



Maximize the benefits of smoke-free products

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Number of markets where PMI smoke-free products are available for sale

KPI description

The indicator refers to the number of markets where PMI smoke-free products are available for sale to adult consumers, wherein both the PMI smoke-free product consumables and PMI smoke-free product devices (for platforms which require both to operate and be used as intended) are commercialized.

Definitions

Available for sale When PMI products are available for general sale in the market, through direct retail, indirect retail, or e-commerce.

General sale Commercial initiative by which PMI provides PMI products to adult consumers in exchange for monetary value or other considerations, including activities such as sale-for-purchase, renting, leasing, lending, and loaning. Adult consumers must have access to PMI products without any purchase restrictions imposed by PMI that go beyond local regulations (e.g., club membership, registration, etc.).

In-market sales (IMS) Sales to the trade channels, which serve the end legal age nicotine users. Depending on the market and distribution model, IMS may represent an estimate.

Scope

Included All markets that commercialize at least one variant of PMI smoke-free products and all distribution channels are considered.

Excluded Any market commercializing only combustible tobacco products and/or wellness products.

Calculation methodology

The count of markets where smoke-free products are available for sale, based on the market status at the end of each calendar year (December 31). Markets are reported as per the taxonomy defined in PMI's financial reporting system and aligned with our Annual Report on Form 10-K.

Data management

In-market sales as reported in PMI's reporting system. The list of markets where PMI smoke-free products are available for sale is first validated by each region, and then approved centrally.

Data verification The KPI, as published in [PMI's Value Report 2025](#), has been assured by PwC (limited assurance).

See the independent practitioner's [limited assurance report](#)