



PHILIP MORRIS ČR

In Kutná Hora, on April 26, 2013

PRESS RELEASE

The Ordinary General Meeting of Shareholders of Philip Morris ČR a.s. Approves the Company's Financial Statements for 2012

Philip Morris ČR a.s. held today its Ordinary General Meeting of Shareholders at the premises of its Kutná Hora factory.

András Tövisi, Chairman of the Board of Directors and Managing Director of Philip Morris ČR a.s., noted that the shareholders approved the Report of the Board of Directors, the 2012 consolidated financial statements and the 2012 separate financial statements, among other points on the agenda.

"While our 2012 market share in the Czech Republic was unfavourably impacted by the decline of our local brands, the growth of Marlboro, as well as the successful re-launch of Philip Morris and Chesterfield in the largest and highly competitive low-price segment, helped to partly offset this trend. Our market share in Slovakia grew steadily, mostly driven by share gains of L&M, the leading cigarette brand in the market. Going forward, we are confident that our continued focus on brand portfolio innovation will allow us to compete effectively in all key segments of the Czech and Slovak tobacco markets," said András Tövisi.

"Future market trends largely depend on economic developments as well as changes to the fiscal and regulatory environment. To this end, it is essential to have a balanced and science-based regulatory framework for tobacco products in the EU that does not include excessive measures. This would support both state budget revenues and public health objectives, while helping to prevent unintended consequences such as the growth of the illegal market for tobacco. According to a new study, conducted annually by KPMG for Philip Morris International, the European Commission and all 27 EU member States, the illegal trade in cigarettes in the EU reached a new record level of 11.1% in 2012, compared to 10.4% in 2011, and Member States lost an estimated €12.5 billion in tax revenues as a result," added Tövisi.

The Ordinary General Meeting of Shareholders also approved an annual gross dividend payment of CZK 900 per share.

"The approved dividend represents the full 2012 earnings and part of the prior years' retained earnings, and grants an 8.4% gross dividend yield to our shareholders based on the share price as at December 28, 2012 (CZK 10,700 per share)," said Stanislava Juríková, Member of the Board of Directors and Finance Director of Philip Morris ČR a.s.

Board of Directors
Philip Morris ČR a.s.

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 manufacturer and distributor of tobacco products in the Czech Republic and is listed on the Prague Stock Exchange (Burza cenných papírů Praha). The company, which has been present in the country since 1992, employs approximately 1,100 people across the Czech Republic and its portfolio comprised eight brands in 2012. Philip Morris ČR a.s. has a 99% interest in Philip Morris Slovakia s.r.o. registered in the Slovak Republic. Over the past 20 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.

Philip Morris International Inc. 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 more than 180 markets. In 2012, the company held an estimated 16.3% share of the international cigarette market outside of the U.S., or 28.8% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.