



PHILIP MORRIS JAPAN

Delivering a Smoke-Free Future

Back to Basics!

Your all-in-one interview prep guide

* As of April 2025

THANK YOU FOR CONSIDERING PHILIP MORRIS JAPAN

Hello and thank you for dropping by.

We are thrilled you're considering joining us as we are transforming for good!

We created this guide to help you put your best foot forward with Philip Morris Japan, and we hope this guide gives you a flavor of who we are and how we work.

If you have any questions, feel free to [email](#) us.

Best Regards,
Talent Acquisition Team

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PHILIP MORRIS INTERNATIONAL

Delivering a Smoke-Free Future

PHILIP MORRIS INTERNATIONAL OVERVIEW

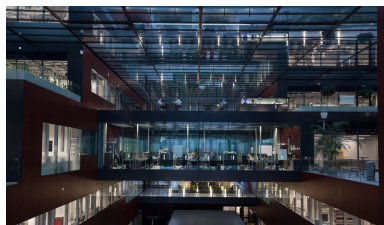
PHILIP MORRIS INTERNATIONAL OVERVIEW

PMI is a global company selling products in approximately 180 markets and with the acquisition of *Aspeya* and *Swedish Match*, currently employing ~83,170 people worldwide.



OC

Operation Center
(PMI's Global HQ) in
Lausanne, Switzerland



The Cube

PMI's research and
development center
located in Neuchâtel,
Switzerland.



83,170

employees around the world



1,586+

R&D scientists, engineers and technicians
working on smoke-free products



180

markets approximately where
our products are sold



5

of the world's top 15 cigarette
brands, including Marlboro



95

markets where our
smoke-free products are sold
(as of December 31st, 2024)



51

production facilities worldwide



TALENT ACQUISITION

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* As of February 2025

DELIVERING A SMOKE-FREE FUTURE



Smoke-Free

Develop, market, and sell smoke-free alternatives, and switch our adult smokers to these alternatives, as quickly as possible around the world



Transition

Transition our resources from cigarettes to smoke-free alternatives



Regulation

Propose regulatory policies that encourage the replacement of cigarettes with smoke-free alternatives



Sustainability

Drive world-class sustainability programs across our entire value chain



Talent

Be the employer of choice for our global workforce and work tirelessly to attract the best talent



Transparency

Share our progress, and invite dialogue and independent verification



Growth

Provide superior returns for our shareholders



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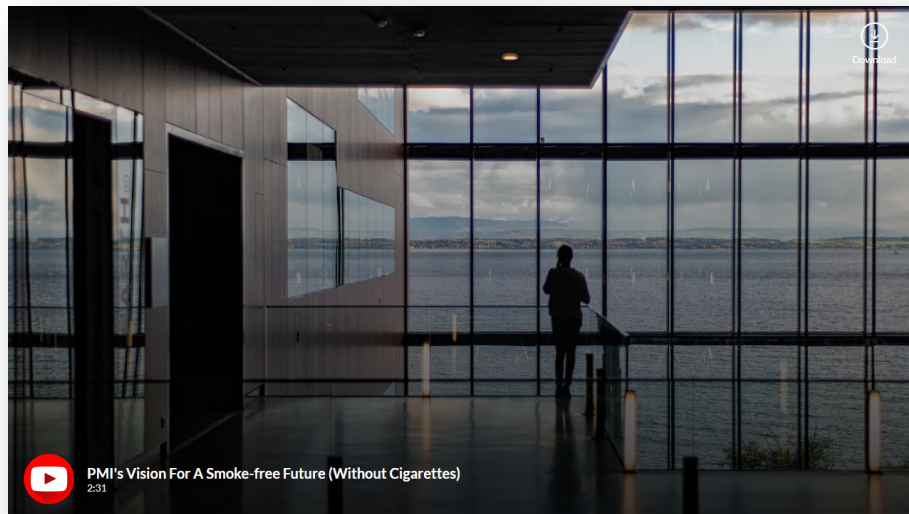
Discover more about our efforts to fight against illicit trade



NOW WE'VE MADE THE DECISION TO GO SMOKE-FREE

“We’re creating a PMI that will be remembered for replacing cigarettes with a portfolio of revolutionary products.”

Discover more about our transformation.



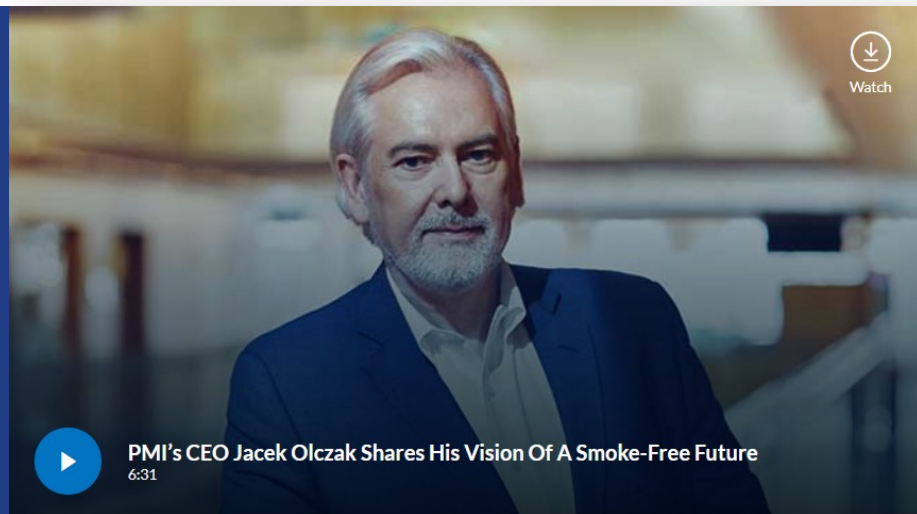
NOW WE'VE MADE THE DECISION TO GO SMOKE-FREE

We are doing this because we should!

We understand the millions of men and women who smoke cigarettes. They are looking for less harmful, yet satisfying, alternatives to smoking. We will give them that choice.

We are building PMI's future on smoke-free products that—while not risk-free—are a far better choice than cigarette smoking.

Indeed, our vision—shared by all at PMI—is that these products will one day replace cigarettes.



GROWTH OF OUR SMOKE-FREE BUSINESS DELIVERS “EXCEPTIONALLY STRONG” Q1 2025 PERFORMANCE

Our progress toward a smoke-free future as of 2025 Q1



42 percent

of PMI's total net revenues came from our smoke-free business.



38.6 million

estimated total adult users of PMI's smoke-free products¹.



95 markets

where our smoke-free products are available, providing better alternatives for legal-age adults.



USD >14 billion

invested to develop, scientifically substantiate, and commercialize smoke-free products since 2008¹.

¹ As of December 31, 2024. **Important Note:** This information should be read in conjunction with the Philip Morris International Inc. earnings release dated April 23, 2025, as well as the accompanying glossary of key terms, definitions, explanatory notes, select financial information and reconciliations of non-GAAP financial measures, both of which are available on our [Investor Relations pages](#). "PMI," "We," "Our," & "Us" refers to the entire Philip Morris International family of companies.

42%

NET REVENUES FROM SMOKE-FREE BUSINESS.

0%
2014*
Q1 2025**

*Smoke-free business net revenues as of Q3 2014. **Smoke-free business net revenues as of Q1 2025. **Important note:** This information should be read in conjunction with the Philip Morris International Inc. earnings release dated April 23, 2025, as well as the accompanying glossary of key terms, definitions, explanatory notes, select financial information and reconciliations of non-GAAP financial measures, both of which are available on our Investor Relations pages. "PMI," "We," "Our," & "Us" refers to the entire Philip Morris International family of companies.

“Our smoke-free business goes from strength to strength, delivering organic growth of over 20% in net revenues and over 33% in gross profit. We remain confident in our ability to deliver superior results, despite an uncertain and volatile global economic environment, and now forecast double-digit adjusted diluted EPS growth in dollar terms for the full-year.” Jacek Olczak



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PHILIP MORRIS INTERNATIONAL

Delivering a Smoke-Free Future

PHILIP MORRIS JAPAN OVERVIEW

PHILIP MORRIS JAPAN OVERVIEW

PMJ is the most advanced “smoke-free market” within PMI, accelerating the vision for the company



Shea Lih Goh
PMJ President



Tokyo HQ
Sanno Park Tower



2
offices



1,600
employees, of which 1,200
in field sales



36.2%
proportion of
female leadership



~40
nationalities
among employees



4
IQOS stores



162
IQOS shop-in-shops



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* As of February 2025

JOURNEY AND KEY MILESTONES

LARK and
Parliament were sold
through Japanese
trading company

Japan office of Philip
Morris Asia Inc. was
established

Philip Morris Japan LTD
was established

First pilot launch of
IQOS in Nagoya

First launch of
IQOS ILUMA in Japan

Moving on! Stay tuned.

1950

1972

1981

1985

2003

2005

2014

2016

2021

2024

2025

>>>

A licensing contract
finalized for production,
covering the sales of
Marlboro between JT.

The distribution of
imported tobacco was
liberalized. Philip Morris
KK was established.

The licensing contract
for *Marlboro* between
JT ended. Philip Morris
managed all activities of
Marlboro, from import
to sales.

IQOS available for sales
nationwide

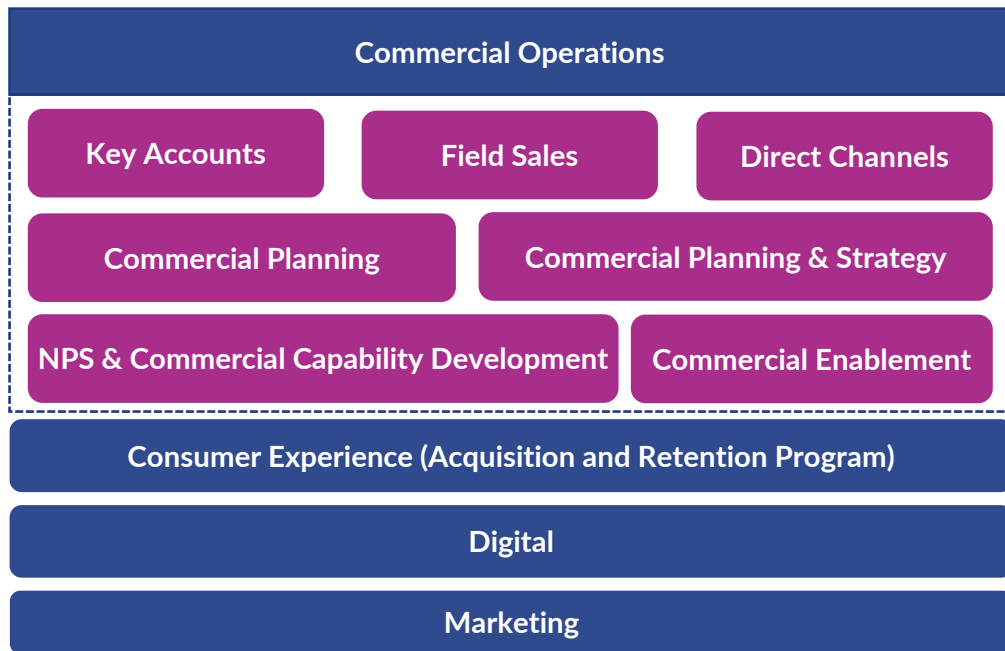
IQOS ILUMA i launch and
IQOS 10
Year's Anniversary

ORGANIZATION STRUCTURE

Philip Morris Japan President

PMI

Commercial Functions



Enabling Functions



JAPAN: THE BEGINNING OF A NEW SMOKE-FREE ERA

In the early 2010s, Japan's decline in cigarette sales was at a much slower pace than in comparable countries. But in 2015, something changed: sales of cigarettes started declining five times faster than preceding years!*

It was also the same year that we introduced the first smoke-free products in Japan.

Several independent studies suggest the significant decline can be attributed to the uptake of heated tobacco products.

Watch our documentary to find out more.





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Delivering a Smoke-Free Future

PMI'S SMOKE-FREE PRODUCT IN JAPAN

HEATED TOBACCO PRODUCT

Philip Morris International (PMI) has developed and produced several **heated tobacco products (HTPs)** under its IQOS brand.

Also known as tobacco heating systems, and heat-not-burn products, PMI's HTPs were first launched nationwide in Japan in 2016, and as of December 2024, currently available in 95 markets worldwide. PMI estimates that 38.6 million adults around the world use PMI's smoke-free products.

With a strong foundation and significant expertise in life sciences, PMI announced in February 2021 its ambition to **expand into wellness and healthcare** areas and, through its *Aspeya* business, aims to enhance life through the delivery of seamless health experiences.

Discover [How heating tobacco differs from burning tobacco.](#)





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Delivering a Smoke-Free Future

SCIENCE



SCIENCE



Celebrating 10 years of smoke-free progress!

Our “PMI: A Story of Innovation” video series takes a fascinating deep dive into the early days of our transformation, the successes we’ve achieved, and the problems we’ve overcome since launching our leading heated tobacco product a decade ago.

Discover more about PMI Science

Cube
R&D facility
immersive
visit



Scientific
updates



Effects of the
device on
people who
switch





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Delivering a Smoke-Free Future

SUSTAINABILITY



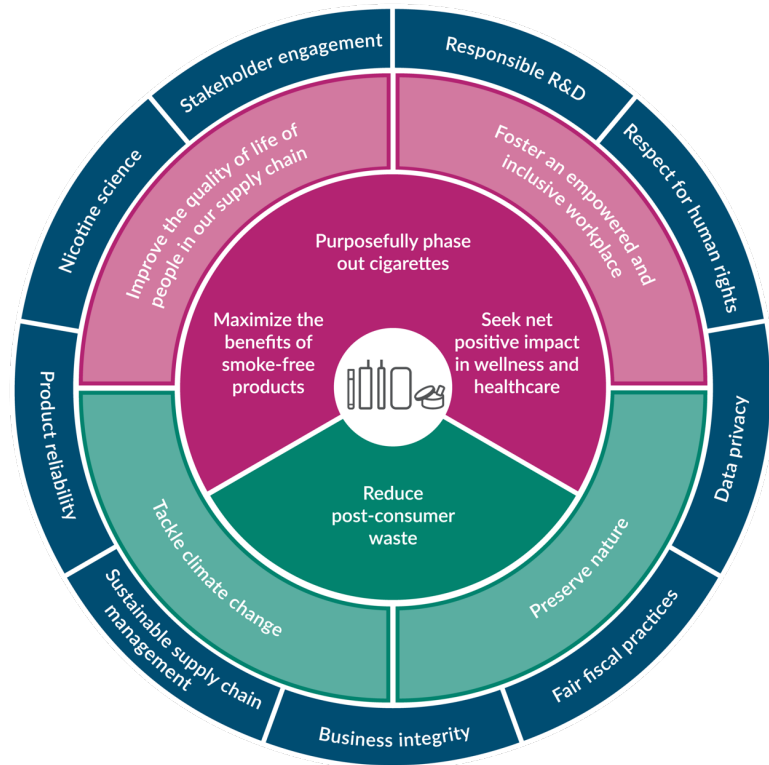
PMI'S SUSTAINABILITY STRATEGY











We can only achieve our purpose by embedding sustainability in every aspect of our business.

Building on our ESG framework, and to properly address the priority issues, we developed eight strategies (see on the right) targeting our most pressing areas of impact. To accompany those strategies, we established 11 goals, which form the basis of our 2025 Roadmap.

Deep dive into our approach to Sustainability.



PMI'S SUSTAINABILITY STRATEGY

		Goals	Priority ESG topics	Primary SDGs
PRODUCT IMPACT		Purposefully phase out cigarettes	1 Intentionally work toward phasing out cigarettes by ensuring that we become a substantially smoke-free company by net revenues by 2030 and continue to reduce our combustible shipment volume	Product health impact 3 GOOD HEALTH AND WELL-BEING
		Maximize the benefits of smoke-free products	2 Develop and commercialize science-based smokefree alternatives, making them available in 100 markets (of which at least half are low- and middleincome markets) and continuing to increase the total number of users 3 Deploy robust youth access prevention programs in indirect retail channels and ensure that sales of our products abide by our Marketing Codes	Product health impact Sales, marketing, and consumer communications 3 GOOD HEALTH AND WELL-BEING
		Seek net positive impact in wellness and healthcare	4 Lay the foundation to evolve into a broader lifestyle, consumer wellness, and healthcare company in the long term	Innovation in wellness and healthcare 3 GOOD HEALTH AND WELL-BEING 8 DECENT WORK AND ECONOMIC GROWTH
		Reduce post-consumer waste	5 Reduce post-consumer waste and prevent littering by implementing comprehensive programs covering all our consumables 6 Follow eco-design and circularity principles for all smoke-free electronic devices	Materials and product eco-design Post-consumer waste 8 DECENT WORK AND ECONOMIC GROWTH 17 CLIMATE ACTION
OPERATIONAL IMPACT		Foster an empowered and inclusive workplace	7 Nurture a more diverse culture that promotes equity and inclusion by providing access to lifelong learning to all our employees and improving gender and local representation in management globally	Diversity and inclusion Human capital development 4 QUALITY EDUCATION 5 GENDER EQUALITY 8 DECENT WORK AND ECONOMIC GROWTH 10 REDUCED INEQUALITIES
		Improve the quality of life of people in our supply chain	8 Eradicate systemic child labor in our tobacco supply chain 9 Ensure all contracted tobacco farmers make a living income; partner with our direct suppliers to promote a living wage for their workers	Socioeconomic well-being of tobacco-farming communities 1 HUMAN DIGNITY 8 DECENT WORK AND ECONOMIC GROWTH
		Tackle climate change	10 Achieve carbon neutrality in our operations and accelerate our decarbonization toward net zero across our value chain	Climate 13 CLIMATE ACTION 15 LIFE ON LAND
		Preserve nature	11 Promote biodiversity, address critical water challenges, ensure no conversion of natural ecosystems, and halt deforestation in both our tobacco and pulp and paper supply chains	Biodiversity Water 6 CLEAN WATER AND SANITATION 15 LIFE ON LAND

E ENVIRONMENTAL

S SOCIAL

G GOVERNANCE

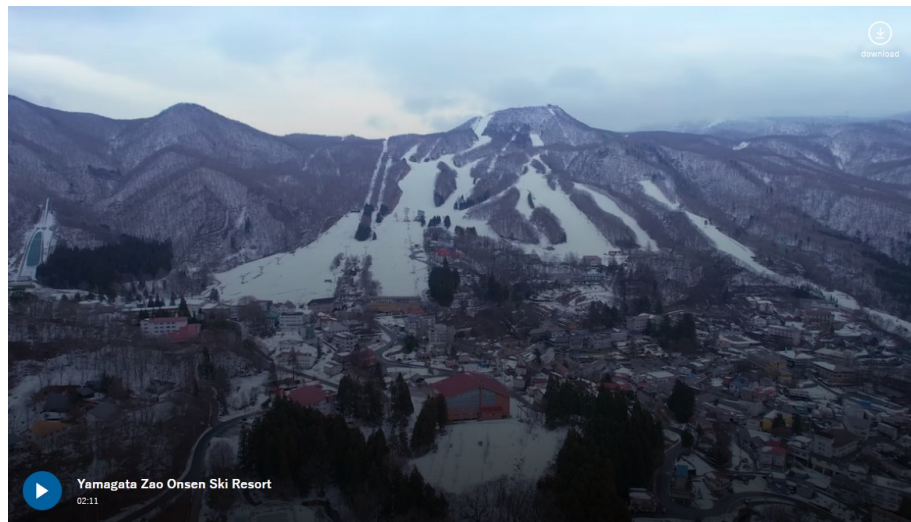
PMI's 2025 Roadmap outlines our key goals and informs the route of our company's long-term plan.

PMJ'S SMOKE-FREE INITIATIVES

Our Heat-Not-Burn Space

In response to the revised Health Promotion Law aimed at preventing unwanted passive smoking, which went into full effect on April 1st, 2020, the establishment of spaces dedicated to heated tobacco products are spreading throughout Japan.

Efforts to realize a "smoke-free society" are also underway at major tourist attractions throughout Japan.





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DIVERSITY, EQUITY, AND INCLUSION

EMPLOYEE RESOURCE GROUPS (ERG)

LGBTQ+ Community & Allies



STRIPES Global is an LGBTQ+ and Allies employee resource group that focuses on creating an environment where all members of the community feel safe and comfortable to be their true selves at work.

Race & Ethnicity



EMBRACE Global is a group that focuses on championing racial and cultural equity. It promotes a global workplace where everyone feels included to bring the strength of diversity to life.

Women's Inspiration Network



WIN Global is a group that supports, inspires, and empowers women to advance their skills, expand their network, and discover their full potential.

Different Abilities



PMI ABLE is an employee resource group that helps employees develop a common understanding within the company of different types of disabilities, both obvious and hidden.

Parents & Caregivers



Parents@PMI is an inclusive community of enthusiastic caregivers, acting as a voice of support to all PMI parents and professionals, and leveraging our diverse experiences to support one another.

Age Diversity



advantAge aims to support employees of all ages throughout their careers by fostering a workplace that welcomes age diversity and intergenerational collaboration and understanding.



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Delivering a Smoke-Free Future

RECOGNITIONS



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Since 2015: the first multinational company
in Switzerland to be certified



Certified in 8 affiliates across Latin
America, Asia, and Europe



2016 to 2025: 9 years in a row



Part of the one percent of companies that
have been awarded this, reflecting our
dedication to openness and honesty



PHILIP MORRIS INTERNATIONAL

2024: No. 1, second consecutive year among top 10 U.S. companies driving the transition to a low-carbon economy. [Discover more.](#)



2019 to 2024: A-List Award recipient, committed to reducing emissions and lowering environmental risks in our SCM



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Discover more about PMI awards



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Since 2016: PMJ first PMI affiliate



2022: 2nd in large MNC Category



2019 to 2025: 6 years in a row



2024 – 2025: 2 years in-a-row



Discover more about PMJ awards





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Delivering a Smoke-Free Future

PMJ WAYS OF WORKING

PMI DNA VALUES & CRITICAL BEHAVIORS

Our purpose: Deliver a smoke-free future

We Care

Self-Aware: Know ourselves, aware of the impact we have on others, we manage our emotions and behaviors so everyone can thrive

Inclusive: Intentionally seek, listen, and learn from diverse perspectives to reach the best outcome

Empathetic: Act with care, understand others, and are sensitive to their needs

We are Better Together

Trust: Earn and maintain trust through our actions, transparency, honesty, and open communication

Collaborate: Have the discipline to set aside egos, break down silos, choose long term over short term, and come together for a shared purpose

Celebrate: Timely acknowledge successes (big and small), recognizing and valuing everyone's contributions

We are Game Changers

Embrace Challenge: Act with courage and determination to innovate and disrupt

Agile: Take initiative and thoughtful risks, experiment, adapt, and learn from mistakes

Drive for Impact: Act with energy towards driving outcomes, get things done, and achieve impact despite challenges and adversity



PEOPLE AT PHILIP MORRIS JAPAN

People with courage, creativity, and entrepreneurial spirit. Be part of this revolution and achieve a smoke-free society.
Join us on this journey!



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PARENTAL BENEFITS PROGRAM

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8 weeks Maternity Leave under Japan Social Insurance

+

Childcare Leave ~ 1 year old

- can be extended until 2 years old if no childcare spots available

+

Fully-Paid 10 Weeks PMJ New Parental Leave

- optional, PMJ specific

+

Childcare Support Reimbursement

- based on the actual spending under predefined cap, valid until Mar 31st at 6YO

+

Reduced Working Hour

- application mandatory, until 3YO

Primary
Caregiver

Childcare Leave ~ 1 year old

- can be extended until 2 years old if no childcare spots available

+

Fully-Paid 8 Weeks PMJ New Parental Leave

- optional, PMJ specific

Secondary
Caregiver

JAPAN STANDARD

8 weeks Maternity Leave under
Japan Social Insurance

+

Childcare Leave ~ 1 year old

- can be extended until 2 years old
if no childcare spots available

Childcare Leave ~ 1 year old

- can be extended until 2 years old
if no childcare spots available

SMART WORK MODEL

KEY Pillars

Smart Work is a Hybrid model, requiring a minimum of 2 days of office work / week

PMJ office is always open to employees wanting to work close to their colleagues

“We believe in flexible work where people can decide on work location based on where they can do their best work.”

Tom Verbeke, Director P&C Japan

WORKING HOURS

Non-Exempt Employees

■ Flex with Core Hour

- Mon –Thu 10:00 –16:00 (1H lunch break)
- Friday 10:00 –12:00

■ Half day on Fridays is available for employees who meet the monthly working hour requirement

Exempt Employees

■ Full Flex without core hour

■ Half day on Fridays is available for employees who meet the monthly working hour requirement



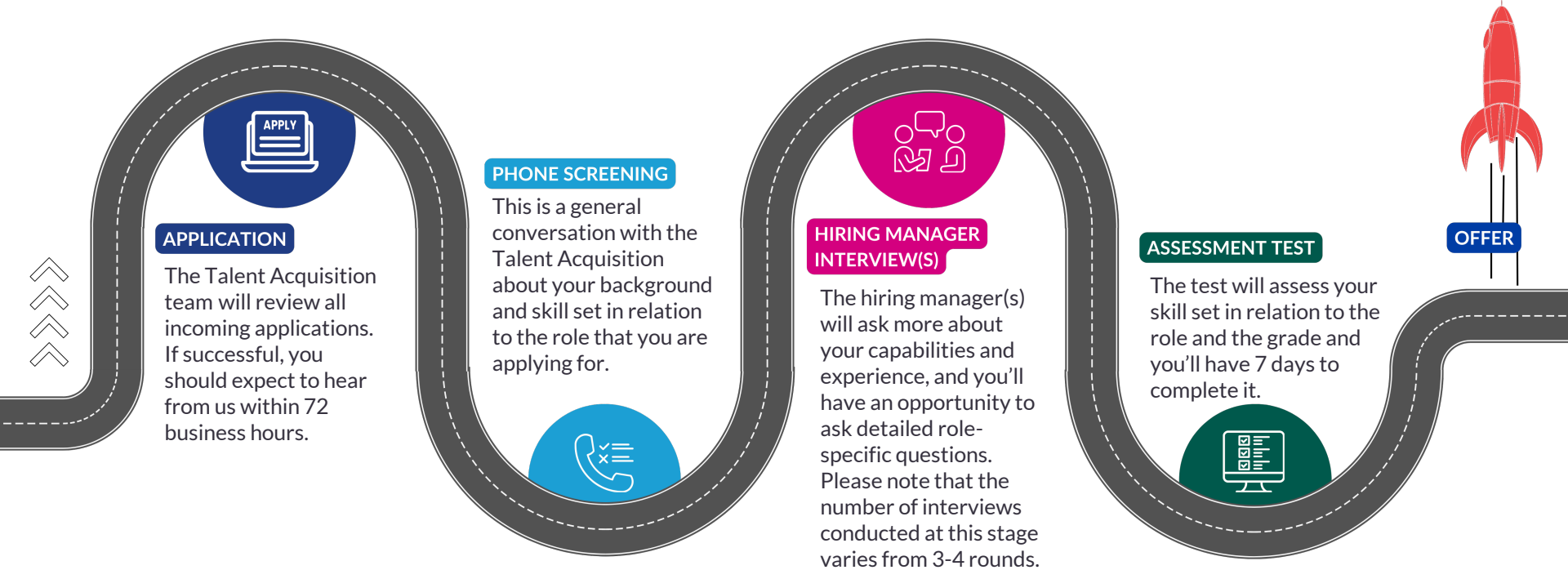
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INTERVIEW PROCESS

INTERVIEW PROCESS

This serves only as a guide, as processes can differ based on the skills requirement, seniority and complexity of the role.





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ENGAGEMENT



FOLLOW US ON SOCIALS!





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BEST OF LUCK!

