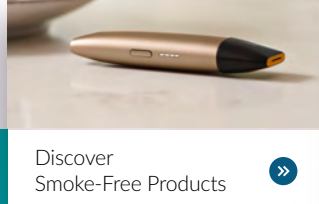


# #MAKEHISTORY

## Set the pace for change

Digital tools are going to be vital in creating a smoke-free future. We're doing things at pace, rethinking the way we work, and harnessing the potential of technology to disrupt and improve what we do. We're creating the digital services and solutions that our customers want, and delivering fantastic products that offer millions of legal age smokers less harmful alternatives that adult smokers can fully switch to.

We set ourselves three targets. Make things happen quickly. Deliver at scale. And make a lasting impression.



12.7

Million adult smokers who switched to IQOS



71,000

Employees Worldwide



900+

Scientists, Engineers, Technicians in R&D



99%

Of R&D expenditure into Smoke-Free vision



1,300

Patents granted to date in IP5 jurisdictions relating to smoke-free products



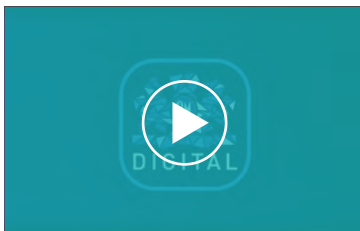
64

Markets where IQOS has launched



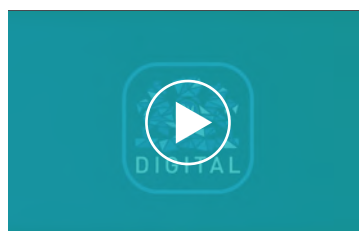
>40%

Of women in management by 2022



### New Everyday

Is the vision of fully embracing digital to transform our organization, to create new possibilities and position PMI as the leader in the global smoke-free market.



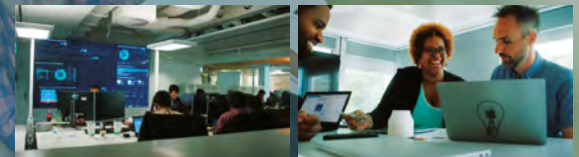
### Digital for Consumers at PMI



### The PMI Digital Mission

We want to make meaningful and lasting connections between PMI and our customers. We're creating new platforms to showcase our new smoke-free products and meet growing demand – using multiple channels and utilising the very latest digital tools.

If you want to break new ground and be proud of what you do, this is a chance to deliver better alternatives to cigarettes for millions of adults who would otherwise continue to smoke.



### Our achievements in sustainability

<p><b>Triple A</b></p> <p>Score from CDP for our efforts in combating climate change, protecting forests, and promoting water security.</p>	<p><b>-18%</b></p> <p>Reduction in CO<sub>2</sub>e emissions across our value chain (scope 1+2+3) versus our 2019 baseline.</p>	<p><b>100%</b></p> <p>Tobacco purchased at no risk of deforestation of old-growth forest.</p>	<p><b>1st</b></p> <p>Smoke-free device introduced on the market equipped with age verification technology.</p>	<p><b>Sustainability Report 2020</b></p>
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### What others say about us

<p><b>Harvard Business Review</b></p>	<p><b>Responsible Investor</b></p>	<p><b>Cheddar</b></p>
<p><b>BBC</b></p>	<p><b>Bloomberg</b></p>	<p><b>Business Wire</b></p>

