



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—as of June 30, 2021, net revenues from smoke-free products accounted for 29.0% of total adjusted net revenues.

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.



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, in 2021 we announced a number of acquisitions which, if completed will contribute to 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.

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](#).

