



PHILIP MORRIS
INTERNATIONAL

2016
INVESTOR DAY

Investor Day

Lausanne, September 29, 2016

Nicholas Rolli

Vice President, Investor Relations & Financial Communications



PMI Investor Relations Mobile Application ("App") / Wi-Fi Access

- Free app available for download at the *Apple App Store* for *iPhone* and *iPad* devices and at *Google play* for *Android* mobile devices



iOS Device



Android Device



Forward-Looking and Cautionary Statements

- These presentations and related discussions contain forward-looking statements. Achievement of future results is subject to risks, uncertainties and inaccurate assumptions, and PMI is identifying important factors that, individually or in the aggregate, could cause actual results to differ materially from those contained in any forward-looking statements made by PMI
- PMI's business risks include: significant increases in cigarette-related taxes; the imposition of discriminatory excise tax structures; fluctuations in customer inventory levels due to increases in product taxes and prices; increasing marketing and regulatory restrictions, often with the goal of reducing or preventing the use of tobacco products; health concerns relating to the use of tobacco products and exposure to environmental tobacco smoke; litigation related to tobacco use; intense competition; the effects of global and individual country economic, regulatory and political developments; changes in adult smoker behavior; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations; adverse changes in applicable corporate tax laws; adverse changes in the cost and quality of tobacco and other agricultural products and raw materials; and the integrity of its information systems. PMI's future profitability may also be adversely affected should it be unsuccessful in its attempts to produce and commercialize products with the potential to reduce exposure to harmful constituents in smoke, individual risk and population harm; if it is unable to successfully introduce new products, promote brand equity, enter new markets or improve its margins through increased prices and productivity gains; if it is unable to expand its brand portfolio internally or through acquisitions and the development of strategic business relationships; or if it is unable to attract and retain the best global talent
- PMI is further subject to other risks detailed from time to time in its publicly filed documents, including the Form 10-Q for the quarter ended June 30, 2016. PMI cautions that the foregoing list of important factors is not a complete discussion of all potential risks and uncertainties. PMI does not undertake to update any forward-looking statement that it may make from time to time, except in the normal course of its public disclosure obligations
- Reduced-Risk Products ("RRPs") is the term we use to refer to products with the potential to reduce individual risk and population harm in comparison to smoking cigarettes



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Reconciliations of non-GAAP measures included in this presentation to the most comparable GAAP measures are provided on our website at: www.pmi.com/2016InvestorDay/RecSlides

Glossary of Terms: www.pmi.com/2016InvestorDay/Glossary

Agenda – Day One

THURSDAY, September 29, 2016



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08:55 **Nicholas Rolli**
Vice President, Investor Relations
Welcome (Webcast Begins)

09:00 **André Calantzopoulos**
Chief Executive Officer
Presentation

09:45 **Werner Barth**
Senior Vice President, Marketing & Sales
Presentation and Q&A

10:30 Coffee Break

11:00 **Manuel Peitsch**
Chief Scientific Officer, Reduced-Risk Products

Miroslaw Zielinski
President, Reduced-Risk Products
Presentations and Q&A

12:30 Lunch
Innovation Lounge Opens

14:00 **Frederic de Wilde**
President, European Union Region
Presentation and Q&A

14:45 **Drago Azinovic**
President, EEMA Region & PMI Duty Free
Presentation and Q&A

15:30 Coffee Break

16:00 **Martin King**
President, Asia Region
Presentation and Q&A

16:45 **Jeanne Pollès**
President, Latin America & Canada Region
Presentation and Q&A

17:30 **Nicholas Rolli**
(Webcast Ends)

Note: Times are local Swiss times. Reduced-Risk Products ("RRPs") is the term the company uses to refer to products with the potential to reduce individual risk and population harm in comparison to smoking cigarettes

Agenda – Day Two

FRIDAY, September 30, 2016



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- 08:15 Visits to the *iQOS* Retail Lab and Brand Showroom
- 10:10 **Nicholas Rolli**
Introduction (Webcast Begins)
- 10:15 **Jacek Olczak**
Chief Financial Officer
Presentation
- 10:45 Coffee Break
- 11:00 **André Calantzopoulos**
Jacek Olczak

Closing Q&A Session
- 12:00 Investor Day Concludes
(Webcast Ends)



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