



PHILIP MORRIS ČR

In Kutná Hora, on November 11, 2011

PRESS RELEASE

Philip Morris ČR a.s. publishes financial results for the third quarter and first nine months of 2011

Philip Morris ČR a.s. today reported consolidated revenues, net of excise tax and VAT, of CZK 8.8 billion for the first nine months of 2011, representing an increase of 2.9% versus the same period in 2010.

“Despite a modest improvement in our financial results helped by price increases implemented in 2010 and the first half of 2011, our shipments remain under pressure due to continued consumer down-trading to both roll- your-own tobacco and the highly competitive low-price cigarette segment, which now represents two thirds of the Czech cigarette market. We will continue to focus on improving our presence in the low-price segment and further strengthen the performance of our brand portfolio, including Red & White, the leading brand on the Czech market,” said András Tövisi, Chairman of the Board of Directors and Managing Director of Philip Morris ČR a.s.

Highlights for the first nine months of 2011:

- Consolidated net revenues, excluding excise taxes and VAT, up by 2.9% to CZK 8.8 billion, or by 5.7% excluding currency;
- Share decline of 2.6 percentage points in the Czech Republic and 1.6 percentage points in Slovakia; and
- Shipment volume decline of 7.0% in the Czech Republic and 3.3% in Slovakia

The full Interim Management Statement for the Third Quarter and Nine Months Ended September 30, 2011, is available at:

http://www.pmi.com/en_cz/about_us/philip_morris_cr_shareholder_information/pages/reports_and_statements.aspx .

Board of Directors
Philip Morris ČR a.s.

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Philip Morris ČR a.s.:

Philip Morris ČR a.s., an affiliate of Philip Morris International Inc., is the largest producer of tobacco products in the Czech Republic and is listed on the Prague Stock Exchange (BCPP). The company, which has been present in the country since 1992, employs approximately 1,200 people across the Czech Republic and produces nine cigarette brand families in 78 cigarette variants as well as seven variants of roll-your-own tobacco. It operates the only tobacco and cigarette manufacturing facility in the Czech Republic. Philip Morris ČR a.s. has a 99% interest in Philip Morris Slovakia s.r.o. registered in the Slovak Republic. For more than 18 years, Philip Morris ČR a.s. has operated the PMČR Charitable Fund that supports several charitable projects, including the development of social programs aimed at improving living conditions in local communities. For more information, see www.philipmorris.cz.

Philip Morris International Inc. (PMI):

PMI is the leading international tobacco company, with seven of the world's top 15 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 180 countries. In 2010, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 27.6% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.