



# #MAKEHISTORY

## Set the pace for change

Digital tools are 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 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.



~30.8 mil

IQOS users<sup>1</sup>



82,700

Employees worldwide<sup>2</sup>



1,586

Scientists,  
Engineers,  
Technicians in  
R&D positions



~ 3,720

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



90

Markets with  
smoke-free  
products



41.8%

Management  
positions occupied  
by women

<sup>1</sup> From 2024 second-quarter and first-half results

<sup>2</sup> Figure includes Vectura Fertin Pharma, and Swedish Match.

## The PMI Digital Marketing & eCommerce Mission

We want to connect PMI with our consumers & stakeholders fast, at scale and with impact. Digital gives us the possibility to engage with different audiences in a more personalized way, adapting to their particular needs. We're creating new platforms to showcase our new smoke-free products and meet growing demand - using multiple channels and utilizing the very latest digital tools. We actively listen and engage across all relevant touchpoints providing seamless experiences.

Digital encompasses a wide range of activities, from online retail to digital payments, supply chain management, and marketing. Digital commerce's essence lies in connecting businesses with customers globally, streamlining transactions and providing convenience through technology. By leveraging data analytics, personalization, and automation it enhances customer experiences and enables businesses to operate efficiently across borders.

## Our achievements in sustainability



**Triple A**

Score from CDP for our efforts in combating climate change, protecting forests, and promoting water security.



**11%**

Reduction in CO<sub>2</sub> emissions across our value chain (scope 1+2+3) versus our 2019 baseline.



**100%**

Tobacco purchased at no risk of deforestation of old-growth forest.



**1st**

Smoke-free device introduced on the market equipped with age verification technology.

## Learn more about PMI

- » IQOS as PMI's leading brand
- » Science behind smoke-free products
- » Q2 and H1 2024 results
- » Top Forbes' 2024 Net Zero Leaders List
- » PMI at 2024 Deutsche Bank Global Consumer Conference

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