



## **PHILIP MORRIS INTERNATIONAL ANNOUNCES AGREEMENT TO ACQUIRE SWEDISH MATCH SOUTH AFRICA FOR \$222 MILLION**

New York, July 02, 2009 – Philip Morris International Inc. [NYSE / Euronext Paris: PM] (PMI) announced today that the company has entered into an agreement with Swedish Match AB to purchase its South African affiliate, Swedish Match South Africa (Proprietary) Limited (SMSA) for ZAR 1.75 billion (approximately \$222 million).

SMSA is the market leader in the South African pipe tobacco and snuff categories, which represent an estimated 31% of total tobacco consumption. In 2008, SMSA reported net revenues of ZAR 687 million. Its principal brands include *Boxer*, *Best Blend* and *Taxi*.

“This financially attractive acquisition represents an excellent strategic fit for our business in South Africa,” said Jean-Claude Kunz, President of PMI’s Eastern Europe, Middle East & Africa Region. “We firmly believe that merging the two businesses will provide us with the talent, infrastructure and expertise to further build and grow our portfolio of strong brands in this important market.”

The transaction is subject to approval by the relevant South African regulatory authorities and is expected to be completed by the end of the fourth quarter 2009. It is anticipated that the acquisition will be immediately marginally accretive to PMI’s earnings per share.

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### **About Philip Morris International Inc.**

Philip Morris International (PMI) [NYSE/Euronext Paris: PM] is the leading international tobacco company, with seven of the world’s top 15 brands including *Marlboro*, the number one cigarette brand worldwide. PMI has more than 75,000 employees and its products are sold in over 160 countries. In 2008, the Company held an estimated 15.6% share of the international cigarette market outside of the United States. For more information, see [www.pmintl.com](http://www.pmintl.com).

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