



Shareholders of Philip Morris CR a.s. approved at the Annual General Meeting proposal for the payment of the dividend for 2023 and took note of the change in management

Kutná Hora, April 30, 2024. Shareholders of Philip Morris ČR a.s. at the Annual General Meeting (AGM), which took place on Tuesday April 30, 2024, in Kutná Hora, accepted the report of the Board of Directors on the company's business activities, the regular consolidated financial statements for 2023 and the regular financial statements of the company for 2023. The payment of a gross dividend for 2023 in the amount of CZK 1,220.00 for one company share with a nominal value of CZK 1,000, i.e., total of CZK 3,349,370,920.00 was approved. At the same time, the shareholders took note of the change in the top management of the company. Andrea Gontkovičová, who has successfully held the role of Managing Director of Philip Morris ČR a.s. for the past five years, will leave this position on May 31, 2024. Fabio Costa, Vice President for Strategy at Philip Morris International Inc. (PMI), has been appointed Managing Director with effect from June 1, 2024.

"I am very much looking forward to my new role. I know that consumers in the Czech Republic and Slovakia are very open to innovation. Thanks also to their trust, both markets have become a key part of PMI's overall transformation. I would therefore like to build on all the successes achieved so far and, together with the entire team and our partners, help bring the Czech Republic and Slovakia even closer to a future without cigarette smoke," said Fabio Costa.

Fabio Costa joins Philip Morris ČR a.s. after a previous four-year tenure with PMI during which he led Corporate strategy initiatives, including two of Smoke-Free Products global partnerships (KT&G and KAVL). He has been at the forefront of several key initiatives in the organisation, with a focus on accelerating our smoke-free vision from both a product and commercial perspective. Fabio Costa has extensive international experience. Prior to join PMI he ran the global strategy team of Samsung Group, based in Korea for nine years, focusing on the internationalization of the portfolio of Samsung companies and growth initiatives, including several international acquisitions. Prior to that, he worked primarily in turnaround and restructuring for Danaher, Ahlstrom, GE and Stellantis's companies around the globe. Fabio Costa holds an MBA from Darden GSB, and two master of science in engineering (Turin and Chicago).

Since 2017, Andrea Gontkovičová has led the expansion of smoke-free alternatives on the Czech and Slovak markets in various leadership positions and has made a significant push for the placement of a billion-dollar investment in the future of the Kutná hora factory. *"This year marks eight years since the Czech Republic and Slovakia became one of the first countries where adult smokers who would otherwise have continued to smoke cigarettes could switch to our heated tobacco product IQOS. Since then, we've come a long way towards a smoke-free future where users can choose from our full range of modern, proven, less harmful nicotine products. We owe the successful development of the alternative market to the trust of our adult consumers, to the extraordinary dedication of the entire team and to the shareholders for their support,"* said Andrea Gontkovičová.

"I am particularly pleased that in recent years we have been able to increase the number of adult users of our smoke-free IQOS alternatives in the Czech Republic and Slovakia, thereby making a significant contribution to reducing the number of smokers in both countries. I am also very happy that during my tenure our factory in Kutná Hora has achieved its best results ever, while at the same time embarking on the production of smoke-free alternatives that are proven to be less harmful. I am convinced that they bring benefits to all those who switch to them, to their loved ones and to society as a whole," added Andrea Gontkovičová, who will newly hold the position of PMI's Vice President for External Affairs in the vast region, which includes the markets of Africa, the Middle East and Central and Southeast Asia.

The Annual General Meeting of Shareholders also approved an annual gross dividend payment of CZK 1,220 per share. The date decisive for exercising dividend rights is May 10, 2024, i.e., the dividend will be paid to shareholders who held shares of the Company as of May 10, 2024.



PHILIP MORRIS ČR

Shareholders will be paid their dividends through Česká spořitelna, a.s., a company whose registered office is in Prague 4, Olbrachtova 1929/62, postcode: 140 00, identification number: 452 44 782, registered in the Commercial Register maintained by the Municipal Court in Prague, File No. 1171.

Shareholders will be invited to send their settlement data and other supporting documents to Česká spořitelna, a.s. for the purpose of the payment of their dividends via the "Notification of the Payment of Proceeds from Securities", which will be published on May 14, 2024 in a manner allowing for remote access on the Company's website <http://www.philipmorris.cz>, in the section titled "For shareholders", and which will further stipulate more detailed instructions necessary for the dividend payment.

The detailed announcement on the results of the Annual General Meeting of Shareholders will be also published on May 14, 2024, in a manner allowing for remote access on the Company's website <http://www.philipmorris.cz>, in the section titled "For shareholders".

The summary of our business performance, other information and the risks related to our business activities as mentioned above should be read in conjunction with our 2023 Annual Financial Report and is not indicative of our future results. Future results involve business risks and uncertainties that are summarized on pages 23 - 25 in our 2023 Annual Financial Report.

Our 2023 Annual Financial Report and all the documents related to the Annual General Meeting of Shareholders are published in a manner allowing for remote access on the Company's website <http://www.philipmorris.cz>, in the section titled "For shareholders".

We would like to take this opportunity to thank the shareholders for their support and wish Mr. Costa and Ms. Gontkovičová success in their new roles in fulfilling our shared vision of a future without cigarette smoke.

The Board of Directors

Media contact:

Klára Jirovcová Pospíšilová

Communications Manager

Klara.JirovcovaPospisilova@pmi.com

Philip Morris ČR a.s.

Philip Morris ČR a.s. is a subsidiary of Philip Morris International (PMI), a leading international tobacco company working to deliver a smoke-free future. In addition to traditional tobacco products, on the Czech market Philip Morris ČR a.s. distributes the IQOS ILUMA heating tobacco device and compatible TERA tobacco and LEVIA non-tobacco consumables, the lil SOLID tobacco heating device with Fiit tobacco consumables, the VEEV ONE e-cigarette, VEEV NOW disposable-vapour device and other related accessories. Philip Morris ČR a.s., which has been operating in the Czech Republic since 1992 and employs more than 1,100 people, is listed on the Prague Stock Exchange (BCPP). At the same time, it owns a 99% business share in the subsidiary Philip Morris Slovakia s.r.o., registered in the Slovak Republic. For more than 30 years, the company has contributed to helping various charitable projects, including projects involving the support of social programs aimed at improving living conditions in local communities. You can find more information at www.philipmorris.cz, including the annual report for 2023.

Philip Morris International: Delivering a Smoke-Free Future

Philip Morris International (PMI) is a leading international tobacco company, actively delivering a smoke-free future and evolving its portfolio for the long term to include products outside of the tobacco and nicotine sector. The company's current product portfolio primarily consists of cigarettes and smoke-free products. Since 2008, PMI has invested \$12.5 billion to develop, scientifically substantiate and commercialize innovative smoke-free products for adults who would otherwise continue to smoke, with the goal of completely ending the sale of cigarettes. This includes the building of world-class scientific assessment capabilities, notably in the areas of pre-clinical systems toxicology, clinical and behavioral research, as well as post-market studies. In 2022, PMI acquired Swedish Match – a leader in oral nicotine delivery – creating a global smoke-free champion led by the companies' IQOS and ZYN brands. The U.S. Food and Drug Administration has authorized versions of PMI's IQOS Platform 1 devices and consumables and Swedish Match's General snus as Modified Risk Tobacco Products. As of December 31, 2023, PMI's smoke-free products were available for sale in 84 markets, and PMI estimates that approximately 20.8 million adults around the world had already switched to IQOS and stopped smoking. Smoke-free products accounted for approximately 37% of PMI's total full-year 2023 net revenues. With a strong foundation and significant expertise in life sciences, PMI announced in February 2021 its ambition to expand into wellness and healthcare areas and, through its Vectura Fertin Pharma business, aims to enhance life through the delivery of seamless health experiences.

For more information, please visit www.pmi.com and www.pmiscience.com

Philip Morris ČR a.s.
Address: Kutná Hora
Vítězná 1
284 03
Czech Republic

IN: 14803534
VAT: CZ 14803534
registered in the commercial
register maintained by the
Municipal Court in Prague dep. B/627

Contact Address:
Karlovo náměstí 10
120 00 Prague
Tel.: (+420) 266 702 111
www.philipmorris.cz