



PHILIP MORRIS ČR

In Kutná Hora, on April 30, 2015

PRESS RELEASE

The Ordinary General Meeting of Shareholders of Philip Morris ČR a.s. Approves the Company's Financial Statements for 2014

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 2014 consolidated financial statements and the 2014 separate financial statements, among other points on the agenda.

"Our consolidated revenues and net income recorded a moderate growth in 2014. This was driven by a number of factors, including favorable pricing, higher exports, as well as stronger domestic shipments in the Czech Republic and Slovakia, helped by higher total market volumes in both markets, and an increase of our market share in Slovakia. Our share in the Czech Republic on the other hand was unfavorably impacted by the decline of our local brands and Red & White, due to continued consumer down-trading to the lowest-price cigarettes," said András Tövisi.

"Future market trends largely depend on developments in the operating environment, with key components being the economic performance of both, our domestic and export markets, coupled with a predictable fiscal and regulatory environment that does not include excessive measures. This would also support both state budget revenues and public health objectives, while helping to prevent unintended consequences such as the growth of the illicit market for tobacco," added Tövisi.

The Ordinary General Meeting of Shareholders also approved an annual gross dividend payment of CZK 880 per share.

"The approved dividend represents the full 2014 earnings and part of the prior years' retained earnings, granting a 8.1% gross dividend yield to our shareholders, based on the share price as at December 30, 2014," said András Tövisi.

Board of Directors
Philip Morris ČR a.s.

Philip Morris ČR a.s.
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PHILIP MORRIS ČR

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 2014. Philip Morris ČR a.s. has a 99% interest in Philip Morris Slovakia s.r.o. registered in the Slovak Republic. For more information, see www.philipmorris.cz.

Philip Morris International Inc. (PMI)

PMI is the leading international tobacco company, with six 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 2014, the company held an estimated 15.6% share of the international cigarette market outside of the U.S., or 28.6% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.