



PHILIP MORRIS ČR

The Board of Directors of Philip Morris ČR a.s., with the registered office at Vítězná 1, Kutná Hora, Postal Code 284 03, identification number 14803534 announces that the General Meeting of shareholders decided on April 29, 2011 that a part of the Company's profit for the **2010** calendar year CZK 2 386 749 623.22 and retained earnings from prior years, CZK 1 072 436 736.78, i.e. in total CZK 3 459 186 360, will be paid to the Company's shareholders as dividends. A dividend of **CZK 1 260** will apply to each ordinary share of the Company with a nominal value of CZK 1,000.

The decisive date for exercising the right to dividends is 22 April 2011, i.e. dividends will be paid to shareholders who held shares of the Company as at 22 April 2011.

The payment period will be **from 23 May 2011 until 31 March 2012**.

Shareholders who are natural persons will be paid dividends through Komerční banka, a.s. which will send a "Notification of the Payment of Proceeds from Securities" to all such shareholders in the Czech Republic and abroad (except the Slovak Republic), to their address specified in the extract from the Issue Records of the Company maintained by Central securities depository - Centrální depositář cenných papírů, a.s. as at 22 April 2011. Dividends will be paid during the payment period at all branches of Komerční banka, a.s. in cash or by bank transfer to the shareholder's bank account subject to the presentation of a valid ID card. If a shareholder who is a tax resident of a country other than the Czech Republic requests the application of a special withholding tax rate, such shareholder will be obliged to present, along with his/her valid ID card, a certificate of his/her tax domicile and a declaration of the actual owner. Shareholders from the Slovak Republic will be sent postal vouchers. All information will be provided at all branches of Komerční banka, a.s.

Shareholders who are legal persons will also be paid dividends through Komerční banka, a.s. Dividends will be paid by bank transfer to the shareholder's bank account after the shareholder submits all the necessary documents, including a certificate of tax domicile and a declaration of the actual owner if a shareholder who is a tax resident of a country other than the Czech Republic requests the application of a special withholding tax rate.

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