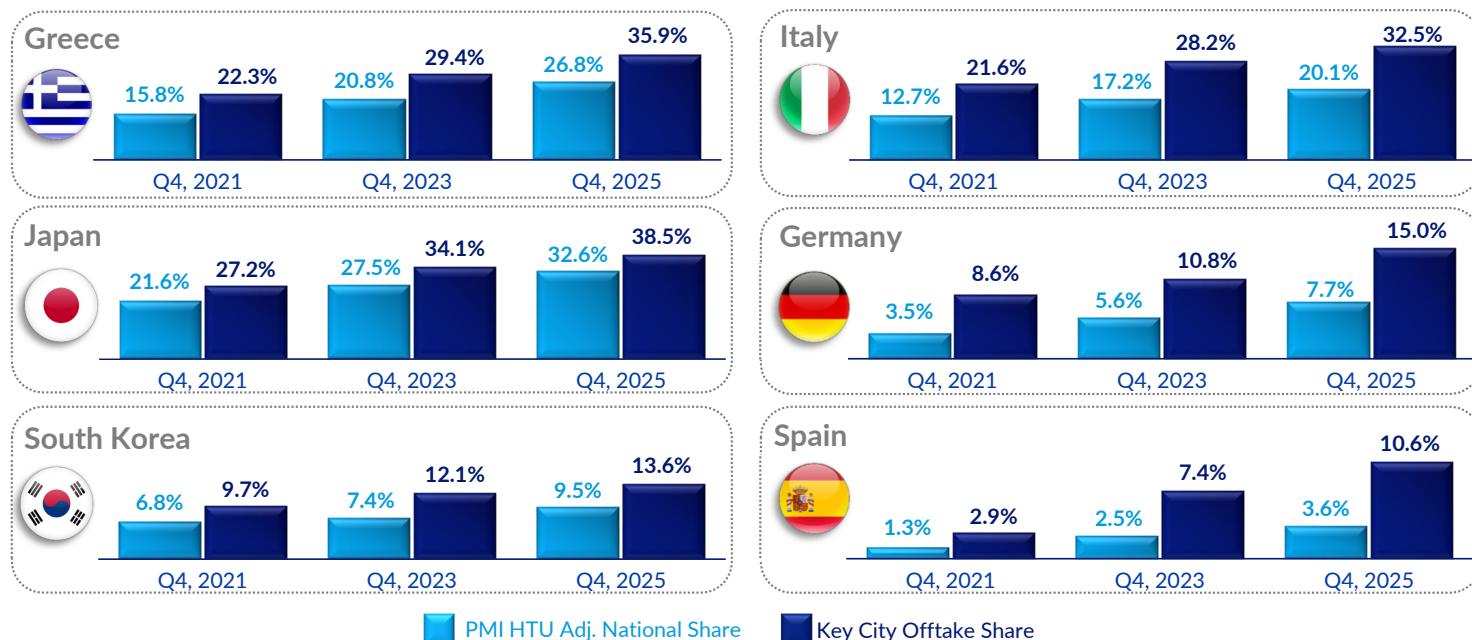


(a) Average pouches per day, based on consumer panel data as of Q4'25. Note: Estimates of daily consumption based on a number of simplifying assumptions and do not represent actual nicotine uptake by SFP users, which is a function of a number of factors, including, but not limited to type of product used, duration of use, and patterns of use. Source: PMI Market Research. CAGNY 2026, presented February 18, 2026

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SFP Growth Built on Strong Lead Indicators

PMI HTU Adjusted National & Key City Offtake Share of Total Cigarette and HTU Market



Note: Chart not to scale. 2021 National shares based on reported IMS. Key Cities selected are respectively: Athens, Rome, Tokyo, Munich, Seoul and Madrid.
Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

45

Multicategory Accelerating Smoke-Free Category Growth



FY'25 PMI SFP IMS Growth^(a)

1 SFP Markets

~10%

Multicategory
Markets (52)

>15%

Unlocking growth in markets with low PMI CC presence
(e.g., Taiwan, Romania, South Africa)

(a) Including HTUs, e-vapor pods and disposables, nicotine pouches. Note: SFP markets defined as markets with PMI SFP SoM >2% in 2025. Multicategory markets as of Dec'25. Excluding Poland, due to e-vapor industry regulatory changes. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

46

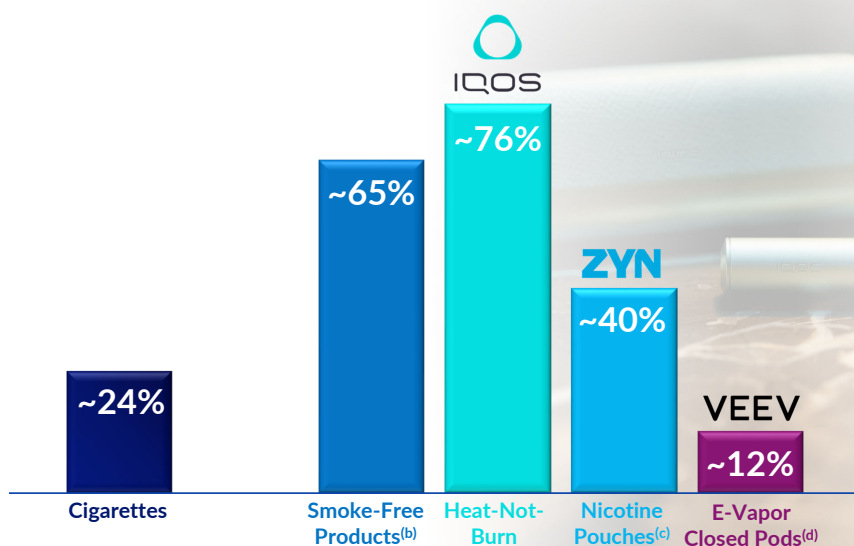


IQOS Infrastructure Supports Multicategory Growth

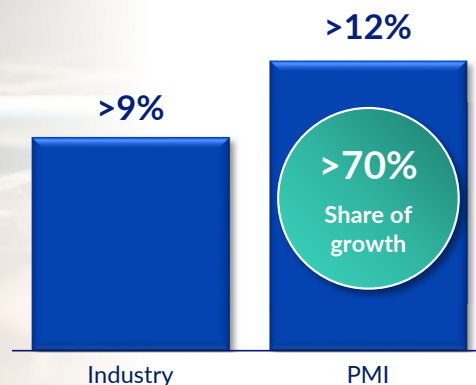
Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

Strong Position in SFPs, Outgrowing Industry

2025 PMI Category Volume Share^(a)



2025 SFP Volume Growth (Change vs. PY^(e))



(a) Excluding China. PMI share of category IMS in markets where present in each category. Nb. PMI does not sell cigarettes in the U.S., hence cigarette share is international only. (b) In equivalent units. Excludes open tank e-vapor systems and traditional oral products. (c) In pouches. (d) In pods. (e) Reflects estimated IMS growth in categories where PMI is present across 106 smoke-free markets. Excl. illicit products, e-vapor open tanks. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

Laser Focus on Responsible Marketing

- SFPs marketed in a responsible manner to legal-age smokers and nicotine users
- Responsibly selected flavors can play an important role in switching legal age smokers to SFPs
- National regulation and enforcement critical to minimizing underage usage and the availability of illicit products
- Those under the legal age of purchase should not have access to, or use, any nicotine product
- After ~10 years of IQOS globally and ZYN in the U.S., overall rates of underage use remain very low



Source: CAGNY 2025, presented February 19, 2025

49

Driving Industry Standards in Under-21 Prevention



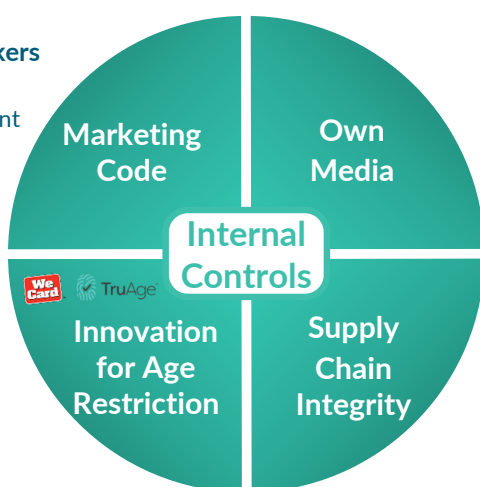
External Influence

Society & Policy Makers

- State / Federal regulatory engagement
- Law enforcement engagement

Social Sourcing

- Top-level support of industry solutions
- Consumer campaigns



Social Media

- Take-down requests of inappropriate content
- Call-out to social media companies

Retail Access

- Strict U21 contract terms
- Trade communication & training
- Monitoring & enforcement

☆☆☆
Swedish Match.
The maker of ZYN nicotine pouches.
OUR ACTIONS ADD UP.



AT SWEDISH MATCH
WE MAKE NICOTINE PRODUCTS,
AND WE'RE TAKING STEPS TO HELP
KEEP OUR PRODUCTS ACCESSIBLE
ONLY TO ADULT NICOTINE USERS 21+.

Underage nicotine pouch use remains very low at 1.8% in CDC's 2024 NYTS survey

Source: Investor Meeting with PMI U.S. Management Team, presented September 24, 2024

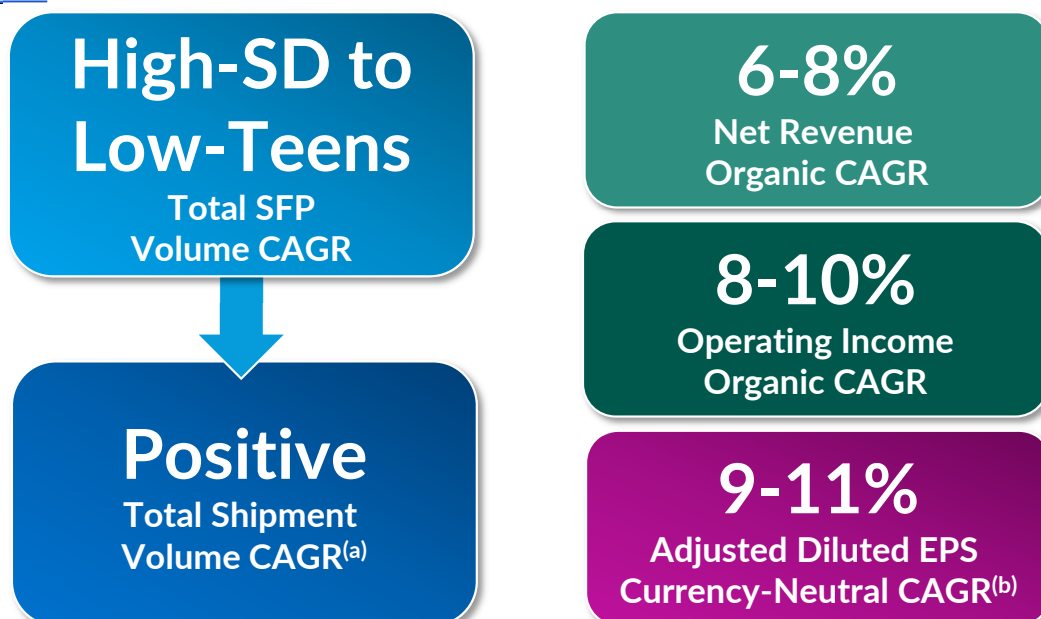
50



Section 3: Strong Financial Model and 2026-2028 Targets

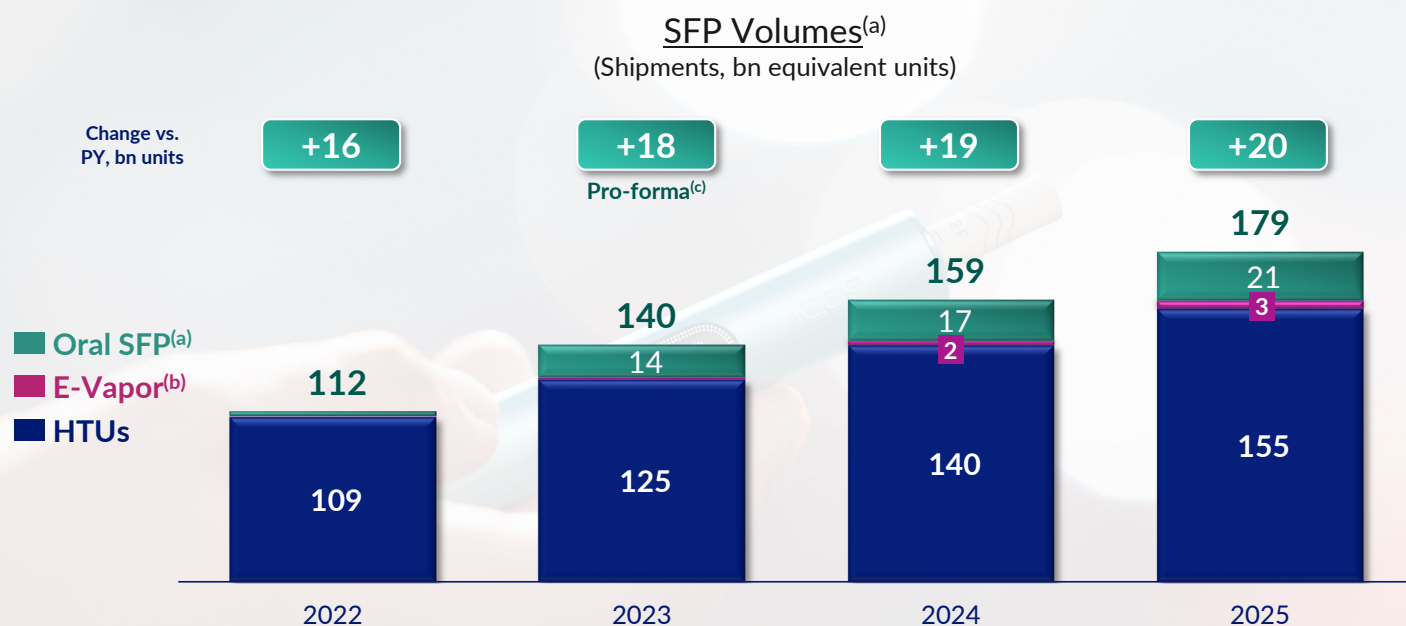
3

Continuation of Best-in-Class Growth Targeted for 2026-28 (Presented at CAGNY, February 18th 2026)



(a) Shipment volume includes cigarettes and SFPs. (b) At current corporate income tax rates, excluding share repurchases. Note: Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions and divestitures. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

Multcategory Approach Driving SFP Volume Growth



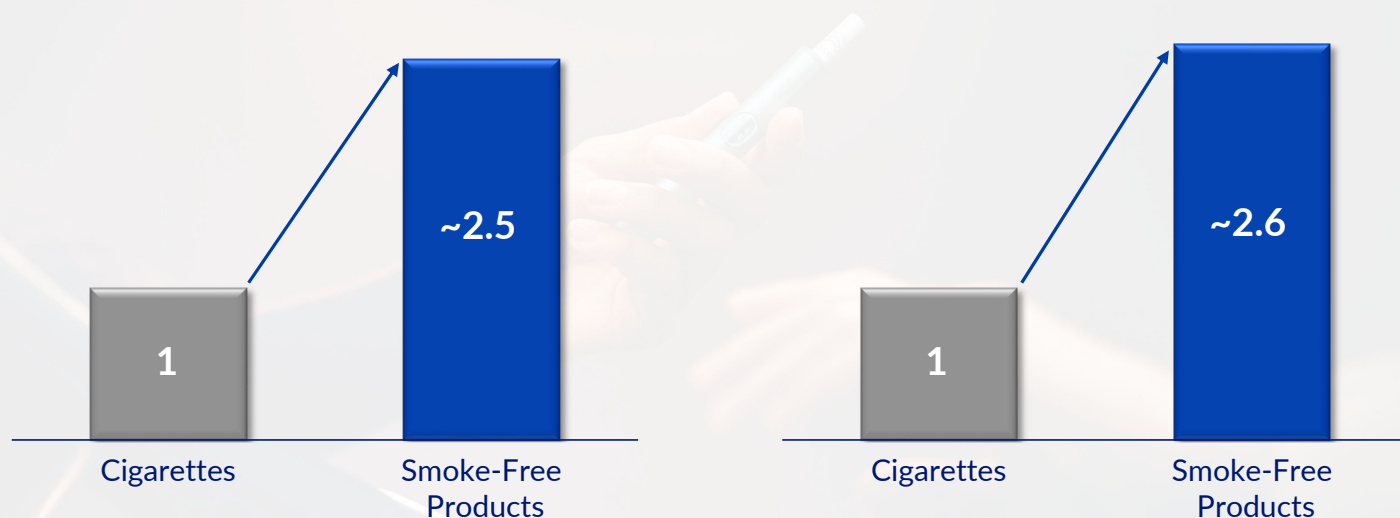
(a) Volumes shown in pouches or pouch equivalents, excluding snuff, snuff leaf and U.S. chew. (b) E-Vapor volumes shown in stick equivalent units. (c) Pro-forma includes 2022 Swedish Match volumes. Total may not foot due to rounding. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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Substantial Mix Benefit from Transition to Smoke-Free

2025 Net Revenue Per Unit
(SFPs in equivalent units)

2025 Adj. Gross Profit Per Unit
(SFPs in equivalent units)

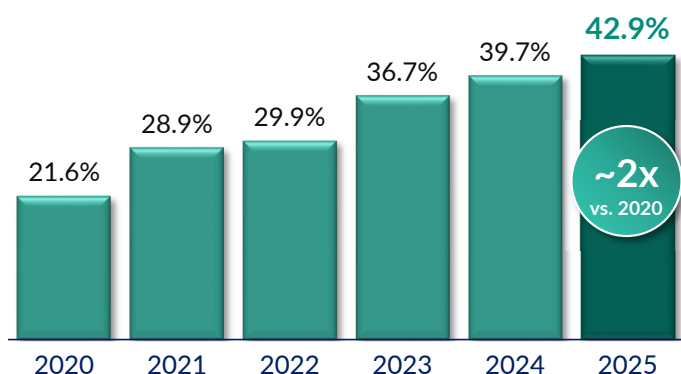


Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

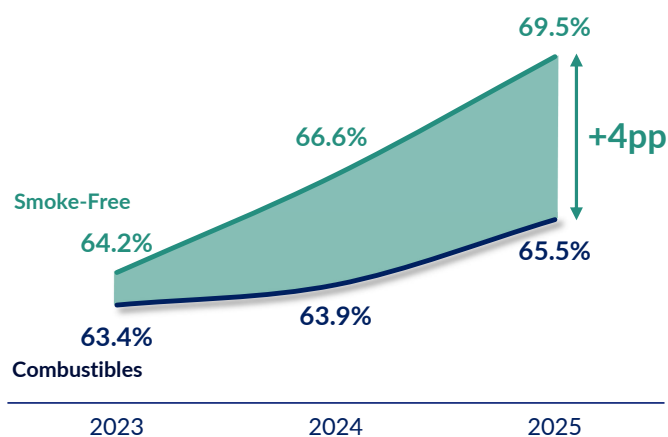
54

Smoke-Free Increasingly Profitable As Top-Line Grows

Smoke-Free Adj. Gross Profit^(a)
(% of Total PMI Adj. Gross Profit)



Adj. Gross Profit Margin
(Smoke-Free^(a) vs. Combustibles)

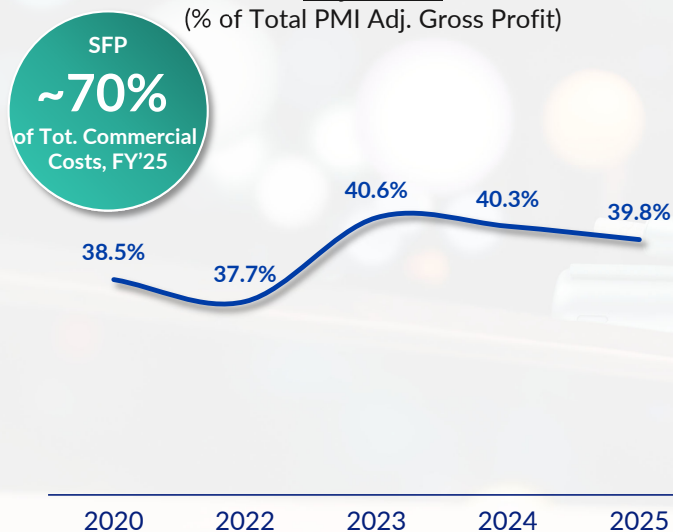


(a) Smoke-free represents Smoke-Free Business. For further information, please see Appendix and Reconciliation of non-GAAP Measures. Note: Adjusted gross profit margin calculated based on adjusted gross profit, divided by adjusted net revenues. Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

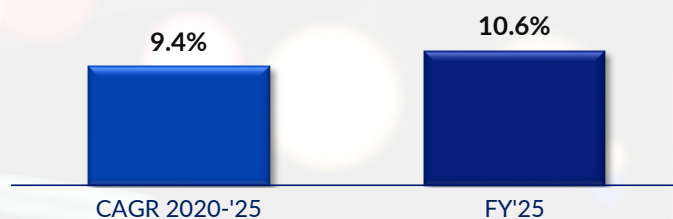
55

OI Growth & Margin Expansion Built into Growth Model

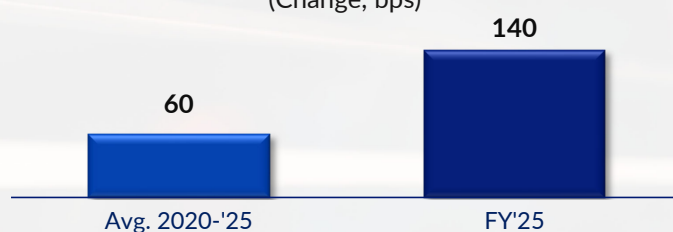
Adj. SG&A
(% of Total PMI Adj. Gross Profit)



Organic OI Growth
(Change, %)



Organic OI Margin Growth
(Change, bps)



Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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Highly Cash Generative With Strong Balance Sheet

Operating Cash Flow

- Expect robust 2026-28 Operating Cash Flow of ~\$45bn, at prevailing exchange rates, following ~\$34bn over last 3 years,

Organic Growth

- Reinvest in innovation and growth of smoke-free portfolio:
 - Expect average annual 2026-28 capital expenditures of \$1.3-1.5 billion

Dividends

- Steadfast commitment to progressive dividend policy

Deleveraging

- Target close to 2.0x net debt to adjusted EBITDA at end-26, at prevailing exchange rates

Capital Efficiency

- Strong cash conversion, comparing very favorably against our CPG peers
- ROIC >50% on average over the last 10 years

Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

57

2030 Ambition: Substantially Smoke-Free

> 2/3
Smoke-Free
Net Revenues

~60
Markets Majority
Smoke-Free

50-75% net revenues ~20 markets

>75% net revenues ~40 markets

Note: Smoke-free markets are markets where PMI smoke-free products are available in key cities or nationwide
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

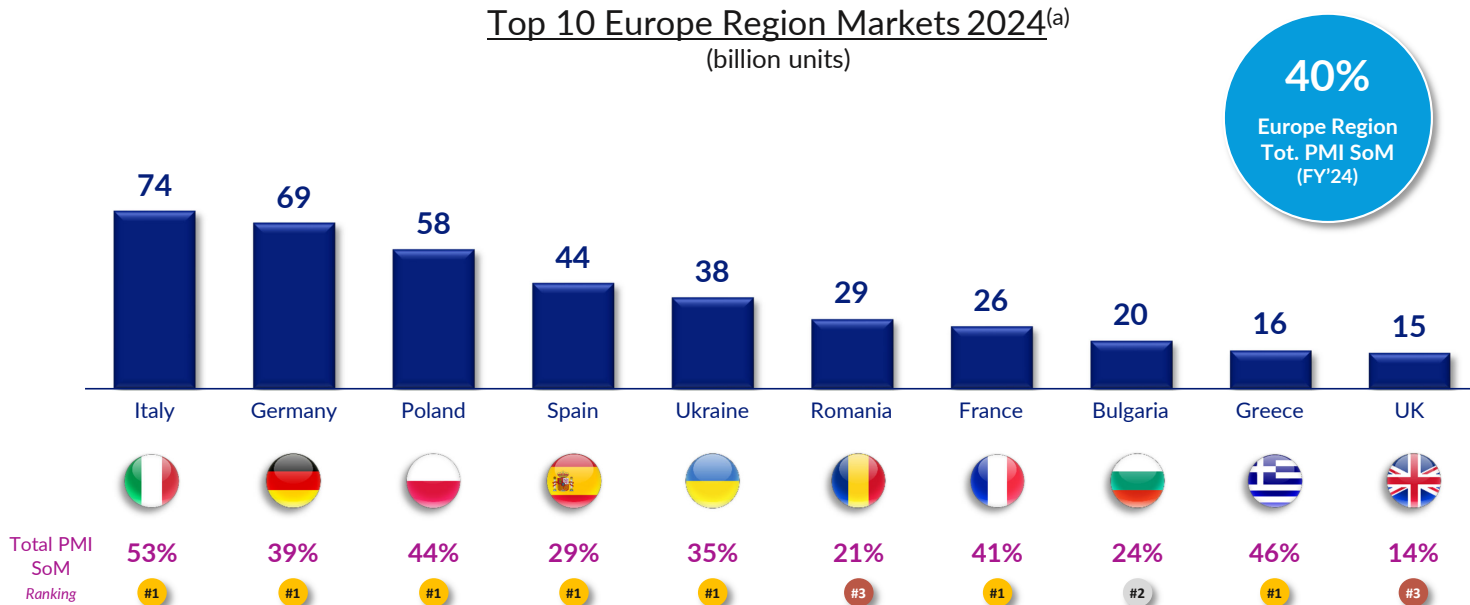
58



Section 4: Key Highlights from Europe Focus Event (June 24, 2025)

Strong Leadership in Top European Markets...

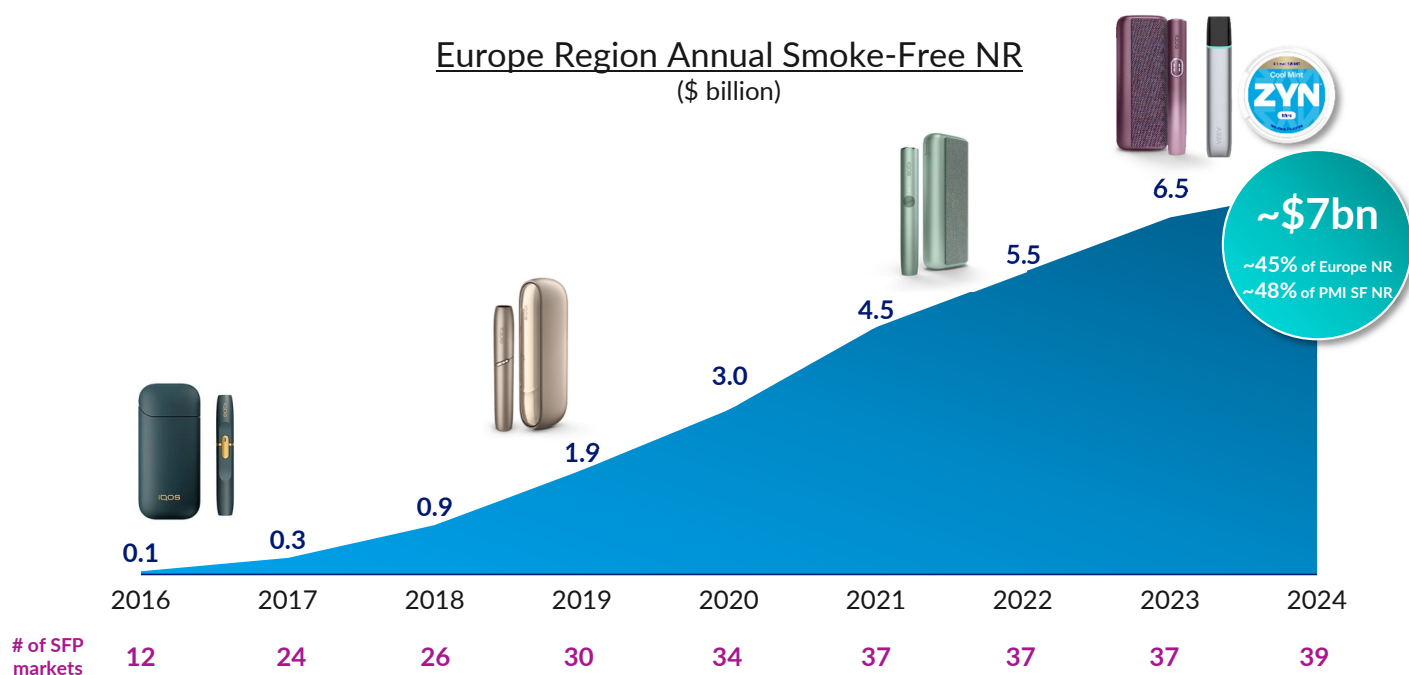
Top 10 Europe Region Markets 2024^(a)
(billion units)



(a) Top 10 Europe Region markets ranked by 2024 HTU and Cigarette total combined market IMS.
Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

...with Impressive Smoke-Free Revenue Growth in <10 Years...

Europe Region Annual Smoke-Free NR
(\$ billion)

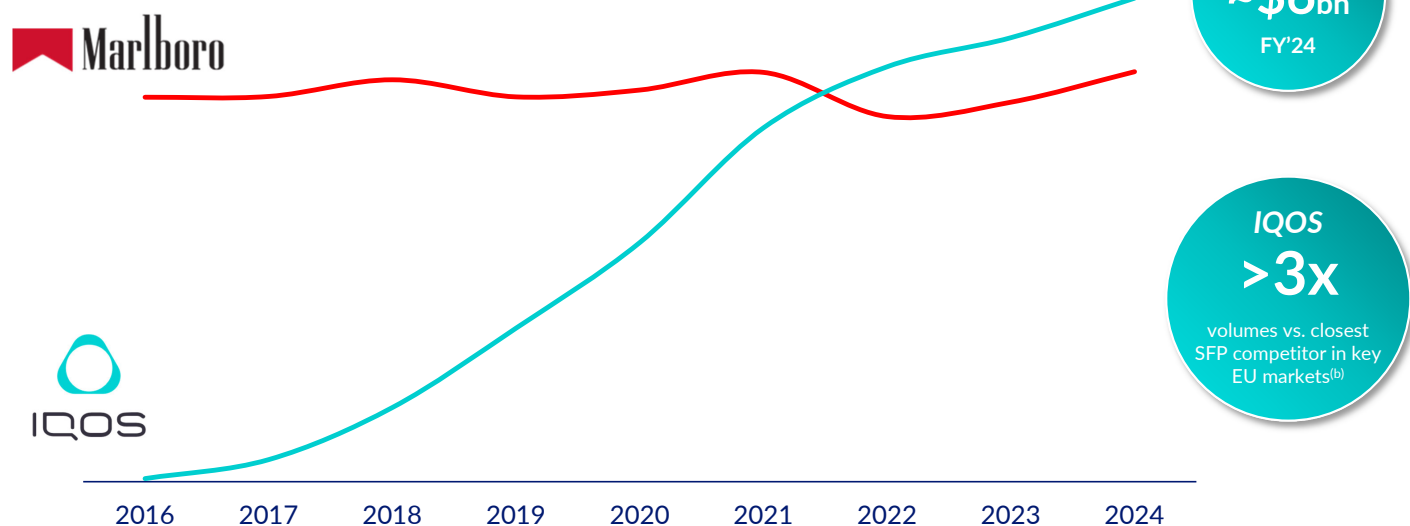


Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

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...and IQOS #1 PMI Nicotine Brand in Europe in <7 Years

Europe Region Annual Net Revenues^(a)
(\$ billion)



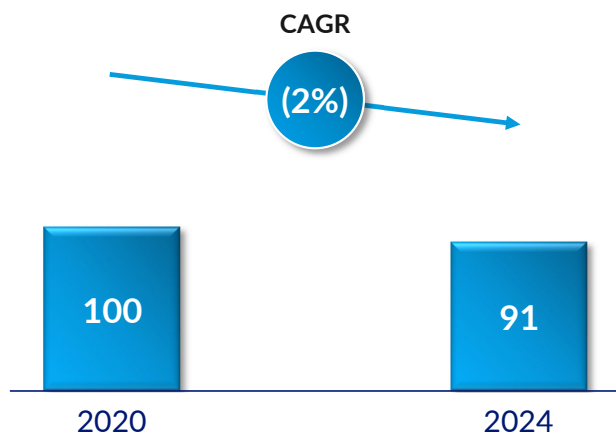
(a) Marlboro includes Marlboro total Cigarettes and OTP, IQOS represents HTUs and IQOS devices net revenues. (b) Based on Nielsen in 3 representative large markets – Czech Republic, Germany and Romania. Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

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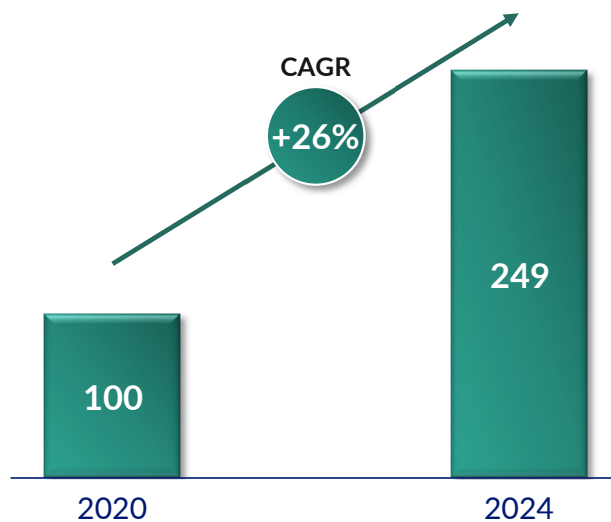
Total Industry: Growth for SFP, While CC Declines



Estimated CC Industry Volume^(a)
(Indexed, 2020=100)



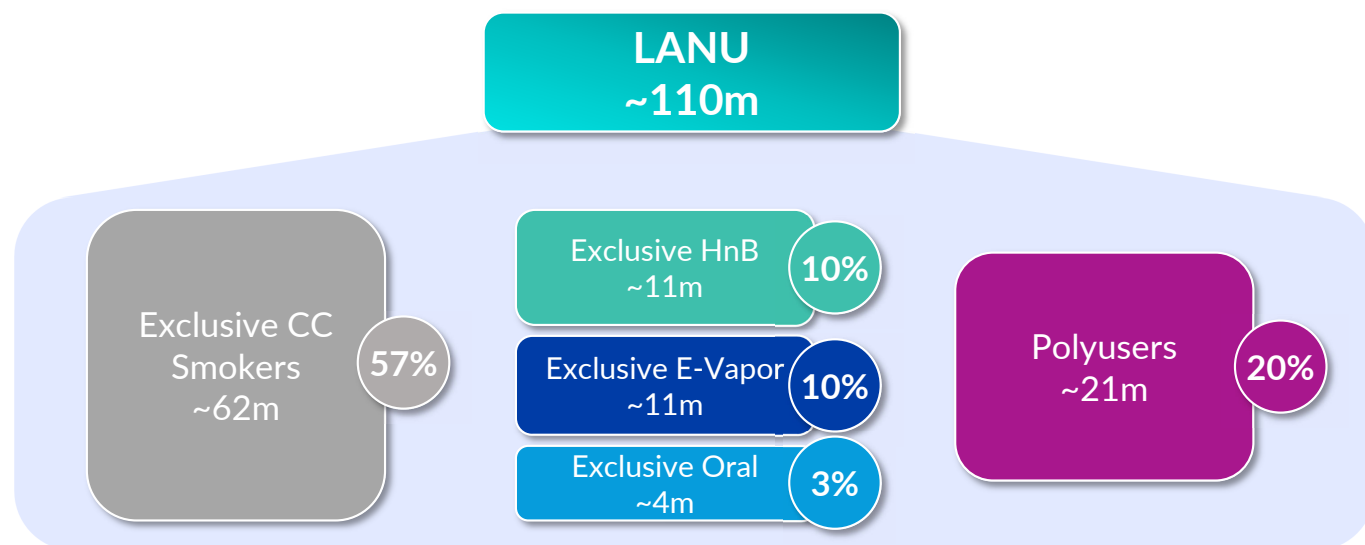
Estimated Smoke-Free Industry Volume^(b)
(Indexed, 2020=100)



(a) CC including cigarettes & OTP. (b) Based on reported IMS industry in 2020, on adjusted IMS industry thereafter. E-Vapor excluding open systems, Oral including Snus and Nicotine Pouches. Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

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European LANUs Have Embraced All SFP Categories

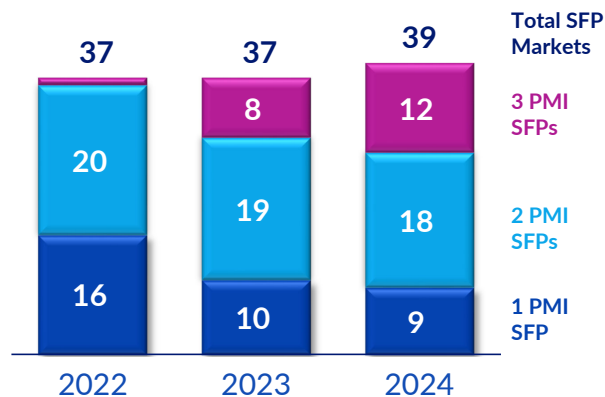


Note: Based on past 7-day use, Q4'24. LANU stands for Legal-Age Nicotine Users. E-vapor includes open systems. All categories include illicit products. Polyusers includes those who use 2 or more categories, including CC. Source: PMI Market Research or estimates. Europe Investor Focus Event, presented June 24, 2025

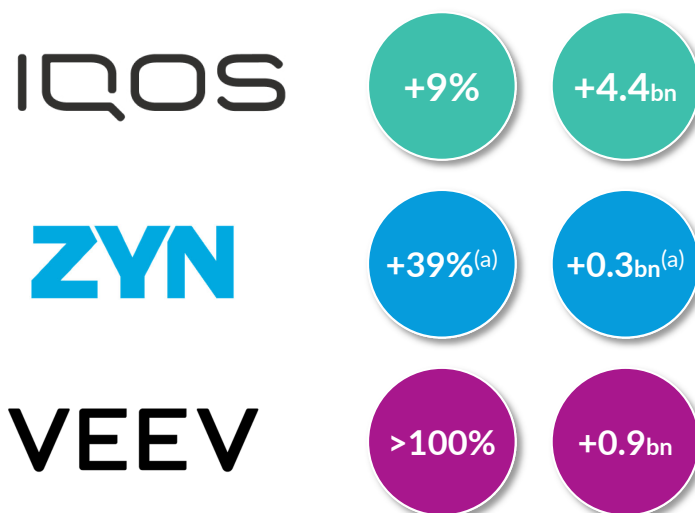
64

Accelerated Expansion, Complementary Growth of All SFPs

of markets in Europe with
PMI SFP platforms



FY'24 Shipment Volume Growth in Europe
(change vs. PY, %, billion eq. units)

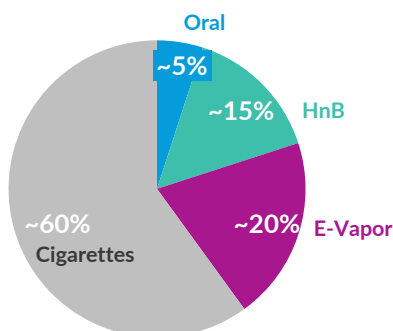


(a) ZYN reflects total nicotine pouch shipments. Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

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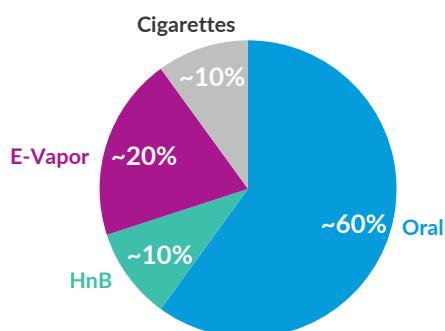
PMI LANU Acquisition in Europe: Diversified Across Categories

IQOS Sourcing



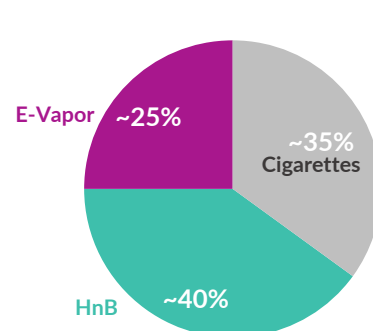
IQOS predominantly sources from CC and increasingly from e-vapor

ZYN Sourcing
(excl. Nordics)



ZYN initially sourcing from competition, with our focus on switching LAS

VEEV Sourcing



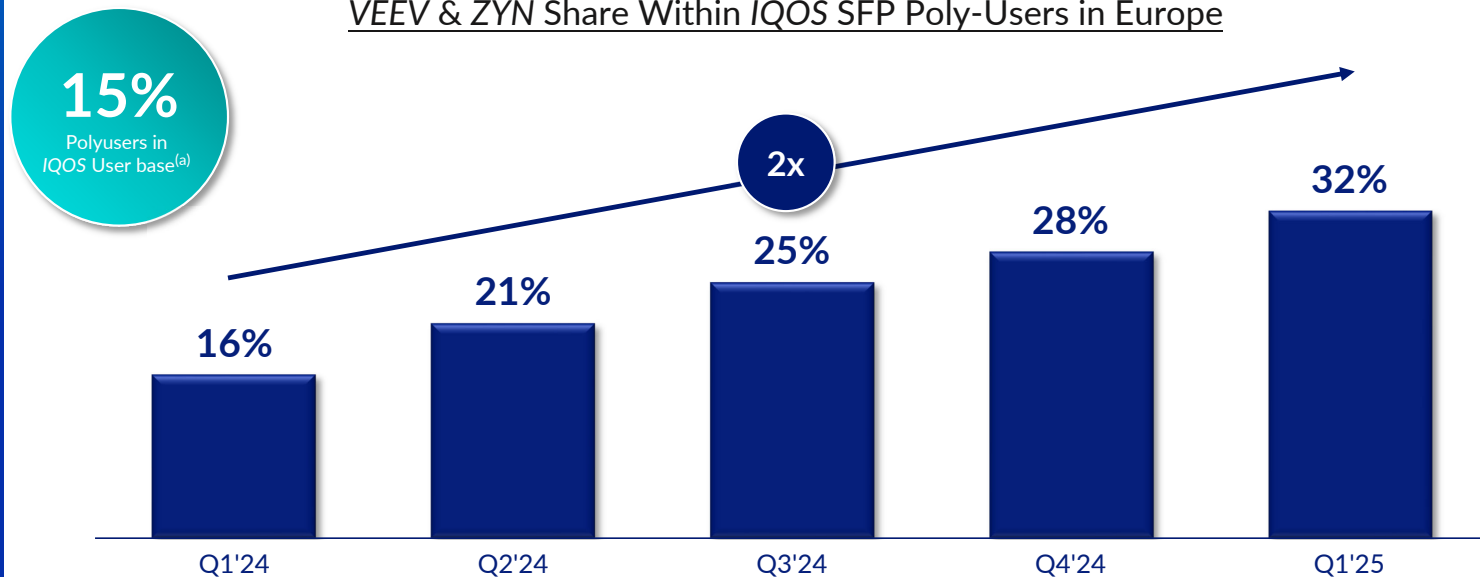
VEEV naturally sourcing at first from IQOS poly-users and with notable traction among CC LAS

Based on past 7-day use in Q4 2024, with all respondents declared as LANU. LANU stands for Legal-Age Nicotine Users. LAS stands for Legal-Age Smokers. Sourcing estimates shown correspond to the predominantly used nicotine containing product category declared by LANU, before purchasing IQOS, ZYN or VEEV. Sourcing by previous LANU's nicotine containing product usage state (i.e., Exclusive or Poly) is not available. Source: PMI Market Research or estimates. Europe Investor Focus Event, presented June 24, 2025

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Increasing LAU Retention Within PMI SFP Franchise

VEEV & ZYN Share Within IQOS SFP Poly-Users in Europe



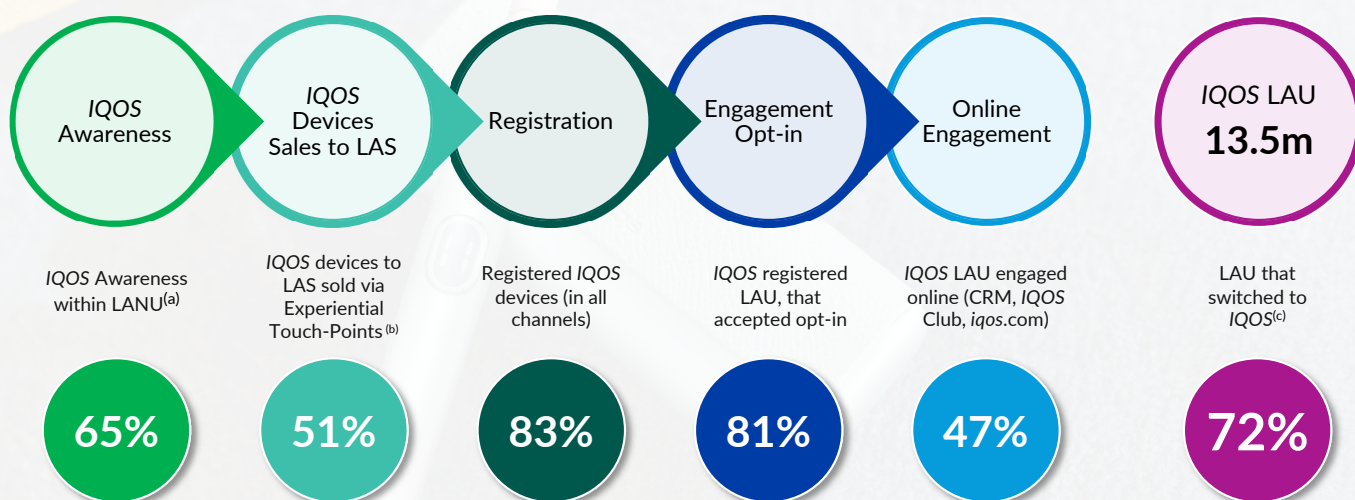
(a) 2024 average

Note: Based on past 7-day use, 2023 - 2024. LAU stands for Legal-Age Users. Source: PMI Market Research or estimates. Europe Investor Focus Event, presented June 24, 2025

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IQOS: Impressive Metrics Across the Consumer Journey

(Europe Region data)



(a) IQOS awareness December 2024 3MMA (b) Experiential Touch-Points include PMI Brand Retail, iqos.com, IQOS Partners, Sales Experts. (c) Estimated users who have switched to IQOS and stopped smoking. Note: Estimated past 7-day use Q1'25. LANU stands for Legal-Age Nicotine Users, LAS stands for Legal-Age Smokers, LAU stands for Legal-Age Users. Source: PMI Market Research, Financials or Estimates. Europe Investor Focus Event, presented June 24, 2025

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IQOS: We Continue to Build an Iconic Brand

Europe Region Brand Activations (2024)
(mandatory age verification)

21

Markets with Brand Activation

23

Own Brand Events

166

Festivals & Plug-ins

>1.5m

Direct Consumer Contacts

Source: PMI Estimates. Europe Investor Focus Event, presented June 24, 2025

Let's make this a night to remember.

IQOS: ILUMA i Rolling Out Latest Device Innovation

IQOS ILUMA i
PRIME



IQOS ILUMA i



IQOS ILUMA i
ONE



- IQOS ILUMA i - latest device innovation
- Phased launch in 20 European markets (June 2025):
 - IQOS ILUMA i PRIME launched first in Q4'24, premium proposition
 - IQOS ILUMA i and IQOS ILUMA i ONE followed from Q1'25
 - Roll-out to complete in H2'25



Touch Screen



Pause Mode



FlexPuff



FlexBattery

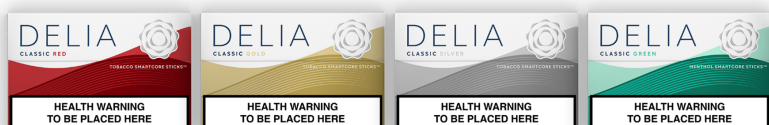
Source: Europe Investor Focus Event, presented June 24, 2025

IQOS: HTU Portfolio to Delight Distinct Consumer Needs

Latest HTU Portfolio



Recent launch of *LEVIA* across 18 European markets



DELIA now present in 17 European markets

HTU Innovation Pipeline



LEVIA with Capsules
(launch in Europe, summer'25)



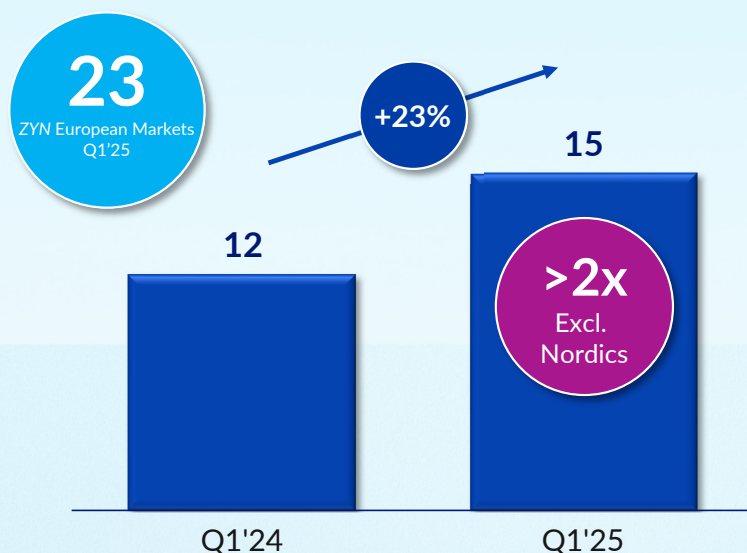
New *TEREA* Design
(Czech Rep., Slovakia, Italy)

Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

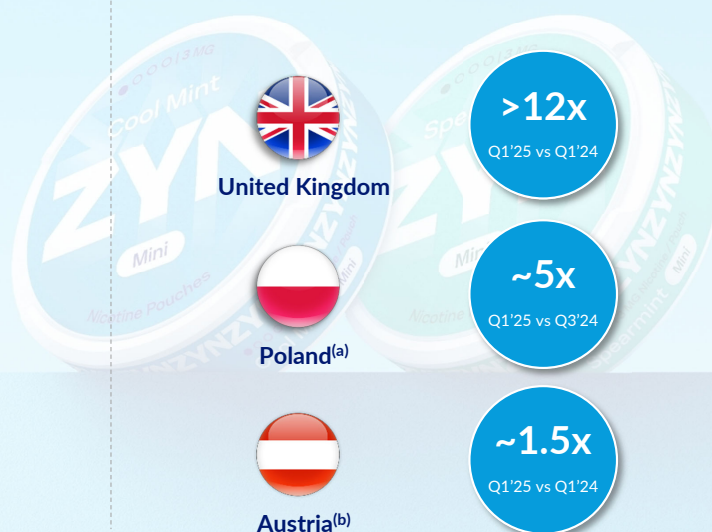
71

ZYN: Accelerated Geo-Expansion and Growth Across Europe

Europe Nicotine Pouch Shipments (million cans)



Nicotine Pouch IMS

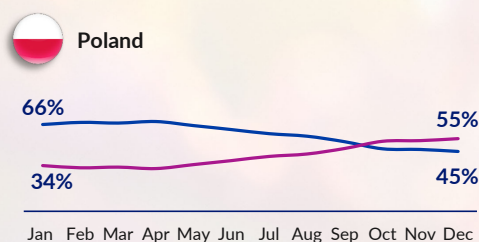
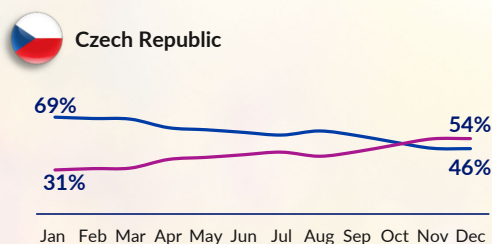


(a) ZYN launched in Poland in Jul'24 (b) ZYN launched in Austria in Feb'25, in addition to existing nicotine pouch brand *THUNDER*.
Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

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VEEV ONE: Pods Leadership Growing Rapidly After Launch

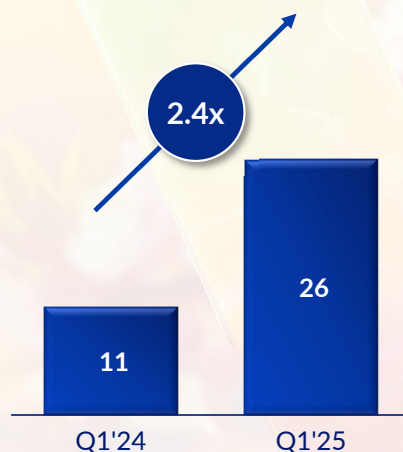
Closed E-Vapor Market (Pods vs Disposables) (IMS 2024)



— Disposables — Pods

(a) Based on Mar/ Apr '25 (based on availability) offtake third party data (Nielsen or equivalent). Estonia based on Dec'24.
Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

VEEV ONE Shipments (million pods)



Top-3 pod brand in 13 European markets^(a) in <24 months



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Latest Innovation: VEEV inPRIME



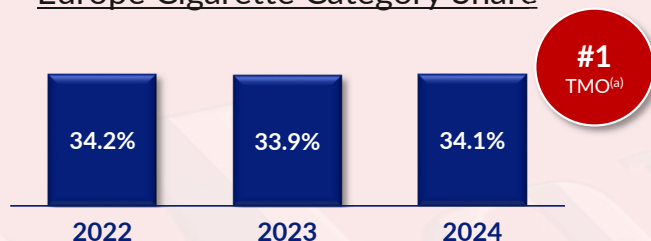
- Anchored in 'Vaping Made Right' strategy for responsible, profitable growth
- Reinforce leadership in closed pod segment with proprietary technology
- Key benefits (vs. VEEV ONE):
 - Bigger cloud size, delivering a superior sensory experience with higher intensity of flavors
 - Larger battery capacity & faster charging
 - Responsive draw™ sensorial feedback
 - Up to 1,400 puffs/ pod (vs 1,000 puffs of VEEV ONE)
 - 80% of pod & device components are recyclable
 - Device body made from 75% recycled aluminium
 - Optimized cost profile

Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

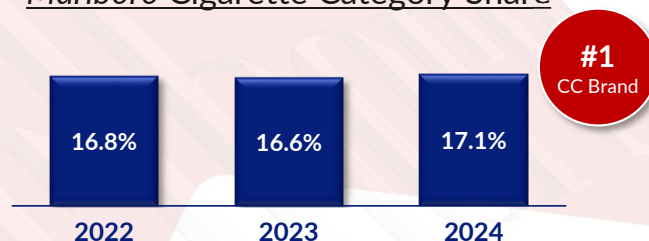
74

Secured CC Leadership and Value Creation to Fuel SFP Growth

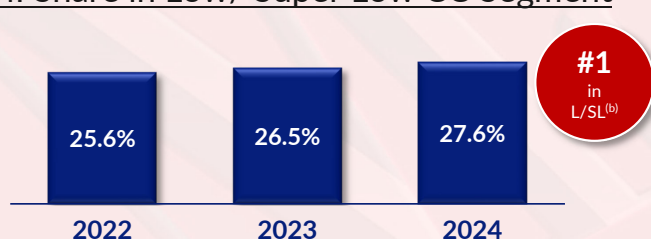
Europe Cigarette Category Share



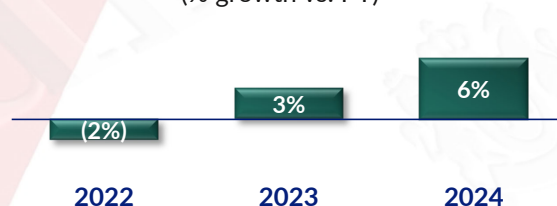
Marlboro Cigarette Category Share



PMI Share in Low/ Super Low CC Segment



Europe Combustible Net Revenues (% growth vs. PY)^(c)



(a) TMO for Trade Mark Owner. (b) L/SL for Low/ Super Low. (c) Excluding currency. Source: PMI Financials or estimates. Europe Investor Focus Event, presented June 24, 2025

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Championing a Smoke-Free World

Section 5: Tobacco Harm Reduction: Regulatory & Science

Evolving Understanding of Nicotine & Tobacco Harm Reduction

“The evidence suggests the proposed modified risk claim **“Using ZYN instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis”** is scientifically accurate.

FDA, Meeting of the Tobacco Products Scientific Advisory Committee Modified Risk Tobacco Products Application by Swedish Match, January 2026

Evidence continues to support the modified exposure claim that **“Scientific studies have shown that switching completely from conventional cigarettes to the IQOS system significantly reduces your body's exposure to harmful or potentially harmful chemicals.”**

FDA, Meeting of the Tobacco Products Scientific Advisory Committee Modified Risk Tobacco Products Renewal Applications for Philip Morris Products S.A., October 2025

“As we look toward the future, I want to be clear about CTP's direction. Our recent actions, the Pouch Pilot program, product authorizations, accelerated reduction in the PMTA backlog, enforcement activities and education and initiatives. They all form a cohesive framework based on tobacco harm reduction principles balanced with stringent youth protection.”

Bret Koplow, Acting Director, Center for Tobacco Products FDA, October 2025

“It's (Nicotine) clearly addictive. **It may have other health benefits.** We have an NIH study that shows [...] it reduces onset of Alzheimer's and of dementia. And so, it's infinitely preferential to smoking. I think that the **nicotine pouches are probably the safest way to consume nicotine.**”

Robert F. Kennedy Jr., U.S. Secretary of Health & Human Services, 2025

Current evidence suggests **nicotine itself confers little risk to health**, though acute exposure at typical levels from consumer nicotine products can result in addiction, short-term enhanced cognitive effects, elevated heart rate and blood pressure.

Royal College of Physicians, accessed April 2024

Nicotine is addictive but carries few direct risks to health on its own. It can be used in non-tobacco products such as NRT and vapes and is an effective aid to quitting smoking. However, it should not be used by people who do not already smoke.

Ash UK (action on smoking and health), November 2025

Tax settings should be sought that take increased account of the risk profile of individual products, i.e., the aim is to set the tax (price) of alternative tobacco and nicotine products appropriately in relation to the price of tobacco products intended for smoking, and thus **economically motivate smokers to switch to less risky alternatives to smoking.**

Czechia: The Action Plan Addiction Policy 2023-2025

Source: CAGNY 2026, presented February 18, 2026

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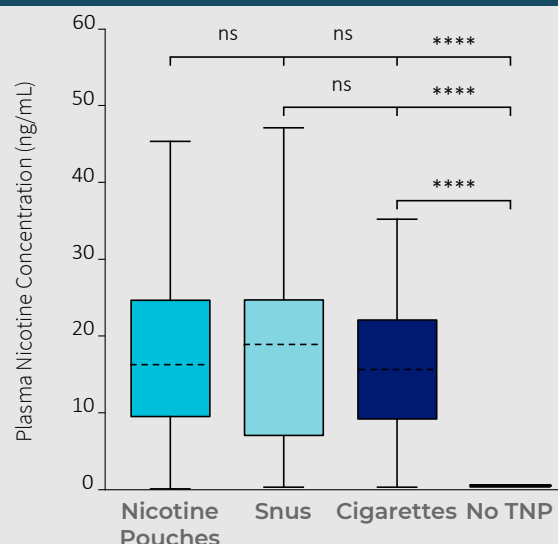
Nicotine Levels Were Similar Across Product Use Groups Despite Differences in Products, Nicotine Content and Nicotine Extraction

Study Design



Source: ISRCTN38557348 (SM22-03) Pramfalk et al., (submitted).

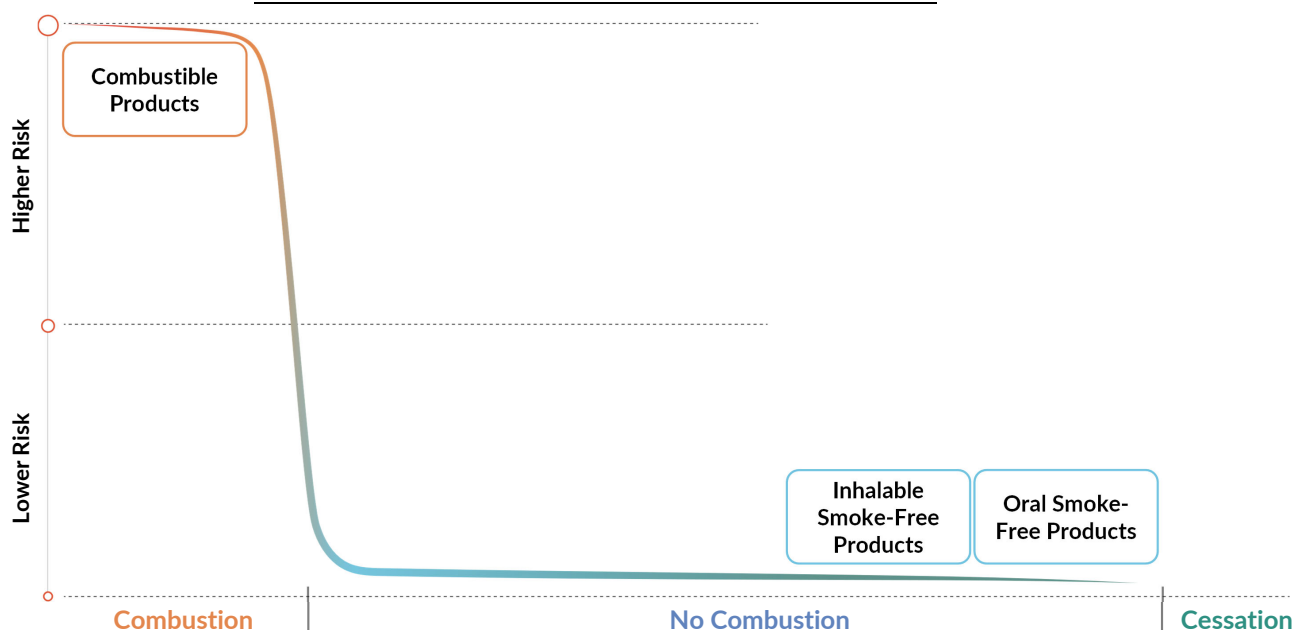
Plasma Nicotine Concentrations By Product Use Group



78

The Science is Clear: SFPs Are A Much Better Alternative

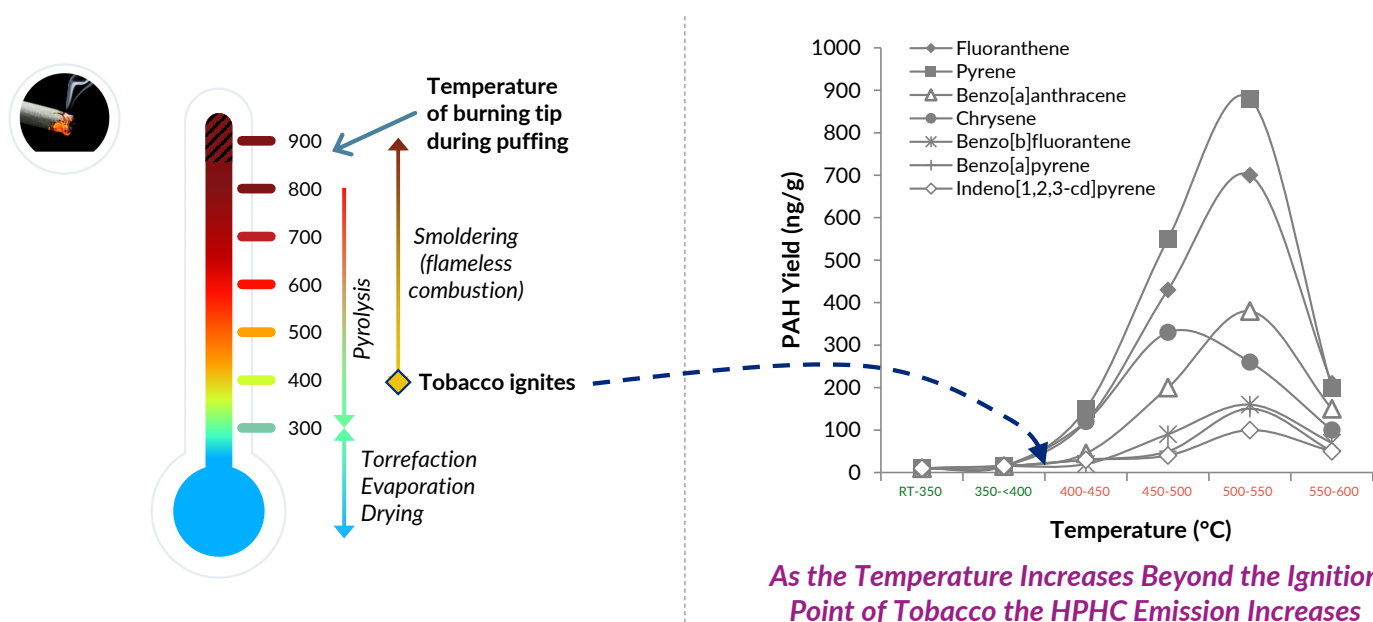
Tobacco Harm Reduction: Continuum of Risk



Note: Charts are used for illustrative purposes; not to scale. Combustible Products include cigarettes, cigars and cigarillos. Inhalable Smoke-Free Products include Heat-not-Burn and e-vapor. Oral Smoke-Free Products include nicotine pouches and snus. Source: CAGNY 2024, presented February 21, 2024

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Cigarette Combustion Causes Harm to Health



As the Temperature Increases Beyond the Ignition Point of Tobacco the HPHC Emission Increases

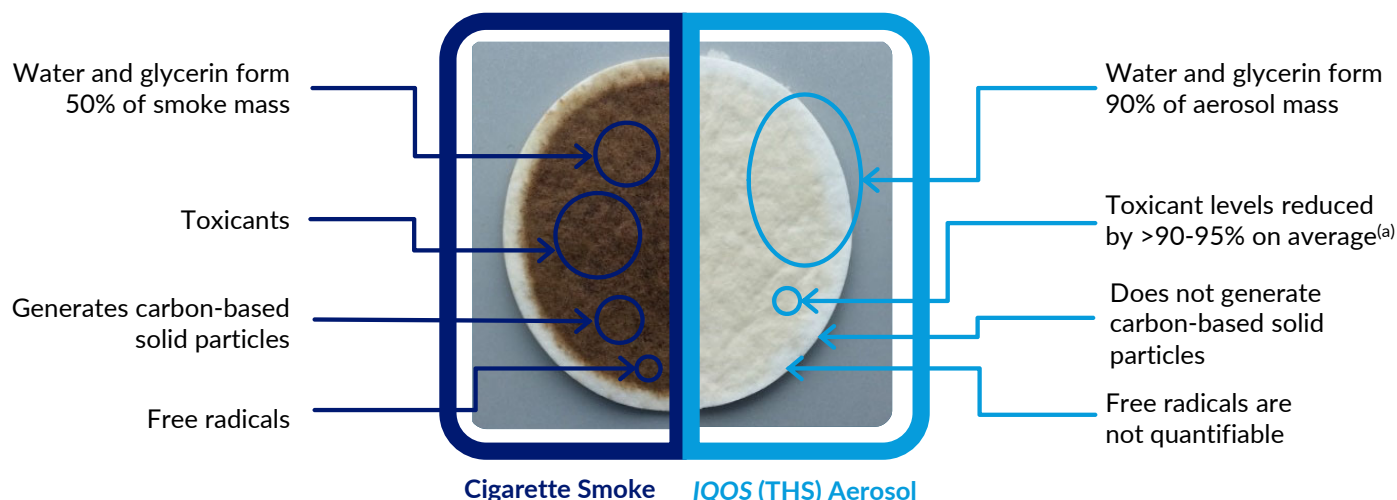
Note: HPHC stands for Harmful and Potentially Harmful Constituent. PAH stands for polycyclic aromatic hydrocarbons

Source: Left chart: Cozzani, 2020 (DOI: 10.1016/j.tca.2019.178475); right chart: McGrath, 2007 (DOI: 10.1016/j.fct.2006.12.010). Investor Day 2023, presented September 28, 2023

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The Difference Between Cigarette Smoke & IQOS (THS) Aerosol

Heated Tobacco Aerosol Chemistry & Physics



*Smoke and Aerosol Were Collected on a Cambridge Filter Pad
in Accordance with the Health Canada Intense Puffing Regimen*

(a) 90-95% reduced levels of toxicants represents the average reductions in levels of a range of harmful chemicals (excluding nicotine) compared to the smoke of a reference cigarette

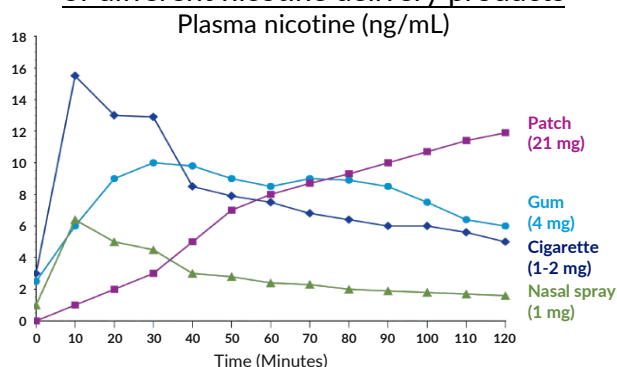
Note: THS here stands for Tobacco Heating System. The residue on the filter pad are from 5 cigarettes and 5 THS respectively.

Source: Ghosh, 2014 (DOI: 10.2478/cttr-2014-0008) and Shein M and Geschke G, hem. Res. Toxicol. 2019, 32, 6, 1289-1298, <https://doi.org/10.1021/acs.chemrestox.9b00085>. Investor Day 2023, presented September 28, 2023

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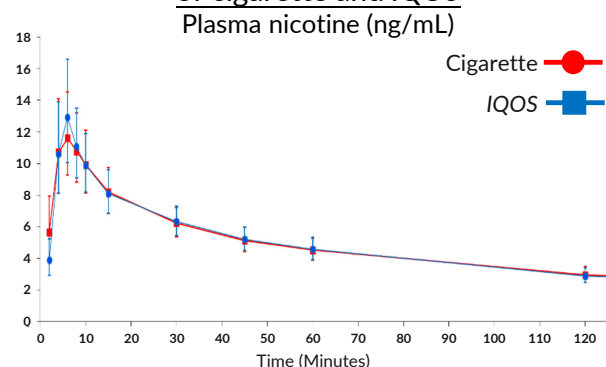
IQOS: Nicotine Pharmacokinetic Profile

Levels of nicotine in the blood following use of different nicotine delivery products



Note: The amount of nicotine in each product is shown in parentheses. The pattern produced by the nicotine lozenge and nicotine inhaler resemble that of nicotine gum. mg = milligram; mL = milliliter; ng = nanogram.
Source: Modified from Garrett et al. 2001

Levels of nicotine in the blood following use of cigarette and IQOS



Note: These data alone do not represent a claim of reduced exposure or reduced risk
Source: PMI Research & Development (PMI Investor Day, June 26, 2014)

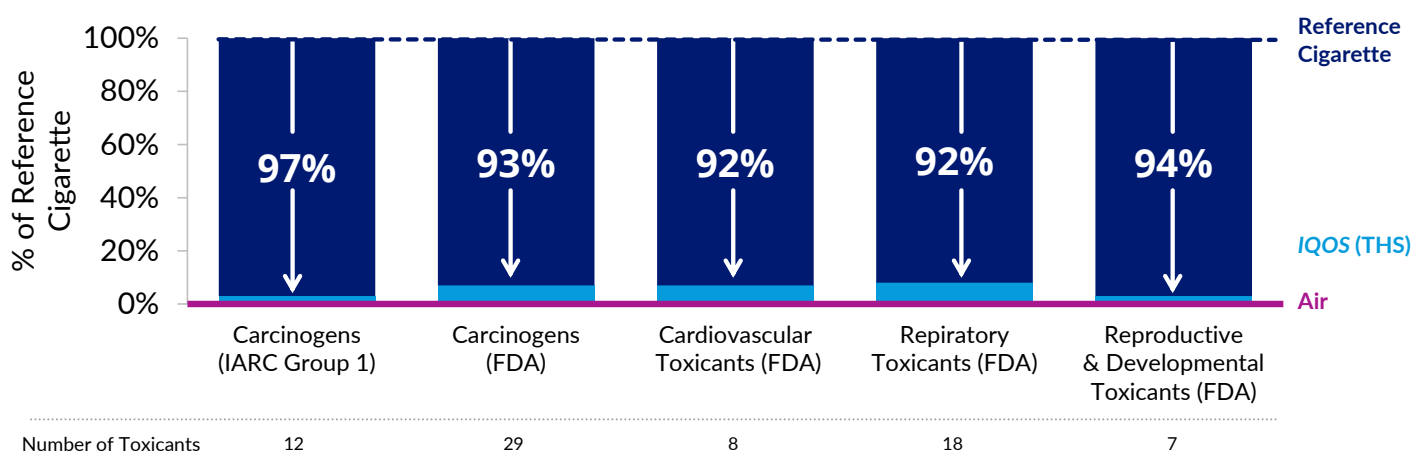
- The amount and rate of nicotine absorbed by the body is influenced by the route of absorption
- No notable difference in the nicotine absorption between cigarette and IQOS

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Reduced Toxicant Formation in IQOS (THS) Aerosol

Heated Tobacco Aerosol Chemistry & Physics

Average Reduction in Formation of Harmful or Potentially Harmful Constituents of IQOS (THS) Relative to Reference Cigarette, by Disease Category^(a)

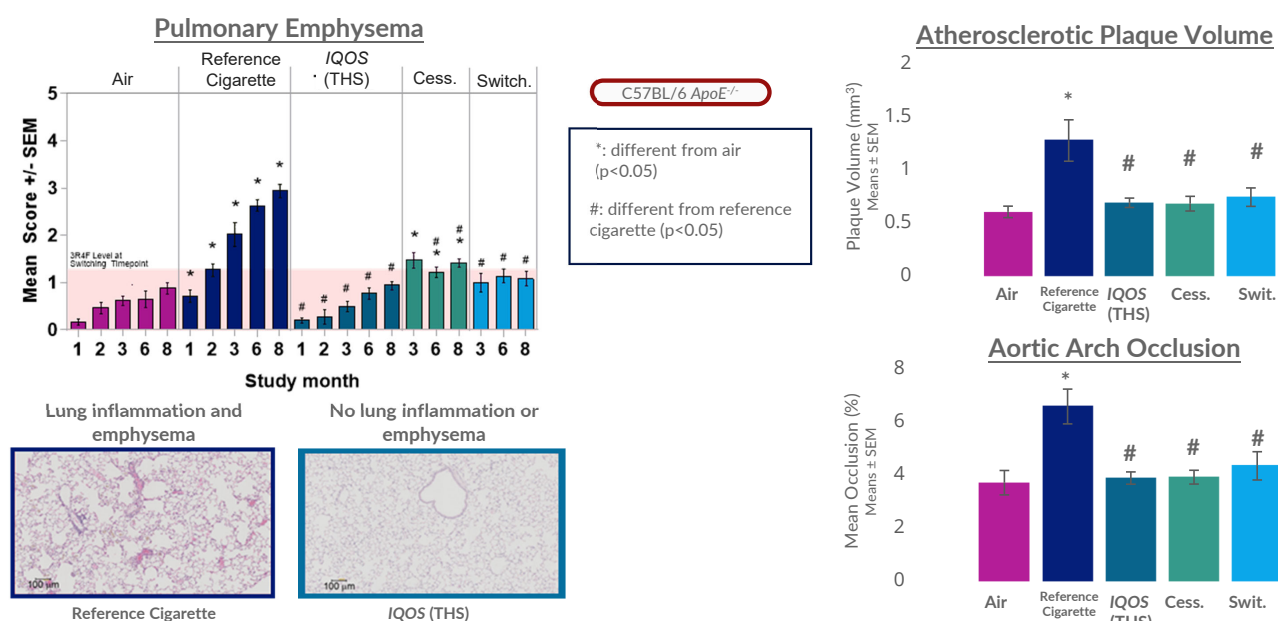


(a) Analysis of the 54 Harmful or Potentially Harmful Constituents as defined by FDA. Includes Health Canada, the WHO and the FDA-18 lists of HPHCs
 Note: THS here stands for Tobacco Heating System. Health Canada's Intense Puffing Regime. Comparison on a per-stick basis (excluding nicotine). Reference Cigarette = 3R4F: University of Kentucky Reference Cigarette
 Source: Investor Day 2023, presented September 28, 2023

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Mouse Toxicology Study – Findings in Lung & Vascular System After IQOS (THS) Exposure

ApoE^{-/-} Mice Exposed for 8 Months, 3 h/day and 5 days/week to IQOS (THS) Aerosol



Note: THS: Tobacco Heating System; Reference Cigarette = 3R4F: University of Kentucky Reference Cigarette. Source: Phillips, B et al. (2016) Toxicol Sci 149(2): 411-432. Source: Investor Day 2023, presented September 28, 2023

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Comparison of Exposure to HPHCs in Cigarettes, Swedish Snus and Nicotine Pouches

Cigarettes



- ✓ Exposure to over 6000 chemicals, including high levels of carcinogens and toxicants affecting the lung, heart and other organ systems ^(a)
- ✓ Exposure to ~100 HPHCs
- ✓ Lung exposure to carbon-based nanoparticles and free radicals
- ✓ Lung exposure to 600 mg/m³ total particulate matter

Snus



- ✓ Exposure to a much lower number of chemicals overall with significantly lower exposure to carcinogens and toxicants affecting the lung, heart and other organ systems.
- ✓ Exposure to 15^(b) HPHCs out of 36 HPHCs measured ^(c)
- ✓ No exposure to carbon-based nanoparticles and free radicals
- ✓ No direct lung exposure

Nicotine Pouches



- ✓ Exposure to harmful chemicals even lower compared to Snus
- ✓ Exposure to 4^(b) HPHCs out of 36 HPHCs measured ^(c)
- ✓ No exposure to carbon-based nanoparticles and free radicals
- ✓ No direct lung exposure

U.S. FDA authorized marketing with modified risk claim for diseases.

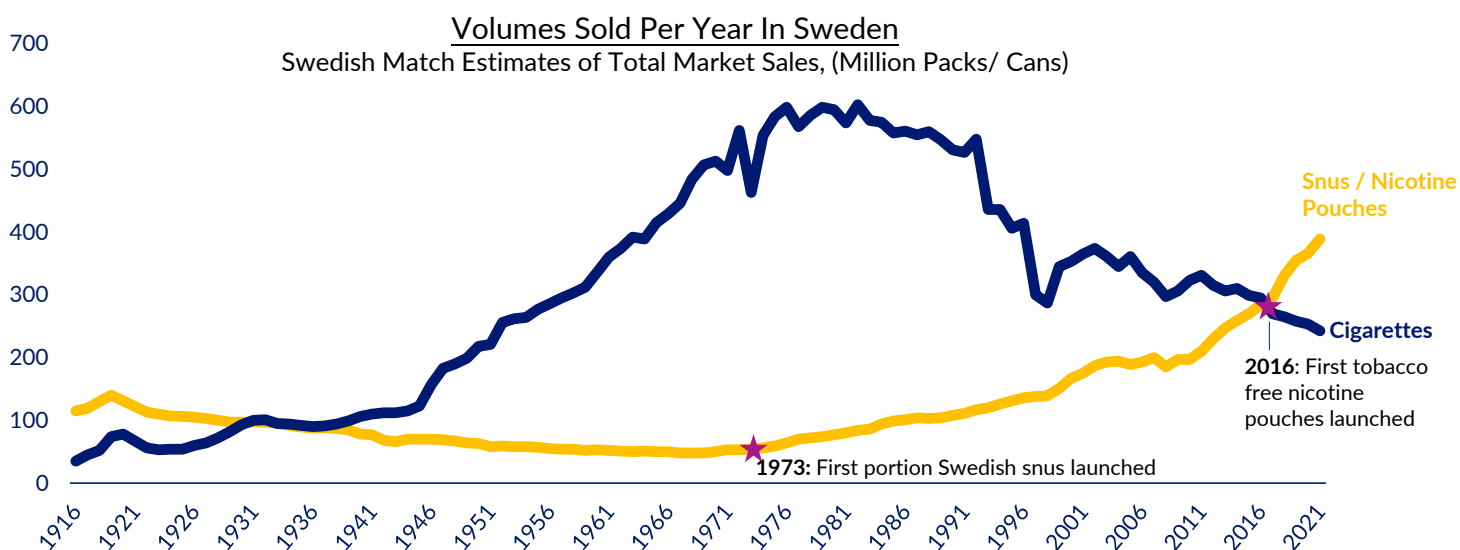
"Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis." U.S. FDA Oct. 22, 2019

(a) Rodgman A, Perfetti TA. The chemical components of tobacco and tobacco smoke. Boca Raton (FL): CRC Press, Taylor & Francis Group; 2013
(b) Excluding nicotine

(c) Back et al. BMC Chemistry (2023) 17:9, <https://doi.org/10.1186/s13065-023-00918-1>
Source: Investor Day 2023, presented September 28, 2023

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Oral Tobacco Products and Cigarette Sales in Sweden

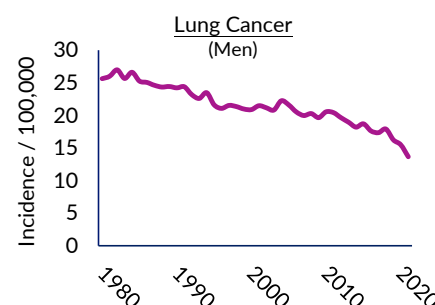
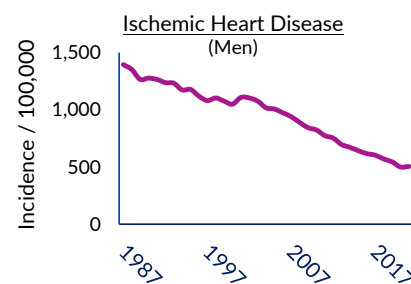
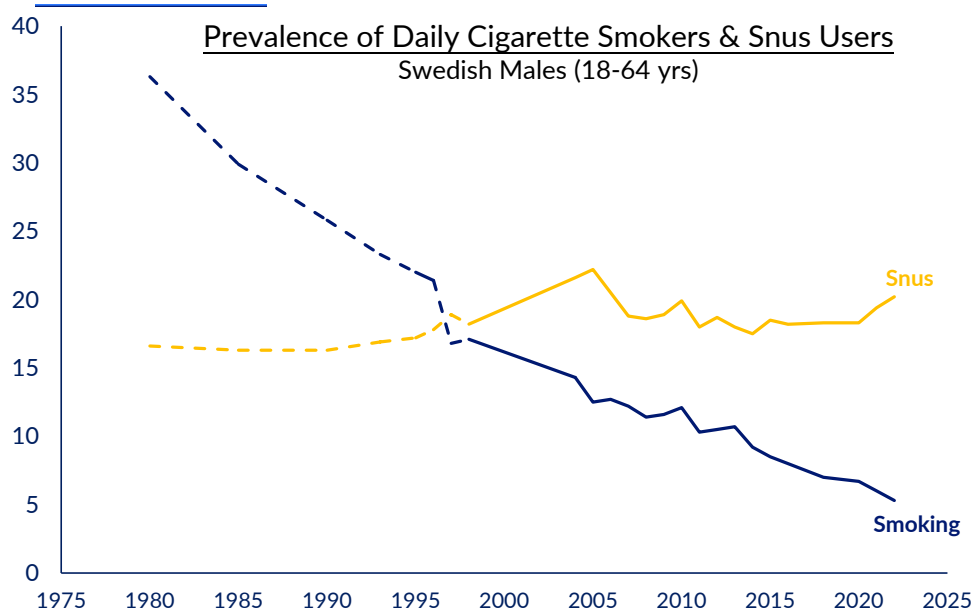


Note: Temporal associations do not demonstrate cause and effect and are subject to inherent limitations. Specific factors associated with changing cigarette sales volumes over time have not been fully analyzed. 20 cigarettes per pack; 21 estimated average pouches in can for snus and nicotine pouches. Source: [1] Swedish Match estimates; Scientific Literature [2] Ramström 2016 (DOI: 10.3390/ijerph13111110); [3] Clarke 2019 (DOI: 10.1186/s12954-019-0335-1); [4] Furberg 2005 (DOI: 10.1136/tc.2005.012476); [5] Ramström 2006 (DOI: 10.1136/tc.2005.014969); [6] Rodu 2002 (DOI: 10.1046/j.1365-2796.2002.01057.x). Jefferies Virtual Reduced Risk Seminar, presented May 7, 2024

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Real-World Data and Evidence on Harm Reduction in Sweden

Usage Rates of Snus and Cigarettes in Swedish Men Correlate With a Reduction in Tobacco Related Diseases

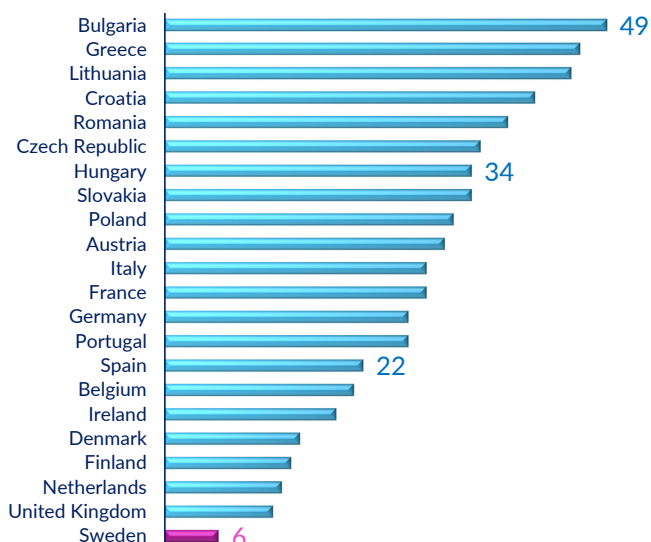


Note: Temporal associations do not demonstrate cause and effect and are subject to inherent limitations. Specific factors associated with changing daily smoker prevalence, ischemic heart disease and lung cancer over time have not been fully analyzed.
Source: Incidence Data - Swedish National Board Of Health And Welfare, Statistical Database (Accessed 5/2023); Prevalence Data: 1980-1998 - Henningfield J, Fagerstrom K Tobacco Control 2001;10:253-257; 2004-2022 - National Public Health Survey/Living Habits/ Tobacco And Nicotine (Accessed 6/2023). Investor Day 2023, presented September 28, 2023

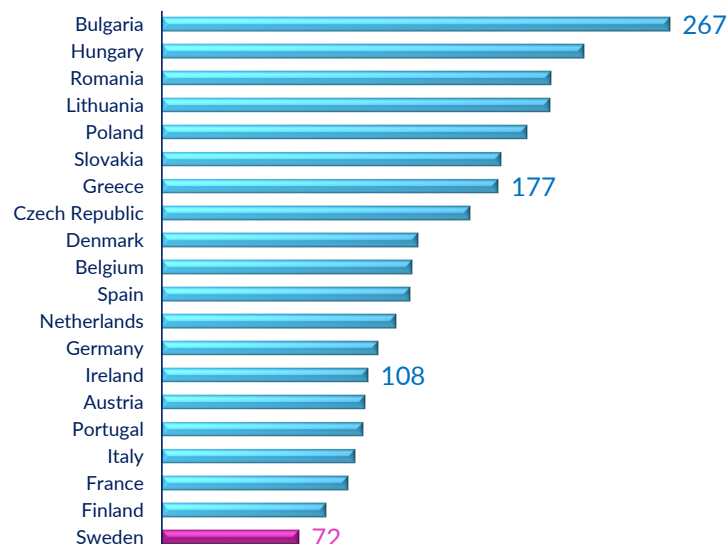
Sweden: Lowest Male Smoking Prevalence and Tobacco-Attributable Mortality in EU



Male Smoking Prevalence
(2020)



Male Deaths per 100,000 Attributable to Tobacco
(2019)



Note: The charts in this slide do not demonstrate cause and effect and are subject to inherent limitations
Source: Dataset Special Eurobarometer 506: Attitudes of Europeans towards tobacco and electronic cigarettes, February 2021 Lars M. Ramström: National availability of snus is clearly associated with lower rates of mortality attributable to tobacco—while country-level implementation of WHO tobacco control measures is not, Global Forum on Nicotine 2022, <https://gfn.events/new-research/lars-m-ramstrom-2022/>, CAGNY 2024, presented February 21, 2024

SFPs: Independent Verification of Science

5

(Select Governmental Reports)

-  **Greek Ministry of Health (Greece, 2023)** "The concentration of chemical substances with recognized toxicity produced when using IQOS with HEETS AMBER tobacco sticks is lower compared to conventional smoking... The best choice is to quit tobacco and nicotine use altogether." In February 2025, the Greek Ministry of Health authorized a substantially similar claim and disclaimer for IQOS ILUMA devices with seven TEREVA variants.
-  **Superior Health Council of Belgium (SHC) (Belgium, 2022):** "e-cigarettes are substantially less harmful than smoking cigarettes and therefore are a better alternative for smokers [...] the vast majority of the risks of tobacco smoking are not caused by nicotine, but by the harmful substances that are released by the combustion of tobacco"
-  **Superior Health Council of Belgium (SHC) (Belgium, 2020):** "heat-not-burn products, while not safe, have a more favorable toxicity profile than cigarettes"
-  **China National Tobacco Quality Supervision and Test Centre (China, 2019):** "THS 2.2 delivered fewer harmful constituents than the conventional cigarette 3R4F."
-  **Federal Institute for Risk Assessment (BfR) (Germany, 2018):** "The herein confirmed reductions of relevant toxicants by about 80-99% are substantial."
-  **Food and Drug Administration (FDA) (U.S., 2018):** "The independent testing performed by STL [FDA's Southeast Tobacco Laboratory] confirmed the lower levels of selected [harmful and potentially harmful compounds] HPHCs in the aerosol from the HeatSticks compared to mainstream cigarette smoke."
-  **Public Health England (UK, 2018):** "Compared with cigarette smoke, heated tobacco products are likely to expose users and bystanders to lower levels of particulate matter and harmful and potentially harmful compounds. The extent of the reduction found varies between studies."
-  **National Institute for Public Health and the Environment (RIVM) (the Netherlands, 2018):** "The use of heatsticks with the IQOS is harmful to health, but probably less harmful than smoking tobacco cigarettes."
-  **UK Committee of Toxicology (UK, 2017)** "It is likely that there is a reduction in risk, though not to zero, to health for smokers who switch completely to heat-not-burn tobacco products."

Note: To date, several governmental agencies have published their scientific findings that analyze the harm-reduction potential of certain SFPs versus continuing smoking, including the above select examples. Refer to Form 10-K for the year ended December 31, 2025 for additional information. SFPs stands for Smoke-Free Products

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Countries Recognize the Relationship Between Tax Levels and the Different Risk Profiles of Nicotine & Tobacco Products

5

(Select Governmental Reports)

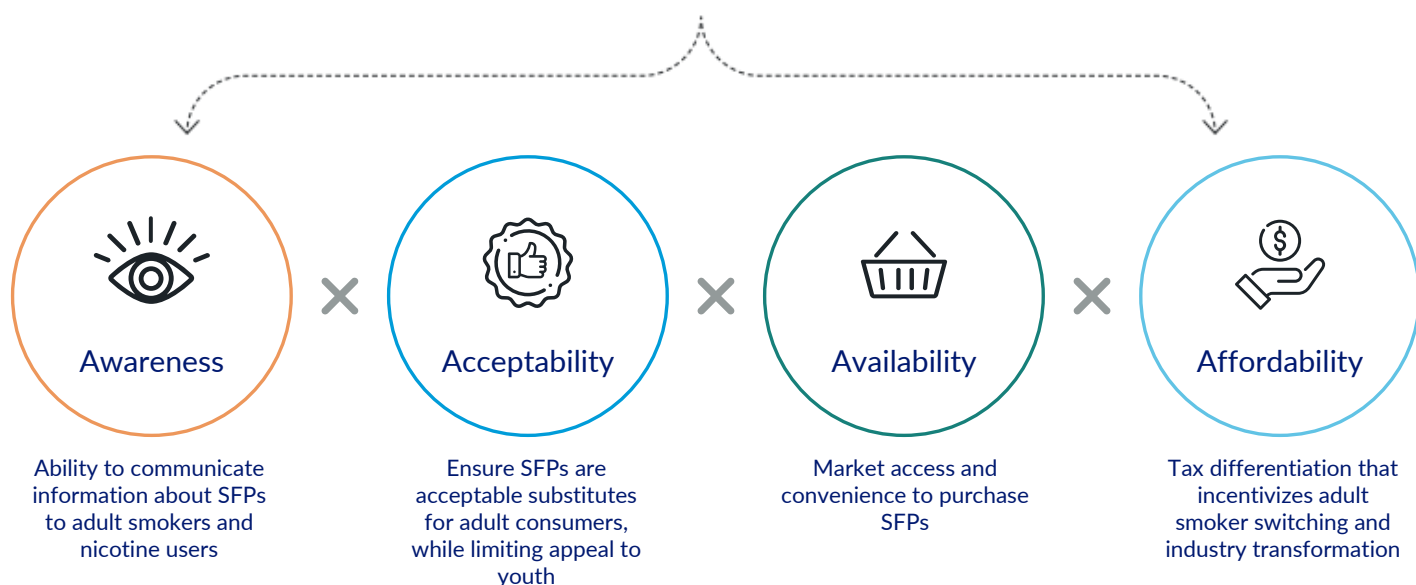
-  **Italy: Court of Auditors Opinion on Budget 2023**
'The downward differentiation of these products (if referring to HTPs) theoretically responds to the principle that the level of excise duties should have a correspondence with the extent of the social damage caused by the consumption of these products.'
-  **Austria: Explanatory Notes to Tobacco Tax Act 2022**
'As a result of changes to the Tobacco Tax Act 2022, the tobacco tax for cigarettes, cigars, cigarillos, fine-cut tobacco and tobacco for heating is to be further restricted or adjusted in moderate steps in order [...] In addition, 'harm reduction' considerations should also be included in taxation.'
-  **Poland: Parliamentary Office of Legislative Analysis**
'Meanwhile, a distinction should be made between the proven harmfulness of different forms of nicotine supply.'
'Based on the opinion (point IV) and possible studies (point V), arrange the excise tax in accordance with the message less harm less tax.'
-  **Romania: Fiscal Code Art 439**
'The non-harmonized excise duties are special taxes applied to the following products with reduced risk potential:
- Heated tobacco products - Liquids containing nicotine - Products intended for inhalation without combustion, containing tobacco substitutes, with or w/o nicotine.'
-  **Czech Republic: The Action Plan Addiction Policy 2023-2025**
'Tax settings should be sought that take increased account of the risk profile of individual products, i.e., the aim is to set the tax (price) of alternative tobacco and nicotine products appropriately in relation to the price of tobacco products intended for smoking, and thus economically motivate smokers to switch to less risky alternatives to smoking.'
-  **Sweden: Government Press Release on Taxation**
'For snus, however, there are reasons to lower that tax instead. The tax on snus is today clearly lower than the tax on cigarettes and smoking tobacco, because cigarettes and smoking tobacco are considered to pose a greater health risk. The difference should be further reflected.'
-  **Ukraine: MoF Expert Opinion, 2024**
'In addition, the implementation of the proposed excise policy, namely in terms of excise tax rates for HnB products, will create the conditions for the gradual replacement of traditional cigarette smoking with less harmful alternative tobacco products [...]

Source: Europe Investor Focus Event, presented June 24, 2025

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Policy Principles to Better Enable Switching to SFPs

Government regulations should aim to support smoke-free products through greater:



Source: Investor Day 2023, presented September 28, 2023

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Increasing Regulatory & Fiscal Differentiation of SFPs

Regulatory Policy (Jan'26)

85
Markets^(a)
(+34 vs. 2023)

Lifted a regulatory ban for at least one SFP or proceeded with **dedicated/improved regulatory framework**

43
Markets^(a)
(+21 vs. 2023)

Established (voluntary or mandatory) **product standards** on quality, safety and performance for at least one SFP

Examples:



Fiscal Policy (Jan'26)

59
Markets
(+14 vs. 2023)

Dedicated excise tax category for **Heated Tobacco Products**



32
Markets
(+21 vs. 2023)

Dedicated excise category for **e-vapor**



26
Markets
(+21 vs. 2023)

Dedicated excise category for **Modern Oral**



26
Markets
(All new or renewed since 2023)

Multi-year tax plans covering at least one SFP



Over 30 markets recognized or reiterated support for THR as a guiding principle for national Fiscal or Regulatory legislations

(a) Include PMI non-launch markets where information is available. Note: Markets are PMI launched markets only unless otherwise stated. Dedicated excise categories in launch markets as of January 2026, including laws with effective date later in the year, e.g. UK effective October 1st 2026. Source: PMI Estimates. CAGNY 2026, presented February 18, 2026

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However, Access Remains Blocked in Certain Key Markets

- High volume cigarette markets:



- Smaller but important markets:

- Hong Kong, Singapore, Australia



- Restricted on certain categories:

- Examples: Germany, Belgium, Canada, Ireland, Netherlands, France

Source: PMI Financials or estimates. CAGNY 2026, presented February 18, 2026

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Global Excise Tax Environment

- In general, governments recognize that revenue predictability and collection efficiency can be enhanced by regular and reasonable excise tax increases, high proportion of specific elements in excise tax structures, multi-year tax calendars and income or inflation indexation:
 - For over a decade, the large majority of the key markets where we operate have shifted their tax structure to include a higher specific tax element while lowering ad valorem rates
 - The current EU harmonized framework covering smoking tobacco products provides governments with structural flexibility between specific, ad valorem and minimum excise tax tools
- Excise taxes on smoke-free products significantly differ from cigarettes in many geographies, consistent with tobacco harm reduction potential

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EU Regulatory and Fiscal Developments (1/2)

- Increasing number of countries incorporating Tobacco Harm Reduction into fiscal and regulatory legislative processes
- EU Tobacco Excise Directive ("TED"):
 - In July 2025, the EU Commission published a legislative proposal for the revision of the 2011 EU Tobacco Excise Directive.
 - The proposal intends to review minimum excise tax rates for combustible tobacco products and expands the scope of the directive to include smoke-free products, such as heated tobacco, e-cigarettes, and nicotine pouches, providing differentiated tax treatment for novel tobacco and nicotine containing products.
 - This proposal marks the beginning of the formal legislative process which requires unanimous approval by all EU Member States and subsequent transposition of TED into national legislation in the EU 27 Member States.
 - The proposal contemplates an implementation date for this directive of January 1, 2028, and provides for an additional transitional period of four years for several categories, including heated tobacco and nicotine pouches.
 - On February 18th, the European Economic Social Committee (EESC) issued a nonbinding report opinion for TED, as part of the legislative procedure, calling for clear product definitions, risk-proportionate taxation that distinguishes between non-combustible and combustible products, predictable and limited use of delegated acts confined to technical inflation adjustments.

Note: Indicative timelines for TED and TPD reviews according to the latest public information

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EU Regulatory and Fiscal Developments (2/2)

- EU Tobacco Products Directive (TPD) Review:
 - The proposal for a revision of TPD is announced to be published during the mandate of the EU Commission. Open Public Consultation on an evaluation of the existing TPD and Tobacco Advertising Directive closed on May 16, 2023.
 - Ordinary legislative procedure: EU Parliament and Council co-deciding; Qualified majority
 - Once adopted, directive to be transposed into national legislations of all 27 Member States; implementation usually requires 12 months minimum
- The TPD empowered the European Commission to withdraw the exemption from the characterizing flavor ban applicable to all tobacco products other than cigarettes and roll-your-own tobacco:
 - The Commission adopted a Delegated Directive, introducing a definition of HTP, and requiring the Member States to ban HTP with characterizing flavor, based on a "substantial change of circumstances"
 - All-EU Member States have transposed this directive into national law.

Note: Indicative timelines for TED and TPD reviews according to the latest public information

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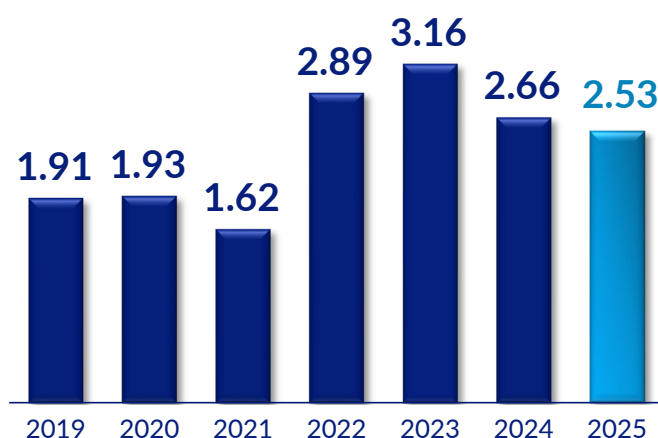


Section 6: Capital Structure and Shareholder Returns

6

Deleveraging For Future Shareholder Returns

Net Debt to Adjusted EBITDA Ratio^(a)

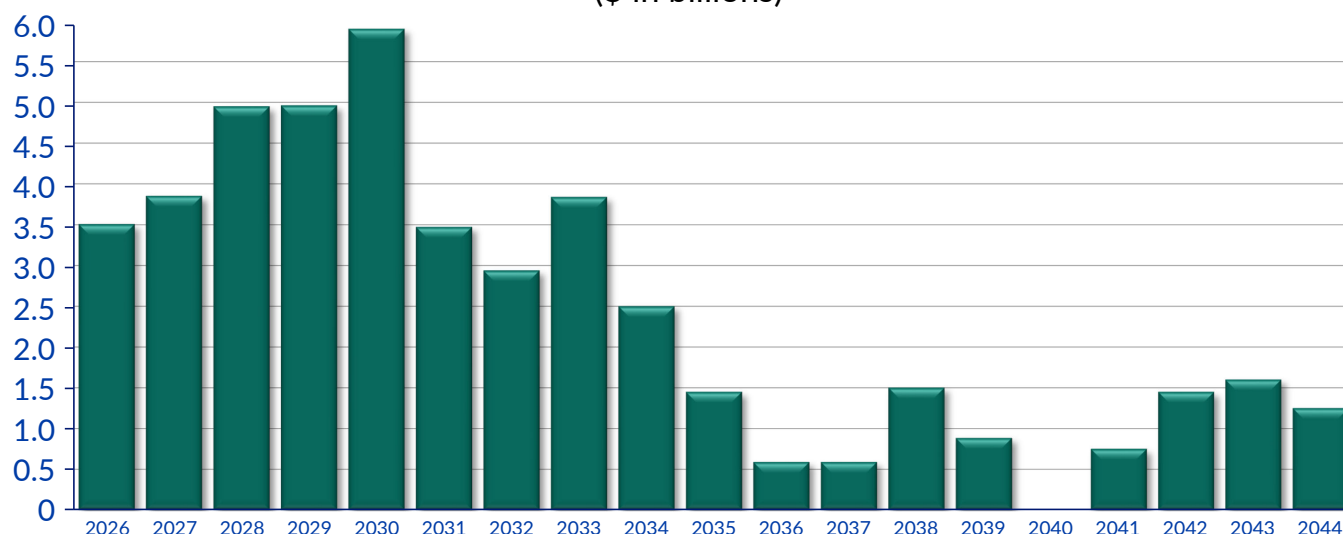


- Long-term credit ratings and outlook:
A2 (Stable) / A- (Positive) / A (Stable)^(b)
- Continue to target net debt to adjusted EBITDA ratio of close to 2.0x by end of 2026
- Unwavering commitment to sustainable dividend growth
 - Long-term target payout ~75% of adjusted diluted EPS

(a) As of December 31, 2025, on a 12-month rolling basis. Source: PMI Financials or estimates
(b) As of December 31, 2025, reflects ratings for Moody's, Standard & Poor's and Fitch, respectively

Well-Laddered Bond Portfolio

Bond Maturity Profile as of December 31, 2025
(\$ in billions)

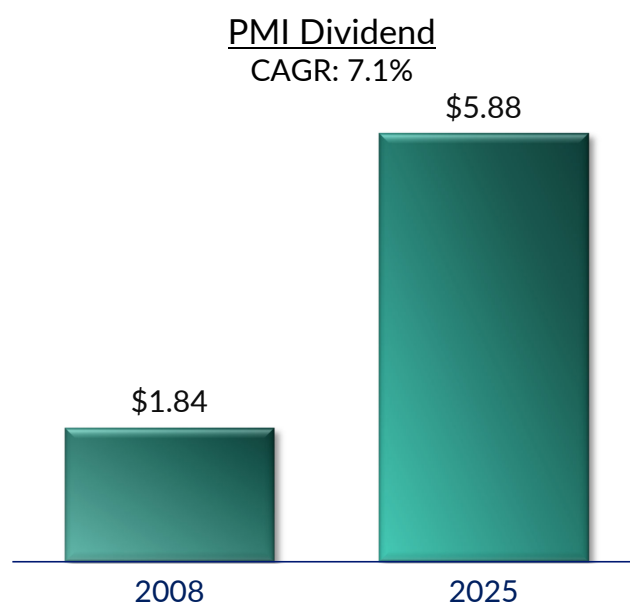


Source: PMI Financials or estimates

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Strong Financial Performance & Rewards to Shareholders

- Unwavering commitment to progressive dividend policy
- 18y of dividend growth, 9% increase in September highest since 2013
- Total increase of ~220% since 2008
- Target dividend pay-out ratio of 75% over time



Note: Dividends for 2008 and 2025 are annualized rates. The 2008 annualized rate is based on a quarterly dividend of \$0.46 per common share, declared June 18, 2008. The 2025 annualized rate is based on a quarterly dividend of \$1.47 per common share, declared September 19, 2025.
Source: PMI Financials or estimates.

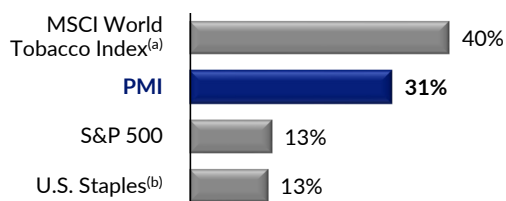
100

Sustainable Performance with Superior Shareholder Returns

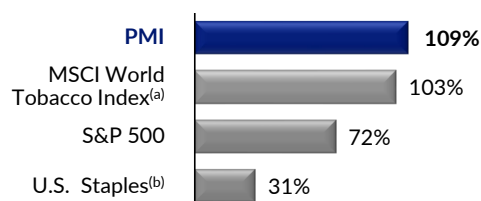
Total Shareholder Return

(\$)

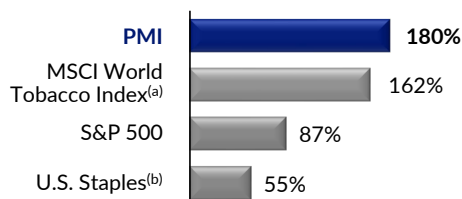
1 Year - Feb 13, 2025 - Feb 12, 2026



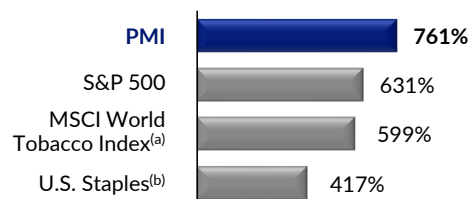
3 Years - Feb 13, 2023 - Feb 12, 2026



5 Years - Feb 13, 2021 - Feb 12, 2026



Since Spin - Mar 28, 2008 - Feb 12, 2026



(a) Includes PMI, Altria, BAT, Imperial Brands and Japan Tobacco. (b) Based on XLP Index. Note: Exchange rates are as of February 13, 2025 and February 12, 2026 for 1 year comparison, February 13, 2023 and February 12, 2026 for 3 years comparison, February 13, 2021 and February 12, 2026 for 5 years comparison, and March 28, 2008 and February 12, 2026 for Since Spin comparison. TSR including dividend reinvestment. Chart not to scale. Source: Bloomberg, CAGNY 2026, presented February 18, 2026

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Championing a Smoke-Free World

Section 7: Sustainable Business Value

Integrated Report 2024

→ [Full Report Available Here](#)

→ [Sustainability Strategy and Performance Highlights](#)

2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026
2027
2028
2029
2030

we were

we are transforming for good
10 YEARS OF SMOKE-FREE

we will be

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Our Statement of Purpose

7

Transforming for good

“

The Company is actively accelerating the decline of cigarette smoking beyond what traditional tobacco control measures can achieve alone.

”

“

PMI remains committed to accelerating the end of smoking and laying the foundations of a strong business in areas of wellness and healthcare as we strive to develop commercially successful products that have a net positive impact on society.

”

“

This means not only transforming the Company to deliver on its purpose but also inspiring the industry to follow its lead.

”

“

PMI's key stakeholder constituencies, which are fundamental to both the achieving of its purpose and to the pace of its progress, will be affected in different ways by PMI's transformation.

”

“

PMI believes that with the right regulatory encouragement and support from civil society, cigarette sales can end within 10 to 15 years in many countries.

”

Note: Issued by PMI's Board, PMI's Statement of Purpose was published in 2022 Proxy Statement as an update to the letter to shareholders published in 2017 Proxy Statement and the Statement of Purpose published in 2020 Proxy Statement
Source: ESG Highlights, May 2023. CECF CEO Investor Forum, presented November 14, 2023

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Business Transformation Metrics

	2015	2022	2023	2024	Aspirations
Number of markets where smoke-free products are available for sale ^(a)	7	73	84	95	100 by 2025
Number of markets where >50% of net revenues are smoke-free	-	17	25	23	~60 by 2030
Number of markets where >75% of net revenues are smoke-free	-	-	3	6	~40 by 2030
Commercial expenditure (Marketing) (smoke-free/total)	8%	74%	74%	78%	
Change in combustible tobacco product shipment volume (billion units) vs. 2015 baseline ^(a)	n/a	(26.8)%	(27.9)%	(27.6)%	
R&D expenditure ratio ^(a) (smoke-free/total)	69.6%	98.8%	99.4%	99.5%	
Supply chain direct spend ^(a) (smoke-free/total)	n/a	43%	41%	40%	
Number of factories producing smoke-free products out of total number of factories ^(a)	3 out of 48	14 out of 49	16 out of 50	16 out of 51	

(a) See Appendix.

Note: Select Business Transformation Metrics displayed. Source: PMI Financials or estimates.

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Sustainable Business Value at the Core of Our Transformation

- Driving shareholder returns is dependent on delivering on transformation
- Product transformation at the core of sustainable growth
- Direct link to our executive compensation

Performance Share Unit Metrics

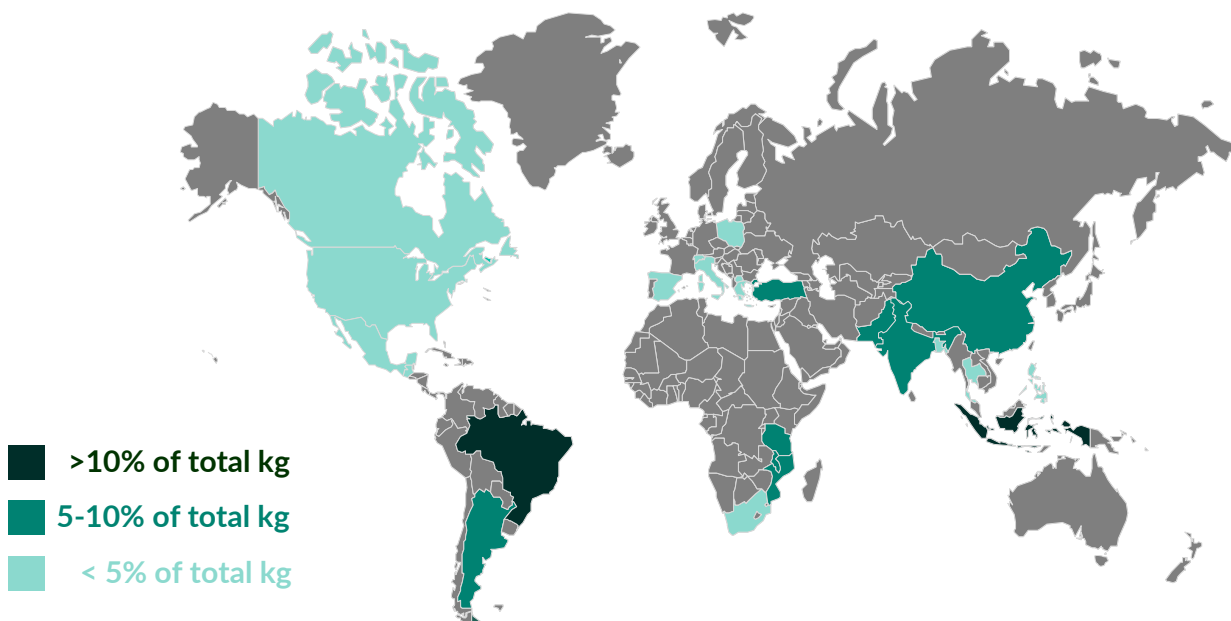




Section 8: Appendix and Reconciliation of non-GAAP Measures

PMI Tobacco Leaf Purchases by Geography (2025)

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Note: Including Swedish Match
Source: PMI Operations

Cigarette Excise Tax Structures: Select Markets

(February 1, 2026)

Argentina			Australia		France	
	%					
	Nominal	RSP ^(f)				
Social Assistance Fund (SAF) ^(a)	7.00	7.00	Tobacco Excise Tax (AUD/Kg)		2,397.31	
Special Tobacco Fund (STF) ^(b)	7.35	8.33	Tobacco Excise Tax (AUD/000) ^(a)		1,498.32	
Excise Tax ^(c)	73.00	57.76	VAT (Nominal)		10.0%	
VAT ^(d)	21.00	4.49	(a) If not exceeding 0.8g per cigarette			
Turnover Tax ^(e)	3.68	0.60				
Tax Burden		78.18				
(a) 7% x RSP						
(b) 7.35% x [RSP - SAF - VAT] + ARS 79.34 (as of February 2026)						
(c) 73% x [RSP - SAF - VAT - STF]. Minimum excise tax: ARS 0.00						
(d) NEFP x 3.68%						
(e) NEFP x 3.68%						
(f) Based on Philip Morris soft pack (ARS 4350.00)						
Note: NEFP is net ex-factory price (VAT base - Retailer Margin - ESD Margin). STF (7.5%): Growers, SoA and Unions 8.35% - Recovery 1.0%.						

Note: 20 cigarettes per pack

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Cigarette Excise Tax Structures: Select Markets (cont.)

(February 1, 2026)

Japan		Mexico		Italy	
National - Tobacco Tax (JPY/000)		Ad Valorem Excise Tax ^(a)		Ad Valorem Excise Tax	
		200.0%		49.23%	
National - Special Tobacco Tax (JPY/000)		Specific Excise Tax (MXN/000)		Specific Excise Tax (EUR/000)	
		851.6		32.00	
Local Excise Tax (JPY/000)		VAT (Nominal)		Minimum Total Tax (EUR/000) ^(a)	
		16.0%		216.00	
Total (JPY/000)		(a) Ad valorem excise tax is 200% of manufacturer / wholesale price to retail excluding taxes (VAT and Excise)		VAT (Nominal)	
				22.0%	
VAT (Nominal)				(a) Minimum Total Tax also includes the VAT	
South Korea		Philippines		Spain	
Tobacco Consumption Tax (KRW/pack)		Specific Excise Tax (PHP/pack) ^(a)		Ad Valorem Excise Tax	
		69.46		48.5%	
Public Health Tax (KRW/pack)		(a) January 1, 2026 onwards (+5% from prev.)		Specific Excise Tax (EUR/000)	
				33.50	
Education Tax (KRW/pack)				Minimum Excise Tax (EUR/000)	
				150.00	
Green Fund Tax (KRW/pack)				VAT (Nominal)	
				21.0%	
Individual Consumption Tax (KRW/pack)					
Farmer's Subsidy Tax (KRW/pack)					
Total (KRW/pack)					
VAT (Nominal)					
Poland		Turkey			
Ad Valorem Excise Tax		Ad Valorem Excise Tax (% of RSP)		45.0%	
32.05%		Specific Excise Tax (TRY/000)		836.6	
Specific Excise Tax (PLN/000)		Minimum Excise Tax (TRY/000)		1,975	
414.00		VAT (Nominal)		20.0%	
Minimum Excise Tax (PLN/000)					
781.81					
VAT (Nominal)					
23.0%					

Note: 20 cigarettes per pack

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Cigarette Excise Tax Structure: Indonesia

(February 1, 2026)

CC – Cigarette Type	Volume Tier	Price Tier	Minimum HJE ^(a) (IDR/stick)		Total Excise + Regional Tax (IDR/stick)	
			Current	Previous ^(b)	Current	Previous ^(b)
Machine-Made Kretek (SKM)	Volume Tier 1 (> 3 billion units)	1	2,375	2,260	1,354.1	1,354.1
	Volume Tier 2 (≤ 3 billion units)	1	1,485	1,380	820.6	820.6
Whites (SPM)	Volume Tier 1 (> 3 billion units)	1	2,495	2,380	1,469.6	1,469.6
	Volume Tier 2 (≤ 3 billion units)	1	1,565	1,465	873.4	873.4
Hand-Rolled Kretek (SKT) / Hand-Rolled White (SPT)	Volume Tier 1 (> 2 billion units)	1	2,170	1,981	531.3	531.3
		2	1,555	1,375	415.8	415.8
	Volume Tier 2 (> 500 million units–2 billion units)	1	995	865	245.3	245.3
	Volume Tier 3 (≤ 500 million units)	1	860	725	134.2	134.2

(a) HJE stands for banderole price

(b) Previous rates effective from January 1 to December 31, 2024

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Multi-Year Tobacco Tax Plan: Japan

Current

	Oct 1, 2022 - Mar 31, 2026	Apr 1, 2026 - Sep 31, 2026	Oct 1, 2026 - Mar 31, 2027	Apr 1, 2027 - Mar 31, 2028	Apr 1, 2028 - Mar 31, 2029	Apr 1, 2029 - and Onwards
VAT (Nominal)	10%	10%	10%	10%	10%	10%
HTP Excise Tax – Old System						
Calculated Specific Rate (JPY/kg equivalent) ^(a)	19,055	19,055	-	-	-	-
Ad Valorem Rate ^(b)	30%	30%	-	-	-	-
HTP Excise Tax – New System^(c)						
Calculated Specific Rate (JPY/kg equivalent) ^(d)	-	43,554 ^(e)	43,554 ^(e)	44,983 ^(e)	46,411 ^(e)	47,840 ^(e)
Ad Valorem Rate ^(b)	-	0%	0%	0%	0%	0%
HTP Phase-in Period						
Portion of Old HTP System	100%	50%	0%	0%	0%	0%
Portion of New HTP System	0%	50%	100%	100%	100%	100%
Excise Tax Yield						
HTP (JPY/000 equivalent) ^(d)	13,054	Depending on price	15,244	15,744	16,244	16,744
Cigarettes (JPY/000)	15,244	15,244	15,244	15,744	16,244	16,744

(a) Taxable base is tobacco mixture weight, calculated at minimum 0.35 g per unit.

(b) Taxable base is RSP net of VAT.

(c) Illustrative for HTPs in stick form available in the market.

(d) Calculated per kg equivalent tax rate as 0.35 g of heated tobacco unit assumed equal to one cigarette as per the new tax law.

(e) Effective tax level should be calculated with a minimum tobacco mixture weight of 0.35 g per unit. Therefore, the excise tax on one HTP in stick form with tobacco mixture weight ≤ 0.35 g per unit is calculated with a tobacco mixture weight of 0.35 g per unit.

Note: Based on the new tobacco tax law effective as of March 31, 2025.

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Retail Selling Prices

You will find retail selling prices by market and product category at the following link:

- [Feb 2026 – RSPs](#)

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PMI: Peer Group

- | | |
|------------------------|--------------------------|
| • Altria | • Kimberly-Clark |
| • Anheuser-Busch InBev | • Kraft-Heinz |
| • BAT | • McDonald's |
| • Coca-Cola | • Mondelēz International |
| • Colgate-Palmolive | • Nestlé |
| • Diageo | • PepsiCo |
| • Heineken | • Procter & Gamble |
| • Imperial Brands | • Roche |
| • Japan Tobacco | • Unilever |
| • Johnson & Johnson | |

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Business Transformation Metrics - Glossary

- For definition of KPIs, see PMI Integrated Report 2024 Glossary.
- Unless otherwise stated, all applicable business transformation metrics include Swedish Match related data as of November 11, 2022 (acquisition date), as well as wellness business.
- Change in combustible tobacco product shipment volume (billion units) vs. 2015 baseline is calculated based on millions of units. Combustible tobacco products shipment volume includes cigarettes and other tobacco products expressed in cigarette equivalent units.
- Direct spend focuses on materials used in the manufacture of our products; it includes tobacco leaf, direct materials, and electronic devices and accessories. Data excludes Swedish Match and wellness business.
- Number of factories producing smoke-free products out of total number of factories reflects the number of factories operated and owned by PMI at the end of the respective year. "Smoke-free products factories" is defined as manufacturing facilities producing heated tobacco units and oral nicotine products. The number of factories reported is based on location, i.e., if a facility is one location but has several physical areas (plants), the facility is counted as one.

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Net Revenues, excluding Indonesia Combustible business model change
(\$ in millions) / (Unaudited)

Net Revenues	Indonesia Combustible business model change	Adj. Net Revenues excl. Indonesia Combustible business model change		Net Revenues	Total	Excl. Indonesia Combustible business model change
2025			Quarters Ended December 31,	2024	% Change	
\$ 10,362	\$ (92)	\$ 10,454	Total PMI	\$ 9,706	6.8%	7.7%
2025			Years Ended December 31,	2024	% Change	
\$ 40,648	\$ (500)	\$ 41,148	Total PMI	\$ 37,878	7.3%	8.6%

Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Net Revenues, excluding Indonesia Combustible business model change, Currency and Acquisition / Divestitures
(\$ in millions) / (Unaudited)

Net Revenues	Currency	Net Revenues excluding Currency	Acqui-sitions / Divestitures	Net Revenues excl. Currency & Acquisitions / Divestitures	Indonesia Combustible business model change	Adj. Net Revenues excl. Indonesia Combustible business model change, currency & Acquisitions / Divestitures			Net Revenues	Total	Excluding Currency	Excl. Currency & Acquisitions / Divestitures	Excl. Indonesia Combustible business model change, currency & Acquisitions / Divestitures
2025							Quarters Ended December 31,	2024	% Change				
\$ 10,362	\$ 345	\$ 10,017	\$ (44)	\$ 10,061	\$ (92)	\$ 10,153	Total PMI	\$ 9,706	6.8%	3.2%	3.7%	4.6%	
2025							Years Ended December 31,	2024	% Change				
\$ 40,648	\$ 461	\$ 40,187	\$ (170)	\$ 40,357	\$ (500)	\$ 40,857	Total PMI	\$ 37,878	7.3%	6.1%	6.5%	7.9%	

Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Net Revenues by Product Category
(\$ in millions) / (Unaudited)

	Years Ended December 31,					
	2020	2021	2022	2023	2024	2025
Combustible Tobacco	\$ 21,747	\$ 22,067 ^(a)	\$ 21,572	\$ 22,334 ^(b)	\$ 23,218	\$ 23,794
Smoke-Free	6,947	9,338	10,190	12,840	14,660	16,854
Total PMI	\$ 28,694	\$ 31,405	\$ 31,762	\$ 35,174	\$ 37,878	\$ 40,648

(a) 2021 Includes a reduction in net revenues of \$246 million related to the Saudi Arabia customs assessment. Excluding this impact total PMI adjusted net revenues are \$31,651 million and for combustible tobacco \$22,313 million. (b) 2023 Includes a reduction in net revenues of \$80 million related to the termination of distribution arrangement in the Middle East. Excluding this impact total PMI adjusted net revenues are \$35,254 million and for combustible tobacco \$22,414 million. Note: Sum of product categories might not foot to Total PMI due to roundings. Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Gross Profit by Product Category to Adjusted Gross Profit
(\$ in millions) / (Unaudited)

	2020			2021			2022			2023			2024			2025		
	Gross Profit	Special Items	Adjusted Gross Profit	Gross Profit	Special Items ^(a)	Adjusted Gross Profit	Gross Profit	Special Items ^(b)	Adjusted Gross Profit	Gross Profit	Special Items ^(c)	Adjusted Gross Profit	Gross Profit	Special Items ^(d)	Adjusted Gross Profit	Gross Profit	Special Items ^(d)	Adjusted Gross Profit
Combustible Tobacco	\$ 14,986	\$ -	\$ 14,986	\$ 15,118	\$ (246)	\$ 15,364	\$ 14,475	\$ (57)	\$ 14,532	\$ 14,097	\$ (111)	\$ 14,208	\$ 14,830	\$ -	\$ 14,830	\$ 15,594	\$ -	\$ 15,594
Smoke-Free	4,139	-	4,139	6,257	-	6,257	5,885	(299)	6,184	8,184	(59)	8,243	9,719	(51)	9,770	11,688	(22)	11,710
Total PMI	\$ 19,125	\$ -	\$ 19,125	\$ 21,375	\$ (246)	\$ 21,621	\$ 20,360	\$ (356)	\$ 20,716	\$ 22,281	\$ (170)	\$ 22,451	\$ 24,549	\$ (51)	\$ 24,600	\$ 27,282	\$ (22)	\$ 27,304

(a) 2021 full-year includes a reduction in net revenues of \$246 million related to the Saudi Arabia customs assessments. (b) 2022 full-year includes Swedish Match AB acquisition accounting related items (\$125 million of which \$18 million in Combustible Tobacco and \$107 million in Smoke-Free), impairment of goodwill and other intangibles (\$112 million in Smoke-Free), charges related to the war in Ukraine (\$61 million of which \$39 million in Combustible Tobacco and \$22 million in Smoke-Free) and amortization of intangibles (\$58 million in Smoke-Free). (c) 2023 full-year includes termination of distribution arrangement in the Middle East (\$80 million in Combustible Tobacco), Swedish Match AB acquisition accounting related items (\$18 million in Combustible Tobacco), charges related to the war in Ukraine (\$13 million in Combustible Tobacco) and mainly amortization of intangibles in cost of goods sold (\$59 million in Smoke-free incl. W&H). (d) 2024 full-year and 2025 full-year reflects amortization of intangibles in Smoke-Free, all amounts are related to cost of goods sold. Note: Sum of product categories and special items might not foot due to roundings. Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Net Revenues, excluding Indonesia Combustible business model change, Currency and Acquisition / Divestitures
(\$ in millions) / (Unaudited)

Net Revenues	Currency	Net Revenues excluding Currency	Acqui-sitions / Divestitures	Net Revenues excl. Currency & Acquisitions / Divestitures	Indonesia Combustible business model change	Adj. Net Revenues excl. Indonesia Combustible business model change, currency & Acquisitions / Divestitures			Net Revenues	Total	Excluding Currency	Excl. Currency & Acquisitions / Divestitures	Excl. Indonesia Combustible business model change, currency & Acquisitions / Divestitures
2025							Quarters Ended December 31,	2024	% Change				
\$ 10,362	\$ 345	\$ 10,017	\$ (44)	\$ 10,061	\$ (92)	\$ 10,153	Total PMI	\$ 9,706	6.8%	3.2%	3.7%	4.6%	
2025							Years Ended December 31,	2024	% Change				
\$ 40,648	\$ 461	\$ 40,187	\$ (170)	\$ 40,357	\$ (500)	\$ 40,857	Total PMI	\$ 37,878	7.3%	6.1%	6.5%	7.9%	

Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Net Revenues by Product Category
(\$ in millions) / (Unaudited)

	Years Ended December 31,					
	2020	2021	2022	2023	2024	2025
Combustible Tobacco	\$ 21,747	\$ 22,067 ^(a)	\$ 21,572	\$ 22,334 ^(b)	\$ 23,218	\$ 23,794
Smoke-Free	6,947	9,338	10,190	12,840	14,660	16,854
Total PMI	\$ 28,694	\$ 31,405	\$ 31,762	\$ 35,174	\$ 37,878	\$ 40,648

(a) 2021 Includes a reduction in net revenues of \$246 million related to the Saudi Arabia customs assessment. Excluding this impact total PMI adjusted net revenues are \$31,651 million and for combustible tobacco \$22,313 million. (b) 2023 Includes a reduction in net revenues of \$80 million related to the termination of distribution arrangement in the Middle East. Excluding this impact total PMI adjusted net revenues are \$35,254 million and for combustible tobacco \$22,414 million. Note: Sum of product categories might not foot to Total PMI due to roundings. Source: PMI Financials or estimates 121

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

SSEA, CIS & MEA Net Revenues by Product Category
(\$ in millions) / (Unaudited)

	Years Ended December 31,	
	2021	2023
Combustible Tobacco	\$ 8,734 ^(a)	\$ 9,321 ^(b)
Smoke-Free	1,124	1,308
Total SSEA, CIS & MEA	\$ 9,858	\$ 10,629

(a) 2021 Includes a reduction in net revenues of \$246 million related to the Saudi Arabia customs assessment. Excluding this impact, total SSEA, CIS & MEA adjusted net revenues are \$10,104 million and for combustible tobacco \$8,980 million. (b) 2023 Includes a reduction in net revenues of \$80 million related to the termination of distribution arrangement in the Middle East. Excluding this impact, total SSEA, CIS & MEA adjusted net revenues are \$10,709 million and for combustible tobacco \$9,401 million. Note: Sum of product categories might not foot to Total SSEA, CIS & MEA due to roundings. Source: PMI Financials or estimates 122

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Adjusted Net Revenues, excluding Currency and Acquisitions / Divestitures
(\$ in millions) / (Unaudited)

Net Revenues	Special Items	Adj. Net Revenues	Currency	Adj. Net Revenues excluding Currency	Acquisitions / Divestitures	Adj. Net Revenues excl. Currency & Acquisitions / Divestitures		Net Revenues	Special Items	Adj. Net Revenues	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
2025							Years Ended December 31,	2024			% Change		
\$ 40,648	\$ -	\$ 40,648	\$ 461	\$ 40,187	\$ (170)	\$ 40,357	Total PMI	\$ 37,878	\$ -	\$ 37,878	7.3%	6.1%	6.5%
2024							Years Ended December 31,	2023			% Change		
\$ 37,878	\$ -	\$ 37,878	\$ (841)	\$ 38,719	\$ -	\$ 38,719	Total PMI	\$ 35,174	\$ (80)	\$ 35,254	7.4%	9.8%	9.8%
2023							Years Ended December 31,	2022			% Change		
\$ 35,174	\$ (80)	\$ 35,254	\$ (1,112)	\$ 36,366	\$ 2,113	\$ 34,253	Total PMI	\$ 31,762	\$ -	\$ 31,762	11.0%	14.5%	7.8%
2022							Years Ended December 31,	2021			% Change		
\$ 31,762	\$ -	\$ 31,762	\$ (2,656)	\$ 34,418	\$ 515	\$ 33,903	Total PMI	\$ 31,405	\$ (246)	\$ 31,651	0.4%	8.7%	7.1%
2021							Years Ended December 31,	2020			% Change		
\$ 31,405	\$ (246)	\$ 31,651	\$ 678	\$ 30,973	\$ 109	\$ 30,864	Total PMI	\$ 28,694	\$ -	\$ 28,694	10.3%	7.9%	7.6%

Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Gross Profit by Product Category to Adjusted Gross Profit
(\$ in millions) / (Unaudited)

	2020			2021			2022			2023			2024			2025		
	Gross Profit	Special Items	Adj. Gross Profit	Gross Profit	Special Items ^(a)	Adj. Gross Profit	Gross Profit	Special Items ^(b)	Adj. Gross Profit	Gross Profit	Special Items ^(c)	Adj. Gross Profit	Gross Profit	Special Items ^(d)	Adj. Gross Profit	Gross Profit	Special Items ^(d)	Adj. Gross Profit
Combustible Tobacco	\$ 14,986	\$ -	\$ 14,986	\$ 15,118	\$ (246)	\$ 15,364	\$ 14,475	\$ (57)	\$ 14,532	\$ 14,097	\$ (111)	\$ 14,208	\$ 14,830	\$ -	\$ 14,830	\$ 15,594	\$ -	\$ 15,594
Smoke-Free	4,139	-	4,139	6,257	-	6,257	5,885	(299)	6,184	8,184	(59)	8,243	9,719	(51)	9,770	11,688	(22)	11,710
Total PMI	\$ 19,125	\$ -	\$ 19,125	\$ 21,375	\$ (246)	\$ 21,621	\$ 20,360	\$ (356)	\$ 20,716	\$ 22,281	\$ (170)	\$ 22,451	\$ 24,549	\$ (51)	\$ 24,600	\$ 27,282	\$ (22)	\$ 27,304

(a) 2021 full-year includes a reduction in net revenues of \$246 million related to the Saudi Arabia customs assessments. (b) 2022 full-year includes Swedish Match AB acquisition accounting related items (\$125 million of which \$18 million in Combustible Tobacco and \$107 million in Smoke-Free), impairment of goodwill and other intangibles (\$112 million in Smoke-Free), charges related to the war in Ukraine (\$61 million of which \$39 million in Combustible Tobacco and \$22 million in Smoke-Free) and amortization of intangibles (\$58 million in Smoke-Free). (c) 2023 full-year includes termination of distribution arrangement in the Middle East (\$80 million in Combustible Tobacco), Swedish Match AB acquisition accounting related items (\$18 million in Combustible Tobacco), charges related to the war in Ukraine (\$13 million in Combustible Tobacco) and mainly amortization of intangibles in cost of goods sold (\$59 million in Smoke-free incl. W&H). (d) 2024 full-year and 2025 full-year reflects amortization of intangibles in Smoke-Free, all amounts are related to cost of goods sold. Note: Sum of product categories and special items might not foot due to roundings. Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Operating Income to Adjusted Operating Income
(\$ in millions, except effective tax rate) / (Unaudited)

	Years Ended December 31,					
	2020	2021	2022	2023	2024	2025
Operating income	11,668	12,975	12,246	11,556	13,402	14,892
Restructuring charges	(149)	(216)	-	(109)	(180)	(241)
Termination of distribution arrangement in the Middle East	-	-	-	(80)	-	-
Impairment of goodwill and other intangibles	-	-	(112)	(680)	(27)	(41)
Amortization of intangibles	(73)	(96)	(159)	(497)	(835)	(1,003)
Loss on expected sale of consumer accessories and other businesses	-	-	-	-	-	(94)
Germany excise tax classification litigation charge	-	-	-	-	-	(176)
RBH (Canada) Plan Implementation	-	-	-	-	-	19
Charges related to the war in Ukraine	-	-	(151)	(53)	-	-
Egypt sales tax charge	-	-	-	-	(45)	-
Loss on sale of Vectura Group	-	-	-	-	(199)	-
Megapolis localization tax impact	-	-	-	-	-	-
Swedish Match AB acquisition accounting related items	-	-	(125)	(18)	-	-
South Korea Indirect Tax Charge	-	-	-	(204)	-	-
Termination of agreement with Foundation for a Smoke-Free World	-	-	-	(140)	-	-
Costs associated with Swedish Match AB offer	-	-	(115)	-	-	-
Asset acquisition cost	-	(51)	-	-	-	-
Saudi Arabia customs assessments	-	(246)	-	-	-	-
Brazil indirect tax credit	119	-	-	-	-	-
Adjusted Operating Income	11,771	13,584	12,908	13,337	14,688	16,428

Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Operating Income to Adjusted Operating Income, excluding Currency and Acquisitions / Divestitures
(\$ in millions) / (Unaudited)

Operating Income	Special Items	Adj. Operating Income	Currency	Adj. Operating Income excluding Currency	Acquisitions / Divestitures	Adj. Operating Income excl. Currency & Acquisitions / Divestitures		Operating Income	Special Items	Adj. Operating Income	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
2025							Years Ended December 31,	2024			% Change		
\$ 14,892	\$ (1,536)	\$ 16,428	\$ 154	\$ 16,274	\$ 31	\$ 16,243	Total PMI	\$ 13,402	\$ (1,286)	\$ 14,688	11.8%	10.8%	10.6%
2024							Years Ended December 31,	2023			% Change		
\$ 13,402	\$ (1,286)	\$ 14,688	\$ (682)	\$ 15,370	\$ 46	\$ 15,324	Total PMI	\$ 11,556	\$ (1,781)	\$ 13,337	10.1%	15.2%	14.9%
2023							Years Ended December 31,	2022			% Change		
\$ 11,556	\$ (1,781)	\$ 13,337	\$ (1,073)	\$ 14,410	\$ 1,027	\$ 13,383	Total PMI	\$ 12,246	\$ (662)	\$ 12,908	3.3%	11.6%	3.7%
2022							Years Ended December 31,	2021			% Change		
\$ 12,246	\$ (662)	\$ 12,908	\$ (1,507)	\$ 14,415	\$ 99	\$ 14,316	Total PMI	\$ 12,975	\$ (609)	\$ 13,584	(5.0)%	6.1%	5.4%
2021							Years Ended December 31,	2020			% Change		
\$ 12,975	\$ (609)	\$ 13,584	\$ 269	\$ 13,315	\$ 19	\$ 13,296	Total PMI	\$ 11,668	\$ (103)	\$ 11,771	15.4%	13.1%	13.0%

Source: PMI Financials or estimates

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Selling, General & Administrative Costs to Adjusted Selling, General & Administrative Costs
(\$ in millions, except effective tax rate) / (Unaudited)

	Years Ended December 31,				
	2020	2022	2023	2024	2025
Marketing, Administration and Research Costs	7,457	8,114	10,060	11,147	12,349
Impairment of goodwill	-	-	665	-	41
Selling, General & Administrative (SG&A) Costs	7,457	8,114	10,725	11,147	12,390
Loss on deconsolidation of RBH	-	-	-	-	-
Canadian tobacco litigation-related expense	-	-	-	-	-
Russia excise and VAT audit charge	-	-	-	-	-
Restructuring charges	(149)	-	(109)	(180)	(241)
Amortization of intangibles	(73)	(101)	(439)	(784)	(980)
Brazil indirect tax credit	119	-	-	-	-
Asset acquisition cost	-	-	-	-	-
Charges related to the war in Ukraine	-	(89)	(38)	-	-
Costs associated with Swedish Match AB offer	-	(115)	-	-	-
Impairment of goodwill and other intangibles	-	-	(680)	(27)	(41)
South Korea Indirect Tax Charge	-	-	(204)	-	-
Termination of agreement with Foundation for a Smoke-Free World	-	-	(140)	-	-
Egypt sales tax charge	-	-	-	(45)	-
Loss on sale of Vectura Group	-	-	-	(199)	-
Loss on expected sale of consumer accessories and other businesses	-	-	-	-	(94)
Germany excise tax classification litigation charge	-	-	-	-	(176)
RBH (Canada) Plan Implementation	-	-	-	-	19
Adjusted Selling, General & Administrative (Adj. SG&A) Costs	7,354	7,808	9,114	9,912	10,876

Note: Sum of adjustments might not foot to Adj. SG&A costs due to roundings. Source: PMI Financials or estimates