



PHILIP MORRIS
INTERNATIONAL

Learn more about our 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 we also have 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.

In 2021 PMI acquired three pharmaceutical companies: from these acquisitions Vectura Fertin Pharma is a new business, bringing together two unique organizations: Vectura, experts in inhalation technology and Fertin Pharma, experts in oral and intra-oral delivery systems. We are driven by the exciting and unique goal of Revitalizing, Repurposing and Reimagining existing therapies to address some of today's unmet patient and consumer needs and to better serve people in taking care of their health.

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



39
Production facilities



79,800
Employees worldwide¹



17.8 million
Adult smokers who
switched to IQOS



31.8 billion
USD net revenues²



731.1 billion
Units total shipment volume



78
Markets with smoke-free
products

¹ includes Vectura Fertin Pharma and Swedish Match

² From 2022 Integrated report

* Figure includes Vectura Fertin Pharma, and Swedish Match.