



PHILIP MORRIS  
INTERNATIONAL

# PMI's vision to deliver a smoke-free future

*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 substantially smoke-free company by 2030, with smoke-free products accounting for more than two-thirds of its total net revenues by this time.

**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 our Swedish Match business also has market-leading positions in oral nicotine products with ZYN.

In addition to this transformative vision to replace cigarettes with better, smoke-free alternatives, the next exciting stage of our transformation includes new ventures beyond nicotine in our wellness and healthcare business.

**As we are now actively working to expand our purpose** and evolve into a broader lifestyle, consumer wellness and healthcare company, extending our value proposition and innovative capability to commercialize products that go beyond tobacco and nicotine. This is built on two key growth areas: (1) wellness products, where the Company is developing and looking to commercialize scientifically substantiated consumer health products and solutions with the aim to improve people's lives (2) healthcare products, where it has already committed resources to its development pipeline of over-the-counter and prescription products.

**This is part of a larger transformation** that puts science, technology, and sustainability at the heart of PMI's future by building on the Company's expertise and investment in aerosol chemistry and physics, device technology, clinical research, and best-in-class preclinical safety and inhalation models.

**We're creating a PMI that will be remembered for replacing cigarettes with a portfolio of revolutionary products.**

In these fast-changing times, you can always choose to do nothing. Instead, we've set a new course for the Company—we have chosen to do something really big.

## Key Facts



**180**  
Markets where we operate



**50**  
Manufacturing facilities



**82,700**  
Employees worldwide<sup>1</sup>



**~30.8 million**  
IQOS Users



**35.3 billion**  
USD net revenues<sup>2</sup>



**778 billion**  
Units total shipment volume



**90**  
Markets with smoke-free products

<sup>1</sup> From 2024 second-quarter and H1 2024 results  
<sup>2</sup> Includes Vectura Fertin Pharma and Swedish Match