



#MAKEHISTORY

The future is smoke-free

Our Scientists and Engineers are redefining the products that we can provide to adult smokers - offering better alternatives to cigarettes. New technology is enabling us to deliver satisfying alternatives for adults who would otherwise continue to smoke.

We're investing in innovation, and encouraging our teams to think beyond the established ways of doing things. We're giving people the freedom to deliver the most amazing things.



~30.8 mil

IQOS users¹



82,700

Employees worldwide²



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

¹ From 2024 second-quarter and first-half results

² Figure includes Vectura Fertin Pharma, and Swedish Match.

Values and Mission of Science

We want to give smokers a better alternative to cigarettes, while making sure that they still experience the taste and satisfaction that they enjoy. We're achieving fantastic results: our smoke-free products significantly reduce the average levels of toxicants compared to cigarettes. Whilst not risk-free and delivering nicotine, which is addictive, they are a much better choice for adults than continued smoking.

We're harnessing the talent of our expert teams, working across electronics, biology, chemistry, toxicology, proteomics and clinical studies, and allowing them the freedom and space to maximize our positive impact on addressing smoking related health issues. Quitting smoking is the best choice a smoker can make.

The Cube

Discover PMI's state-of-the-art research and development center, known as the 'Cube', located in Neuchâtel, Switzerland. Here we share what the Cube represents for PMI, the people working there, and the science that takes place within it.

PMI's research on smoke-free products

Learn more about how we conduct our smoke-free product research and explore the results of our studies.

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 CO2 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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