

Learn more about our smoke-free and beyond nicotine vision



We aren't just making history, **we've set a new course for our company.** When we started our journey toward a smoke-free future, some of our potential partners told us what we were proposing would never work. But that didn't stop us.

PMI's updated ambition is to become a majority smoke-free company by 2025, with smoke-free products accounting for more than 50 percent of its total net revenues. 29.1% of adjusted net revenues derived from smoke-free products, which were available for sale in 71 markets worldwide by year-end.

We are fundamentally transforming our business to deliver on our vision of a smoke-free future—a future we have committed to in our Statement of Purpose. Learn more about our transformation [here](#).

Where we lead, others follow. We established the heated tobacco category with IQOS, but we're not alone now, with competitors joining the market. But we are ready for the next exciting stage of our transformation—**beyond nicotine.**

Key Facts



We will continue to **leverage our life sciences capabilities** to move from reducing harm toward doing good, with the goal of having a net positive impact on the world. We will accomplish this by further expanding our value proposition to products that go beyond nicotine.

To demonstrate our commitment to go beyond nicotine, PMI has acquired two pharmaceutical companies: Vectura Fertin Pharma which brings together Vectura's expertise in inhalation and Fertin Pharma's leadership in oral and intra-oral delivery systems and OtiTopic - a U.S. respiratory drug development company. The acquisitions will help drive PMI's strategic plan to leverage its expertise, scientific know-how, and capabilities in inhalation to grow a pipeline of inhaled therapeutics and respiratory drug delivery beyond nicotine. These developments better position PMI to reach this ambition, create value in the long-term, and help to deliver a better, more sustainable future.

We introduced a new aspiration to complement our Business Transformation Metrics and 2025 Roadmap: Net revenues of at least **USD 1 billion derived from beyond nicotine products by 2025.** This aspirational goal aims to further cement the confidence we have about the long term, as we evolve into a broader **lifestyle and consumer wellness company.** Learn more about going [beyond nicotine](#).

