PHILIP MORRIS INTERNATIONAL

Investor Information

March 2023

This Investor Information posting includes summaries of information set forth in PMI's annual report on Form 10-K for the year ended December 31, 2022, as well as press releases and presentations referenced in this document, and such summaries are qualified by reference to such documents, which are available at https://www.pmi.com/investor-relations

Web Site: www.pmi.com

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The PMI Investor Relations Mobile Application, provides users with simple, comprehensive and up-to-date access to all the company's previously disclosed investor relations materials such as: press releases, SEC filings, investor materials, and live and archived audio webcasts of earnings calls and investor presentations

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Reference Materials

You will find all our latest public disclosures and other investor information for Philip Morris International on the IR website including:

- Earnings Results (Latest Earnings Q4, 2022, published February 9, 2023)
- CAGNY 2023 (February 22, 2023)
- Virtual Investor Day (February 10, 2021)
- Sustainability Resources

Please see the appendix for reconciliations of non-GAAP measures

Introduction

- A glossary of terms, including the definition for smoke-free products[(a)] as well as adjustments, other calculations and reconciliations to the most directly comparable U.S. GAAP measures, and additional smoke-free volume and net revenue data are at the end of the presentation
- Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions and disposals. As such, figures and comparisons presented on an organic basis exclude Swedish Match up until November 11, 2023
- Starting in the second quarter of 2022, and on a comparative basis, PMI excludes amortization and impairment of acquired intangibles from its adjusted results

(a) Following the acquisition of Swedish Match, PMI defines "smoke-free products" to include all Swedish Match products other than Swedish Match's combustible tobacco products, in addition to its heat-not-burn, e-vapor, oral nicotine, and wellness and healthcare products

Forward-Looking and Cautionary Statements

- This presentation contains projections of future results and goals and other forward-looking statements, including statements regarding business plans and strategies. Achievement of future results is subject to risks, uncertainties and inaccurate assumptions. In the event that risks or uncertainties materialize, or underlying assumptions prove inaccurate, actual results could vary materially from those contained in such forward-looking statements. Pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, PMI is identifying important factors that, individually or in the aggregate, could cause actual results and outcomes to differ materially from those contained in any forward-looking statements made by PMI
- PMI's business risks include: excise tax increases and discriminatory tax structures; increasing marketing and regulatory restrictions that could reduce our competitiveness, eliminate our ability to communicate with adult consumers, or ban certain of our products in certain markets or countries; health concerns relating to the use of tobacco and other nicotine-containing products and exposure to environmental tobacco smoke; litigation related to tobacco use and intellectual property; intense competition; the effects of global and individual country economic, regulatory and political developments, natural disasters and conflicts; the impact and consequences of Russia's invasion of Ukraine; changes in adult smoker behavior; the impact of COVID-19 on PMI's business; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations, and limitations on the ability to repatriate funds; adverse changes in applicable corporate tax laws; adverse changes in the cost, availability, and quality of tobacco and other agricultural products and raw materials, as well as components and materials for our electronic devices; and the integrity of its information systems and effectiveness of its data privacy policies. PMI's future profitability may also be adversely affected should it be unsuccessful in its attempts to produce and commercialize reduced-risk products or if regulation or taxation do not differentiate between such products and cigarettes; if it is unable to successfully introduce new products, promote brand equity, enter new markets or improve its margins through increased prices and productivity gains; if it is unable to expand its brand portfolio internally or through acquisitions and the development of strategic business relationships; if it is unable to attract and retain the best global talent, including women or diverse candidates; or if it is unable to successfully integrate and realize the expected benefits from recent transactions and acquisitions. Future results are also subject to the lower predictability of our reduced-risk product category's performance
- PMI is further subject to other risks detailed from time to time in its publicly filed documents, including PMI's Annual Report on Form 10-K for the fourth quarter and year ended December 31, 2022. PMI cautions that the foregoing list of important factors is not a complete discussion of all potential risks and uncertainties. PMI does not undertake to update any forward-looking statement that it may make from time to time, except in the normal course of its public disclosure obligations

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Delivering a Smoke-Free Future

Section 1:
Q4 & Full-Year 2022 Performance

2022: Remarkable Year for Our Smoke-Free Transformation

- Very strong delivery despite exceptional challenges
- Second consecutive year of total volume growth
- ~1/3 smoke-free net revenues for total PMI
- Outstanding *IQOS* performance supported by *ILUMA* and 2-tier HTU portfolio
- Robust growth in combustible net revenues and share of segment
- Major steps forward in our smoke-free transformation – *IQOS* in the U.S. and Swedish Match acquisition[(a)]

(a) As of April 30, 2024 PMI will have the full rights to commercialize *IQOS* in the U.S.
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

2023 Priorities: Accelerating a Smoke-Free World

- Global smoke-free champion with Swedish Match, seizing untapped opportunities in the U.S. and global oral nicotine
- Rolling out *ILUMA* and broadening our smoke-free portfolio
- Continuing to grow *ZYN* strongly in the U.S. and expanding to international markets
- Preparing for U.S. commercialization of *IQOS* in 2024
- Maintaining leadership in combustibles to accelerate switching to smoke-free products
- Focus on deleveraging through robust cash flow generation
- Shaping tobacco harm reduction and leading on sustainability to achieve a positive societal impact

Source: Q4 2022 Earnings, presented February 9, 2023

FY, 2022: Excellent Volume, Net Revenues and EPS Growth

	Total PMI	Ex-Russia & Ukraine
Shipment Volume *(Organic variance vs. PY)*	+1.6%	+3.2%
Net Revenues *(Organic variance vs. PY)*	+7.1%	+7.7%
Net Revenue per Unit[a] *(Organic variance vs. PY)*	+5.5%	+4.4%
OI Margin *(Organic variance vs. PY)*	(70)bps	(60)bps
Adj. Diluted EPS *(Currency neutral variance vs. PY)*	+10.1%	+11.9%
Adj. Diluted EPS	$5.98	$5.34

(a) Reflects total PMI adjusted net revenues divided by total PMI cigarette and HTU shipment volume
Note: Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

1

Second Consecutive Year of Volume Growth Driven by HTUs

(Shipment in billion units)

Q4, 2022 Total PMI HTU Shipment: 32.0 billion units

FY, 2022 Total PMI HTU Shipment: 109.2 billion units

Note: Total might not foot due to rounding
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

1

On Track for Predominantly Smoke-Free 2025 Ambition

(As a % of PMI Total Adjusted Net Revenues)

(a) 2023 target provided on a constant currency basis
Note: Refer to glossary for Smoke-free Products (SFPs) definition. Following the Swedish Match acquisition, PMI reclassified certain of its own products previously reported under its combustible tobacco category to the newly created smoke-free product category to better reflect the characteristics of these products. The impact of the reclassification was immaterial for all periods
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

1

Growing Number of Markets Already >50% Net Revenues

17
Markets
+7 vs. PY

2022 Smoke-Free Net Revenues >50%

17 Markets Including:

Bulgaria

Cyprus

Czech Republic

Denmark

Greece

Hungary

Italy

Japan

Latvia

Lithuania

Poland

Romania

Slovak Republic

Slovenia

~40% Smoke-Free Net Revenues in markets where *IQOS* is commercialized[(a)]

(a) For full year 2022 in markets where *IQOS* is present at December 31, 2022, as a % of net revenues
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

1

PMI HTU Market Share Exceeds 15% in 10 Markets

22
Key Cities
Where PMI HTUs
SoM > 15%

Q4'22 PMI HTUs SoM

10 Markets Including:

31%

Lithuania

28%

Hungary

26%

Cyprus

24%

Japan[(a)]

19%

Portugal

18%

Greece

16%

Czech Republic

15%

Italy

(a) Including cigarillos industry
Note: Market share for HTUs is defined as the total sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes and HTUs
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

1

National Shares Follow Key City Shares Over Time

National Shares in Q4'22 vs. Key City Shares in Q4'20

(a) Including cigarillos industry
Note: Key Cities selected are respectively: Prague, Athens, Budapest, Rome, Tokyo and London
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

1

Continued *IQOS* User Growth

(in millions)

24.9 Q4'22 Total PMI *IQOS* Users

(a) See Glossary for definition
Source: PMI Financials or estimates, *IQOS* user panels and PMI Market Research. Q4 2022 Earnings, presented February 9, 2023

EU Region: Very Strong HTU Growth

(a) Based on a four-quarter moving average
Note: Market share for HTUs is defined as the total sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes and HTUs
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

EU Region: HTU SoM Performance in Select Markets

	Q4, 2022	Growth vs. PY		Q4, 2022	Growth vs. PY		Q4, 2022	Growth vs. PY
Croatia	7.6%	+1.1pp	Italy	15.4%	+2.7pp	Romania	6.8%	+2.1pp
Czech Republic	15.9	+4.1	Latvia	12.2	+0.4	Slovak Republic	19.1	+5.3
Germany	7.9	+4.4	Lithuania	31.0	+5.1	Slovenia	12.4	+3.3
Greece	18.1	+2.3	Poland	7.7	+0.3	Switzerland	10.5	+3.1
Hungary	27.5	+7.4	Portugal	18.6	+4.9	UK	3.3	+0.6

Note: Select markets where HTU share is ≥ 1%. Sales volume of PMI HTUs as a percentage of the total industry sales volume for cigarettes and HTUs
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

Japan: *IQOS* HTU Growth Driven by *ILUMA*

PMI HTU Offtake Shares[c]

(a) Adjusted market share for HTUs is defined as the total sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes, HTUs and cigarillos and excluding the impact of estimated trade inventory movements
(b) Based on a four-quarter moving average
(c) Based on 3 C-Store Chains offtake. Base includes cigarettes, cigarillos and RRP
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

Low and Middle-Income Markets: Promising Key City Growth

(PMI HTU offtake share in Key Cities)

PMI HTU Offtake Shares (Q4, 2022)

Note: K. Lumpur stands for Kuala Lumpur. Amman represents West Amman, Cairo represents Urban Cairo, K. Lumpur represents Greater Kuala Lumpur, Manila represents Metro Manila, and Tunis represents Greater Tunis. Low and Middle-Income markets defined using World Bank classification
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

1

Strong Swedish Match Results Driven by *ZYN*

- Excellent net revenue growth
- Outstanding U.S. *ZYN* performance
- Solid delivery in Scandinavia
- Robust cigars performance to end the year
- Favorable pricing across smoke-free category

Note: Swedish Match's results are based on publicly available information through September 30, 2022 and as of November 11, 2022 when consolidated in PMI's financial statements and net revenue reconciliation in appendix to these slides. Q4 2022 Earnings, presented February 9, 2023

1

Stellar U.S. *ZYN* Growth Continues

75.7%
Q4'22 *ZYN* Category Retail Share (13-week period)

Source: Swedish Match reported shipments and estimates based on MSA weekly data and IRi Unify. CAGNY 2023, presented February 22, 2023

1

Growth Driven by Increasing Distribution & Velocities

Note: MSA data does not cover 100% of U.S. market
Source: Swedish Match estimates of distributor shipments to retail using MSA weekly data. Distribution based on stores ordering *ZYN* over the past 13 weeks period. Velocity measured in periods of 13 weeks. CAGNY 2023, presented February 22, 2023

1

Strong Progress in the West, Indicator of National Potential

Nicotine Pouch Category vs. Cigarette Category

Note: Western region excludes the following states: Alaska, Hawaii, Idaho and Montana, due to differences in geographic definitions between IRi data and Swedish Match's regional sales structure
Source: IRi Unify. CAGNY 2023, presented February 22, 2023

2022: Positive Total Market Share Momentum

International Share Ex-Russia & Ukraine[a]
(Change vs. PY in pp)

PMI HTUs International Cigarette and HTU Brand Share in *IQOS* Markets[b]

(a) Reflects sales volume of PMI as a percentage of the total industry sales volume for cigarettes and HTUs. Excludes Russia, Ukraine, China and the U.S. includes cigarillos in Japan
(b) Reflects markets where *IQOS* HTUs are available in key cities or nationwide at December 31, 2022. All 'brands' except 'PMI HTUs' include cigarettes only. Excludes Russia and Ukraine and includes cigarillos in Japan
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

Total Industry Volume Trend (2013-2022)
(% Change vs. PY)

Note: Reflects cigarettes and HTUs and includes cigarillos in Japan. Excluding China and the U.S.
Source: PMI Financials or estimates

2022 Top Industry Volume Markets

(billion units)

(a) Top-10 markets ranked by 2022 total industry volume, excluding the U.S., China and Duty Free. LMIC classification Low to Middle-Income based on World Bank Classification issued in July 2022
Note: As per our 2022 10-K filing, we do not sell products in Iran, North Korea and Syria. Reflects cigarettes and HTUs (where applicable). Industry volume includes cigarillos for Japan
Source: PMI Financials or estimates

2022 PMI Total Market Share

International(b)

International excl. China(b)

(a) Excluding CNTC license production of *Marlboro* and *Parliament* cigarettes (2.3 billion units in 2022)
(b) Excluding the U.S.
Note: Reflects cigarettes and HTUs. Industry volume includes cigarillos for Japan
Source: PMI Financials or estimates

2022 PMI Adjusted Net Revenues by Currency

(a) Includes Czech Krona, Egyptian Pound, Indonesian Rupiah, Mexican Peso, Philippine Peso, Polish Zloty, Russian Ruble and Turkish Lira
Note: Market classification is based on S&P Dow Jones Indices' 2022 country classification
Source: PMI Financials or estimates

2022 PMI Adjusted Cost of Goods Sold

(a) Conversion, fixed manufacturing expenses and other costs
Source: PMI Financials or estimates

2022 PMI Adjusted Costs by Currency

	Total ($ billion)	Currency (%)				
		USD	EUR	CHF	IDR	Other
Tobacco[a]	1.7	21	53	–	18	8
Direct Materials	2.5	35	57	1	1	7
Other COGS[b]	6.9	31	23	6	13	27
Marketing, Overhead & Other Costs above OI	7.8	12	20	20	4	44
Total Adjusted Costs[c]	**18.9**	**23**	**29**	**10**	**8**	**29**

(a) Including cloves
(b) Other manufacturing related costs and shipping and distribution
(c) Total costs above adjusted OI of $18.9 billion = adjusted cost of sales of $11.0 billion + adjusted marketing, overhead & other costs above OI of 7.8 billion
Note: Sum does not foot due to rounding
Source: PMI Financials or estimates

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Designing a Smoke-Free Future

Section 2:
Smoke-Free Portfolio and Performance

2

Already Moving Fast in Our Smoke-Free Transformation

2022 Smoke-Free Net Revenues
~$12bn
PMI & Swedish Match Full Year Combined[a]

~25m
IQOS users

2 Consecutive Years of
Total Volume Growth

2022 Smoke-Free Net Revenues
>1/3
PMI & Swedish Match Full Year Combined

IQOS
#1
Smoke-Free Brand

ZYN
#1
Nicotine Pouch Brand

2 Consecutive Years of
>7%
Organic Net Revenues Growth

(a) Unaudited financial information. See Glossary of Key Terms and Definitions, and Reconciliation of Non-GAAP Measures at the end of this presentation for more information
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

2

Focused on Smoke-Free Categories with Attractive Returns

- Significant investment to develop and commercialize smoke-free products
- Focus on premium brands in most attractive categories drives profitability
- PMI's smoke-free business has been profitable for several years
- Making significant contribution to bottom-line

EU Region Illustrative Category Annual Gross Margin per User
(Excluding Devices, Consumables Only, Index = Cigarettes)

Note: Reflects indexed dollar gross margin. Cigarettes, closed system e-vapor and *IQOS* HnB represents average of 5 key markets: France, Italy, Poland, Spain, UK. Nicotine pouches average of Sweden and Denmark where category is more established. Chart not to scale
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

Rapid Transformation Drives Growth & Profitability

(a) Chart is not to scale
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

The Opportunity for *IQOS* Remains Vast

(a) Weighted average excluding the U.S.
(b) Excluding the U.S.
(c) Excluding China and the U.S.
Note: Total volume reflects cigarettes and HTUs, including cigarillos in Japan. The figures presented include Russia and Ukraine
Source: PMI Financials or estimates (2022)

Substantial Investment in Best-in-Class Capabilities

(in $ billion)

Note: Investments reflect research, product and commercial development, production capacity, scientific substantiation, and studies on adult smoker understanding. Does not include commercial deployment costs

Source: PMI Financials or estimates

Strong & Segmented Multi-Category Portfolio With Leading Brands

Source: CAGNY 2023, presented February 22, 2023

Comprehensive HnB Offer Fulfilling All Consumer Preferences

Multi-tier HTU portfolio driving growth

Note: Price positions are illustrative only
Source: CAGNY 2023, presented February 22, 2023

IQOS ILUMA: Intuitive Product for Acquisition and Retention

- Next generation of *IQOS*
- *IQOS ILUMA*: Pleasure simplified
- New internal heating technology
  - Based on Smartcore ™ induction
- Same great taste
- Premium design and customization for enhanced lifestyle appeal, advanced features
- 3 device designs covering 3 price points
- New broad range of consumables

- Addresses consumer feedback on *IQOS* blade heating product
- Robust and reliable, superior satisfaction
- Simple and Intuitive:
  - No cleaning and simple use
  - Self-activation & stick recognition
- Less explanation needed, positive for:
  - Time and cost of acquisition
  - After-care and retention
- Supports easier switching, higher conversion for legal-age smokers

ILUMA's 2-Tier HTU Portfolio Driving Growth in Japan

(a) Based on 3 C-Store Chains offtake. Base includes cigarettes, cigarillos and HTUs
Note: New users are former Legal Age Smokers or Legal Age Nicotine Users
Source: PMI Financials or estimates. Data until February 5, 2023. CAGNY 2023, presented February 22, 2023

ILUMA Accelerating Growth in Italy

(a) 2 month moving average
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

Increasing Roll-out of *ILUMA*

16 Markets Worldwide[(a)]

Markets represent >50% of 2022 HTU Volume

16 Markets Including:

(a) Status at December 31, 2022
Note: The number of markets includes International Duty Free
Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

Successful *IQOS ORIGINALS*, Next Level Innovation With *ILUMA*

- *IQOS ORIGINALS* (blade) & *HEETS*:
  - Technology that made *IQOS* successful, #1 smoke-free product in the world
  - Driving growth worldwide
  - Multiple innovative enhancements over the years
- *IQOS ILUMA* & *TEREA/SENTIA*:
  - Groundbreaking consumer-centric innovation
  - Consistently delivering superior experience for higher conversion & retention

Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

2

Further Expansion of Portfolio to Address More Adult Smokers

- *lil* & *Fiit* – Complementary to *IQOS*:
  - Long-term partnership with access to KT&G products and pipeline
  - Addressing mid- and low-price segment with intuitive innovation
  - Currently in over 30 markets
- *BONDS & blends* – Latest Heat-not-Burn Innovation:
  - Simple, convenient & affordable without compromising on reduced risk profile
  - Especially relevant for Low- and Middle-Income Consumers
  - Promising initial results in pilot city launches
  - 2023: Continue learning before deploying on a wider scale

Source: CAGNY 2023, presented February 22, 2023

2

Large U.S. Opportunity for *IQOS* and *ZYN*

- Estimated $20 billion nicotine profit pool
- Significantly higher average unit margins vs. international average
- No cannibalization from cigarette business
- Leading the industry with substantiated reduced risk products:
  - *General* snus and *IQOS* the only MRTP authorized smoke-free products
- Clear regulatory framework, ability to communicate with adult smokers

Source: PMI Financials or estimates. CAGNY 2023, presented February 22, 2023

2

IQOS in the U.S.: Investing for Success with Benefit to *ZYN*

Operational Model

- Sales & Distribution
- Manufacturing
- Brand Retail
- Customer Care / Reverse Logistics
- Digital Commercial Tools
- Regulatory Engagement

Source: CAGNY 2023, presented February 22, 2023

2

IQOS U.S. Commercial Approach

- Initial launch in focused geographies:
  - Openness to innovation and adult smoker population factors in market selection
  - *IQOS 3* with 5 FDA-authorized Tobacco & Menthol HTU variants
- Infrastructure investments are up-front
- Majority of commercial investment proportionate to volume and states launched
- Benefit of knowhow and commercial tools already available in other markets

Source: CAGNY 2023, presented February 22, 2023

International Opportunity for Nicotine Pouches

- Strong progress on Swedish Match integration
- Dedicated PMI and Swedish Match team focused on global deployment:
  - White space markets
  - Markets where category is already present
- Working on developing the category, portfolio of offerings
- Committed to responsible commercialization
- Other innovative forms of oral nicotine being explored

Source: CAGNY 2023, presented February 22, 2023

Continuing to Develop E-Vapor Portfolio

- Committed to responsible and profitable development
- Landscape and user preferences continue to evolve
- Building a portfolio addressing category dynamics
- Further roll-out of *VEEV* and *VEEBA*
- Category economics still inferior to HnB and oral smokeless due to product proliferation, lower consumer brand loyalty and conversion rates

Source: CAGNY 2023, presented February 22, 2023

Investing in Wellness & Healthcare for Long-Term Growth

- Natural long-term evolution into a broader lifestyle, consumer wellness and healthcare company
- Developing best-in-class differentiated products meeting high unmet patient and consumer needs
- Vectura & Fertin technology platforms at forefront of innovation
- Investing in platforms for long-term growth

Source: PMI Financials or estimates. CAGNY 2022, February 23, 2022

Innovating in Large & Growing Markets

	Addressable Market (Areas of Interest) 2025	CAGR (2021-2030)	Example Areas of Opportunity	Product Focus Areas
Wellness *o/w Cannabinoids*	**$33bn** *$4bn*	**8%**	• Sleep Aid • Energy & Focus • Calm & Anxiety	• Botanicals • CBD
Healthcare *o/w Cannabinoids*	**$56bn** *$24bn*	**15%**	• Acute and Chronic Conditions • Pain Management • Better Efficacy and Safety	• Myocardial infarction: Asprihale • Neurology, e.g. Migraine • Pain Management: Medical Cannabis • Allergy • Smoking Cessation / Cigarette Replacement Alternatives
Total	**$89bn**	**11%**		

Note: o/w refers to 'Of Which'
Source: PMI Financials or estimates. CAGNY 2022, February 23, 2022

Longer Business Cycle, Attractive Opportunities

Rx timeline

Note: Rx stands for prescription. CAGNY 2022, February 23, 2022

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Delivering a Smoke-Free Future

Section 3: PMI Cigarette Brand Portfolio Strategy and Performance

Remaining Competitive and Maintaining Leadership in Combustibles: Key Pillar of Smoke-Free Strategy

- Leading combustible portfolio
- Infrastructure and expertise (manufacturing, regulatory, commercial)
- Maintaining connection with adult smokers and the retail trade
- Responsible stewardship: market leader driving the obsolescence of the category
- Target at least stable combustible share net of cannibalization
- Selectively investing to continue leadership
- Driving returns from pricing, digital efficiency and productivity

Source: CAGNY 2023, presented February 22, 2023

Combustibles: Robust Organic Net Revenue Growth

Combustible leadership supports switching to smoke-free products

(a) Pricing variance is based on adjusted net revenues
Note: Excludes Russia, Ukraine, China and the U.S and includes cigarillos in Japan. Reflects sales volume of PMI cigarettes as a percentage of cigarette industry sales volume
Source: PMI Financials or estimates. Q4 2022 Earnings, presented February 9, 2023

Delivering on Strategy With Robust Combustible Performance

- Sharper focus with category management structure
- Strong pricing supporting robust net revenue growth in 2022
- Positive category share despite impact of *IQOS* cannibalization

Share of Cigarette Category

Note: Excludes China and the U.S and includes cigarillos in Japan. Reflects sales volume of PMI cigarettes as a percentage of cigarette industry sales volume
Source: PMI Financials or estimates

Marlboro: Growing Share & Volumes, 50 Years at Number One

Marlboro Share of Category

Note: Excluding China and the U.S. and includes cigarillos in Japan. Reflects sales volume of *Marlboro* cigarettes as a percentage of cigarette industry sales volume
Source: PMI Financials or estimates

PMI Cigarettes: Top-15 International Brands (2022)

PMI Owns Five of the World's Top-15 International Cigarette Brands

(a) Sales volume of cigarette brand as a percentage of the total industry sales volume for cigarettes
(b) Sales volume of PMI HTUs as a percentage of the total industry sales volume for cigarettes and HTUs
(c) Reflects Benson & Hedges IMS volume of 27.1bio, deducted by 1.5bio which is sold by PMI, mainly in Argentina and Mexico, and 0.2bio which is sold by RBH Inc. in Canada
Note: Excluding China and the U.S. *Philip Morris* includes *Philip Morris/Dubliss*. The cigarette shares presented include Russia and Ukraine
Source: PMI Financials or estimates

Cigarettes: Illicit Trade Overview (2022)

(a) Change vs 2021. Restatement of 2021 International Illicit Trade by 2 billion sticks following last 2021 Illicit Trade reports submission
(b) Estimate for PMI worldwide and BAT, JT and IMB for selected markets
Source: PMI Financials or estimates

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Delivering a Smoke-Free Future

Section 4: Tobacco Harm Reduction: Regulatory & Science

Shaping Tobacco Harm Reduction

- Transformation of our industry and achieve positive differentiation for smoke-free products, accelerating the switching of smokers[(a)] to better alternatives
- Scientifically-substantiated products can switch consumers out of cigarettes much faster than restrictive measures only
- Differentiated fiscal and regulatory frameworks are warranted for smoke-free products
- Positive public health outcomes can be significantly accelerated with the joint efforts of industry, policy makers and society

Over **1 billion** Smokers Worldwide

We continue to support regulatory and fiscal frameworks which recognize the substantial risk reduction potential of smoke-free products compared with combusted tobacco

(a) Adult smokers who would otherwise continue smoking

Encouraging Fiscal & Regulatory Developments

- More markets providing visibility on excise tax duties with differentials:
  - 20+ markets have multi-year tax calendars for HTPs, incl. growing number in EU
- Additional markets implemented regulatory frameworks for nicotine pouches
- Opening new markets:
  - Taiwan introducing legislation regulating HTPs
- Securing better regulation for harm reduction:
  - Philippines dedicated regulatory framework for smoke-free products
- Positive momentum, with more potential opportunities

Global Excise Tax Environment

- In general, governments recognize that revenue predictability and collection efficiency can be enhanced by regular and reasonable increases, high proportion of specific elements in excise tax structures, multi-year programs and income or inflation indexation:
  - Over the last 10 years the large majority of our key markets have shifted their structure towards a higher dependence on specific taxes – while lowering ad valorem rates
- EU excise tax:
  - Reasonable current EU framework, providing governments with structural flexibility between specific, ad valorem and minimum excise tax tools
- Excise taxes on smoke-free products significantly different from cigarettes in most geographies, consistent with tobacco harm reduction potential

EU Regulatory and Fiscal Developments

- Increasing number of countries incorporating Tobacco Harm Reduction into fiscal and regulatory processes
- EU Tobacco Excise Directive (EU TED) Review:
  - The proposal for the revision of TED, previously expected in Dec. 2022, was further delayed and adoption by the EU College of Commissioners is now expected in 2023
  - The TED proposal is expected to be submitted to the EU Parliament for non-binding opinion and EU Council for discussion in 2024. The final TED adoption by the EU Council requires unanimous approval of all 27 EU Member States
  - The Directive adopted by the EU Council must be transposed into the national tax legislations of all 27 EU Member States; with a likely effective enforcement date of 2026
- EU Tobacco Products Directive (EU TPD) Review:
  - The proposal for a revision of TPD is expected in 2024 with further legislative actions under a new EU Commission and new EU Parliament (elections in 2024). Currently Open Public Consultation on an evaluation of the existing TPD and Tobacco Advertising Directive until May 16, 2023
  - Ordinary legislative procedure (to kick off 2024/2025): EU Parliament and Council co-deciding; Qualified majority
  - Adopted directive transposed into national legislations of all 27 Member States; implementation usually requires 12 months minimum
- Delegated Directive withdrawing HTP exemption from characterizing flavor ban entered into force November 23, 2022 with 11 months transition period:
  - The current TPD required the Commission to introduce a ban on novel smokeless tobacco products with characterizing flavors, based on a "substantial change of circumstances"
  - The ban is to become effective as of October 23, 2023 in EU Member States
  - EU Member States are currently transposing the Delegated Directive into national law, with a transposition deadline of July 23, 2023

Integrity of Our Scientific Assessment

- Adhere to internationally recognized standards including Good Laboratory Practices and Good Clinical Practices
- Actively share our methods and study results, making them available for public review
- Our systems toxicology methods and results are subjected to an even higher level of scientific scrutiny through the sbv IMPROVER methodology[(a)]:
  - Reviews of our *IQOS* studies were submitted to the FDA as part of our MRTP applications
- Continue to make the raw data from our non-clinical and clinical RRP studies available to the public through INTERVALS.science
- Welcome independent studies of our RRPs. Encourage others to undertake serious non-clinical and clinical studies with *IQOS*
- Believe our consumers deserve our unwavering commitment to help them fully understand the benefits of switching to RRPs

We believe our scientific research capabilities are on par with the best in the life science industries

(a) sbv IMPROVER stands for Systems Biology Verification combined with Industrial Methodology for Process Verification in Research

Why Heat Tobacco Rather than Burn it?

Water and glycerin form 50% of smoke mass

Toxicants

Contains carbon-based solid particles

Water and glycerin form 90% of aerosol mass

Toxicants reduced by 95%, on average

No carbon-based solid particles

Smoke and aerosol were collected on a Cambridge filter pad using Health Canada Intense smoking regime

Source: PMI Research & Development

IQOS: Nicotine Pharmacokinetic Profile

Levels of nicotine in the blood following use of different nicotine delivery products

Plasma nicotine (ng/mL)

Note: The amount of nicotine in each product is shown in parentheses. The pattern produced by the nicotine lozenge and nicotine inhaler resemble that of nicotine gum. mg = milligram; mL = milliliter; ng = nanogram.
Source: Modified from Garrett et al. 2001

Levels of nicotine in the blood following use of cigarette and *IQOS*

Plasma nicotine (ng/mL)

Note: These data alone do not represent a claim of reduced exposure or reduced risk
Source: PMI Research & Development (PMI Investor Day, June 26, 2014)

- **The amount and rate of nicotine absorbed by the body is influenced by the route of absorption**
- **No notable difference in the nicotine absorption between cigarette and *IQOS***

IQOS: Independent Verification on PMI Science (Select Governmental Reports)

- **Superior Health Council of Belgium (SCH)** (Belgium, 2022): *" e-cigarettes are substantially less harmful than smoking cigarettes and therefore are a better alternative for smokers [...] the vast majority of the risks of tobacco smoking are not caused by nicotine, but by the harmful substances that are released by the combustion of tobacco"*
- **Superior Health Council of Belgium (SCH)** (Belgium, 2020): *"heat-not-burn products, while not safe, have a more favorable toxicity profile than cigarettes"*
- **China National Tobacco Quality Supervision and Test Centre** (China, 2019): *"THS 2.2 delivered fewer harmful constituents than the conventional cigarette 3R4F."*
- **Federal Institute for Risk Assessment (BfR)** (Germany, 2018): *"The herein confirmed reductions of relevant toxicants by about 80-99% are substantial."*
- **Food and Drug Administration (FDA)** (U.S., 2018): *"The independent testing performed by STL* [FDA's Southeast Tobacco Laboratory] *confirmed the lower levels of selected* [harmful and potentially harmful compounds] *HPHCs in the aerosol from the HeatSticks compared to mainstream cigarette smoke."*
- **Public Health England** (UK, 2018): *"Compared with cigarette smoke, heated tobacco products are likely to expose users and bystanders to lower levels of particulate matter and harmful and potentially harmful compounds. The extent of the reduction found varies between studies."*
- **National Institute for Public Health and the Environment (RIVM)** (the Netherlands, 2018): *"The use of heatsticks with the IQOS is harmful to health, but probably less harmful than smoking tobacco cigarettes."*
- **UK Committee of Toxicology** (UK, 2017) *"It is likely that there is a reduction in risk, though not to zero, to health for smokers who switch completely to heat-not-burn tobacco products."*

Note: To date, several governmental agencies have published their scientific findings that analyze the harm-reduction potential of certain RRPs versus continuing smoking, including the above select examples. Refer to Form 10-K for the year ended December 31, 2022, for additional information

Real-World Evidence: Japan Study on COPD

Note: Model adjusting for age and sex. COPD stands for Chronic Obstructive Pulmonary Disease. Observational time-trend analysis looking at temporal associations and not designed to assess cause and effect. Specific factors associated with changing hospitalization rates over time have not been fully analyzed. Subject to inherent limitations of ecological analysis.
Source: MDV Diagnosis Procedure Combination Data. https://en.mdv.co.jp/ (January 13, 2021). CAGNY 2022, February 23, 2022

Real-World Evidence: Japan Study on IHD

Note: HTP stands for Heated Tobacco Products. Model: adjusting for age and sex – other confounding factors that could influence hospitalization rates have not been fully analyzed
Observational time-trend analysis looking at temporal associations and not designed to assess cause and effect. Specific factors associated with changing hospitalization rates over time have not been fully analyzed. Subject to inherent limitations of ecological analysis
Source: JMDC all event data (Data available on www.jmdc.co.jp/en). CAGNY 2022, February 23, 2022

Switching to Smoke-free Products is Associated with Lower Cardiovascular Disease Risk than Continuing to Smoke

	Events	PYs	Incidence*	aHR (95% CI)
Continual CC only smokers as ref.				
Continual CC only smokers	13,224	2,127,601	62	1.00 (reference)
CC and NNTP users	1,510	596,081	25	0.84 (0.80-0.89)
Recent (<5 years) CC quitters without NNTP use	3,330	593,811	56	0.81 (0.78-0.84)
Recent (<5 years) CC quitters with NNTP use	139	53,609	26	0.77 (0.66-0.92)
Long-term (≥5 years) CC quitters without NNTP use	10,367	1,743,262	59	0.63 (0.62-0.65)
Long-term (≥5 years) CC quitters with NNTP use	52	17,466	30	0.77 (0.59-1.02)
Recent (<5 years) CC quitters without NNTP use as ref.				
Continual CC only smokers	13,224	2,127,601	62	1.24 (1.19-1.29)
CC and NNTP users	1,510	596,081	25	1.04 (0.98-1.11)
Recent (<5 years) CC quitters without NNTP use	3,330	593,811	56	1.00 (reference)
Recent (<5 years) CC quitters with NNTP use	139	53,609	26	0.96 (0.81-1.14)
Long-term (≥5 years) CC quitters without NNTP use	10,367	1,743,262	59	0.79 (0.76-0.82)
Long-term (≥5 years) CC quitters with NNTP use	52	17,466	30	0.96 (0.93-1.60)
Long-term (≥5 years) CC quitters without NNTP use as ref.				
Continual CC only smokers	13,224	2,127,601	62	1.58 (1.54-1.62)
CC and NNTP users	1,510	596,081	25	1.33 (1.25-1.40)
Recent (<5 years) CC quitters without NNTP use	3,330	593,811	56	1.27 (1.22-1.32)
Recent (<5 years) CC quitters with NNTP use	139	53,609	26	1.22 (1.03-1.45)
Long-term (≥5 years) CC quitters without NNTP use	10,367	1,743,262	59	1.00 (reference)
Long-term (≥5 years) CC quitters with NNTP use	52	17,466	30	1.22 (0.93-1.60)

Source: Choi S, et al. Combined Associations of Changes in Noncombustible Nicotine or Tobacco Product (NNTP) and Combustible Cigarette (CC) Use Habits With Subsequent Short-Term Cardiovascular Disease Risk Among South Korean Men. A Nationwide Cohort Study. Circulation. 2021. Observation period 2018-Dec 2019
Data available on https://doi.org/10.1161/CIRCULATIONAHA.121.054967. CAGNY 2022, February 23, 2022

Switching to Smoke-Free Products is Associated with Lower Cardiovascular Disease Risk than Continuing to Smoke

Continual CC only smokers as ref.	Events	PYs	Incidence*	aHR (95% CI)
Continual CC only smokers	13,224	2,127,601	62	1.00 (reference)
CC and NNTP users	1,510	596,081	25	0.84 (0.80-0.89)
Recent (<5 years) CC quitters without NNTP use	3,330	593,811	56	0.81 (0.78-0.84)
Recent (<5 years) CC quitter with NNTP use	139	53,609	26	**0.77 (0.66-0.92)**
Long-term (≥5 years) CC quitters without NNTP use	10,367	1,743,262	59	0.63 (0.62-0.65)
Long-term (≥5 years) CC quitter with NNTP use	52	17,466	30	**0.77 (0.59-1.02)**

- Independent study using epidemiological government data
- Switching to smoke-free products associated with 23% lower risk among both recent and long-term switchers
- Long-term cessation associated with 37% lower risk of cardiovascular disease
- Over 95% of the South Korean smoke-free market is heated tobacco products

Source: Choi S, et al. Combined Associations of Changes in Noncombustible Nicotine or Tobacco Product (NNTP) and Combustible Cigarette (CC) Use Habits With Subsequent Short-Term Cardiovascular Disease Risk Among South Korean Men. A Nationwide Cohort Study. Circulation. 2021. Observation period 2018-Dec 2019
Data available on https://doi.org/10.1161/CIRCULATIONAHA.121.054967. CAGNY 2022, February 23, 2022

Section 5: Sustainability at PMI

Sustainability at the Core of Our Strategy

- Enhancing approach to sustainability in 2022:
  - Updated statement of purpose
  - Reassessed ESG priorities
  - Published dedicated Sustainability Materiality report
  - Introduced Sustainability Index
- Product health impact:
  - Growing penetration of smoke-free products to accelerate the end of smoking

Source: CAGNY 2023, presented February 22, 2023

PMI's Updated Statement of Purpose

Transforming for good

"The Company is actively accelerating the decline of cigarette smoking beyond what traditional tobacco control measures can achieve alone.

"PMI remains committed to accelerating the end of smoking and laying the foundations of a strong business in areas of wellness and healthcare as we strive to develop commercially successful products that have a net positive impact on society.

"This means not only transforming the Company to deliver on its purpose but also inspiring the industry to follow its lead.

"PMI's key stakeholder constituencies, which are fundamental to both the achieving of its purpose and to the pace of its progress, will be affected in different ways by PMI's transformation.

"PMI believes that with the right regulatory encouragement and support from civil society, cigarette sales can end within 10 to 15 years in many countries.

Read PMI's Statement of Purpose

Changes to our strategy and vision prompted the revision of our Statement of Purpose to encompass our strategic efforts to venture toward becoming a wellness and healthcare company. Issued by PMI's board, it was published in the 2022 Proxy Statement as an update to the letter to shareholders published in the 2017 Proxy Statement and the Statement of Purpose published in the 2020 Proxy Statement.

Sustainability: Identifying Strategic Priorities

- New sustainability materiality Assessment
- Inward and outward impacts considered (double materiality)
- Product health impact remains our core priority

Sustainability Materiality Matrix

Source: CAGNY 2022, February 23, 2022

Business Transformation Metrics

Shifting Our Resources to Deliver a Smoke-Free Future

	2015	2016	2017	2018	2019	2020	2021	2022
Adjusted R&D expenditure (smoke-free/total)	70%	72%	74%	92%	98%	99%	99%	99%
Commercial expenditure (Marketing) (smoke-free/total)	8%	15%	39%	60%	71%	76%	73%	74%
Adjusted Net revenues (smoke-free/total)	0.7%	3.3%	13.1%	14.3%	19.2%	24.2%	29.5%	32.1%
Smoke-free product shipment ratio[(a)] (smoke-free/total)	0.6%	1.4%	4.9%	5.7%	8.1%	10.9%	13.3%	15.1%
Estimated users who have stopped smoking and switched to *IQOS*[(b)] (in millions)	-	1.5	4.7	6.6	9.6	13.0	15.3	17.8
Number of markets where net revenues from smoke-free products exceed 50% of total net revenues	-	-	1	3	4	6	10	17

(a) The smoke-free product shipment ratio is computed based on millions of units. Smoke-free products include heated tobacco units, e-cigarettes, snus and nicotine pouches. Total products include smoke-free products, cigarettes and other combustible products
(b) See Glossary for definition
Source: PMI Financials or estimates, *IQOS* user panels and PMI Market Research

Championing Sustainability, Committed to Achieving Our Purpose

- PMI and Swedish Match: shared vision, values and purpose to phase-out cigarettes
- New Biodiversity and Water Ambitions
- 'Triple A' from CDP, recognizing our efforts across climate, forests, and water stewardship
- Inclusion in 2023 Bloomberg Gender-Equality Index
- Integrated report to be published in April 2023

Bloomberg Gender-Equality Index 2023 Member

CDP DISCLOSURE INSIGHT ACTION A LIST 2022 CLIMATE FORESTS WATER

PERFECT FOREST™

Source: Q4 2022 Earnings, presented February 9, 2023

PHILIP MORRIS INTERNATIONAL

Delivering a Smoke-Free Future

Section 6: Capital Structure and Returns to Shareholders

Growing, Investing, Deleveraging & Rewarding Shareholders

- Highly cash generative business, enhanced by Swedish Match:
  - Reinvesting in innovation and growth
  - Focus on deleveraging
  - Swedish Match $11bn bridge facility fully repaid
  - Improving currency profile
- Target robust EBITDA growth
- Unwavering commitment to shareholder returns:
  - Fifteen consecutive years of dividend growth
  - Total increase of ~176% since 2008

Note: Dividends for 2008 and 2022 are annualized rates. The 2008 annualized rate is based on a quarterly dividend of $0.46 per common share, declared June 18, 2008. The 2022 annualized rate is based on a quarterly dividend of $1.27 per common share, declared September 14, 2022
Source: PMI Financials or estimates

Solid Capital Structure

- Remain committed to strong single-A credit ratings, as a growing and highly cash-generative business
- Long-term credit ratings and outlook:
  - Moody's: A2 (Stable)
  - Standard & Poor's: A- (Stable)
  - Fitch: A (Stable)
- Short-term credit ratings—P-1 / A-2 / F1[(a)]:
  - Access to tier 1 commercial paper market
- Robust liquidity profile backed by $6.3 billion stand-by revolving credit facilities

(a) Reflects ratings for Moody's, Standard & Poor's and Fitch, respectively
Source: PMI Financials or estimates (as of December 31, 2022)

Well-Laddered Bond Portfolio

($ in billions)

(a) SWMA bonds represent notes denominated in USD, EUR, CHF and SEK issued by Swedish Match AB
Source: PMI Financials or estimates

Rewarding Our Shareholders: Attractive Dividend

Note: PMI reflects absolute growth in annualized announced dividends from time of first PMI dividend of $0.46 in June 2008 through February 27, 2023. Companies in the Peer Group reflect absolute growth from FY 2008 dividends or Q2, 2008 annualized dividend through current last twelve months dividends or current last quarter annualized dividend as appropriate. Dividend yield represents the trailing annualized dividend on February 27, 2023, over the closing share price on that date. The current annualized dividend rate for PMI is $5.08. The closing share price for PMI was $98.17 on February 27, 2023. NA stands for not available
Source: FactSet

Rewarding Our Shareholders: Total Return

(a) Includes PMI, Altria, BAT, Imperial Brands and Japan Tobacco
Note: TSR in USD. The MSCI World Tobacco Index and the company peer group represent the market weighted-average return of the index/group. PMI total shareholder return pro forma for additional $0.46 per share dividend paid in April 2008 impacts the period March 28, 2008 – February 27, 2023. Exchange rates are as of March 28, 2008, January 1, 2023 and February 27, 2023. The company peer group is defined in the Glossary
Source: FactSet, Bloomberg, and MSCI World Tobacco Index

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Designing a Smoke-Free Future

Section 7: Appendix, Glossary and Reconciliation of non-GAAP Measures

Appendix, Glossary of Key Terms and Definitions, and Reconciliation of Non-GAAP Measures

Industry Volume Overview – EU

(Billion Cigarette Equivalent Units)

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
France	Cigarettes	48.3	45.7	46.2	45.7	45.1	40.9	37.8	36.4	34.1	32.3
	HTU	-	-	-	-	0.0	0.0	0.1	0.2	0.2	0.2
	OTP	15.8	15.4	16.3	16.4	15.7	14.3	13.6	15.2	14.3	12.6
Germany	Cigarettes	79.6	80.4	80.0	78.1	76.7	74.8	72.4	73.0	71.6	66.5
	HTU	-	-	-	0.0	0.1	0.4	0.9	1.7	2.4	3.7
	OTP	44.1	43.5	43.0	42.5	41.3	40.9	40.3	42.2	41.3	40.0
Italy	Cigarettes	74.0	74.4	73.8	72.1	69.3	67.5	64.6	61.7	61.1	60.2
	HTU	-	-	0.0	0.1	0.5	1.5	3.3	5.7	9.3	12.6
	OTP	6.8	6.9	7.2	7.4	8.1	8.5	8.9	9.4	9.3	9.0
Poland	Cigarettes	46.6	42.1	41.1	41.3	41.6	42.8	45.0	43.2	45.6	49.4
	HTU	-	-	-	-	0.1	0.4	1.2	2.4	3.8	6.3
	OTP	3.4	3.6	4.0	4.1	5.0	5.5	6.2	7.2	7.8	7.9
Spain	Cigarettes	47.7	47.0	46.7	46.7	44.9	44.8	45.1	41.4	42.1	43.8
	HTU	-	-	-	0.0	0.1	0.2	0.3	0.4	0.5	0.8
	OTP	14.1	13.0	12.8	12.4	12.3	12.5	13.4	14.2	14.3	14.9

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

Industry Volume Overview – EU (cont'd)

(Billion Cigarette Equivalent Units)

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Croatia	Cigarettes	6.6	6.1	6.1	6.0	6.2	6.2	6.1	5.7	5.7	6.0
	HTU	-	-	-	-	0.0	0.1	0.2	0.3	0.4	0.5
	OTP	-	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Czech Republic	Cigarettes	19.8	20.1	20.4	20.5	20.3	20.0	19.7	17.0	15.2	14.5
	HTU	-	-	-	-	0.1	0.5	1.2	1.7	2.1	2.9
	OTP	2.2	2.3	2.6	2.5	2.4	2.2	2.2	1.9	1.7	1.5
Greece	Cigarettes	18.1	16.8	16.4	15.3	13.8	12.8	12.1	10.9	11.1	11.3
	HTU	-	-	-	0.0	0.2	0.6	1.2	1.5	2.0	2.7
	OTP	4.0	4.0	4.1	4.2	3.8	3.9	4.2	4.3	4.4	4.4
Hungary	Cigarettes	9.6	7.4	7.3	7.4	7.6	8.1	8.3	7.7	6.9	6.5
	HTU	-	-	-	-	-	-	0.2	0.8	1.6	2.7
	OTP	8.1	9.7	10.4	10.4	9.1	8.4	7.8	7.7	7.3	6.9
Latvia	Cigarettes	1.8	1.9	1.9	1.9	1.9	2.0	1.9	1.8	1.7	1.8
	HTU	-	-	-	-	-	0.0	0.1	0.2	0.2	0.2
	OTP	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

Industry Volume Overview – EU (cont'd)

(Billion Cigarette Equivalent Units)

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Lithuania	Cigarettes	2.8	2.9	3.1	3.1	2.9	2.8	2.7	2.4	2.4	2.2
	HTU	-	-	-	-	0.0	0.1	0.4	0.6	0.7	1.0
	OTP	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3
Norway	Cigarettes	1.8	1.8	1.8	1.7	1.7	1.4	1.4	1.9	1.9	1.3
	OTP	1.1	1.1	1.0	1.0	0.9	0.7	0.7	0.9	0.9	0.7
	Snus	1.6	1.8	1.8	1.9	1.9	2.0	2.1	2.9	3.5	2.7
	HTU	-	-	-	-	-	-	-	-	-	-
Portugal	Cigarettes	9.9	9.6	9.7	9.8	10.2	9.7	9.7	9.0	8.8	8.7
	HTU	-	-	0.0	0.0	0.1	0.3	0.6	0.9	1.2	1.7
	OTP	2.2	2.2	1.8	1.5	1.2	1.0	1.0	1.0	1.0	1.0
Romania	Cigarettes	24.5	23.4	24.0	24.2	24.3	24.4	25.5	25.6	25.9	27.5
	HTU	-	-	0.0	0.0	0.2	0.5	0.7	0.9	1.3	2.0
	OTP	-	-	-	0.0	0.0	0.0	0.0	0.1	0.2	0.2
Slovak Republic	Cigarettes	6.9	7.0	7.1	7.1	7.2	7.1	7.1	6.9	6.4	6.2
	HTU	-	-	-	-	0.0	0.3	0.5	0.7	0.9	1.2
	OTP	0.2	0.3	0.5	0.5	0.3	0.3	0.3	-	-	-

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

Industry Volume Overview – EU (cont'd)

(Billion Cigarette Equivalent Units)

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Slovenia	Cigarettes	3.9	3.7	3.6	3.6	3.5	3.5	3.4	3.2	3.2	3.3
	HTU	-	-	-	-	0.0	0.1	0.1	0.2	0.3	0.4
	OTP	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2
Sweden	Cigarettes	5.8	6.0	5.7	5.7	5.4	5.3	5.2	5.0	4.8	4.8
	OTP	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2
	Snus	7.7	8.0	8.0	8.3	8.5	8.9	9.0	8.8	8.8	9.2
Switzerland	Cigarettes	10.6	10.2	9.8	9.4	9.3	9.1	8.8	9.2	8.9	8.5
	HTU	-	-	0.0	0.0	0.1	0.2	0.3	0.4	0.6	0.9
	OTP	1.2	1.3	1.3	1.4	1.4	1.4	1.5	1.6	1.7	1.7
United Kingdom	Cigarettes	35.8	33.8	31.4	29.6	27.9	26.0	23.5	24.1	23.7	20.3
	HTU	-	-	-	0.0	0.0	0.0	0.1	0.3	0.5	0.6
	OTP	10.7	10.4	10.0	10.3	10.5	10.6	10.7	13.8	14.4	11.9

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

Industry Volume Overview – EE, MEA&DF and S&SA

(Billion Cigarette Equivalent Units)

Eastern Europe

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Russia	Cigarettes	346.4	314.1	294.1	280.0	259.7	236.3	217.7	203.7	196.9	187.6
	HTU	-	-	0.0	0.0	0.3	2.6	8.8	15.4	19.9	21.3

Middle East and Africa

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Egypt	Cigarettes	79.9	82.0	78.4	83.2	86.4	86.0	87.4	85.8	93.1	92.8
	HTU	-	-	-	-	-	-	-	-	0.2	0.8
Turkey	Cigarettes	91.7	94.7	103.2	105.5	106.2	118.5	119.7	114.8	125.1	117.2

South and Southeast Asia

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Indonesia	Cigarettes	314.5	319.0	320.0	315.6	303.5	302.5	305.2	276.2	296.2	309.6
	OTP	5.8	9.6	11.5	12.7	14.3	14.0	12.6	21.0	17.9	22.6
Philippines	Cigarettes	91.0	94.9	90.2	79.3	74.9	73.2	70.5	61.8	55.1	51.6
	HTU	-	-	-	-	-	-	-	0.0	0.2	0.2

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

Industry Volume Overview – EA&A

(Billion Cigarette Equivalent Units)

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Australia	Cigarettes	18.7	16.8	16.5	15.7	13.9	12.8	12.0	11.0	9.7	8.9
	OTP	3.2	3.3	3.4	3.5	3.5	3.8	3.9	3.7	3.2	2.8
Japan	Cigarettes	192.6	186.2	182.3	173.8	151.4	132.7	121.1	102.8	94.4	92.7
	HTU	-	0.0	0.2	5.2	20.0	34.6	36.7	40.1	45.0	50.5
	OTP	-	-	-	-	-	0.9	4.0	12.3	11.1	5.1
South Korea	Cigarettes	88.4	88.1	67.3	73.6	69.0	62.8	61.2	64.1	62.8	61.9
	HTU	-	-	-	-	1.6	6.8	7.3	7.5	8.9	10.7
New Zealand	Cigarettes	1.9	1.8	1.8	1.8	1.7	1.7	1.5	1.4	1.2	1.1
	HTU	-	-	-	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	OTP	0.9	0.9	0.9	0.8	0.8	0.7	0.8	0.8	0.7	0.5
Singapore	Cigarettes	2.7	2.8	2.8	2.8	2.8	2.8	2.7	3.1	3.0	2.7

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

Industry Volume Overview – Americas

(Billion Cigarette Equivalent Units)

Market	Product Group	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Argentina	Cigarettes	42.5	41.9	40.8	38.7	38.2	36.9	34.1	31.0	30.0	30.3
	OTP	0.2	0.2	0.2	0.2	0.3	0.2	0.1	0.1	0.2	0.0
Mexico	Cigarettes	34.6	33.5	33.8	36.2	35.8	35.5	35.5	30.5	31.8	32.1
	HTU	-	-	-	-	-	-	0.0	0.1	0.1	0.1

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of January 26, 2023

PMI Tobacco Leaf Purchases by Geography (2022)

Source: PMI Operations

PMI Manufacturing Footprint (2022)

(a) Includes facilities in Greece, Indonesia, Italy, Poland, Romania, Russia, South Africa, South Korea and Switzerland that are fully or partially dedicated to the production of Heated Tobacco Units (HTUs) or other nicotine-containing products. Excludes Swedish Match and Fertin Vectura Pharma, 53 facilities including

Note: On February 25, 2022 PMI announced the temporary suspension of its operations in Ukraine, including at its factory in Kharkiv

Source: PMI Operations and Form 10-K for the year ended December 31, 2022

Cigarette Excise Tax Structures: Select Markets
(February 1, 2023)

Argentina

	%	
	Nominal	RSP[f]
Social Assistance Fund (SAF)[a]	7.00	7.00
Special Tobacco Fund (STF)[b]	7.35	8.19
Excise Tax[c]	70.00	55.16
VAT[d]	21.00	4.96
Turnover Tax[e]	3.77	0.64
Tax Burden		75.96

(a) 7% x RSP
(b) [7.35% x (RSP – SAF – VAT)] + ARS 8.2821 (as of January 2023)
(c) 70% x [RSP – SAF – VAT – STF). Minimum excise tax: ARS 217.03 (December 2022 - February 2023)
(d) (NEFP + Wholesaler & Retailer margin) x 21%
(e) NEFP x 3.73%
(f) Based on *Philip Morris* soft pack (ARS 440.00)
Note: NEFP is net ex-factory price

Australia

Tobacco Excise Tax (AUD/Kg)	1,629.14
Tobacco Excise Tax (AUD/000)[a]	1,140.40
VAT (Nominal)	10%

(a) If not exceeding 0.8g per cigarette

France

Ad Valorem Excise Tax	55.00%
Specific Excise Tax (EUR/000)	63.60
Minimum Excise Tax (EUR/000)	336.70
VAT (Nominal)	20.0%

Egypt

Price Tier (RSP per pack in EGP)	1 (0 – 24)	2 (+24-35)	3 (35+)
Ad Valorem Excise Tax (% of RSP)	50%	50%	50%
Specific Excise Tax (EGP/000)	200.0	325.0	350.0
Health Tax (EGP/000)	55.0	55.0	55.0

Germany

Ad Valorem Excise Tax	19.84%
Specific Excise Tax (EUR/000)	111.50
Minimum Total Tax (EUR/000) (a)	228.88
VAT (Nominal)	19.0%

(a) Minimum Total Tax (MTT) also includes the VAT

Note: 20 cigarettes per pack

Cigarette Excise Tax Structures: Select Markets (cont.)
(February 1, 2023)

Japan

National – Tobacco Tax (JPY/pack)	136.04
National – Special Tobacco Tax (JPY/pack)	16.40
Local Excise Tax (JPY/pack)	152.44
Total (JPY/pack)	**304.88**
VAT (Nominal)	10%

South Korea

Tobacco Consumption Tax (KRW/pack)	1,007
Public Health Tax (KRW/pack)	841
Education Tax (KRW/pack)	443
Green Fund Tax (KRW/pack)	28
Individual Consumption Tax (KRW/pack)	594
Farmer's Subsidy Tax (KRW/pack)	5
Total (KRW/pack)	**2,918**
VAT (Nominal)	10%

Mexico

Ad Valorem Excise Tax[a]	160%
Specific Excise Tax (MXN/000)	591.1
VAT (Nominal)	16%

(a) Ad valorem excise tax is 160% of manufacturer / wholesale price to retail excluding taxes (VAT and Excise)

Philippines

Specific Excise Tax (PHP/pack)[a]	60.0

(a) January 1, 2024 onwards (+5% / year)

Poland

Ad Valorem Excise Tax	32.05%
Specific Excise Tax (PLN/000)	250.91
Minimum Excise Tax (PLN/000)	518.78
VAT (Nominal)	23.0%

Italy

Ad Valorem Excise Tax	49.5%
Specific Excise Tax (EUR/000)	28.00
Minimum Total Tax (EUR/000)[a]	200.05
VAT (Nominal)	22.0%

(a) Minimum Total Tax also includes the VAT

Spain

Ad Valorem Excise Tax	51.00%
Specific Excise Tax (EUR/000)	24.70
Minimum Excise Tax (EUR/000)	131.50
VAT (Nominal)	21.0%

Turkey

Ad Valorem Excise Tax (% of RSP)	63.0%
Specific Excise Tax (TRY/000)	48.09
Minimum Excise Tax (TRY/000)	968.0
VAT (Nominal)	18%

Note: 20 cigarettes per pack

Excise Tax Structure: Russia

(February 1, 2023)

Cigarettes	2019[a]	2020[a]	2021[a]	2022[a]	2023[a]	2023[Mar]
Ad Valorem Excise Tax (% of MRSP)	14.5%	14.5%	16.0%	16.0%	16.0%	16.0%
Specific Excise Tax (RUB/000)	1,890	1,966	2,359	2,454	2,552	2,603
Minimum Excise Tax (RUB/000)	2,568	2,671	3,205	3,333	3,467	3,536
Heated Tobacco Products						
Specific Excise Tax (RUB/kg)	5,808	6,040	7,248	7,538	7,839	8,669
Electronic Nicotine Delivery Systems; Tobacco Heating Devices (RUB/device)		50	60	62	64	0

(a) Effective as of January 1 for both cigarettes and heated tobacco products
Note: Tax plan subject to revision annually. VAT currently at 20% (effective since January 1, 2019)

Excise Tax Structure: Indonesia

(February 1, 2023)

CC – Cigarette Type	Volume Tier	Price Tier	Minimum HJE[a] (IDR/stick) Current	Minimum HJE[a] (IDR/stick) Previous[b]	Total Excise + Regional Tax (IDR/stick) Current	Total Excise + Regional Tax (IDR/stick) Previous[b]
Machine-Made Kretek (SKM)	Volume Tier 1 (> 3 billion units)	1	2,055	1,905	1,211.1	1,083.5
	Volume Tier 2 (≤ 3 billion units)	1	1,255	1,140	735.9	660.0
Whites (SPM)	Volume Tier 1 (> 3 billion units)	1	2,165	2,005	1,312.3	1,171.5
	Volume Tier 2 (≤ 3 billion units)	1	1,295	1,135	781.0	698.5
Hand-Rolled Kretek (SKT) / Hand-Rolled White (SPT)	Volume Tier 1 (> 2 billion units)	1	1,800	1,636	507.1	484.0
		2	1,250	1,135	397.1	379.5
	Volume Tier 2 (> 500 million units–2 billion units)	1	720	600	235.4	225.5
	Volume Tier 3 (≤ 500 million units)	1	605	505	129.8	126.5

(a) HJE stands for banderole price
(b) Previous rates effective from January 1 to December 31, 2022

Excise Tax Structure: Japan

(February 1, 2023)

Cigarettes

- Excise tax increases of JPY 20/pack in October 2018, 2020 and 2021:
  - No increase in October 2019, due to nominal VAT increase from 8% to 10%

Heated Tobacco Products (HTPs)

- "Heated tobacco" category:
  - Dedicated excise tax category for heated tobacco products (previously: pipe tobacco category)
  - Taxable base for the specific excise tax is weight of heated tobacco
  - For products using liquid to create an aerosol, the liquid portion is considered as tobacco for tax purposes
- Heated tobacco excise tax is being phased in over a five-year period (2018-2022), with the fifth year reflecting 100% of the new system (heated tobacco category). See next slide for details

Note: 20 cigarettes/heated tobacco units per pack

HTP Excise Tax Structure

	Pipe Tobacco Category	Heated Tobacco Category
RSP (JPY/pack)	600	600
VAT (Nominal)	10%	10%
RSP Net of VAT (JPY/pack)	545	545
Effective Specific Rate (JPY/kg)	**15,244**	**19,055**[a]
Tax Base	Full product weight (14.9 g/pack)[b]	Heated tobacco weight (5.4 g/pack)[c]
Specific Yield (JPY/000)	11,357	5,145
Effective Ad Valorem Rate	**n/a**	**30%**
Tax Base	n/a	RSP net of VAT
Ad Valorem Yield (JPY/000)	n/a	8,182
Total Excise Tax Yield (JPY/000)	**11,357**	**13,327**

0% 100%

Heated Tobacco Category: Indicative Excise Tax Payable as of October 1, 2022 (JPY/000) 13,327

(a) Reflects effective specific rate for the fifth year of five-year-phase-in period
(b) Reflects indicative "total weight" for *Marlboro Menthol HeatSticks*
(c) Reflects indicative "heated tobacco weight" for *Marlboro Menthol HeatSticks*

Multi-Year Tobacco Tax Plan: Japan

(February 1, 2023)

	Previous	Oct 1, 2018 – Sept 30, 2019	Oct 1, 2019 – Sept 30, 2020	Oct 1, 2020 – Sept 30, 2021	Oct 1, 2021 – Sept 30, 2022	Oct 1, 2022 and Onwards
VAT (Nominal)	8%	8%	10%	10%	10%	10%
Excise Tax: Cigarettes (JPY/000)	12,244	13,244	13,244	14,244	15,244	15,244
Excise Tax: Pipe Tobacco (JPY/kg)[a]	12,244	13,244	13,244	14,244	15,244	15,244
Excise Tax: New HTP Category						
-Effective Specific Rate (JPY/kg)[b]	-	16,555	16,555	17,805	19,055	19,055
-Effective Ad Valorem Rate[c][d]	-	30%	30%	30%	30%	30%
HTP Phase-in Period						
-Portion of New HTP System	-	20%	40%	60%	80%	100%
-Portion of Previous System	-	80%	60%	40%	20%	0%

(a) Previously, HTPs were taxed based on pipe tobacco excise tax rate
(b) Taxable base is weight of heated tobacco
(c) Taxable base is RSP net of VAT
(d) Effective ad valorem rate is calculated as the excise tax incidence based on announced average RSP
Note: Based on current law

IQOS Retail Selling Prices: European Union

(February 1, 2023)

		RSP[a]						
		IQOS Kit					Pack	
Market	Currency	2.4 Plus	*IQOS ORIGINALS DUO*	*ILUMA PRIME*	*ILUMA*	*ILUMA ONE*	HTUs	*Marlboro* Cigarettes
ANDORRA	EUR		69.0	99.0	69.0	49.0	3.55[b]	3.75
AUSTRIA	EUR		59.0				5.20	6.00
BULGARIA	BGN		90.0				5.50	5.70
CANARY ISLANDS	EUR			99.0	59.0	29.0	3.00[b]	4.00
CROATIA	EUR	29.0	49.0				3.85	4.65
CYPRUS	EUR		59.0	109.0	69.0	39.0	4.00	4.90
CZECH REPUBLIC	CZK			2,790.0	1,690.0	1,090.0	112.0	149.0
DENMARK	DKK		299.0	899.0	599.0	399.0	46.0	60.0

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) *HEETS* and *Terea* with equal pricing
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
Source: PMI affiliates

IQOS Retail Selling Prices: European Union (cont.)

(February 1, 2023)

		RSP[a]							
		IQOS Kit						Pack	
Market	Currency	2.4 Plus	*IQOS ORIGINALS ONE*	*IQOS ORIGINALS DUO*	*ILUMA PRIME*	*ILUMA*	*ILUMA ONE*	HTUs	*Marlboro* Cigarettes
ESTONIA	EUR	29.0		49.0				4.70	5.35
FRANCE	EUR	49.0	49.0	69.0				7.50	10.5
GERMANY	EUR			49.0				6.80	8.00
GREECE	EUR			59.0	109.0	69.0	39.0	4.00	4.60
HUNGARY	HUF			19,990				1,850	2,100
ITALY	EUR			59.0	129.0	89.0	49.0	5.00	6.00
LATVIA	EUR	29.0		49.0				4.00	4.20
LITHUANIA	EUR	19.0		49.0				4.00	4.80

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
Source: PMI affiliates

IQOS Retail Selling Prices: European Union (cont.)

(February 1, 2023)

		RSP[a]							
		IQOS Kit						Pack	
Market	Currency	2.4 Plus	*IQOS ORIGINALS ONE*	*IQOS ORIGINALS DUO*	*ILUMA PRIME*	*ILUMA*	*ILUMA ONE*	HTUs	*Marlboro* Cigarettes
MONACO	EUR	49.0	49.0	69.0				7.50	10.5
NETHERLANDS	EUR	19.0		49.0				6.00	8.20
POLAND	PLN	69.0		99.0				16.00	18.99
PORTUGAL	EUR	19.0		39.0	89.0	59.0	39.0	4.50	5.40
ROMANIA	RON			249.0				19.00	24.00
SLOVAK REP.	EUR				119.0	69.0	49.0	4.00	5.00
SLOVENIA	EUR	39.0		49.0				4.10	4.90
SPAIN	EUR				99.0	69.0	39.0	4.85[b]	5.35

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) *Heets* and *Terea* with equal pricing
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. Slovak Rep. is Slovak Republic
Source: PMI affiliates

IQOS Retail Selling Prices: European Union (cont.)

(February 1, 2023)

		RSP[a]					
		IQOS Kit				Pack	
Market	Currency	*IQOS ORIGINALS DUO*	*ILUMA PRIME*	*ILUMA*	*ILUMA ONE*	HTUs	*Marlboro* Cigarettes
SWEDEN	SEK	599.0				50.0	71.0
SWITZERLAND	CHF		119.0	79.0	49.0	8.00[b]	9.00
UK	GBP	39.0				5.00	12.75

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) *Heets* and *Terea* with equal pricing
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
Source: PMI affiliates

IQOS Retail Selling Prices: Eastern Europe

(February 1, 2023)

		RSP[a]		
		IQOS Kit	Pack	
Market	Currency	*IQOS ORIGINALS DUO*	HTUs	*Marlboro* Cigarettes
ALBANIA	ALL	5,000	320.0	360.0
ARMENIA	AMD	14,999	750.0	1,000.0
BOSNIA & HERZ.	BAM	85.0	5.70	6.00
GEORGIA	GEL	109.0	7.20	7.40
ISRAEL	ILS	290.0	27.00	34.00
KAZAKHSTAN	KZT	21,500	740	760
KYRGYZSTAN	KGS	4,200	117.0	121.0
MOLDOVA	MDL	749.0	45.0	48.0

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. Bosnia & Herz. is Bosnia & Herzegovina
Source: PMI affiliates

IQOS Retail Selling Prices: Eastern Europe (cont.)

(February 1, 2023)

		RSP[a]		
		IQOS Kit	Pack	
Market	Currency	*IQOS ORIGINALS DUO*	HTUs	*Marlboro* Cigarettes
MONTENEGRO	EUR	50.0	2.90	3.60
N. MACEDONIA	MKD	2,600	150.0	160.0
RUSSIA[b]	RUB	2,490	180.0	229.0
SERBIA	RSD	5,000	340.0	420.0
UKRAINE[c]	UAH	1399	80.0	85.0
UZBEKISTAN	UZS	540,000	16,000	15,000

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) HTU RSPs: RUB 180/pack for *HEETS*; RUB 200/pack for *HEETS Creations*
(c) Effective recommended RSPs for HTUs and effective maximum RSP for *Marlboro* cigarette packs (both reflecting the price to adult smokers including 5% sales tax)
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. N. Macedonia is North Macedonia
Source: PMI affiliates

IQOS Retail Selling Prices: Middle East & Africa

(February 1, 2023)

		RSP[a]		
		IQOS Kit	Pack	
Market	Currency	*IQOS ORIGINALS DUO*	HTUs	*Marlboro* Cigarettes
BAHRAIN	BHD	28.0	2.00	2.40
EGYPT	EGP	1,000	40.0	48.0
JORDAN	JOD	50.0	2.00	2.40
KUWAIT	KWD	25.0	0.80	0.90
LEBANON	LBP	2,700,000	72,000	96,250
MOROCCO[b]	MAD	800	35.0	39.0
PALESTINE	ILS	240.0	24.0	27.0
REUNION	EUR	69.0	10.0	12.1

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) As of February 8, 2023
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
Source: PMI affiliates

IQOS Retail Selling Prices: Middle East & Africa (cont.)

(February 1, 2023)

		RSP[a]					
		IQOS Kit				Pack	
Market	Currency	*IQOS ORIGINALS DUO*	*ILUMA PRIME*	*ILUMA*	*ILUMA ONE*	HTUs	*Marlboro* Cigarettes
SAUDI ARABIA	SAR	280.0				25.0	28.0
SOUTH AFRICA	ZAR	750.0				39.0	54.0
TUNISIA	TND	250.0				8.8	9.2
TURKISH CYPRUS	TRY	999.0				31.0	32.0
UAE	AED	300.0	440.0	280.0	180.0	20.0	22.0

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. UAE is the United Arab Emirates
Source: PMI affiliates

IQOS Retail Selling Prices: South & Southeast Asia

(February 1, 2023)

		RSP[a]				
		IQOS Kit		Pack		
Market	Currency	*IQOS ORIGINALS DUO*	*BONDS*	HTUs	Blends	*Marlboro* Cigarettes
MALDIVES	MVR	1,500		85.0		100.0
PHILIPPINES[b]	PHP	2,990	990.0	140.0	100.0	160.0

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) HTU RSP refers to *HEETS*
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
Source: PMI affiliates

IQOS Retail Selling Prices: East Asia & Australia

(February 1, 2023)

		RSP[a]						
		IQOS Kit					Pack	
Market	Currency	*IQOS ORIGINALS ONE*	*IQOS ORIGINALS DUO*	*ILUMA PRIME*	*ILUMA*	*ILUMA ONE*	HTUs	*Marlboro* Cigarettes
JAPAN[b]	JPY	4,980	6,980	9,980	6,980	3,980	530/550 580/600	600
MALAYSIA	MYR		299.0				14.0	17.4
NEW ZEALAND[c]	NZD		139.0				16.0	40.9
SOUTH KOREA[d]	KRW		59,000	139,000	99,000		4,500/4,800	4,500

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) HTU RSPs: *SENTIA* - JPY 530/pack; *HEETS* - JPY 550/pack; *TEREA* - JPY 580/pack; *MARLBORO HeatSticks* - JPY 600/pack.
(c) On e-commerce, HTUs are sold at a bundle offer of NZD 150 for 10 packs
(d) HTU RSPs: *HEETS* – KRW 4,500/pack; *TEREA* – KRW 4,800/pack
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
Source: PMI affiliates

IQOS Retail Selling Prices: Americas

(February 1, 2023)

		RSP[a]							
		IQOS Kit					Pack		
Market	Currency	2.4 Plus	*IQOS ORIGINALS ONE*	*IQOS ORIGINALS DUO*	3 DUO	*BONDS*	HTUs	Blends	*Marlboro* Cigarettes
ARUBA	AWG			60.0	110.0		14.0		17.0
CANADA[b]	CAD		45.19		56.49		8.66		16.24
COLOMBIA	COP			99,000	180,000	50,000	8,500	6,000	10,000
COSTA RICA	CRC			14,000	34,500		2,200		2,400
CURACAO	ANG	60.0		60.0	110.0		11.5		14.0
DOMINICAN REP.	DOP	1,100		1,100	2,500		250		300
GUATEMALA	GTQ	275.0		60.0	360.0		22.0		27.0
MEXICO	MXN	799.0			1,399		63.0		75.0

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
(b) RSPs are for the Province of Ontario. HTU RSP is per 20 sticks equivalent based on individual 180s selling unit. HTUs are sold in cartons of 10 packs of 18 units (180s), and 3 packs of 18 units (54s), for CAD 66.99 and CAD 26.09 plus VAT (13%).
Cigarette RSP for pack of 20 cigarettes equivalent (RBH brand: *Belmont 20s*). Includes 13% VAT
Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. Dominican Rep. is Dominican Republic
Source: PMI affiliates

LIL SOLID/HYBRID Retail Selling Prices

(February 1, 2023)

Market	Currency	*LIL HYBRID*	HTU Pack (*Miix*)	Cartridge	*LIL SOLID*	*HTU Pack (Fiit)*
ALBANIA	ALL				2,000	250.0
ARMENIA	AMD				9,999	650.0
BOSNIA & HERZ.	BAM				40.0	5.60
BULGARIA	BGN				35.0	5.20
CANARY ISLANDS	EUR				19.0	2.50
CROATIA	EUR				25.0	3.90
CYPRUS	EUR				29.0	3.50
CZECH REPUBLIC	CZK				490.0	99.0
GEORGIA	GEL				69.0	6.50
GREECE	EUR				19.0	3.50
GUATEMALA	GTQ				155.0	15.0
ITALY	EUR				39.0	4.50
JAPAN	JPY	3,980	510	80.0		
KAZAKHSTAN	KZT				8,500	710.0
KYRGYZSTAN	KGS				2,000	107.0
LATVIA	EUR				29.0	3.80

Note: Unless otherwise stated, 20 HTUs per pack. Bosnia & Herz. is Bosnia & Herzegovina
Source: PMI affiliates

LIL SOLID/HYBRID Retail Selling Prices (cont.)

(February 1, 2023)

Market	Currency	*LIL HYBRID*	HTU Pack (*Miix*)	Cartridge	*LIL SOLID*	*HTU Pack (Fiit)*
LEBANON	LBP				1,200,000	55,500
LITHUANIA	EUR				19.0	2.99
MALAYSIA	MYR				99.0	12.0
MOLDOVA	MDL				499.0	40.0
MONTENEGRO	EUR				25.0	2.70
N. MACEDONIA	MKD				1,250	120.0
POLAND	PLN				49.0	11.50
PORTUGAL	EUR				19.0	4.00
ROMANIA	RON				99.0	19.0
RUSSIA	RUB				1,490/1,990[(a)]	160.0
SERBIA	RSD				2,000	320.0
SLOVAK REPUBLIC	EUR				19.0	3.50
TURKISH CYPRUS	TRY				499.0	29.0
UKRAINE	UAH	399.0	65.0	5.00	599.0	78.0
UZBEKISTAN	UZS				250,000	14,000

(a) *LIL 1.0 / LIL 2.0*
Note: Unless otherwise stated, 20 HTUs per pack. Listed prices for Russia and Ukraine. N. Macedonia is North Macedonia
Source: PMI affiliates

IQOS VEEV / VEEBA Retail Selling Prices

(February 1, 2023)

Market	Currency	Kit	Flavor Pod
CANADA (*VEEV*) [(a)]	CAD	22.59	16.94/Pack (8.47/pod)
CANADA (*VEEBA*)	CAD	12.42	-
CROATIA	EUR	25.0	5.20/pack (2.60/pod)
CZECH REPUBLIC	CZK	599.0	179.0/pack (89.50/pod)
FINLAND	EUR	35.0	8.00/pack (4.00/pod)
FRANCE	EUR	10.0	8.00/pack (4.00/pod)
GREECE	EUR	15.0	6.00/pack (3.00/pod)
ITALY	EUR	25.0	9.00/pack (4.50/pod)
NEW ZEALAND	NZD	19.99	12.99[(b)]/pack (6.50/pod)
SERBIA	RSD	699.0	699/pack (349.5/pod)
SLOVAK REPUBLIK	EUR	19.0	6.90/pack (3.45/pod)
UKRAINE	UAH	599.0	249.0/pack (99.5/pod)

(a) Full RSP, excluding discounts offered through bundles and programs. RSPs are for the Province of Ontario (13% VAT)
(b) Average of 3 prices offered for *VEEV* pods. Flavored: NZD 14.99; Mint/Menthol: NZD 13.99; Tobacco: NZD 9.99
Source: PMI affiliates

PMI Cigarettes Retail Selling Prices in Select Markets

(February 1, 2023)

		Above Premium	Premium	Mid-Price	Low-Price
Argentina[a]	ARS	*Parliament* 610.0	*Marlboro* 560.0	*Philip Morris* 440.0	*Chesterfield* 360.0
Australia[b]	AUD		*Marlboro* 42.12	*Peter Jackson* 37.13	*Bond Street* 31.75
Egypt	EGP	*Merit* 52.0	*Marlboro* 48.0	*L&M* 35.0	
France	EUR		*Marlboro* 10.50	*Philip Morris Blue* 10.2	*Philip Morris Filter Kings / Chesterfield / L&M* 10.0
Germany	EUR	*Parliament* 8.00	*Marlboro* 8.00		*Chesterfield / L&M* 7.60
Indonesia[c]	IDR		*Sampoerna A Mild* 28,374	*Sampoerna A Ultra Mild* 25,399	
Italy	EUR		*Marlboro* 6.00		*Chesterfield / Philip Morris / L&M* 5.00
Japan[d]	JPY		*Marlboro | Parliament* 600.0 | 580.0	*Lark* 540.0	*Philip Morris* 430.0

(a) RSPs for *Philip Morris* and *Chesterfield* are for the soft pack (best-selling variant)
(b) Australia Recommended RSP. Actual RSP may differ. Price for pack of 20 cigarettes equivalent (*Marlboro* 25s; *Peter Jackson* 30s and *Bond Street* 40s)
(c) Based on Nielsen December 2022 estimates. Reflects average observed retail selling prices. 16 cigarettes per pack. SKM low tar category segment
(d) RSPs for *Marlboro* regular and *Parliament KS*
Note: 20 cigarettes per pack unless otherwise stated. Low includes super-low
Source: PMI affiliates and Nielsen

PMI Cigarettes Retail Selling Prices in Select Markets (cont.)

(February 1, 2023)

		Above Premium	Premium	Mid-Price	Low-Price
Mexico	MXN		*Marlboro* 75.0	*Marlboro Vista* 68.0	*Chesterfield* 61.0
Philippines[a]	PHP		*Marlboro* 160.0		*Fortune* 120.0
Poland	PLN		*Marlboro* 18.99	*L&M* 16.99	*Chesterfield* 15.50
Russia	RUB	*Parliament* 259.0	*Marlboro* 229.0	*Marlboro Crafted* 219.0	*Chesterfield Selection Compact*[b] 149.0
South Korea	KRW		*Marlboro* 4,500		
Spain	EUR		*Marlboro* 5.35	*Chesterfield* 5.20	*L&M* 4.95
Turkey	TRY	*Parliament* 37.0	*Marlboro* 36.0	*Muratti* 34.0	*L&M* 32.0

(a) RSPs now reflect an equivalent price per cigarette, based on a per stick retail basis
(b) Best-selling variant in low segment
Note: 20 cigarettes per pack unless otherwise stated. Low includes super-low
Source: PMI affiliates

Glossary: General Terms

- "PMI" refers to Philip Morris International Inc. and its subsidiaries. Trademarks and service marks that are the registered property of, or licensed by, the subsidiaries of PMI, are italicized
- Until March 28, 2008, PMI was a wholly owned subsidiary of Altria Group, Inc. ("Altria"). Since that time the company has been independent and is listed on the New York Stock Exchange (ticker symbol "PM")
- Comparisons are made to the same prior-year period unless otherwise stated
- References to total industry, total market, PMI shipment volume and PMI market share performance reflect cigarettes and heated tobacco units, unless otherwise stated
- As of the first quarter of 2022, total industry volume, PMI in-market sales volume and PMI market share for the following geographies include the cigarillo category in Japan: the total international market, East Asia & Australia Region, and Japanese domestic market
- References to total international market, defined as worldwide cigarette and heated tobacco unit volume excluding the U.S., total industry, total market and market shares are PMI estimates for tax-paid products based on the latest available data from a number of internal and external sources and may, in defined instances, exclude the People's Republic of China and/or PMI's duty free business
- 2021 and 2022 estimates for total industry volume and market share in certain geographies reflect limitations on the availability and accuracy of industry data during pandemic-related restrictions
- "OTP" is defined as "other tobacco products," primarily roll-your-own and make-your-own cigarettes, pipe tobacco, cigars and cigarillos, and does not include smoke-free products
- "Combustible tobacco products" is the term PMI uses to refer to cigarettes and other tobacco products that are combusted
- In-market sales, or "IMS," is defined as sales to the retail channel, depending on the market and distribution model
- "Total shipment volume" is defined as the combined total of cigarette shipment volume and heated tobacco unit shipment volume
- In the third quarter of 2021, PMI acquired Fertin Pharma A/S, Vectura Group plc. and OtiTopic, Inc. On March 31, 2022, PMI launched a new Wellness and Healthcare business consolidating these entities, Vectura Fertin Pharma. The operating results of this new business are reported in the Wellness and Healthcare segment. The business operations of PMI's Wellness and Healthcare segment are managed and evaluated separately from the geographical segments
- "RBH" refers to PMI's Canadian subsidiary, Rothmans, Benson & Hedges Inc.

Glossary: General Terms (cont.)

- The Companies' Creditors Arrangement Act (CCAA) is a Canadian federal law that permits a Canadian business to restructure its affairs while carrying on its business in the ordinary course
- "EU" is defined as the European Union Region
- "EE" is defined as the Eastern Europe Region
- "ME&A" is defined as the Middle East & Africa Region and includes PMI's duty free business
- "S&SA" is defined as the South & Southeast Asia Region
- "EA&A" is defined as the East Asia & Australia Region
- "AMCS" is defined as the Americas Region. It refers to the former Latin America & Canada segment, which was renamed as the Americas segment as of the third quarter of 2021. References to "Americas" may, in defined instances, exclude the U.S.
- Following the deconsolidation of PMI's Canadian subsidiary, Rothmans, Benson & Hedges, Inc. (RBH), PMI will continue to report the volume of brands sold by RBH for which other PMI subsidiaries are the trademark owner. These include *HEETS*, *Next*, *Philip Morris* and *Rooftop*
- From time to time, PMI's shipment volumes are subject to the impact of distributor inventory movements, and estimated total industry/market volumes are subject to the impact of inventory movements in various trade channels that include estimated trade inventory movements of PMI's competitors arising from markets specific factors that significantly distort reported volume disclosures. Such factors may include changes to the manufacturing supply chain, shipment methods, consumer demand, timing of excise tax increases or other influences that may affect the timing of sales to customers. In such instances, in addition to reviewing PMI shipment volumes and certain estimated total industry/market volumes on a reported basis, management reviews these measures on an adjusted basis that excludes the impact of distributor and/or estimated trade inventory movements. Management also believes that disclosing PMI shipment volumes and estimated total industry/market volumes in such circumstances on a basis that excludes the impact of distributor and/or estimated trade inventory movements, such as on an IMS basis, improves the comparability of performance and trends for these measures over different reporting periods
- "ESG" stands for environmental, social, and governance
- "Illicit trade" refers to domestic non-tax paid products
- "SoM" stands for share of market

Glossary: Financial Terms

- Adjusted net revenues exclude the impact related to the Saudi Arabia customs assessments
- “COGS“ stands for Cost Of Goods Sold
- "SG&A" stands for selling, general & administrative
- "Adjusted Operating Income Margin" is calculated as adjusted operating income, divided by adjusted net revenues
- "Net debt" is defined as total debt, less cash and cash equivalents
- Growth rates presented on an organic basis reflect adjusted results, excluding currency, acquisitions and disposals
- Management reviews net revenues, operating income, operating income margin, operating cash flow and earnings per share, or "EPS," on an adjusted basis, which may exclude the impact of currency and other items such as acquisitions, asset impairment and exit costs, tax items and other special items. Additionally, starting in 2022 and on a comparative basis, for these measures other than net revenues and operating cash flow, PMI will include adjustments to add back amortization expense on, and impairment of, acquisition related intangible assets that are recorded as part of purchase accounting and contribute to PMI’s revenue generation, as well as impairment of intangible assets, if any. Currency-neutral and organic growth rates reflect the way management views underlying performance for these measures. PMI believes that such measures provide useful insight into underlying business trends and results. Management reviews these measures because they exclude changes in currency exchange rates and other factors that may distort underlying business trends, thereby improving the comparability of PMI’s business performance between reporting periods. Furthermore, PMI uses several of these measures in its management compensation program to promote internal fairness and a disciplined assessment of performance against company targets. PMI discloses these measures to enable investors to view the business through the eyes of management
- The company believes that operating income / EPS adjusted for the amortization and impairment of acquired intangibles better reflects the underlying performance of the business and provides a better comparison to past operating performance. This partly reflects the non-cash nature of amortization expense. In addition, amortization of intangibles is driven by the purchase price allocated to a specific asset and is varied across acquisitions because of unique facts and circumstances, timing and terms of acquisition which result in amortization charges that could be inconsistent in size as compared to the revenues generated by those assets
- "Fair value adjustment for equity security investments" reflects the adjustment resulting from share price movements in passive investments for publicly traded entities that are not controlled or influenced by PMI. Under U.S. GAAP, such adjustments are required, since January 1, 2018, to be reflected directly in the income statement

Glossary: Smoke-Free Products

- Smoke-Free Products ("SFPs”) is the term PMI primarily uses to refer to all of its products that are not combustible tobacco products, such as heat-not-burn, e-vapor, and oral nicotine. In addition, SFPs include wellness and healthcare products as well as consumer accessories such as lighters and matches
- Reduced-risk products (“RRPs”) is the term PMI uses to refer to products that present, are likely to present, or have the potential to present less risk of harm to smokers who switch to these products versus continuing smoking. PMI has a range of RRPs in various stages of development, scientific assessment and commercialization. PMI's RRPs are smoke-free products that contain and/or generate far lower quantities of harmful and potentially harmful constituents than found in cigarette smoke
- Wellness and Healthcare products primarily consist of products related to inhaled therapeutics and oral and intra-oral delivery systems that are included in the operating results of PMI's new Wellness and Healthcare business, Vectura Fertin Pharma
- "Aerosol" refers to a gaseous suspension of fine solid particles and/or liquid droplets
- "Combustion" is the process of burning a substance in oxygen, producing heat and often light
- "Smoke" is a visible suspension of solid particles, liquid droplets and gases in air, emitted when a material burns
- "Heated tobacco units," or "HTUs," is the term PMI uses to refer to heated tobacco consumables, which include the company’s *BLENDS*, *HEETS*, *HEETS Creations*, *HEETS Dimensions*, *HEETS Marlboro* and *HEETS FROM MARLBORO* (defined collectively as *HEETS*), *Marlboro Dimensions*, *Marlboro HeatSticks*, *Parliament HeatSticks*, *SENTIA* and *TEREA*, as well as the KT&G-licensed brands, *Fiit* and *Miix* (outside of South Korea)
- Unless otherwise stated, all references to *IQOS* are to PMI's Platform 1 *IQOS* devices and heated tobacco consumables
- *IQOS* heat-not-burn devices are precisely controlled heating devices into which a specially designed and proprietary tobacco units are inserted and heated to generate an aerosol
- "PMI heat-not-burn products" include licensed KT&G heat-not-burn products
- "PMI HTUs" include licensed KT&G HTUs
- HTU "offtake volume" represents the estimated retail offtake of HTUs based on a selection of sales channels that vary by market, but notably include retail points of sale and e-commerce platforms
- HTU "offtake share" represents the estimated retail offtake volume of HTUs divided by the sum of estimated total offtake volume for cigarettes and HTUs
- Market share for HTUs is defined as the in-market sales volume for HTUs as a percentage of the total estimated industry sales volume for cigarettes and HTUs. For Japan, total estimated industry sales volume also includes cigarillos

Glossary: Smoke-Free Products (cont.)

- "Total *IQOS* users" is defined as the estimated number of Legal Age (minimum 18 years) users of PMI heat-not-burn products, for which PMI HTUs represented at least a portion of their daily tobacco consumption over the past seven days

  The estimated number of adults who have "switched to *IQOS* and stopped smoking" reflects:

  - for markets where there are no heat-not-burn products other than PMI heat-not-burn products: daily individual consumption of PMI HTUs represents the totality of their daily tobacco consumption in the past seven days
  - for markets where PMI heat-not-burn products are among other heat-not-burn products: daily individual consumption of HTUs represents the totality of their daily tobacco consumption in the past seven days, of which at least 70% is PMI HTUs.

  Note: The above *IQOS* user metrics reflect PMI estimates, which are based on consumer claims and sample-based statistical assessments with an average margin of error of +/-5% at a 95% Confidence Interval in key volume markets. The accuracy and reliability of *IQOS* user metrics may vary based on individual market maturity and availability of information

  As of December 2020, PMI heat-not-burn products and HTUs include licensed KT&G heat-not-burn products and HTUs, respectively
- "FDA" stands for the U.S. Food & Drug Administration
- "MRTP" stands for Modified Risk Tobacco Product, the term used by the U.S. FDA to refer to RRPs
- "MRTP application" stands for Modified Risk Tobacco Product application under section 911 of the FD&C Act
- "PMTA" stands for Premarket Tobacco Application under section 910 of the FD&C Act
- "Acquisition" refers to our efforts to switch LAS from smoking cigarettes to RRPs or to switch LAU from competing smoke-free products to PMI's RRPs
- "Retention" refers to our efforts to deter LAU from going back to smoking cigarettes or from choosing a competing smoke-free product instead of a PMI RRP

Glossary: Reduced-Risk Products (cont.)

- "3R4F" is a reference cigarette for laboratory testing provided by the University of Kentucky. It is used for non-clinical investigations by tobacco manufacturers, contract and government laboratories, and academic institutions
- An "ambulatory study" is a study carried out under real world (actual use) conditions as opposed to a confined setting in a clinic
- A "biomarker" is used as a measure of how well the body responds to a treatment for a disease or condition. Biomarkers can be classified into biomarkers of exposure and clinical risk markers
- "Biomarkers of exposure" indicates exposure to a potentially hazardous substance
- "Clinical risk markers" represents a measurable biochemical, physiological, behavioral, or other alteration within an organism that, depending upon the magnitude, can be recognized as associated with an established or possible health impairment or disease
- "HPHCs" stands for harmful or potentially harmful constituents which have been identified as likely causes of tobacco related diseases
- "FDA" stands for the U.S. Food & Drug Administration
- "MRTP" stands for Modified Risk Tobacco Product, the term used by the U.S. FDA to refer to RRPs
- "MRTP application" stands for Modified Risk Tobacco Product application under section 911 of the FD&C Act
- "PMTA" stands for Premarket Tobacco Application under section 910 of the FD&C Act
- "TPSAC" stands for the Tobacco Product Scientific Advisory Committee
- PMI presentation to TPSAC on MRTP applications for *IQOS* (January 24, 2018): https://www.pmiscience.com/news/pmi-presents-our-modified-risk-tobacco-product-application-iqos-tobacco-products-scientific
- FDA press release on PMTA applications for *IQOS* (April 30, 2019): https://www.fda.gov/news-events/press-announcements/fda-permits-sale-iqos-tobacco-heating-system-through-premarket-tobacco-product-application-pathway

PMI: Peer Group

- Altria
- Anheuser-Busch InBev
- BAT
- Coca-Cola
- Colgate-Palmolive
- Diageo
- Heineken
- Imperial Brands[(a)]
- Japan Tobacco
- Johnson & Johnson
- Kimberly-Clark
- Kraft-Heinz
- McDonald's
- Mondelēz International
- Nestlé
- PepsiCo
- Procter & Gamble
- Roche
- Unilever

(a) Formerly Imperial Tobacco
Source: Form 10-K for the year ended December 31, 2022 (p. 20)

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Reconciliation of Reported Diluted EPS to Reported Diluted EPS, excluding Currency, and Reconciliation of Reported Diluted EPS to Adjusted Diluted EPS, excluding Currency
(Unaudited)

	Years Ended December 31,		
	2022	2021	% Change
Reported Diluted EPS	**$ 5.81**	**$ 5.83**	**(0.3)%**
Less: Currency	(0.77)		
Reported Diluted EPS, excluding Currency	**$ 6.58**	**$ 5.83**	**12.9%**

	Years Ended December 31,		
	2022	2021	% Change
Reported Diluted EPS	**$ 5.81**	**$ 5.83**	**(0.3)%**
Asset impairment and exit costs	-	0.12	
Amortization and impairment of intangibles	0.15	0.05	
Saudi Arabia customs assessments	-	0.14	
Equity investee ownership dilution	-	(0.04)	
Asset acquisition cost	-	0.03	
Costs associated with Swedish Match AB offer	0.06	-	
Swedish Match AB acquisition accounting related item	0.06	-	
Tax benefit associated with Swedish Match AB financing	(0.13)	-	
Charges related to the war in Ukraine	0.08	-	
Fair value adjustment for equity security investments	(0.02)	-	
Tax items	(0.03)	-	
Adjusted Diluted EPS	**$ 5.98**	**$ 6.13**	**(2.4)%**
Less: Currency	(0.77)		
Adjusted Diluted EPS, excluding Currency	**$ 6.75**	**$ 6.13**	**10.1%**

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Adjustments for the Impact of Russia and Ukraine, excluding Currency
(Unaudited)

	Years Ended December 31,			
	2022	2021	Currency	Variance excluding Currency
Adjusted Diluted EPS [a]	**$ 5.98**	**$ 6.13**	$ (0.77)	**10.1%**
Net Earnings attributable to Russia and Ukraine	0.64	0.60	0.08	
Adjusted Diluted EPS excl. Russia and Ukraine	**$ 5.34**	**$ 5.53**	$ (0.85)	**11.9%**

(a) For the calculation of Adjusted Diluted EPS, see slide 124

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Net Revenues by Product Category and Adjustments of Net Revenues for the Impact of Currency and Acquisitions
($ in millions) / (Unaudited)

Net Revenues [a]	Currency	Net Revenues excluding Currency	Acqui-sitions	Net Revenues excl. Currency & Acquisitions	Years Ended December 31,	Net Revenues [a]	Total	Excluding Currency	Excluding Currency & Acquisitions
		2022			Combustible Tobacco	2021		% Change	
$ 7,212	$ (864)	$ 8,076	$ -	$ 8,076	European Union	$ 8,211	(12.2)%	(1.6)%	(1.6)%
2,410	26	2,383	-	2,383	Eastern Europe	2,240	7.6%	6.4%	6.4%
3,567	(316)	3,882	-	3,882	Middle East & Africa	3,110 [b]	14.7%	24.8%	24.8%
4,372	(273)	4,644	-	4,644	South & Southeast Asia	4,385	(0.3)%	5.9%	5.9%
2,138	(203)	2,341	-	2,341	East Asia & Australia	2,414	(11.4)%	(3.0)%	(3.0)%
1,804	(13)	1,818	-	1,818	Americas	1,706	5.8%	6.5%	6.5%
70	-	70	70	-	Swedish Match	-	-	-	-
$ 21,572	**$ (1,643)**	**$ 23,214**	**$ 70**	**$ 23,144**	**Total Combustible Tobacco**	**$ 22,067**	**(2.2)%**	**5.2%**	**4.9%**
		2022			Smoke-free excl. W&H	2021		% Change	
$ 4,907	$ (608)	$ 5,515	$ 10	$ 5,505	European Union	$ 4,064	20.7%	35.7%	35.5%
1,315	25	1,291	-	1,291	Eastern Europe	1,304	0.9%	(1.0)%	(1.0)%
334	(32)	367	-	367	Middle East & Africa	183	83.1%	+100%	+100%
23	(1)	25	-	25	South & Southeast Asia	11	+100%	+100%	+100%
2,994	(384)	3,378	-	3,378	East Asia & Australia	3,539	(15.4)%	(4.6)%	(4.6)%
99	(2)	100	-	100	Americas	137	(28.0)%	(26.8)%	(26.8)%
246	-	246	246	-	Swedish Match	-	-	-	-
$ 9,919	**$ (1,002)**	**$ 10,922**	**$ 256**	**$ 10,666**	**Total Smoke-free excl. W&H**	**$ 9,237**	**7.4%**	**18.2%**	**15.5%**
		2022			Wellness and Healthcare	2021		% Change	
$ 271	**$ (11)**	**$ 282**	**$ 189**	**$ 93**	**Wellness and Healthcare**	**$ 101**	**+100%**	**+100%**	**(7.9)%**
		2022			Smoke-free incl. W&H	2021		% Change	
$ 10,190	**$ (1,013)**	**$ 11,204**	**$ 445**	**$ 10,759**	**Smoke-free incl. W&H**	**$ 9,338**	**9.1%**	**20.0%**	**15.2%**
		2022			PMI	2021		% Change	
$ 12,119	$ (1,472)	$ 13,591	$ 10	$ 13,581	European Union	$ 12,275	(1.3)%	10.7%	10.6%
3,725	51	3,674	-	3,674	Eastern Europe	3,544	5.1%	3.7%	3.7%
3,901	(348)	4,249	-	4,249	Middle East & Africa	3,293 [2]	18.5%	29.0%	29.0%
4,395	(274)	4,669	-	4,669	South & Southeast Asia	4,396	-	6.2%	6.2%
5,132	(587)	5,719	-	5,719	East Asia & Australia	5,953	(13.8)%	(3.9)%	(3.9)%
1,903	(15)	1,918	-	1,918	Americas	1,843	3.3%	4.1%	4.1%
316	-	316	316	-	Swedish Match	-	-	-	-
271	(11)	282	189	93	Wellness and Healthcare	101	+100%	+100%	(7.9)%
$ 31,762	**$ (2,656)**	**$ 34,418**	**$ 515**	**$ 33,903**	**Total PMI**	**$ 31,405**	**1.1%**	**9.6%**	**8.0%**

(a) Following the Swedish Match acquisition, PMI reclassified certain of its own products previously reported under its combustible tobacco category to the newly created smoke-free product category to better reflect the characteristics of these products. The impact of the reclassification was immaterial for all periods
(b) Includes a reduction in net revenues of $246 million related to the Saudi Arabia customs assessment
Note: Sum of product categories or Regions might not foot to Total PMI due to rounding. "-" indicates amounts between -$0.5 million and +$0.5 million

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Adjusted Net Revenues, excluding Currency and Acquisitions
($ in millions) / (Unaudited)

Net Revenues	Special Items	Adjusted Net Revenues	Currency	Adjusted Net Revenues excluding Currency	Acqui-sitions	Adjusted Net Revenues excluding Currency & Acqui-sitions		Net Revenues	Special Items	Adjusted Net Revenues	Total	Excluding Currency	Excluding Currency & Acqui-sitions
2022							Years Ended December 31,	2021			% Change		
$ 12,119	$ -	$ 12,119	$ (1,472)	$ 13,591	$ 10	$ 13,581	European Union	$ 12,275	$ -	$ 12,275	(1.3)%	10.7%	10.6%
3,725	-	3,725	51	3,674	-	3,674	Eastern Europe	3,544	-	3,544	5.1%	3.7%	3.7%
3,901	-	3,901	(348)	4,249	-	4,249	Middle East & Africa	3,293	(246) [a]	3,539	10.2%	20.1%	20.1%
4,395	-	4,395	(274)	4,669	-	4,669	South & Southeast Asia	4,396	-	4,396	-	6.2%	6.2%
5,132	-	5,132	(587)	5,719	-	5,719	East Asia & Australia	5,953	-	5,953	(13.8)%	(3.9)%	(3.9)%
1,903	-	1,903	(15)	1,918	-	1,918	Americas	1,843	-	1,843	3.3%	4.1%	4.1%
316	-	316	-	316	316	-	Swedish Match	-	-	-	-	-	-
271	-	271	(11)	282	189	93	Wellness and Healthcare	101	-	101	+100%	+100%	(7.9)%
$ 31,762	**$ -**	**$ 31,762**	**$ (2,656)**	**$ 34,418**	**$ 515**	**$ 33,903**	**Total PMI**	**$ 31,405**	**$ (246)**	**$ 31,651**	**0.4%**	**8.7%**	**7.1%**

(a) Represents the Saudi Arabia customs assessments

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Reconciliation of Operating Income to Adjusted Operating Income, excluding Currency and Acquisitions
($ in millions) / (Unaudited)

Operating Income	Asset Impairment & Exit Costs and Others [a]	Adjusted Operating Income	Currency	Adjusted Operating Income excluding Currency	Acqui-sitions	Adjusted Operating Income excluding Currency & Acqui-sitions		Operating Income	Asset Impairment & Exit Costs and Others [b]	Adjusted Operating Income	Total	Excluding Currency	Excluding Currency & Acqui-sitions
2022							Years Ended December 31,	2021			% Change		
$ 5,788	$ (88)	$ 5,876	$ (972)	$ 6,848	$ (2)	$ 6,850	European Union	$ 6,119	$ (103)	$ 6,222	(5.6)%	10.1%	10.1%
1,166	(165)	1,331	122	1,209	-	1,209	Eastern Europe	1,213	(16)	1,229	8.3%	(1.6)%	(1.6)%
1,758	(21)	1,779	(163)	1,942	-	1,942	Middle East & Africa	1,146	(271)	1,417	25.5%	37.1%	37.1%
1,459	(29)	1,488	(133)	1,621	-	1,621	South & Southeast Asia	1,506	(42)	1,548	(3.9)%	4.7%	4.7%
1,919	(23)	1,942	(358)	2,300	-	2,300	East Asia & Australia	2,556	(91)	2,647	(26.6)%	(13.1)%	(13.1)%
436	(14)	450	(11)	461	-	461	Americas	487	(17)	504	(10.7)%	(8.5)%	(8.5)%
(22)	(151)	129	-	129	129	0	Swedish Match	-	-	-	-	-	-
(258)	(171)	(87)	8	(95)	(28)	(67)	Wellness and Healthcare	(52)	(69)	17	-(100)%	-(100)%	-(100)%
$ 12,246	**$ (662)**	**$ 12,908**	**$ (1,507)**	**$ 14,415**	**$ 99**	**$ 14,316**	**Total PMI**	**$ 12,975**	**$ (609)**	**$ 13,584**	**(5.0)%**	**6.1%**	**5.4%**

(a) Full year 2022: charges related to the war in Ukraine ($151 million), amortization and impairment of intangibles ($271 million), Swedish Match AB acquisition accounting related item ($125 million) and cost associated with Swedish Match AB offer ($115 million)
(b) Full year 2021: asset impairment and exit costs ($216 million), amortization and impairment of intangibles ($96 million), asset acquisition cost ($51 million) and Saudi Arabia customs assessment ($246 million)

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Reconciliation of Adjusted Operating Income Margin, excluding Currency and Acquisitions
($ in millions) / (Unaudited)

Adjusted Operating Income [a]	Adjusted Net Revenues [b]	Adjusted Operating Income Margin	Adjusted Operating Income excluding Currency [a]	Adjusted Net Revenues excluding Currency [b]	Adjusted Operating Income Margin excluding Currency	Adjusted Operating Income excluding Currency & Acqui-sitions [a]	Adjusted Net Revenues excluding Currency & Acqui-sitions [b]	Adjusted Operating Income Margin excluding Currency & Acqui-sitions		Adjusted Operating Income [a]	Adjusted Net Revenues [b]	Adjusted Operating Income Margin	Adjusted Operating Income Margin	Adjusted Operating Income Margin excluding Currency	Adjusted Operating Income Margin excluding Currency & Acqui-sitions
2022									Years Ended December 31,	2021			% Points Change		
$ 5,876	$ 12,119	48.5%	$ 6,848	$ 13,591	50.4%	$ 6,850	$ 13,581	50.4%	European Union	$ 6,222	$ 12,275	50.7%	(2.2)	(0.3)	(0.3)
1,331	3,725	35.7%	1,209	3,674	32.9%	1,209	3,674	32.9%	Eastern Europe	1,229	3,544	34.7%	1.0	(1.8)	(1.8)
1,779	3,901	45.6%	1,942	4,249	45.7%	1,942	4,249	45.7%	Middle East & Africa	1,417	3,539	40.0%	5.6	5.7	5.7
1,488	4,395	33.9%	1,621	4,669	34.7%	1,621	4,669	34.7%	South & Southeast Asia	1,548	4,396	35.2%	(1.3)	(0.5)	(0.5)
1,942	5,132	37.8%	2,300	5,719	40.2%	2,300	5,719	40.2%	East Asia & Australia	2,647	5,953	44.5%	(6.7)	(4.3)	(4.3)
450	1,903	23.6%	461	1,918	24.0%	461	1,918	24.0%	Americas	504	1,843	27.3%	(3.7)	(3.3)	(3.3)
129	316	40.8%	129	316	40.8%	0	-	-	Swedish Match	-	-	-	-	-	-
(87)	271	(32.1)%	(95)	282	(33.7)%	(67)	93	(71.6)%	Wellness and Healthcare	17	101	16.8%	(48.9)	(50.5)	(88.8)
$ 12,908	**$ 31,762**	**40.6%**	**$ 14,415**	**$ 34,418**	**41.9%**	**$ 14,316**	**$ 33,903**	**42.2%**	**Total PMI**	**$ 13,584**	**$ 31,651**	**42.9%**	**(2.3)**	**(1.0)**	**(0.7)**

(a) For the calculation of Adjusted Operating Income and Adjusted Operating Income excluding currency and acquisitions refer to slide 128
(b) For the calculation of Adjusted Net Revenues excluding currency and acquisitions refer to slide 127

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

PMI & EE Region - Adjustments for the Impact of Russia and Ukraine, excluding Currency and Acquisitions
($ in millions) / (Unaudited)

	Years Ended December 31,				
	2022	2021	Currency	Acqui-sitions	Variance excluding Currency & Acqui-sitions
PMI					
Adjusted Net Revenues [a]	**$ 31,762**	**$ 31,651**	$ (2,656)	$ 515	**7.1%**
Net Revenues attributable to Russia and Ukraine	2,591	2,471	123	-	
Adjusted Net Revenues excl. Russian and Ukraine	**$ 29,171**	**$ 29,180**	**$ (2,779)**	**$ 515**	**7.7%**
Adjusted Operating Income [b]	**$ 12,908**	**$ 13,584**	$ (1,507)	$ 99	**5.4%**
Operating Income attributable to Russia and Ukraine	1,170	1,068	145	-	
Adjusted Operating Income excl. Russian and Ukraine	**$ 11,738**	**$ 12,516**	**$ (1,652)**	**$ 99**	**6.2%**
Adjusted Operating Income Margin	**40.6%**	**42.9%**	(1.3)pp	(0.3)pp	**(0.7)pp**
Adjusted OI margin attributable to Russia and Ukraine	0.4pp	-			
Adjusted Operating Income Margin excl. Russian and Ukraine	**40.2%**	**42.9%**	(1.7)pp	(0.4)pp	**(0.6)pp**
Eastern Europe					
Adjusted Net Revenues [a]	**$ 3,725**	**$ 3,544**	$ 51	$ -	**3.7%**
Net Revenues attributable to Russia and Ukraine	2,591	2,471	123	-	
Adjusted Net Revenues excl. Russian and Ukraine	**$ 1,134**	**$ 1,073**	**$ (72)**	**$ -**	**12.4%**
Adjusted Operating Income [b]	**$ 1,331**	**$ 1,229**	$ 122	$ -	**(1.6)%**
Operating Income attributable to Russia and Ukraine	1,170	1,068	145	-	
Corporate expenses apportioned to Russia and Ukraine	(256)	(233)	13	-	
Adjusted Operating Income excl. Russian and Ukraine	**$ 417**	**$ 394**	**$ (36)**	**$ -**	**15.0%**
Adjusted Operating Income Margin	**35.7%**	**34.7%**	2.8pp	-	**(1.8)pp**
Adjusted OI margin attributable to Russia and Ukraine [c]	(1.1)pp	(2.0)pp			
Adjusted Operating Income Margin excl. Russian and Ukraine	**36.8%**	**36.7%**	(0.8)pp	-	**0.9pp**

(a) For the calculation of Adjusted Net Revenues, see slide 127
(b) For the calculation of Adjusted Operating Income, see slide 128
(c) Includes also impact of corporate expenses apportioned to Russia and Ukraine
Note: Sum might not foot to Total due to rounding, which could impact variance %

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Net Revenues by Product Category and Adjustments for the Impact of Russia and Ukraine
($ in millions) / (Unaudited)

	Years Ended December 31,				
	2022	2021	Currency	Acqui-sitions	Variance excluding Currency & Acqui-sitions
Combustible Tobacco [a]					
Adjusted Net Revenues	$ 21,572	$ 22,313	$ (1,643)	$ 70	3.7%
Net Revenues attributable to Russia and Ukraine	1,542	1,399	80	-	
Adjusted Net Revenues excl. Russia and Ukraine	$ 20,029	$ 20,914	$ (1,722)	$ 70	3.7%
Smoke-free excl. W&H [a]					
Adjusted Net Revenues	$ 9,919	$ 9,237	$ (1,002)	$ 256	15.5%
Net Revenues attributable to Russia and Ukraine	1,049	1,072	43	-	
Adjusted Net Revenues excl. Russia and Ukraine	$ 8,871	$ 8,165	$ (1,046)	$ 256	18.3%
Wellness and Healthcare					
Adjusted Net Revenues	$ 271	$ 101	$ (11)	$ 189	(7.9)%
Net Revenues attributable to Russia and Ukraine	-	-	-	-	
Adjusted Net Revenues excl. Russia and Ukraine	$ 271	$ 101	$ (11)	$ 189	(7.9)%
PMI					
Adjusted Net Revenues [b]	$ 31,762	$ 31,651	$ (2,656)	$ 515	7.1%
Net Revenues attributable to Russia and Ukraine	2,591	2,471	123	-	
Adjusted Net Revenues excl. Russia and Ukraine	$ 29,171	$ 29,180	$ (2,779)	$ 515	7.7%

(a) Following the Swedish Match acquisition, PMI reclassified certain of its own products previously reported under its combustible tobacco category to the newly created smoke-free product category to better reflect the characteristics of these products. The impact of the reclassification was immaterial for all periods
(b) For the calculation of Adjusted Net Revenues, see slide 127
Note: Sum of product categories might not foot to Total PMI due to rounding. "-" indicates amounts between -$0.5 million and +$0.5 million

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Pro Forma Financial Information – PMI and Swedish Match Full Year Combined

($ in millions) / (Unaudited)

	Year Ended December 31, 2022		
	Combustible Tobacco	Smoke-free	Total
Net Revenues Total PMI	**$ 21,572**	**$ 10,190**	**$ 31,762**
Swedish Match	70	246	316
Net Revenues Total PMI (excl. Swedish Match)	**$ 21,502**	**$ 9,944**	**$ 31,446**
Swedish Match Pro Forma Financial Information	514	1,730	2,244
Net Revenues (Pro Forma Combined Financial Information)	**$ 22,016**	**$ 11,674**	**$ 33,690**

The unaudited pro forma combined financial information was prepared using the acquisition method of accounting and was based on the historical financial information of PMI and Swedish Match as disclosed in Form 10-K for the year ended December 31, 2022, Item 8, Note 3. *Acquisitions*
The unaudited pro forma financial information is not necessarily indicative of what the consolidated results of operations would have been had the acquisition been completed on January 1, 2022. In addition, the unaudited pro forma financial information is not a projection of future results of operations of the combined company, nor does it reflect the expected realization of any synergies or cost savings associated with the acquisition

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries
Reconciliation of Non-GAAP Measures

Net Revenues by Product Category
($ in millions) / (Unaudited)

Years Ended December 31,	Net Revenues							
Combustible Tobacco	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
European Union	$ 8,038	$ 8,104	$ 8,048	$ 8,432	$ 8,093	$ 8,052	$ 8,211	$ 7,212
Eastern Europe	2,735	2,478	2,656	2,597	2,438	2,250	2,240	2,410
Middle East & Africa	4,605	4,489	3,865	3,701	3,691	3,005	3,110 [a]	3,567
South & Southeast Asia	4,288	4,396	4,417	4,656	5,094	4,395	4,385	4,372
East Asia & Australia	3,880	3,619	3,155	3,074	2,693	2,468	2,414	2,138
Americas	3,050	2,731	2,828	2,917	2,074	1,577	1,706	1,804
Swedish Match	-	-	-	-	-	-	-	70
Total Combustible Tobacco	**$ 26,595**	**$ 25,818**	**$ 24,970**	**$ 25,378**	**$ 24,083**	**$ 21,747**	**$ 22,067**	**$ 21,572**
Smoke-free excl. W&H	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
European Union	$ 30	$ 58	$ 270	$ 866	$ 1,724	$ 2,650	$ 4,064	$ 4,907
Eastern Europe	-	6	55	324	844	1,128	1,304	1,315
Middle East & Africa	24	27	123	413	351	83	183	334
South & Southeast Asia	-	-	-	-	-	1	11	23
East Asia & Australia	35	666	3,218	2,506	2,671	2,961	3,539	2,994
Americas	109	111	113	139	132	124	137	99
Swedish Match	-	-	-	-	-	-	-	246
Total Smoke-free excl. W&H	**$ 199**	**$ 867**	**$ 3,778**	**$ 4,247**	**$ 5,722**	**$ 6,947**	**$ 9,237**	**$ 9,919**
Wellness and Healthcare	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
Wellness and Healthcare	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 101**	**$ 271**
Smoke-free incl. W&H	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
Smoke-free incl. W&H	**$ 199**	**$ 867**	**$ 3,778**	**$ 4,247**	**$ 5,722**	**$ 6,947**	**$ 9,338**	**$ 10,190**
PMI	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
European Union	$ 8,068	$ 8,162	$ 8,318	$ 9,298	$ 9,817	$ 10,702	$ 12,275	$ 12,119
Eastern Europe	2,735	2,484	2,711	2,921	3,282	3,378	3,544	3,725
Middle East & Africa	4,629	4,516	3,988	4,114	4,042	3,088	3,293 [a]	3,901
South & Southeast Asia	4,288	4,396	4,417	4,656	5,094	4,396	4,396	4,395
East Asia & Australia	3,915	4,285	6,373	5,580	5,364	5,429	5,953	5,132
Americas	3,159	2,842	2,941	3,056	2,206	1,701	1,843	1,903
Swedish Match	-	-	-	-	-	-	-	316
Wellness and Healthcare	-	-	-	-	-	-	101	271
Total PMI	**$ 26,794**	**$ 26,685**	**$ 28,748**	**$ 29,625**	**$ 29,805**	**$ 28,694**	**$ 31,405**	**$ 31,762**

(a) Includes a reduction in net revenues of $246 million related to the Saudi Arabia customs assessment. Excluding this impact total PMI adjusted net revenues are $31,651 million and for combustible tobacco $22,313 million

Note: Sum of product categories or Regions might not foot to Total PMI due to roundings. "-" indicates amounts between -$0.5 million and +$0.5 million