



PHILIP MORRIS
INTERNATIONAL



Investor Information

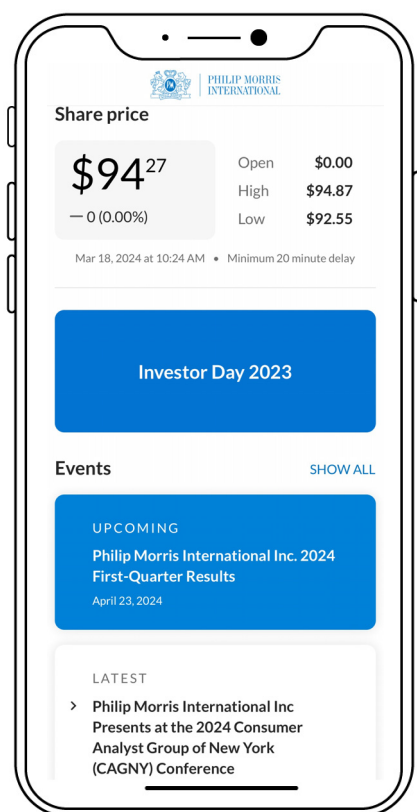
March 2024

This Investor Information posting includes summaries of information set forth in PMI's annual report on Form 10-K for the year ended December 31, 2023, as well as press releases and presentations referenced in this document, and such summaries are qualified by reference to such documents, which are available at <https://www.pmi.com/investor-relations>

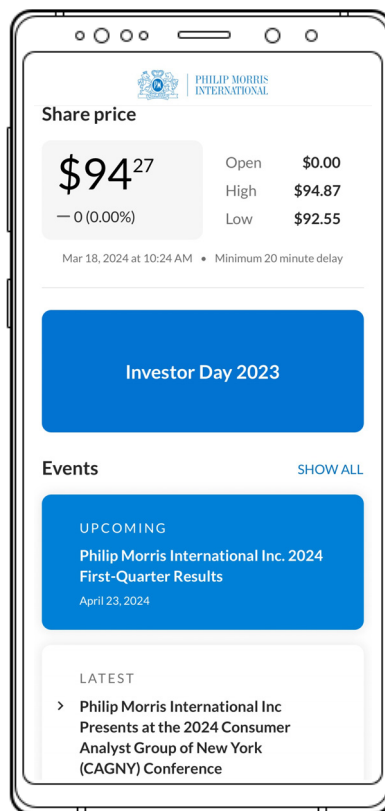
Web Site: www.pmi.com

New PMI Investor Relations Mobile Application:

The PMI Investor Relations Mobile Application, provides users with simple, comprehensive and up-to-date access to all the company's previously disclosed investor relations materials such as: press releases, SEC filings, investor materials, and live and archived audio webcasts of earnings calls and investor presentations



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Reference Materials

You will find all our latest public disclosures and other investor information for Philip Morris International on the [IR website](#) including:

- [Earnings Results](#) (Latest Earnings Q4, 2023, published February 8, 2024)
- [CAGNY](#) (February 21, 2024)
- [Recast Shipment Volume and Segment Information](#) (February 27, 2024)
- [2023 Investor Day](#) (September 28, 2023)
- [Sustainability Resources](#)
- [PMI 2023 Form 10-K](#)

Introduction

- A glossary of terms, including the definition for smoke-free products^(a) as well as adjustments, other calculations and reconciliations to the most directly comparable U.S. GAAP measures for non-GAAP financial measures cited in this presentation, and additional net revenue data are available in Exhibit 99.2 to the company's Form 8-K dated February 8, 2024 and on our [Investor Relations website](#) with additional non-GAAP reconciliations available at the end of this presentation
- Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions and disposals. As such, figures and comparisons presented on an organic basis exclude Swedish Match up until November 11, 2023

(a) Following the acquisition of Swedish Match, PMI defines "smoke-free products" to include all Swedish Match products other than Swedish Match's combustible tobacco products, in addition to its heat-not-burn, e-vapor, oral nicotine, and wellness and healthcare products

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Forward-Looking and Cautionary Statements

- This presentation contains projections of future results and goals and other forward-looking statements, including statements regarding expected financial or operational performance; capital allocation plans; investment strategies; regulatory outcomes; market expectations; and business plans and strategies. Achievement of future results is subject to risks, uncertainties and inaccurate assumptions. In the event that risks or uncertainties materialize, or underlying assumptions prove inaccurate, actual results could vary materially from those contained in such forward-looking statements. Pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, PMI is identifying important factors that, individually or in the aggregate, could cause actual results and outcomes to differ materially from those contained in any forward-looking statements made by PMI
- PMI's business risks include: excise tax increases and discriminatory tax structures; increasing marketing and regulatory restrictions that could reduce our competitiveness, eliminate our ability to communicate with adult consumers, or ban certain of our products in certain markets or countries; health concerns relating to the use of tobacco and other nicotine-containing products and exposure to environmental tobacco smoke; litigation related to tobacco use and intellectual property; intense competition; the effects of global and individual country economic, regulatory and political developments, natural disasters and conflicts; the impact and consequences of Russia's invasion of Ukraine; changes in adult smoker behavior; the impact of COVID-19 on PMI's business; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations, and limitations on the ability to repatriate funds; adverse changes in applicable corporate tax laws; adverse changes in the cost, availability, and quality of tobacco and other agricultural products and raw materials, as well as components and materials for our electronic devices; and the integrity of its information systems and effectiveness of its data privacy policies. PMI's future profitability may also be adversely affected should it be unsuccessful in its attempts to produce and commercialize reduced-risk products or if regulation or taxation do not differentiate between such products and cigarettes; 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; if it is unable to attract and retain the best global talent, including women or diverse candidates; or if it is unable to successfully integrate and realize the expected benefits from recent transactions and acquisitions. Future results are also subject to the lower predictability of our reduced-risk product category's performance
- PMI is further subject to other risks detailed from time to time in its publicly filed documents, including PMI's Annual Report on Form 10-K for the fourth quarter and year ended December 31, 2023. 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

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Section 1: Q4 and FY 2023 Performance

1

Strong 2023 Performance Driven by Smoke-Free Products

- Third consecutive year of positive total volumes
- Excellent smoke-free growth with accelerating margin accretion:
 - Smoke-free organic gross profit growth of +19%
 - Exceptional U.S. ZYN performance
 - Strong IQOS momentum with +15% adj. IMS and operating leverage
- Combustibles margin-dilutive despite robust commercial performance



Driving Sustainable & Profitable Transformation

- Q4 key transformation milestones:
 - IQOS net revenues surpass *Marlboro*
 - ZYN the fastest growing U.S. smoke-free brand
 - 25 markets with smoke-free net revenues >50%
 - Over 40% gross profit generated by smoke-free products
- Good progress in adoption of tobacco harm reduction policies, considerable work remains
- Further recognition of our overall sustainability performance

Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

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Q4, 2023: Strong Finish to the Year

Net Revenues

(Organic variance vs. PY)

+8.3%

Operating Income

(Organic variance vs. PY)

+8.0%

Adj. Diluted EPS

(Currency neutral variance vs. PY)

+12.2%

Adj. Diluted EPS

\$1.36

+26%

Q4'23 Swedish Match
Net Revenue
Growth
Excl. Currency^(a)

(a) Swedish Match pro forma, including \$9m of SMD logistics net revenue in Q4, 2022 base
Note: Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions
Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

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FY, 2023: Excellent Net Revenue and EPS Growth

Net Revenues

(Organic variance vs. PY)

+7.8%

Operating Income

(Organic variance vs. PY)

+3.7%

Adj. Diluted EPS

(Currency neutral variance vs. PY)

+11.0%

Adj. Diluted EPS

\$6.01

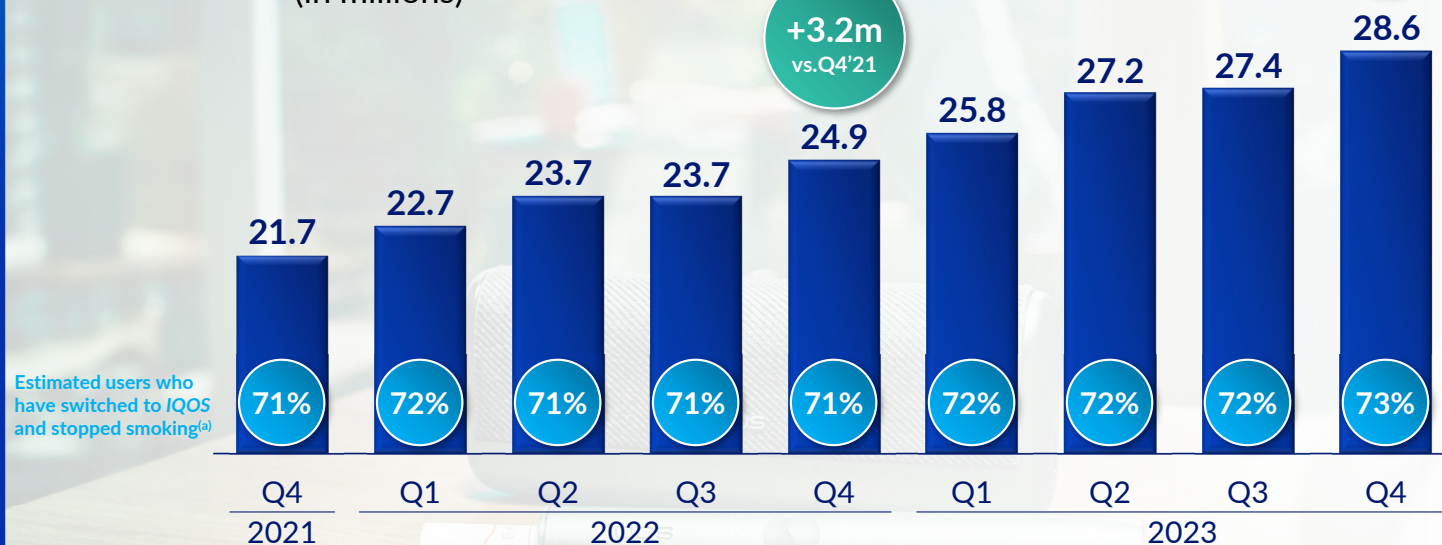
+20%

2023 Swedish Match
Net Revenue
Growth
Excl. Currency^(a)

(a) Swedish Match pro forma, including \$38m of SMD logistics net revenue in FY, 2022 base and \$15m in 2023 prior to June divestiture
Note: Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions
Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

Further Acceleration of IQOS User Growth

Total IQOS Users^(a)
(in millions)

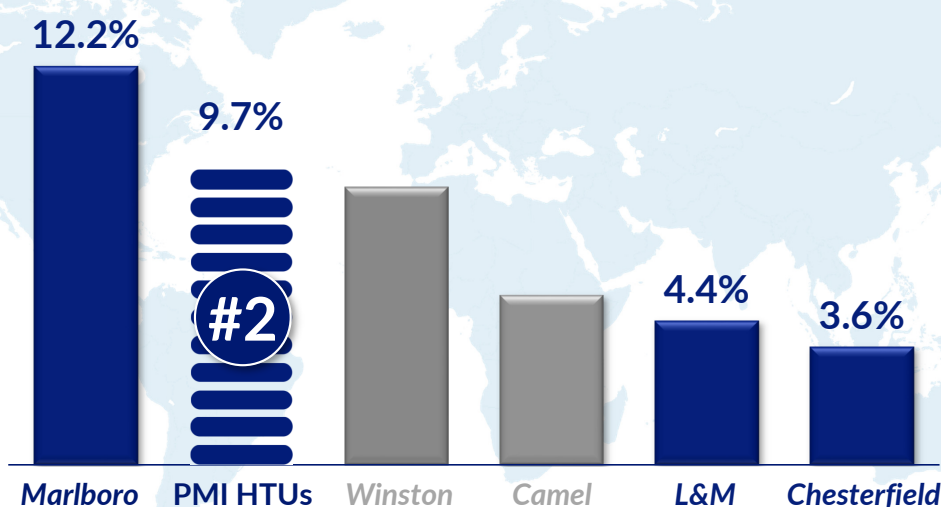


(a) See Glossary for definition

Source: PMI Financials or estimates, IQOS user panels and PMI Market Research. Q4, 2023 Earnings, presented February 8, 2024

Second-Largest 'Brand' in IQOS Markets

Share in IQOS Markets (Q4, 2023)^(a)



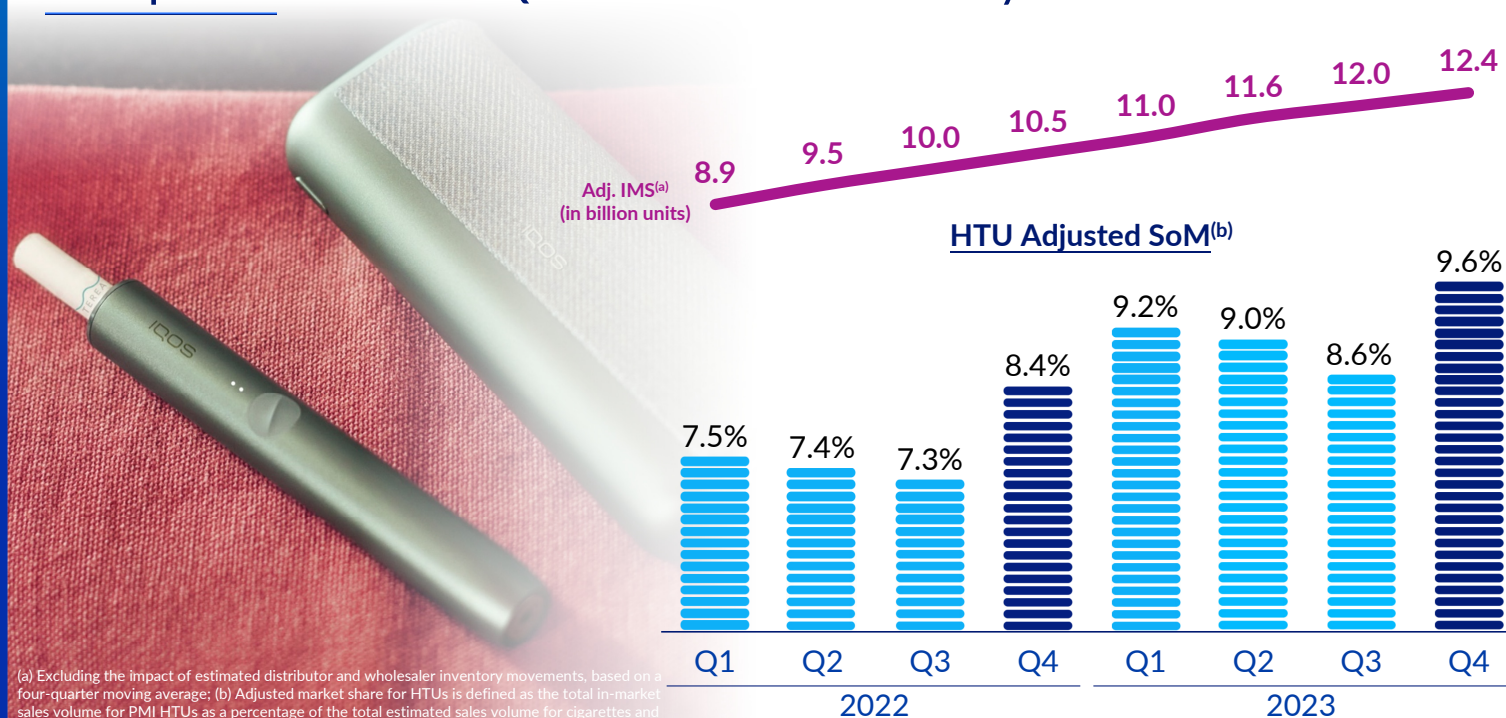
(a) Reflects 71 markets where IQOS is available in key cities or nationwide at December 31, 2023

Note: All 'brands' except 'PMI HTUs' include cigarettes only. Reflects PMI in-market sales volume as a percentage of total estimated sales volume for cigarettes and HTUs, including cigarillos in Japan

Source: PMI Financials or estimates

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Europe: Continued IQOS Success Driven by ILUMA



(a) Excluding the impact of estimated distributor and wholesaler inventory movements, based on a four-quarter moving average; (b) Adjusted market share for HTUs is defined as the total in-market sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes and HTUs, excluding the impact of estimated distributor and wholesaler inventory movements;

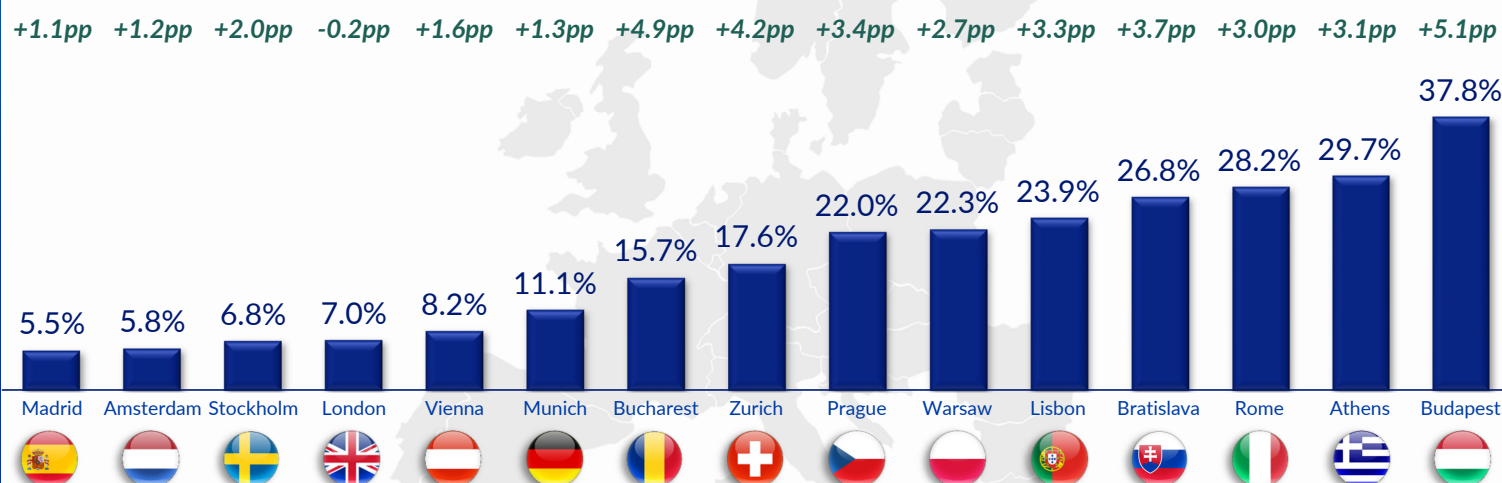
Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

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Impressive Progress in European Key Cities

PMI HTU Offtake Share (Q4, 2023)

Change vs. PY



Note: Athens represents Attica Region

Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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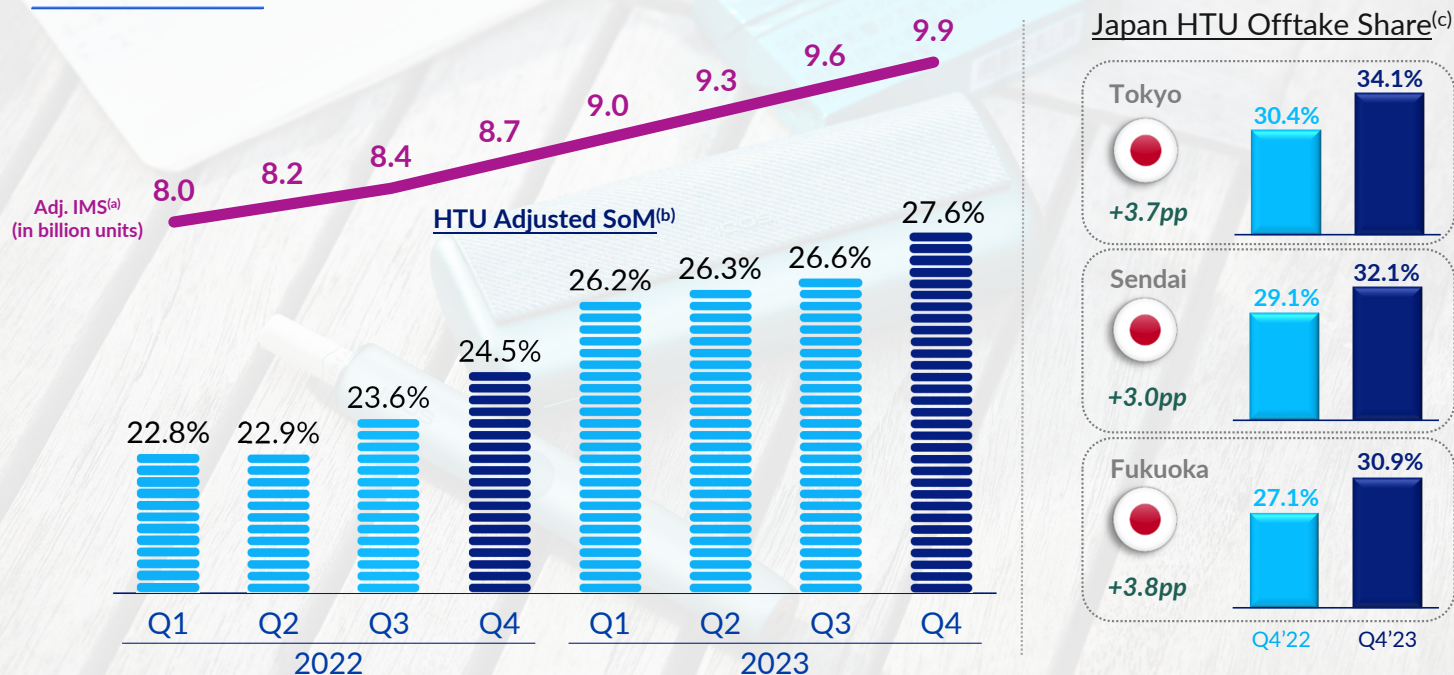
Europe: PMI HTU Adjusted Share of Market^(a)

	Q4, 2023	Growth vs. PY		Q4, 2023	Growth vs. PY		Q4, 2023	Growth vs. PY
Austria	7.7%	+1.7pp	Hungary	30.8%	+3.9pp	Romania	8.4%	+1.4pp
Croatia	8.8	+0.8	Italy	17.1	+2.5	Slovak Republic	17.2	+1.4
Czech Republic	15.3	+1.3	Lithuania	27.2	(3.2)	Slovenia	13.1	+2.4
Germany	5.6	+0.9	Poland	9.8	+0.5	Switzerland	12.3	+1.8
Greece	20.8	+2.7	Portugal	21.4	+3.0	United Kingdom	3.9	+0.8

(a) Adjusted market share for HTUs is defined as the total in-market sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes, HTUs and excluding the impact of estimated distributor and wholesaler inventory movement; Note: Select markets where HTU share is ≥ 1%; Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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Japan: Excellent *ILUMA* Momentum Continues

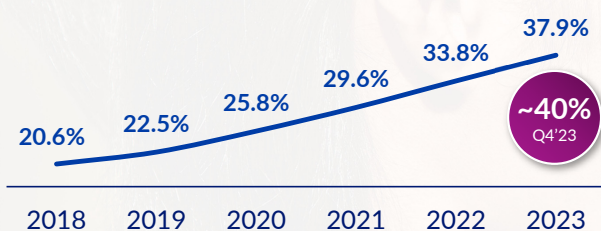


(a) Excluding the impact of estimated distributor and wholesaler inventory movements, based on a four-quarter moving average; (b) Adjusted market share for HTUs defined as the total in-market sales volume for PMI HTUs as a percentage of total estimated sales volume for cigarettes, HTUs and cigarillos and excluding the impact of estimated distributor and wholesaler inventory movements; (c) Based on 3 C-Store Chains off-take. Base includes cigarettes, cigarillos and HTUs

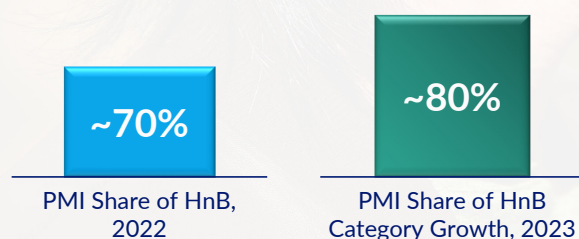
15

Japan: ~40% Category Penetration and Growing Double-Digit

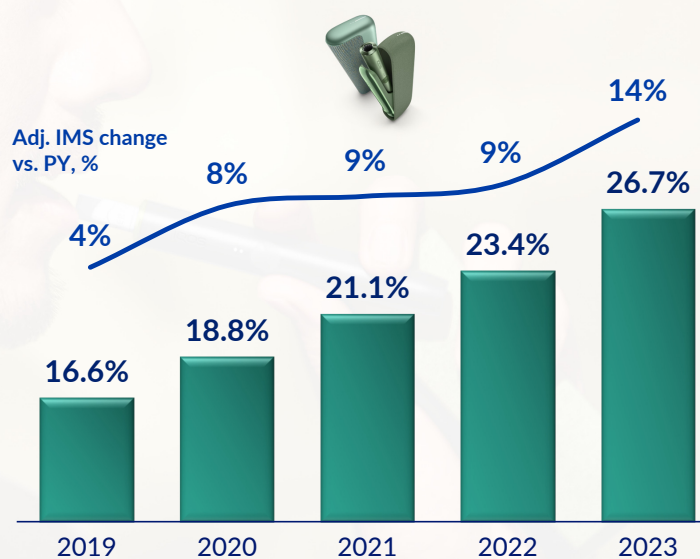
HnB Category Share of Total Tobacco



PMI Outgrowing HnB Category in 2023



PMI HTU Adj. SoM^(a)



(a) Adjusted market share for HTUs is defined as the total in-market sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes, HTUs and cigarillos and excluding the impact of estimated distributor and wholesaler inventory movements

Note: all data presented on Adj. IMS basis. Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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Swedish Match: Excellent First Year

- Delivered strong growth in 2023, driven by U.S. ZYN
- ROIC/WACC crossover expected well ahead of 5 year target
- Strong progress on integration
- Expanding & diversifying U.S. ZYN manufacturing
- U.S. Cigar business strategic review



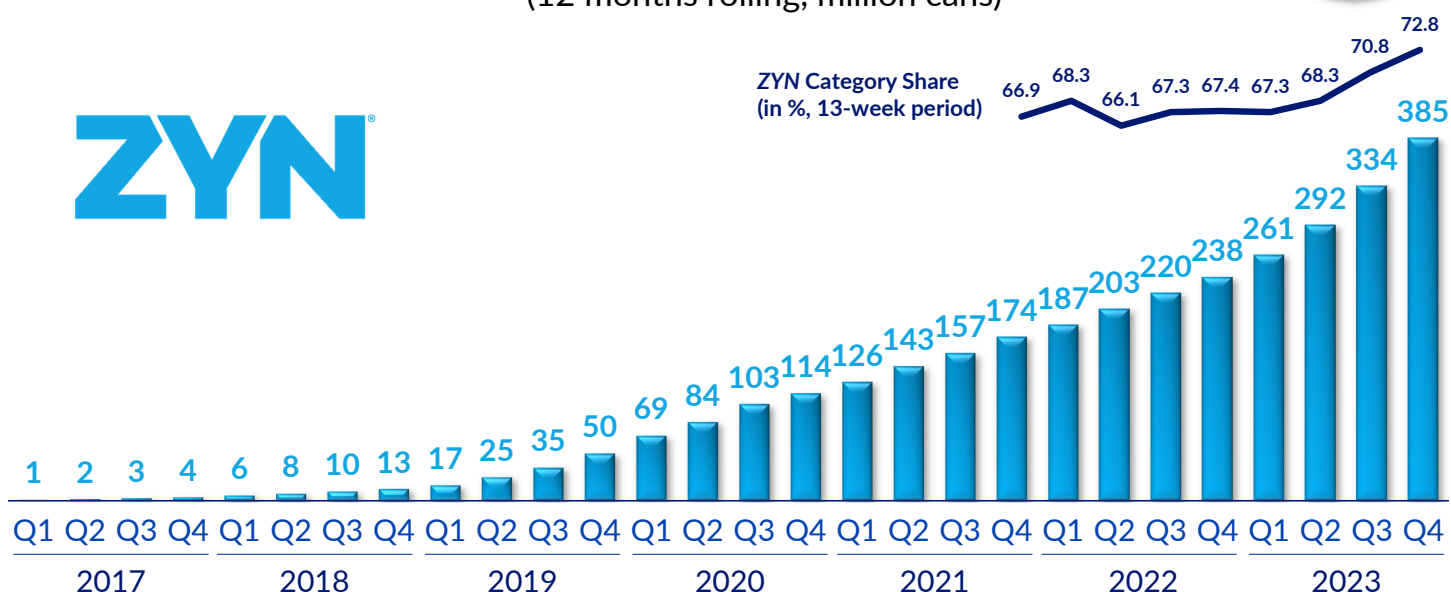
Source: Swedish Match Financials or estimates. CAGNY 2024, presented February 21, 2024

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Outstanding ZYN Growth Momentum Continues

ZYN U.S. Shipment Volumes
(12 months rolling, million cans)

77.4%
Q4'23 ZYN
Category Retail
Value Share
(13-week period)



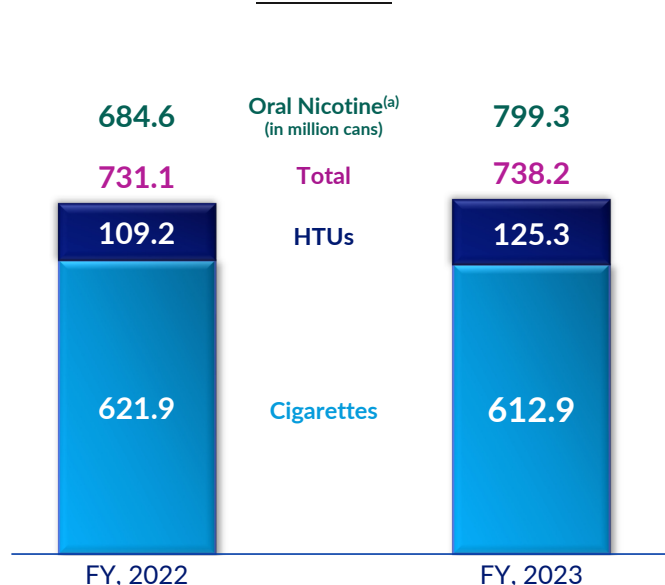
Source: PMI Financials or estimates, Circana, LLC, Nicotine Pouches, Week ending 12/24/23. Q4, 2023 Earnings, presented February 8, 2024

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Third Consecutive Year of Volume Growth Driven by HTUs

(billion units)

Full Year



Change
vs. PY

+16.8%

+1.0%

+14.7%

(1.4)%

Adj. IMS
Change vs. PY

+1.5%

+14.8%

(0.7)%

Q4

Change
vs. PY

23.4%

(0.5)%

+6.1%

(1.9)%

Adj. IMS
Change vs. PY

+0.9%

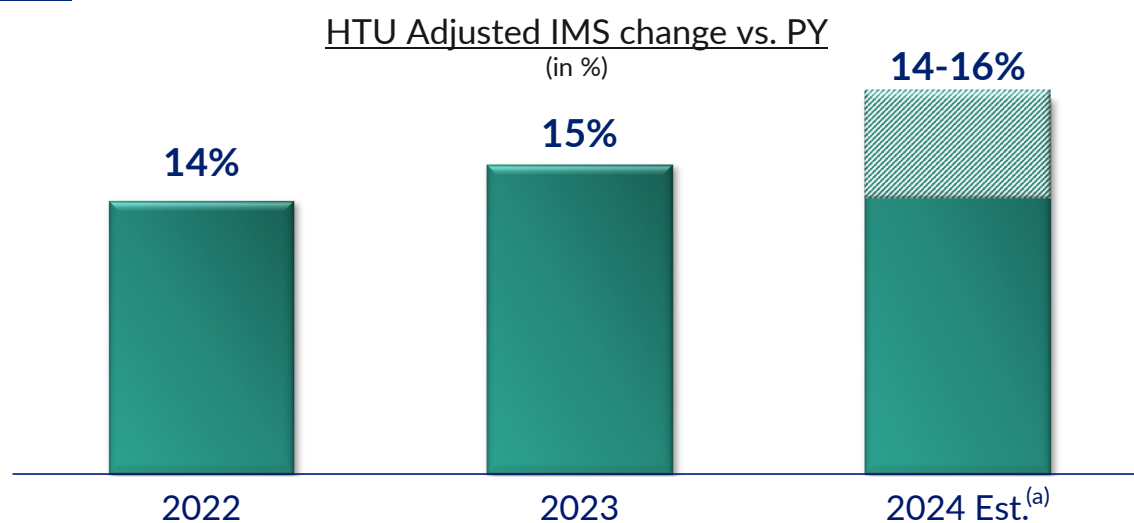
+13.9%

(1.4)%

(a) Pro forma, incl. PMI & Swedish Match oral nicotine volumes. Excludes snuff, snuff leaf and U.S. chew
Note: Total may not foot due to rounding
Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

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IQOS: Strong Consumer Momentum (Presented at CAGNY 2024)



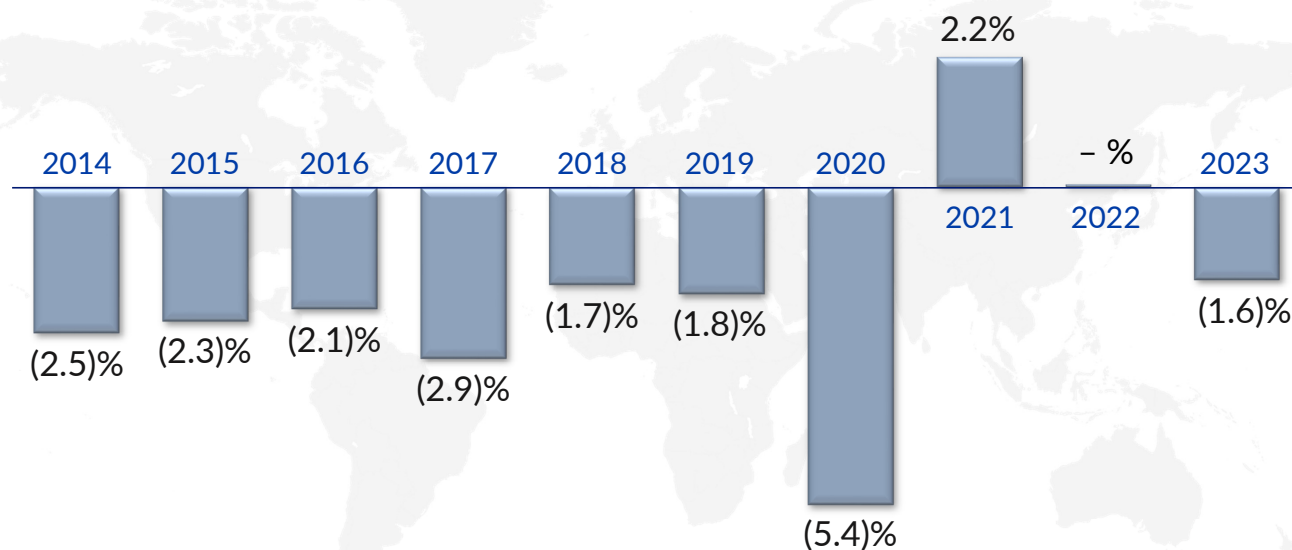
In-market sales, or "IMS," is defined as sales to the retail channel, depending on the market and distribution model. From time to time, IMS are subject to the impact of inventory movements in various trade channels that significantly distort reported volume disclosures. Such factors may include changes to the manufacturing supply chain, shipment methods, consumer demand, timing of excise tax increases or other influences that may affect the timing of sales to customers. Adjusted IMS exclude the impact of estimated distributor and wholesaler inventory movements, improving the comparability of performance and trends over different reporting periods

(a) Forecast provided in Q4'23 Earnings Release presented February 8, 2024; Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

20

Total Industry Volume Trend (2014-2023)

(% Change vs. PY)

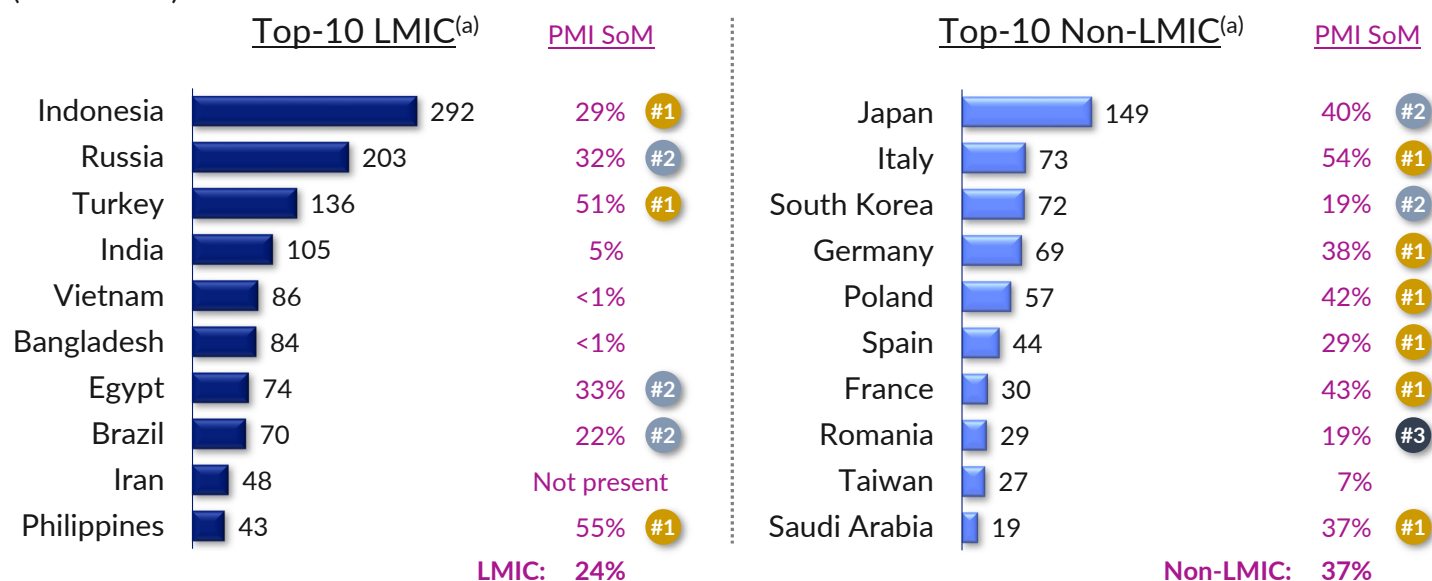


Note: Reflects cigarettes and HTUs and includes cigarillos in Japan. Excluding China and the U.S.
Source: PMI Financials or estimates

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2023 Top Industry Volume Markets

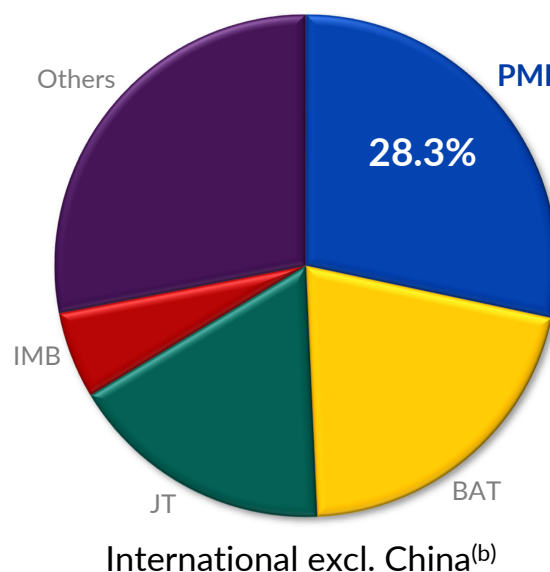
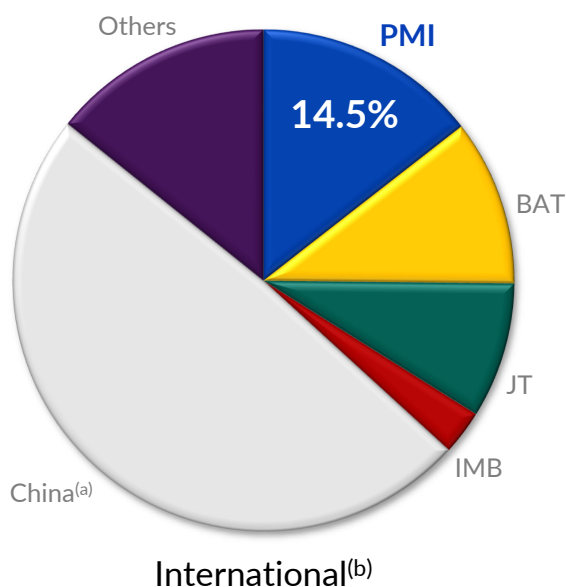
(billion units)



(a) Top-10 markets ranked by 2023 total industry volume, excluding the U.S., China and Duty Free. LMIC classification (Low to Middle-Income) based on World Bank Classification issued in July 2023
Note: As per our 2023 10-K filing, we do not sell products in Iran, North Korea and Syria. Reflects cigarettes and HTUs (where applicable), and including cigarillos in Japan
Source: PMI Financials or estimates

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2023 PMI Total Market Share



(a) Excluding CNTC license production of *Marlboro* and *Parliament* cigarettes (2.3 billion units in 2023)

(b) Excluding the U.S.

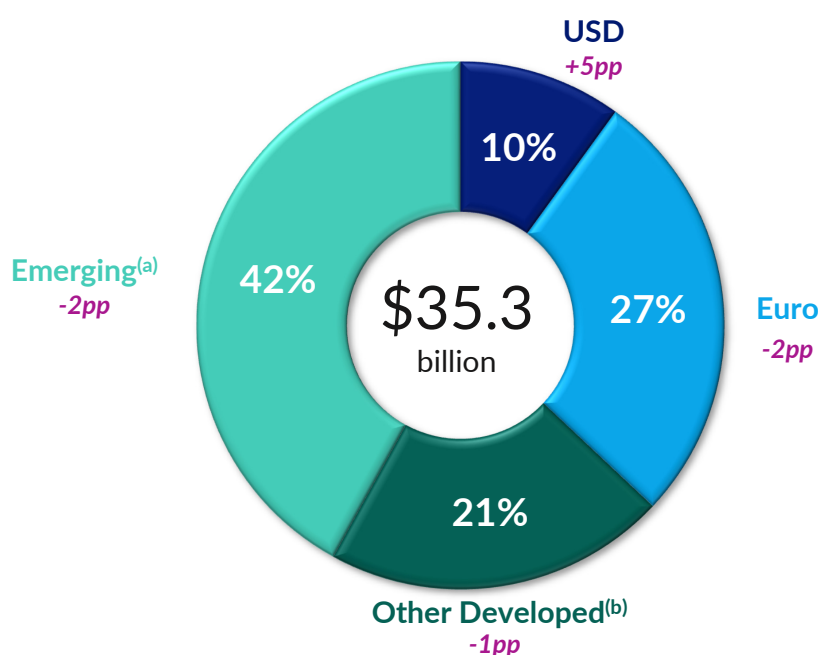
Note: Reflects cigarettes and HTUs. Industry volume includes cigarillos for Japan

Source: PMI Financials or estimates

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2023 PMI Adjusted Net Revenues by Currency

Change vs. 2022 (pp)



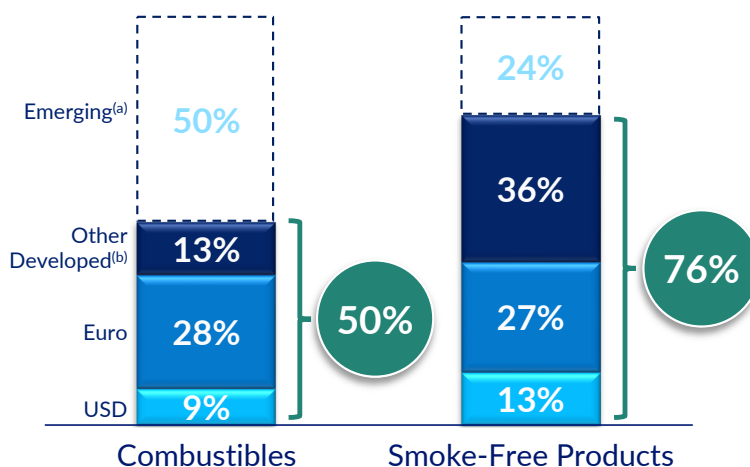
(a) Includes Czech Krona, Egyptian Pound, Indonesian Rupiah, Mexican Peso, Philippine Peso, Russian Ruble and Turkish Lira; (b) JPY, CHF, KRW, GBP, ILS, AUD, HKD, NOK, SGD, SEK, DKK, CAD and NZD; Note: Reflects currencies in which net revenues are generated. Market classification is based on S&P Dow Jones Indices' 2023 country classification; Source: PMI Financials or estimates

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Delivering USD Performance is a Key Priority (Presented at CAGNY 2024)

- Best-in-class constant currency growth
- Increasing USD revenue contribution with rapid smoke-free growth in the U.S.
- Currency risk mitigation:
 - Debt matching: >60% effectively in EUR
 - Hedging programs: JPY rolling hedge
 - Strategic cost allocation
- Focused on delivering strong USD growth in 2024 and beyond

2023 Net Revenues by Currency



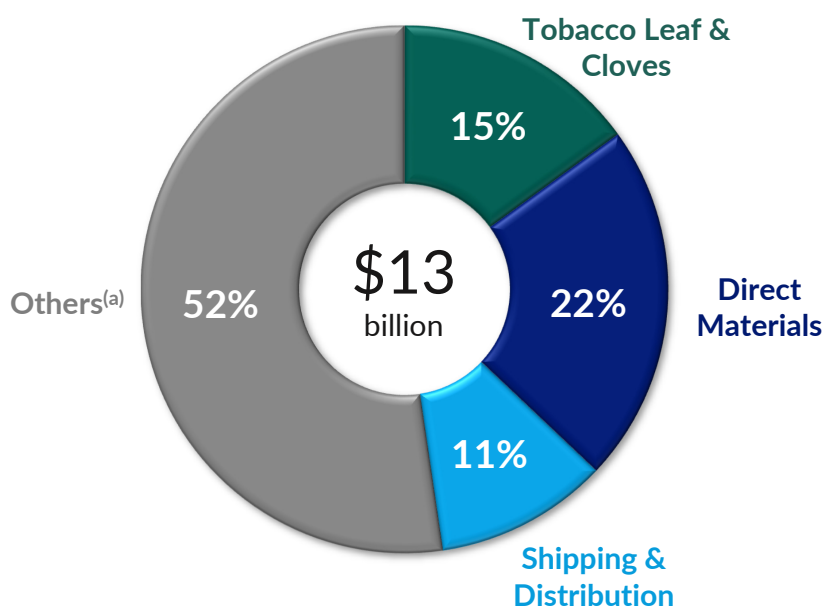
(a) Includes Czech Krona, Egyptian Pound, Indonesian Rupiah, Mexican Peso, Philippine Peso, Polish Zloty, Russian Ruble and Turkish Lira

(b) JPY, CHF, KRW, GBP, ILS, AUD, HKD, NOK, SGD, SEK, DKK, CAD and NZD

Note: Reflects currencies in which net revenues are generated. Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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2023 PMI Adjusted Cost of Goods Sold



(a) Conversion, fixed manufacturing expenses and other costs. Note: Excludes amortization and impairment of intangibles (\$58 million), Swedish Match acquisition accounting related item (\$18 million), and charges related to the war in Ukraine (\$15 million). Including these impacts total Cost of Goods Sold is \$12.9 billion
Source: PMI Financials or estimates

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2023 PMI Adjusted Costs by Currency

	Total	Currency (%)				
	(\$ billion)	USD	EUR	CHF	IDR ^(d)	Other
Tobacco ^(a)	1.9	26	50	–	18	6
Direct Materials	2.8	32	61	–	1	6
Other COGS ^(b)	8.1	29	20	5	16	30
Marketing, Overhead & Other Costs above OI	9.1	16	20	18	3	43
Total Adjusted Costs^(c)	21.9	24	28	10	9	30

(a) Including cloves; (b) Other manufacturing related costs and shipping and distribution; (c) Total costs above adjusted OI of \$21.9 billion = adjusted cost of sales of \$12.8 billion + adjusted marketing, overhead & other costs above OI of \$9.1 billion; (d) Indonesian rupiah
Source: PMI Financials or estimates

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Championing a Smoke-Free World

Section 2: Smoke-Free Transformation

Structural Smoke-Free Growth, Accelerating Returns

- Clear demand for smoke-free products among 1bn+ smokers
- Structural shift: 10 years of double-digit smoke-free category growth, momentum continues:
 - All SFP categories and geographies have growth
 - Growth rates & margin profiles are not uniform
 - Upfront investment, higher returns than cigarettes
- PMI: substantial, selective long-term investments in premium brands, unrivaled commercial and scientific capabilities
- Accelerating growth for PMI smoke-free business

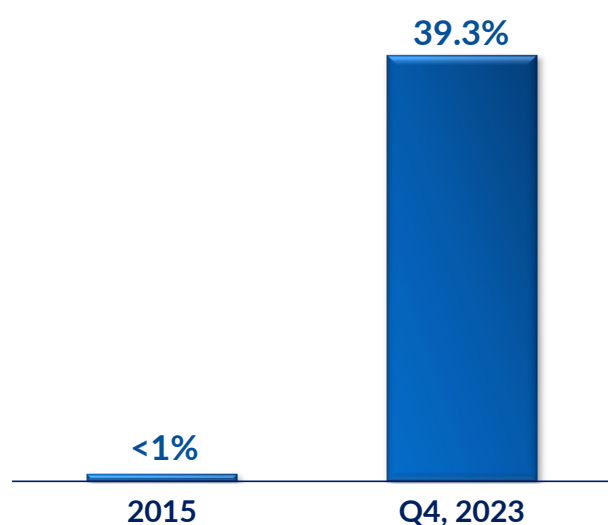


Source: CAGNY 2024, presented February 21, 2024

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Real, Fast Smoke-Free Transformation

Smoke-Free Products Net Revenues
(% of Total PMI Net Revenues)



84 Smoke-Free Markets

PMI: Q4, 2023

25
Markets SFP >50%
Net Revenue / Total

>20%
Smoke-Free
Volumes / Total^(a)

>40%
Smoke-Free Gross
Profit / Total

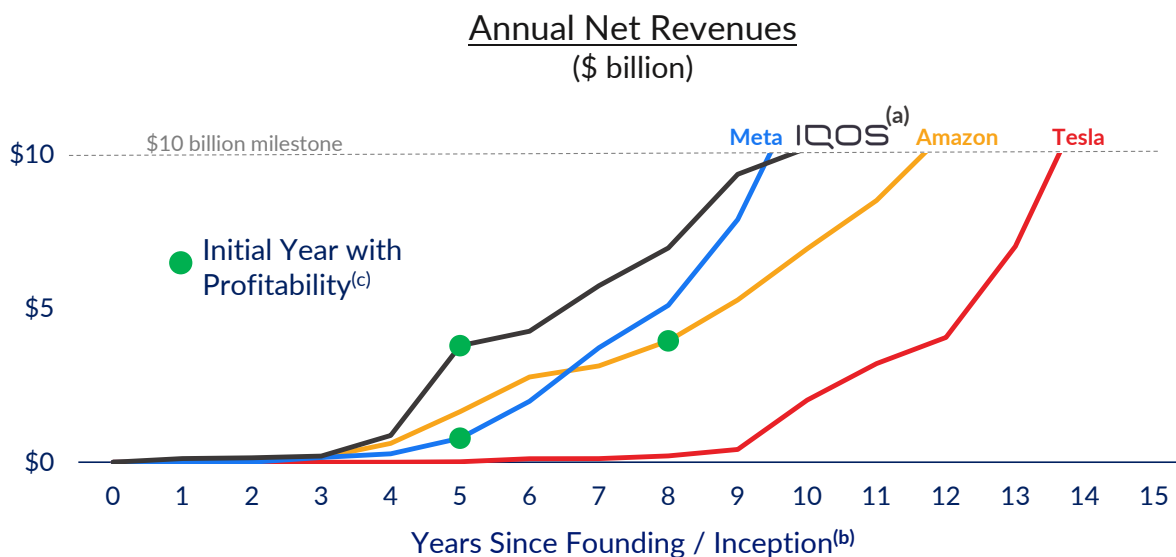
~33m
Smoke-Free Users

(a) Smoke-free volumes reflects shipments of HTUs and oral smoke-free products (in pouches, excl. snuff, snuff leaf and U.S. Chew)

Source: PMI Financials or estimates. IQOS user panels and PMI Market Research. Estimated user numbers for oral nicotine and e-vapor are approximate, with further methodology details to be provided in future disclosures. CAGNY 2024, presented February 21, 2024

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IQOS: Creating \$10bn+ Smoke-Free Business in Under a Decade



(a) Total smoke-free product net revenues. In 2022, IQOS accounted for \$9.5 billion of PMI's \$10.2 billion total smoke-free net revenues

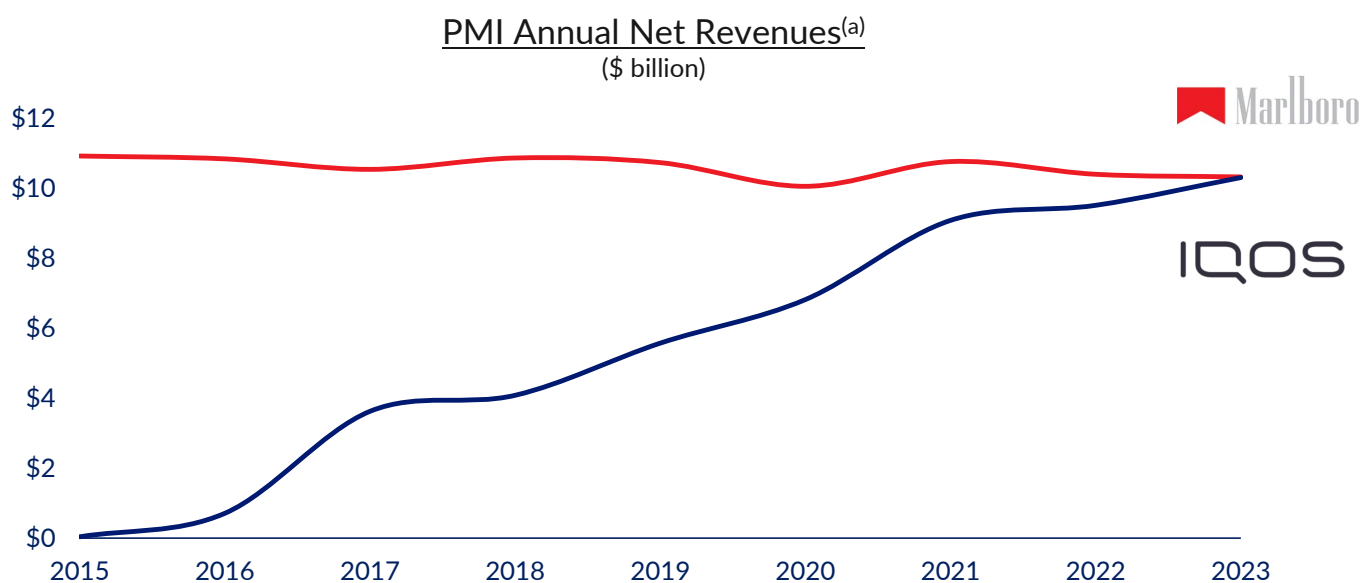
(b) 2012 used for PMI's smoke-free product net revenues, reflecting project endorsement. Company founding year used for other companies

(c) Reflects the year when operating income was positive for the first time. For IQOS, it reflects the year when product contribution for smoke-free products was positive for the first time

Source: PMI Financials, Bloomberg, Investor Day 2023, presented September 28, 2023

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IQOS Net Revenues Surpassed Marlboro in Q4, 2023



(a) Marlboro includes Marlboro combustibles, IQOS represents Heat-not-Burn net revenues

Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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Smoke-Free Rapidly Approaching \$15 billion Top-Line (Presented at CAGNY 2024)



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Smoke-Free Transformation Drives More Sustainable Growth Model

Combustible

- Volume decline driven by secular trend and adult smokers switching to SFPs
- More than offset by price increases
- Focus on productivity and cost efficiencies

**Resilient performance
complementing smoke-free business**

Smoke-Free

- Volume growth at substantially higher net revenue per unit
- Higher commercial investment as new markets launched
- Higher product contribution per unit
- Volume growth prioritized over pricing

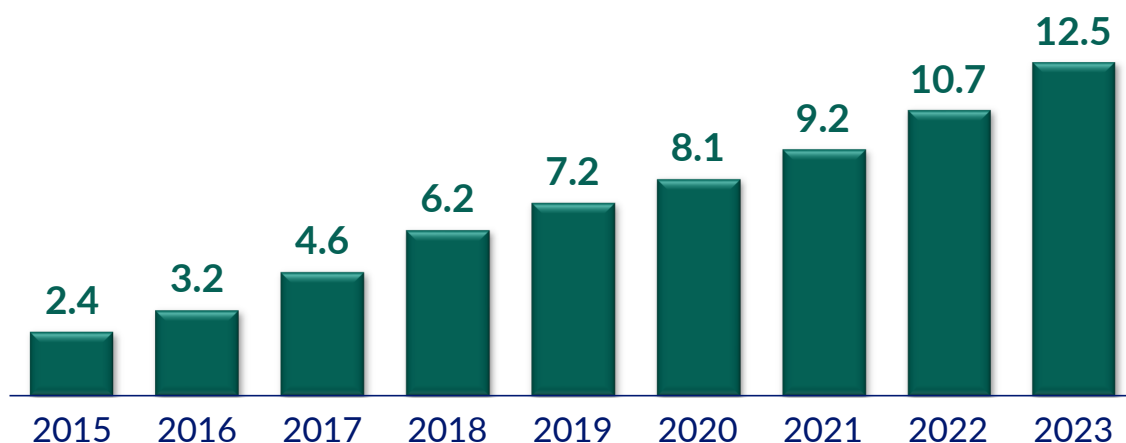
**Core driver of
top- and bottom-line growth**

Source: Investor Day 2023, presented September 28, 2023

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Substantial Investment in Best-in-Class Capabilities

Cumulative Smoke-Free Product Investments
(in \$ billion)

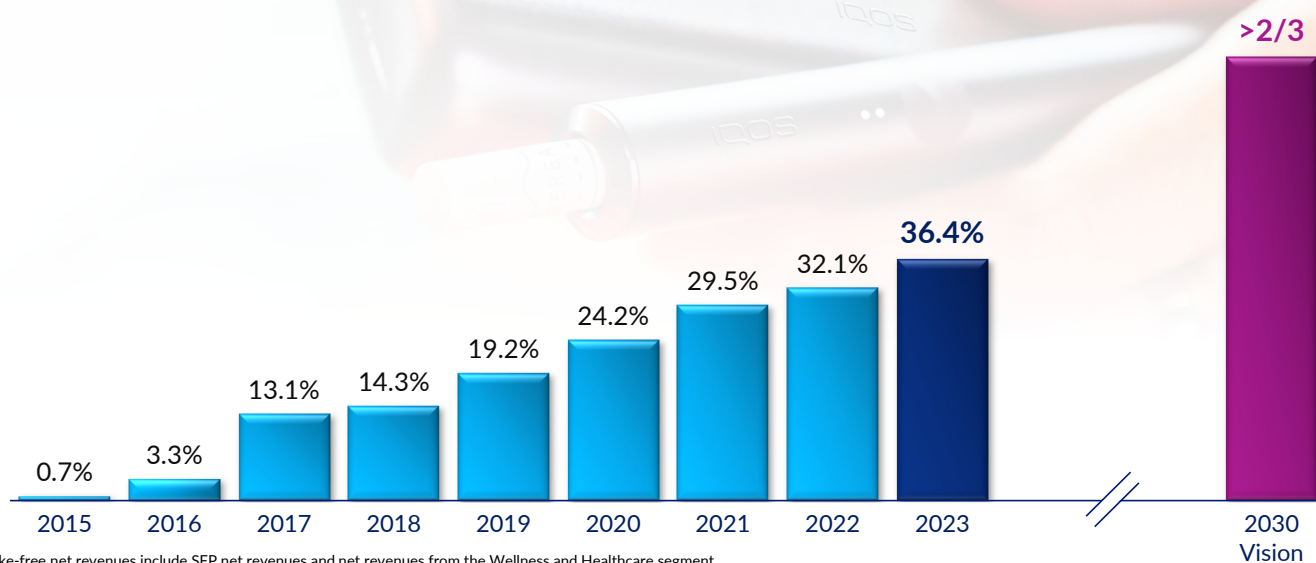


Note: Investments reflect research, product and commercial development, production capacity, scientific substantiation, and studies on adult smoker understanding. Include investment since 2008. Does not include commercial deployment costs
Source: PMI Financials or estimates

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Becoming Substantially Smoke-Free By Net Revenues

Smoke-Free Net Revenues^(a)
(% of Total PMI Adj. Net Revenues)



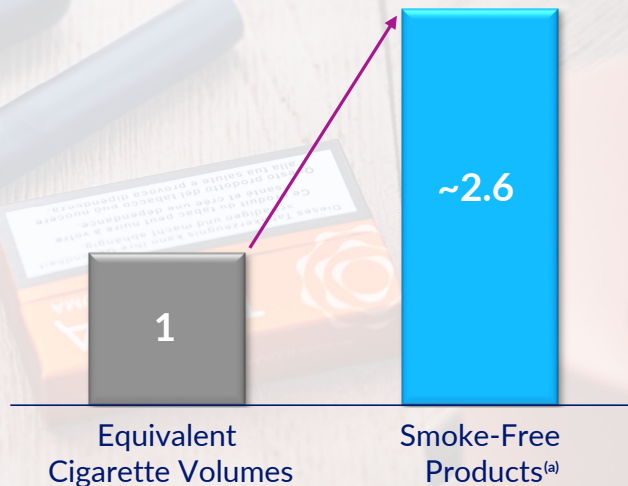
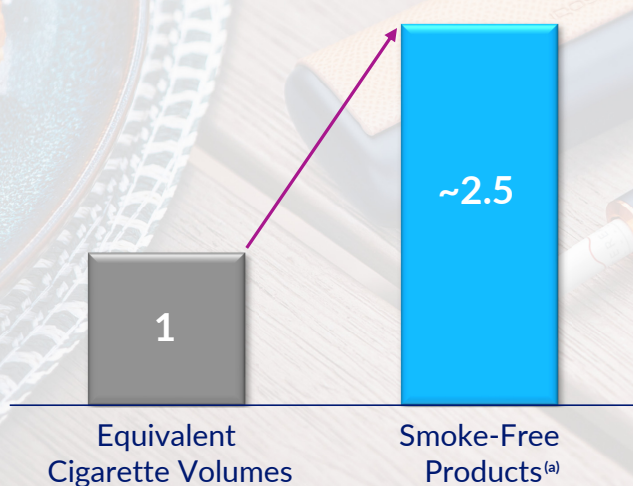
(a) Smoke-free net revenues include SFP net revenues and net revenues from the Wellness and Healthcare segment
Note: 2023 adj. net revenues exclude a reduction of \$80 million related to the termination of distribution arrangement in the Middle East. Including that reduction SFP net revenues out of total PMI net revenues is 36.5%
Source: PMI Financials or estimates

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Smoke-Free: Attractive & Substantial Growth Opportunity

2023 Net Revenue Per Unit
(Index = Equivalent Cigarette Volumes)

2023 Gross Profit Per Unit
(Index = Equivalent Cigarette Volumes)



(a) Includes heat-not-burn consumables and devices and U.S. ZYN; Note: 1 can of U.S. ZYN contains 15 pouches
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

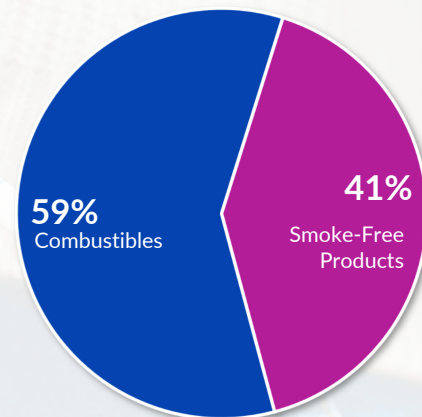
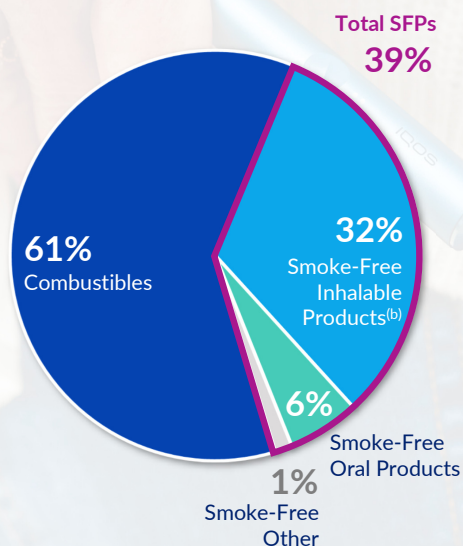
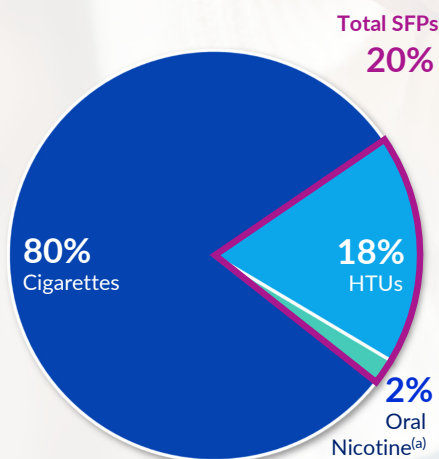
37

Increasingly Smoke-Free, Profitability Accelerating

Shipment Volumes
(Q4, 2023)

Adj. Net Revenues
(Q4, 2023)

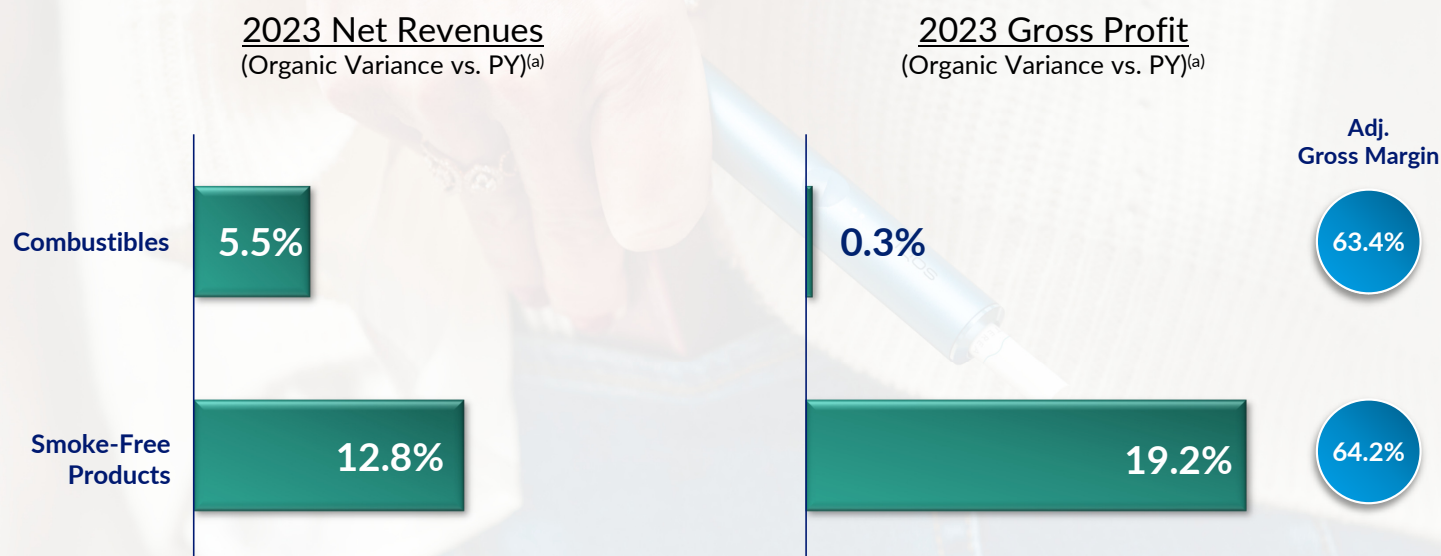
Adj. Gross Profit
(Q4, 2023)



(a) Excludes snuff, snuff leaf and U.S. chew; (b) Includes heat-not-burn and e-vapor
Note: Total may not foot due to rounding
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

38

Smoke-Free Driving Net Revenue & Profit Growth



(a) Organic variance, reflecting currency-neutral adjusted results, excluding acquisitions

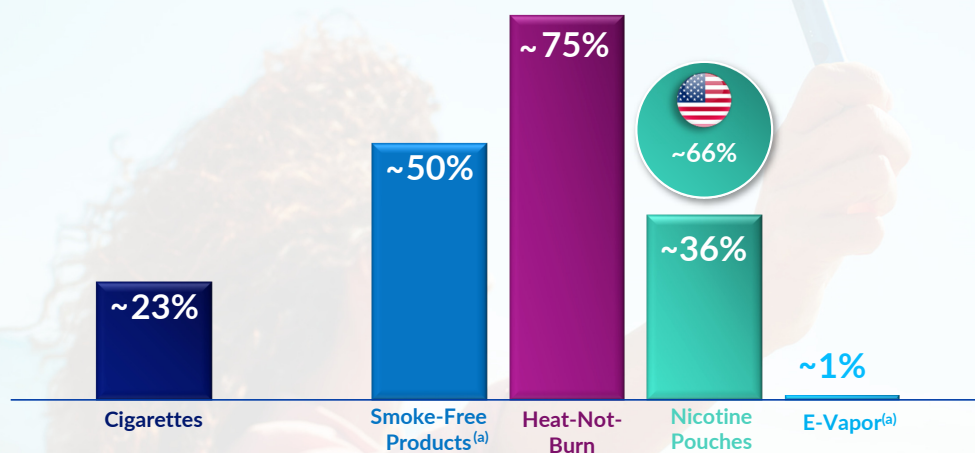
Note: Chart not to scale. Adjusted gross margin is calculated by dividing adjusted gross profit by adjusted net revenues

Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

39

Strong Leadership in Most Attractive SFP Categories

2022 PMI Category Volume Share
(International, excluding China)



(a) Excludes open tank e-vapor systems

Note: Reflects pro forma figures, including Swedish Match for full-year 2022

Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

40

Attractive SFP Volume Growth Supported by Investments

(\$/000, 2022)	Intl. Cigarettes Average	Intl. IQOS (Incl. devices) ^(a) Average	Mid-Term Opportunity	Current Ratio vs Cig.	Nordics NPs Average
Net Revenue	~35	~85		~2.5x	~100
COGS	~12	~30	~25	~2.5x	~40
Gross Profit	~23	~55		~2.5x	~60
Commercial/ R&D Costs	~3	~25	<20	~7x	~30
Product Contribution	~20	~30	40+	~1.5x >2x	~30

IQOS & nicotine pouches already compare favorably to highly-optimized cigarette business, with scale opportunities over time

(a) IQOS financials, including devices, allocated to HTU on per '000 basis
 Note: 1 can of Nordics nicotine pouches (NPs) contains on average 21 pouches
 Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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U.S.: Attractive & Substantial Growth Opportunity

(\$/000, 2022)	Intl. Cigarettes Average	Intl. IQOS (Incl. devices) ^(a) Average	U.S. ZYN	Ratio vs Intl. Cig.	U.S. IQOS (Incl. devices) (Illustrative ^{(a)(b)})	Ratio vs Intl. Cig.
Net Revenue	~35	~85	~190	~5.5x	~150 <i>Assumes Premium U.S. CC NR</i>	~4x
COGS	~12	~30	~40	~3x	~30 <i>Assumes IQOS Intl. Avg</i>	~2.5x
Gross Profit	~23	~55	~150	~6.5x	~120	~5x
Commercial/ R&D Costs	~3	~25	~35	~12x	~40-50 <i>At scale (higher in launch phase)</i>	~13-16x
Product Contribution	~20	~30	~115	~6x	~70-80	~3-4x

Highly attractive economics vs. PMI international business

U.S. ZYN similar economics to U.S. Moist Snuff

(a) IQOS financials, including devices, allocated to HTU on per '000 basis
 (b) Illustratively, assuming same estimated net revenue per thousand (net of MSA related payments) as U.S. cigarettes, same COGS as international IQOS, and estimated level of commercial costs once at moderate national scale
 Note: 1 can of U.S. ZYN contains 15 pouches
 Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Around 33 Million Users of PMI Smoke-Free Products

Estimated legal-age users as of December 31, 2023

Heat-not-Burn



~29m
Users^(a)

#1 Smoke-Free Brand

Oral Nicotine



~4m
Users

#1 Nicotine Pouch Brand

E-Vapor



~0.5m
Users

Selective Strategy

(a) See Glossary for definition

Source: PMI Financials or estimates, IQOS user panels and PMI Market Research. Estimated user numbers for oral nicotine and e-vapor are approximate, with further methodology details to be provided in future disclosures. CAGNY 2024, presented February 21, 2024

43

IQOS: Evolving in Device Range, Personalization & Flexibility

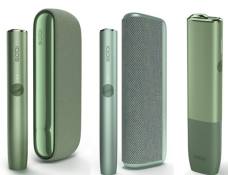
Range

Devices

FROM:
1 model
& 2 colors



TO:
3 models
& 14 colors



Personalization

Limited Editions & Accessories

FROM:
Color led
Device led



TO:
Idea & Brand
engagement led



Flexibility

Features

FROM:
Basic



6 minutes
14 puffs

TO:
Advanced



FlexPuff^(a)



FlexBattery

(a) Adapting to adult consumer puffing habit

Source: Investor Day 2023, presented September 28, 2023

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IQOS ILUMA: Next Generation of IQOS

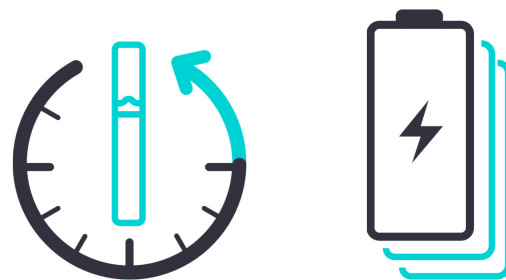
- IQOS ILUMA: Pleasure simplified
 - New internal heating technology
 - Based on Smartcore™ induction
 - Same great taste
 - Premium design and customization for enhanced lifestyle appeal, advanced features
 - 3 device designs covering 3 price points
 - New broad range of consumables
- Addresses consumer feedback on IQOS blade heating product
 - Robust and reliable, superior satisfaction
 - Simple and Intuitive:
 - No cleaning and simple use
 - Self-activation & stick recognition
 - Less explanation needed, positive for:
 - Time and cost of acquisition
 - After-care and retention
 - Supports easier switching, higher conversion for legal-age smokers



45

Continuous Innovation Supports Growth

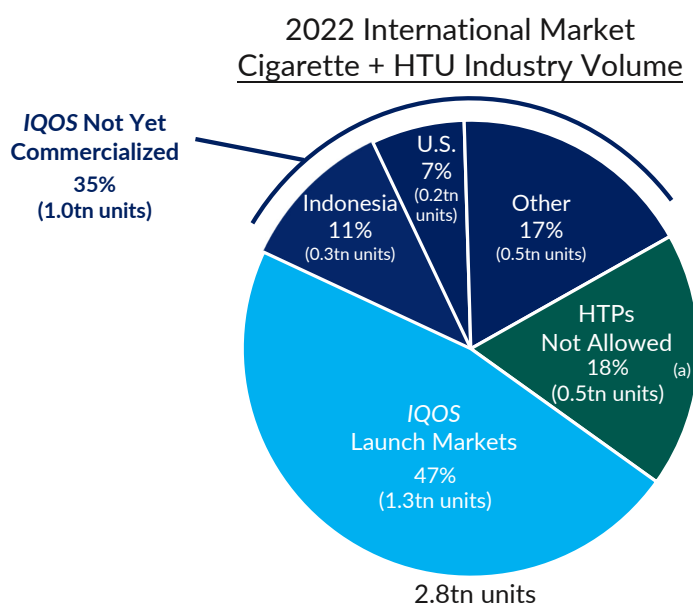
- ILUMA: the core platform for multi-year growth and innovation
- Broadening HTU offerings
- Rich pipeline of ILUMA device innovations
- IQOS uniqueness: evolving features for a customized and personalized experience



Source: CAGNY 2024, presented February 21, 2024

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The Opportunity for IQOS Remains Vast

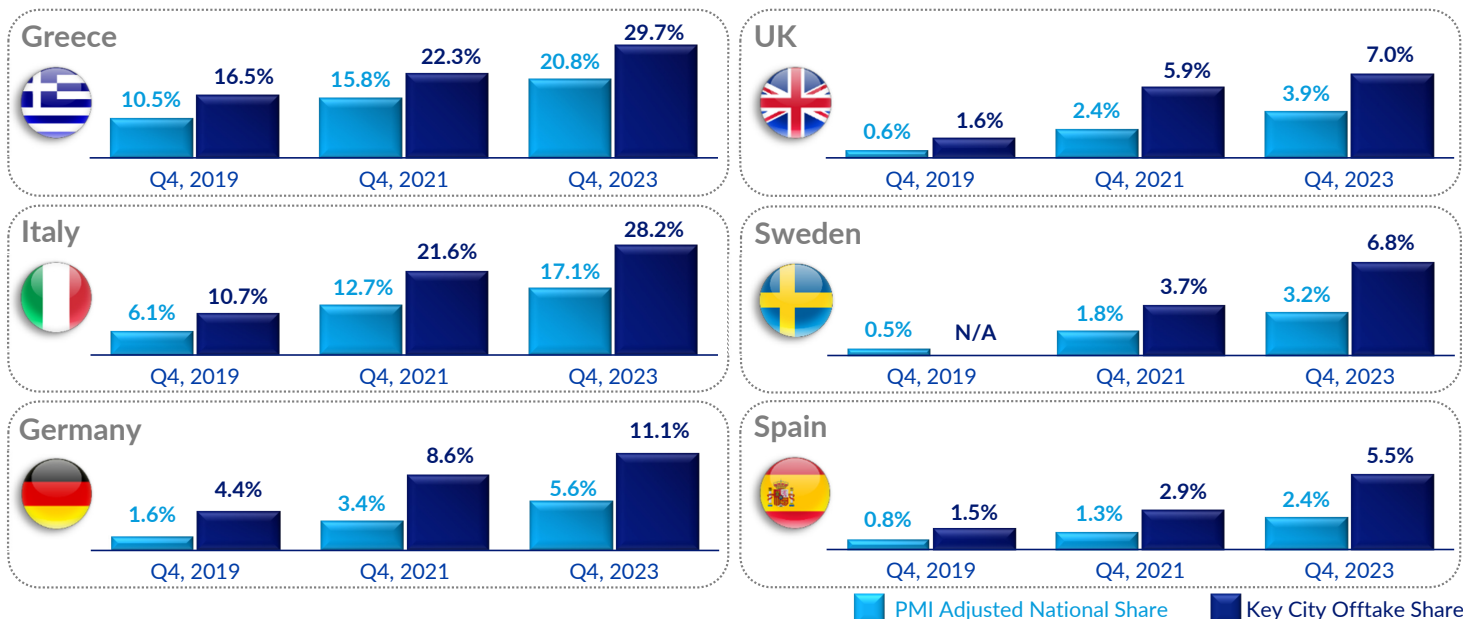


(a) Reflects markets where heated tobacco products are banned or otherwise subject to significant market access barrier
 Note: Excludes China. Includes cigarillos in Japan
 Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

47

Key Cities Lead the Way For National Shares Over Time

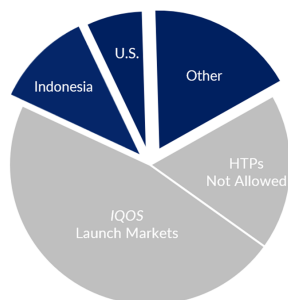
PMI Adjusted National Share^(a) and Key City Offtake Share of Total Cigarette and HTU Market



(a) Adjusted market share for HTUs is defined as the total in-market sales volume for PMI HTUs as a percentage of the total estimated sales volume for cigarettes, HTUs and excluding the impact of estimated distributor and wholesaler inventory movement; Note: Chart not to scale. Key Cities selected are respectively: Athens, London, Rome, Stockholm, Munich and Madrid
 Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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Growth Opportunity in Markets Where IQOS Not Yet Commercialized



- Sizable opportunity over time, with ~1 trillion in total cigarette volume
- Consumer readiness influences potential launch timelines
- Indonesia pilot launch in select cities via IQOS Club
- Upcoming launch in the U.S.:
 - Already clear adult smoker readiness for SFPs

Top Cigarette Markets

	Volume
Indonesia	~300bn
U.S.	~180bn
Bangladesh	~75bn
Pakistan	~50bn

63%
of total
volume where
IQOS not yet
commercialized

Note: Data for top markets reflect 2022

Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

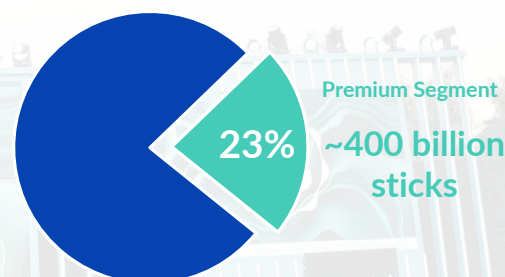
49

Clear Strategy For Low & Middle-Income Markets

- IQOS comes first:
 - Premium offer with ILUMA to build brand equity
 - Best product for switching smokers
 - Substantial premium CC segment to switch
- Below premium offering to address full volume opportunity:
 - LIL^(a) with intuitive innovation
 - BONDS pilot learnings being taken to refine product offering

LMIC Cigarette Industry^(b) (2023)

Total Industry
~1,700 billion
sticks



(a) Commercialized under partnership with KT&G (b) Excluding China

Note: LMIC refers to Low and Middle-Income countries and defined using World Bank classification

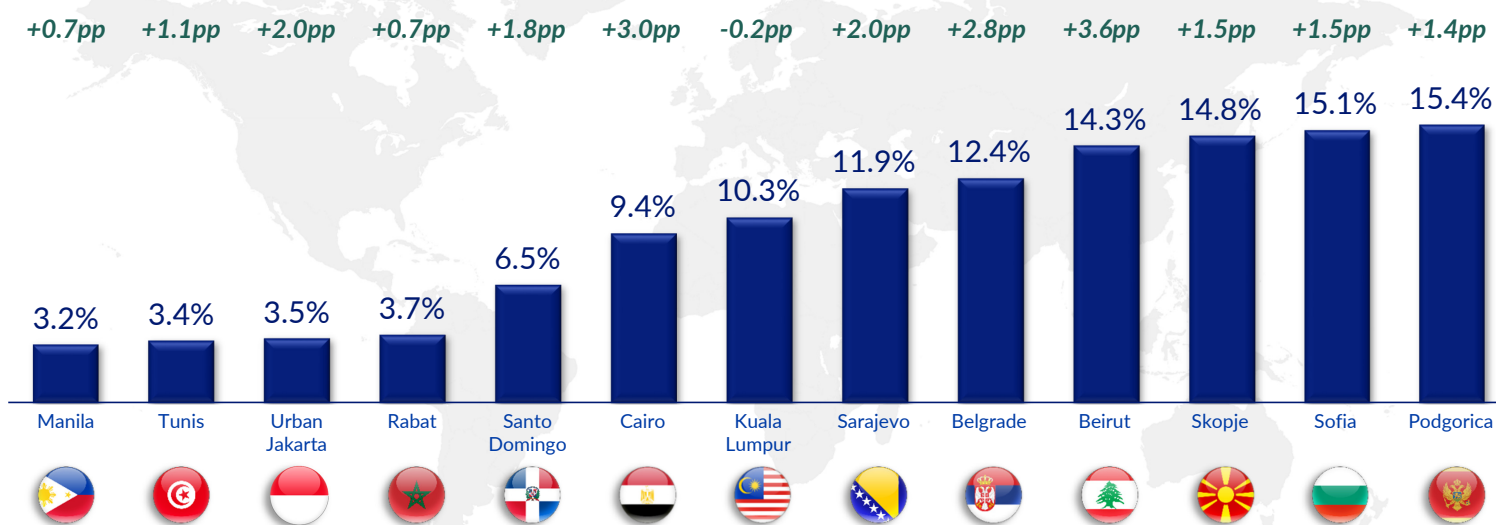
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

50

Low and Middle-Income Markets: Promising Key City Growth

PMI HTU Offtake Shares (Q4, 2023)

Change vs. PY



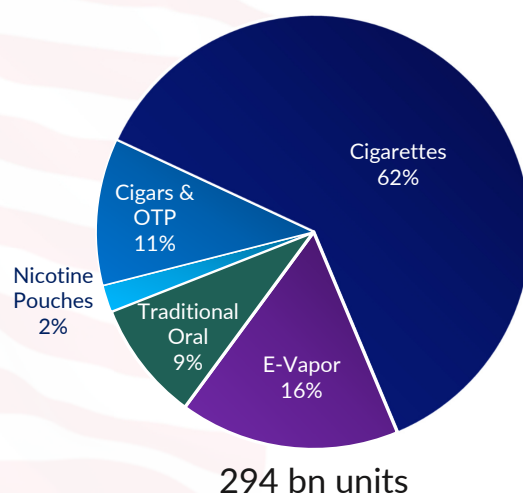
Note: Urban Jakarta represents West, Central and South Jakarta which include an estimated 1.5 million Legal Age Nicotine Users; in Indonesia IQOS is sold via the IQOS club member program. Cairo represents Urban Cairo, Manila represents Metro Manila, Tunis represents Greater Tunis. Low and Middle-Income markets defined using World Bank classification
Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

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Significant Opportunity in World's Largest SFP Market

- Largest total nicotine market by value:
 - Highly profitable in absolute terms and relative to international HTUs
- Around 47 million total adult nicotine users, including ~30 million adult smokers
- Nicotine industry volume of nearly 300 billion units
- No cigarette cannibalization impact for PMI

2022 U.S. Volumes by Category
(stick equivalent units)



Note: E-Vapor includes pods, open systems and disposables

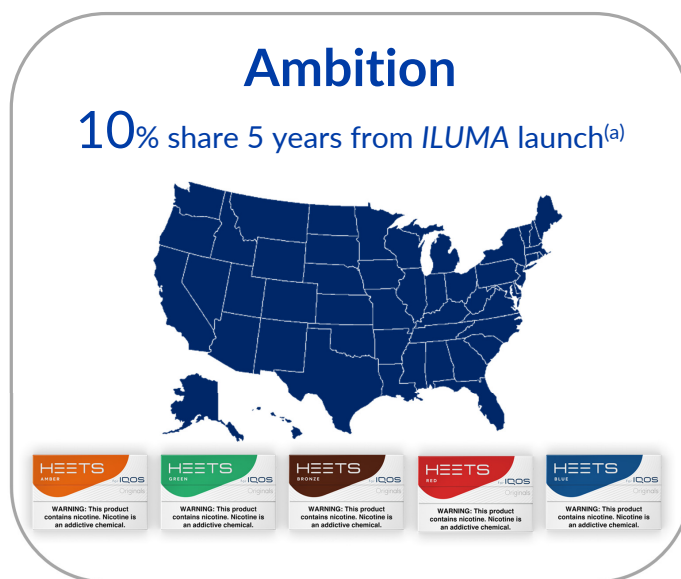
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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U.S. IQOS: Building Towards ILUMA Success



- Investing to support ZYN's growth and building capabilities for IQOS
- ILUMA at-scale launch remains core focus:
 - PMTA & MRTP application submitted in October, 2023
- Flexibility to leverage global supply chain
- First city test planned with IQOS 3 system in Q2



(a) Illustrative target share of U.S. Cigarette and HTU Industry Volume within five years of ILUMA launch
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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IQOS: 10% Share Reached Within 6 Years in Many Markets



Number of Years to Reach 10% SoM^(a)



(a) Reflects year in which PMI HTU share reached 10% following initial IQOS launch in the market
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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ZYN: Leading the Way With Strong Premium Brand



- U.S. nicotine pouch category still in its infancy
- ZYN now \$2 billion retail value brand^(a) in the U.S. within five years of national launch
- Continued focus on responsible marketing practices
- Active innovation pipeline, subject to FDA market authorization process
- Investing in commercial and manufacturing capacity to support long-term growth
- ZYN to drive overall double-digit net revenue and adjusted OI growth in U.S. for 2024-26, including impact of IQOS investments



(a) On an annualized basis, reflecting latest 13-week performance
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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ZYN Launches / Re-Launches: Sizable Mid-to-Long Term Opportunity

Readiness to Scale Up and Invest for Future Growth

2023 Select Markets



Additional Markets in Plan^(a)



(a) As presented at Investor Day 2023, September 28, 2023. Subject to change, e.g., regulatory strategy imperatives

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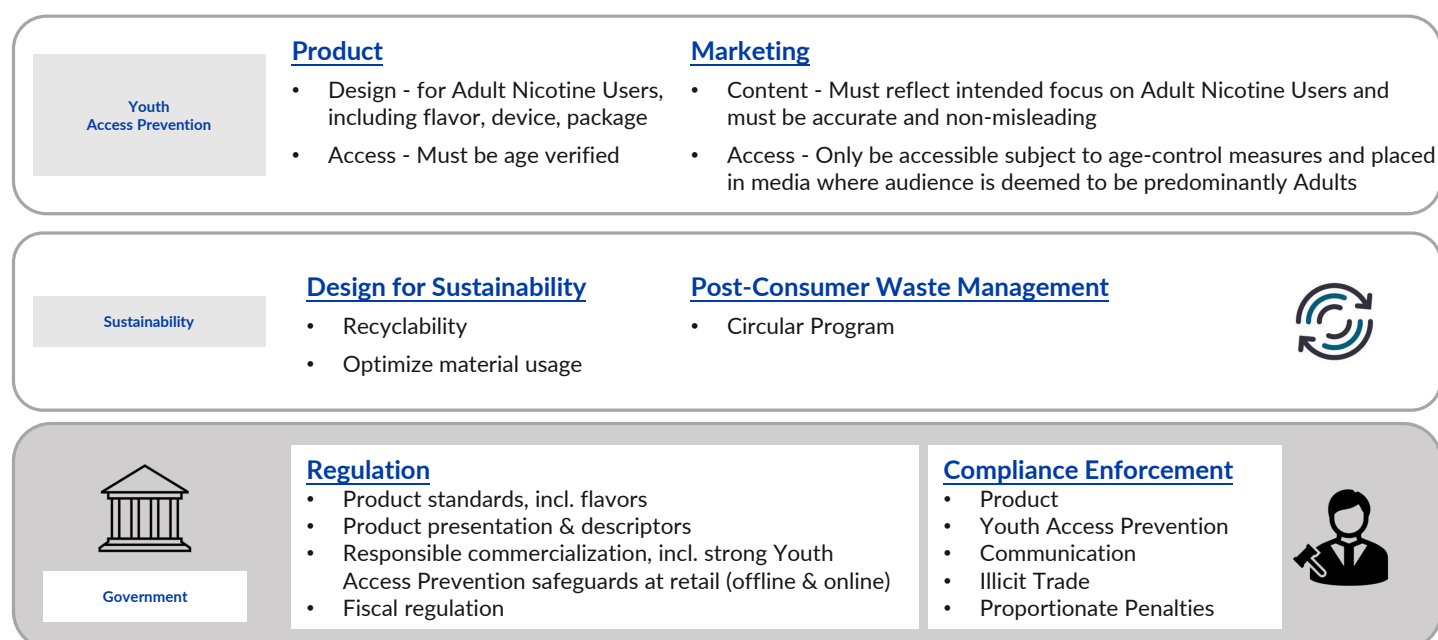
Outstanding Prospects to Remain Undisputed Global Leader



Source: Investor Day 2023, presented September 28, 2023

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eVapor: Vaping Made Right



Source: Investor Day 2023, presented September 28, 2023

58

Continuing to Develop E-Vapor Portfolio

- Committed to responsible and profitable development
- Landscape and user preferences continue to evolve
- Building a portfolio addressing category dynamics
- Category economics still inferior to HnB and oral smokeless due to product proliferation, lower consumer brand loyalty and conversion rates



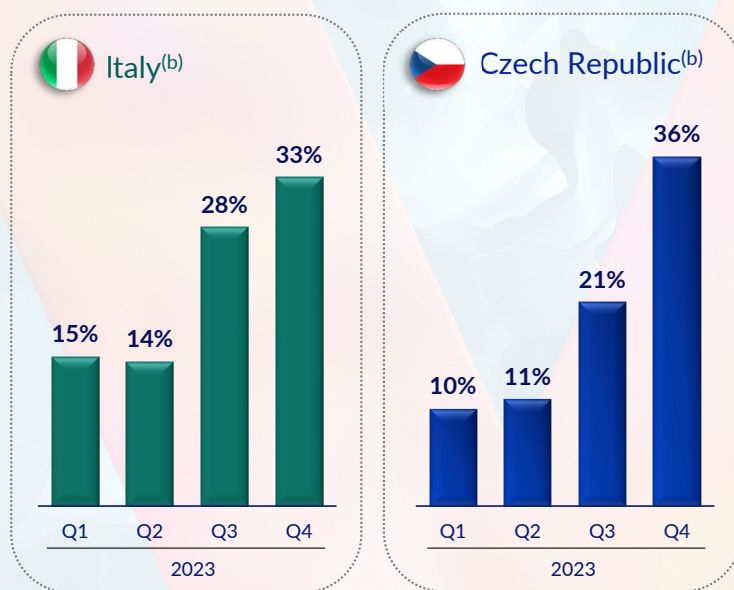
Source: CAGNY 2023, presented February 22, 2023

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VEEV: Good Progress on Targeted Strategy

- Substantial consumer demand with >60 million adult vape users^(a)
- Emerging signs of better regulation & enforcement
- Promising early results from VEEV relaunch
- Remains a selective market play, but in specific markets can be an important growth driver

VEEV
(SoS in Closed Pod Systems)



(a) PMI Market Research, excluding Russia and China

(b) Nielsen. Italy based on tobacco shops only

Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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A Focused Approach to Wellness & Healthcare Business

- W&H business provides sizable long-term potential in pharmaceutical, medical and consumer wellness segments
- Excellent technology platforms for both oral and inhalation delivery with Vectura Fertin Pharma, supplemented by PMI expertise
- Reprioritization of strategy and resource allocation in recognition of:
 - Significant opportunity for SFPs with IQOS and ZYN, particularly now in the U.S.
 - Impact of the external environment on certain areas of the acquired operations due to PMI's ownership
- Preparing for W&H new product roll-outs beyond 2026, with corresponding scale-down of investments resulting in stable costs and only moderate revenue increases in next 3 years

Source: Investor Day 2023, presented September 28, 2023

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Wellness & Healthcare: Product Focus Areas

	Pharmaceutical (Rx)	Medical	Consumer
Focus	<ul style="list-style-type: none"> • Inhalable: <ul style="list-style-type: none"> – Aspirin for myocardial infarction – Cannabinoids for chronic pain – DHE for acute migraine • Approved compounds, repurposed for inhalation; development process is faster and requires less investment relative to NME process 	<ul style="list-style-type: none"> • Medical cannabis, where there is a clear need for: <ul style="list-style-type: none"> – Product quality – Scientific evaluation – Consistency of dose / dosage 	<ul style="list-style-type: none"> • 'Energy and focus', primarily through superior oral products • Leverage FMCG brand-building expertise
Time to Market / Investment	<ul style="list-style-type: none"> • Longest time to market, due to preclinical / clinical trials and regulatory approvals, with highest upstream investments • Commercialization plan to optimize between own capabilities and partnerships 	<ul style="list-style-type: none"> • Faster time-to-market • More moderate investment requirements 	<ul style="list-style-type: none"> • Similar to FMCG products, with lower upstream costs • Higher in-market investment once rolled-out geographically, which is not foreseen during 2024-26 period

Source: Investor Day 2023, presented September 28, 2023

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Section 3: Combustibles Strategy and Performance

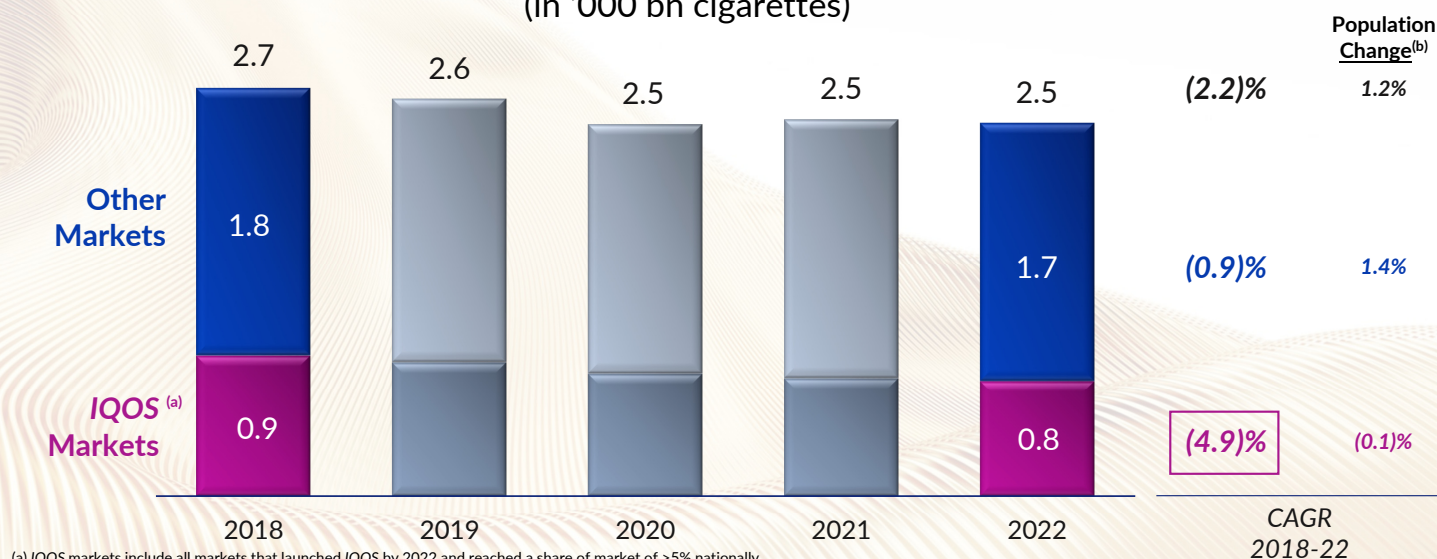
3

Combustibles Business as a Foundation for SFP Growth

- Accelerated industry decline, driven in part by SFP growth
- Robust combustibles pricing engine
- Positive share of category evolution
- Support PMI margin expansion over time
- Unparalleled global brands portfolio, with *Marlboro* at the helm
- Combustible leadership supports switching to smoke-free products

Moderate Industry Decline, More Pronounced in SFP Markets

Cigarette Industry Evolution
(in '000 bn cigarettes)



(a) IQOS markets include all markets that launched IQOS by 2022 and reached a share of market of >5% nationally

(b) Total population growth used as a proxy for adult population growth

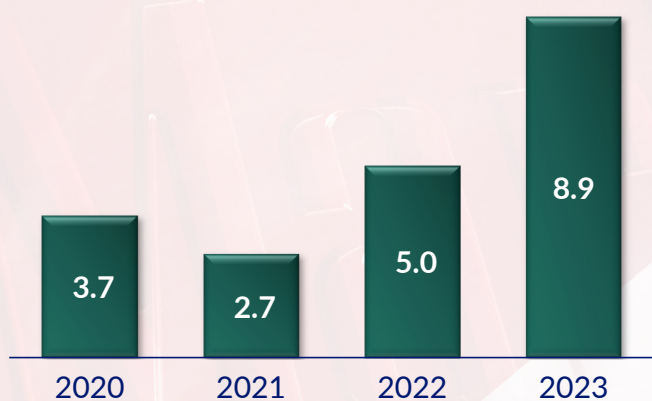
Note: Excluding China and U.S. Reflects cigarettes industry in-market sales volume, including cigarillos in Japan

Source: PMI Financials or estimates. United Nations, World Population Prospects 2022. Investor Day 2023, presented September 28, 2023

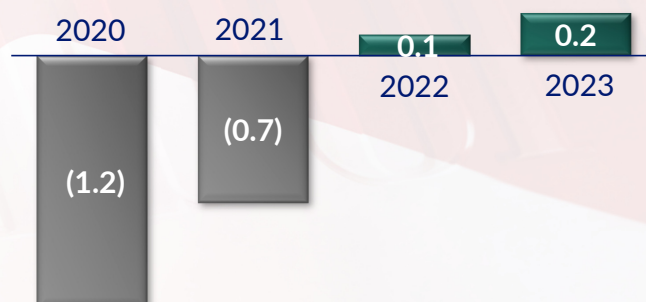
65

Combustibles: Strong Pricing and Category Share Growth

Combustible Pricing
(% organic change vs. PY)^(a)



Share of Cigarette Category^(b)
(Change vs. PY in pp)



(a) Pricing variance is based on adjusted net revenues

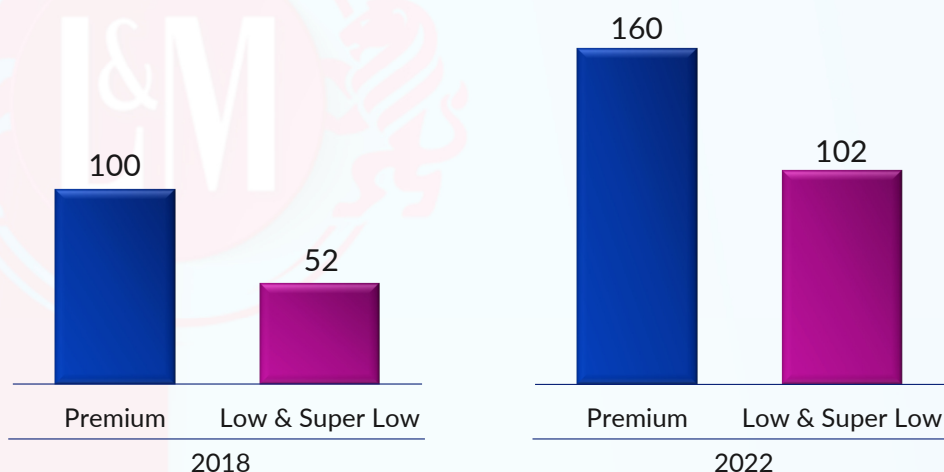
(b) Excludes China and the U.S. Reflects in-market sales volume of PMI cigarettes as a percentage of cigarette industry sales volume and includes cigarillos in Japan

Source: PMI Financials or estimates. Q4, 2023 Earnings, presented February 8, 2024

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Unit Rates Attractive Across Price Points

Cigarette Net Revenue Unit Rates
Top 10 PMI Pricing Markets
(index = Premium 2018)



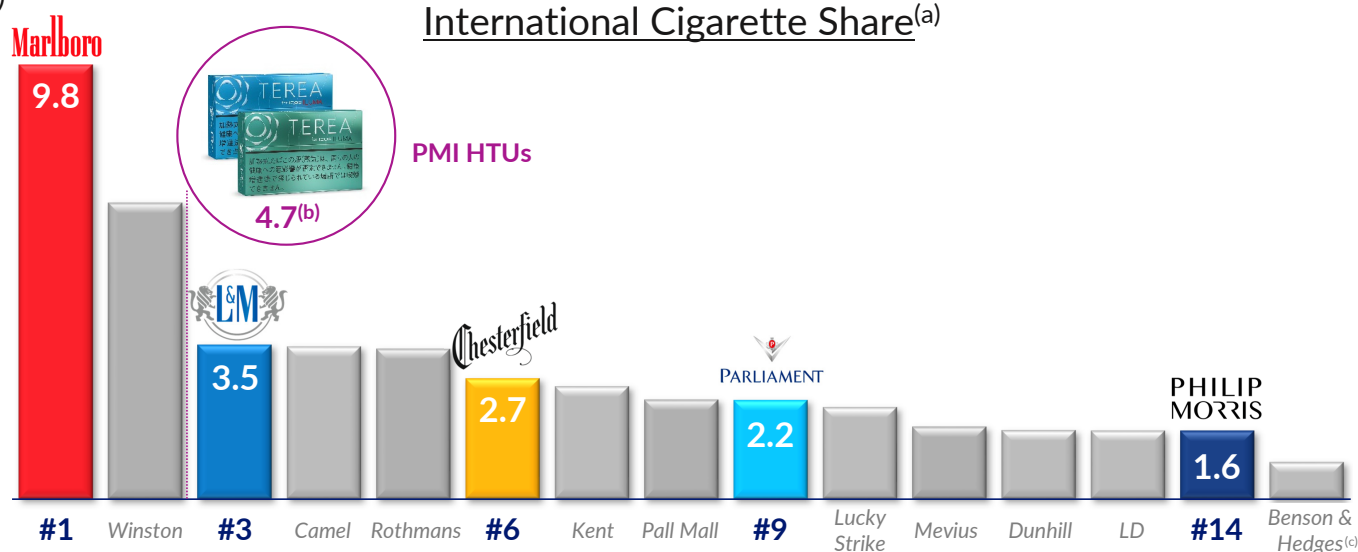
Note: Unit rates are net revenues per '000 sticks, evolution indexed in local currency, aggregated for Top 10 PMI pricing contribution markets (2018-2022)
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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PMI Cigarettes: Top-15 International Brands (2023)

(%)

International Cigarette Share^(a)



PMI Owns Five of the World's Top-15 International Cigarette Brands

(a) In-market sales volume of cigarette brand as a percentage of total estimated sales volume for cigarettes

(b) In-market sales volume of PMI HTUs as a percentage of total estimated sales volume for cigarettes, HTUs, including cigarillos in Japan

(c) Reflects Benson & Hedges volume of 21.8, deducted by 1.4bio which is sold by PMI, mainly in Mexico, and 0.2bio which is sold by RBH Inc. in Canada

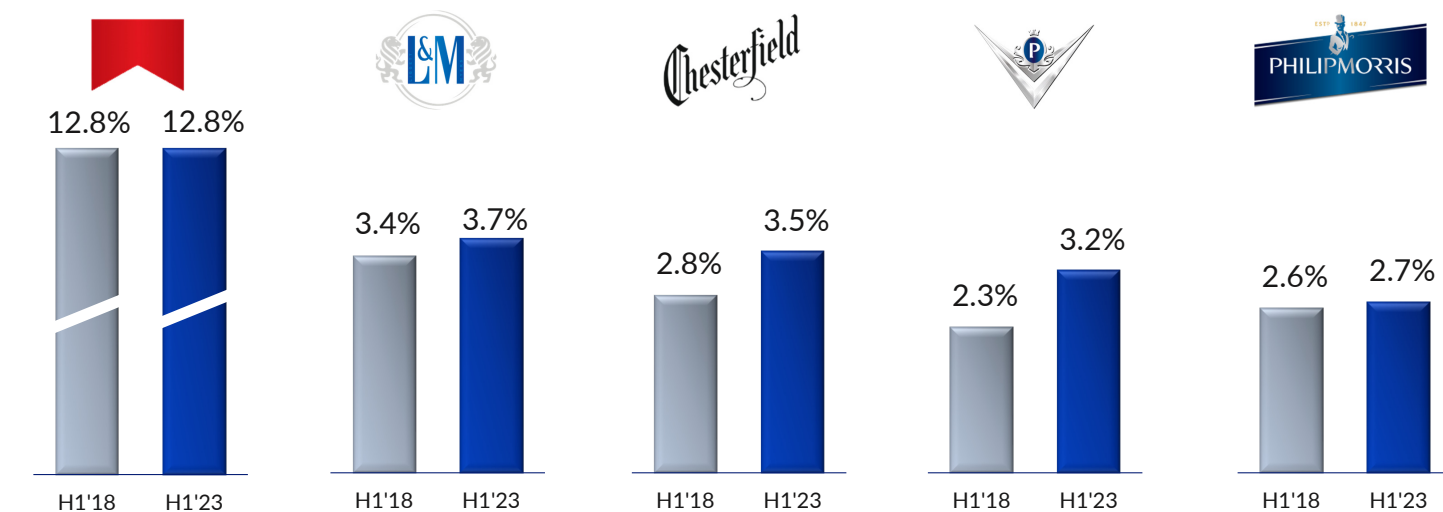
Note: Excluding China and the U.S. Philip Morris includes Philip Morris/Dubliis. It includes cigarillos in Japan

Source: PMI Financials or estimates

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Growing Global Brands Performance

Share of Cigarettes Evolution by Brand, Top 20 Markets

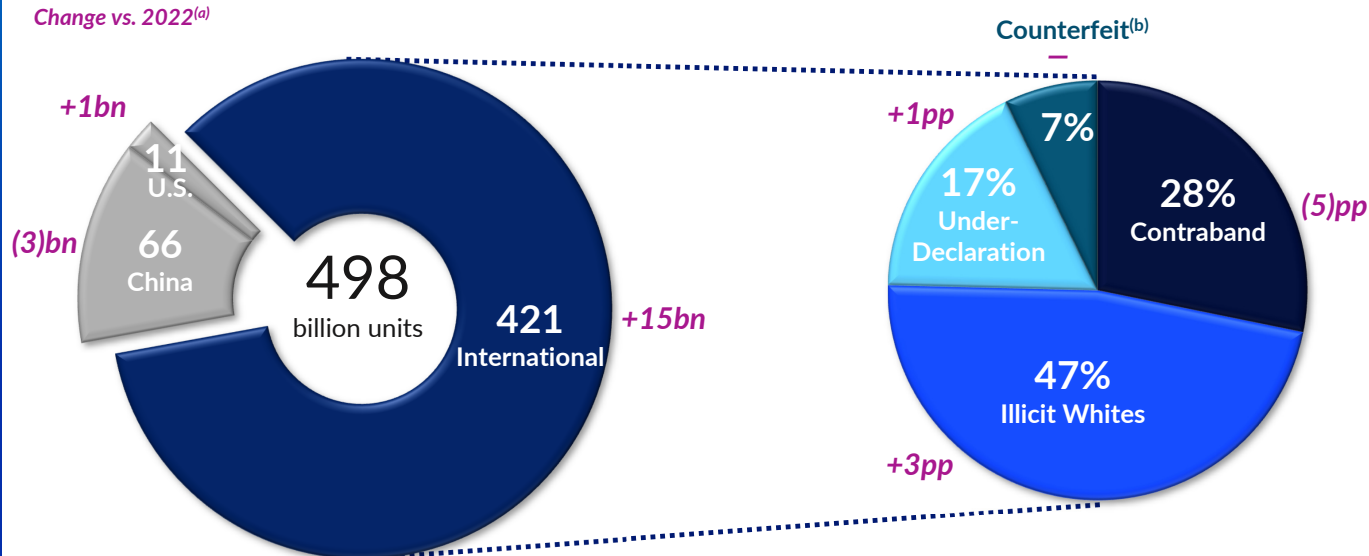


Note: Excluding China and U.S. Reflects Top 20 CC Markets in-market sales volume of PMI cigarettes as a percentage of total estimated sales volumes for cigarettes, including cigarillos in Japan
Philip Morris includes Philip Morris/Dubliis
Top 20 Combustible Markets based on a combination of Net Revenue and Volume
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Cigarettes: Illicit Trade Consumption Overview (2023)

Change vs. 2022^(a)



Illicit cigarettes represented ~15% of total 2023 consumption^(c), +1pp vs. 2022

(a) Change vs 2022 as initially submitted in March 2024; (b) All companies, estimate for PMI worldwide (in 80 key markets) and BAT, IMB and JTI for selected markets where information on counterfeit of competitor brands is available; (c) Excluding China and U.S.
Note: Total may not foot due to rounding. Estimates for 2023 are preliminary, subject to pending datapoints. Source: KPMG, EPS, Yellow Bag Survey, Pack Swap Surveys, PMI internal estimates

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Section 4: Tobacco Harm Reduction: Regulatory & Science

Nicotine Misinformation Slowing Tobacco Harm Reduction

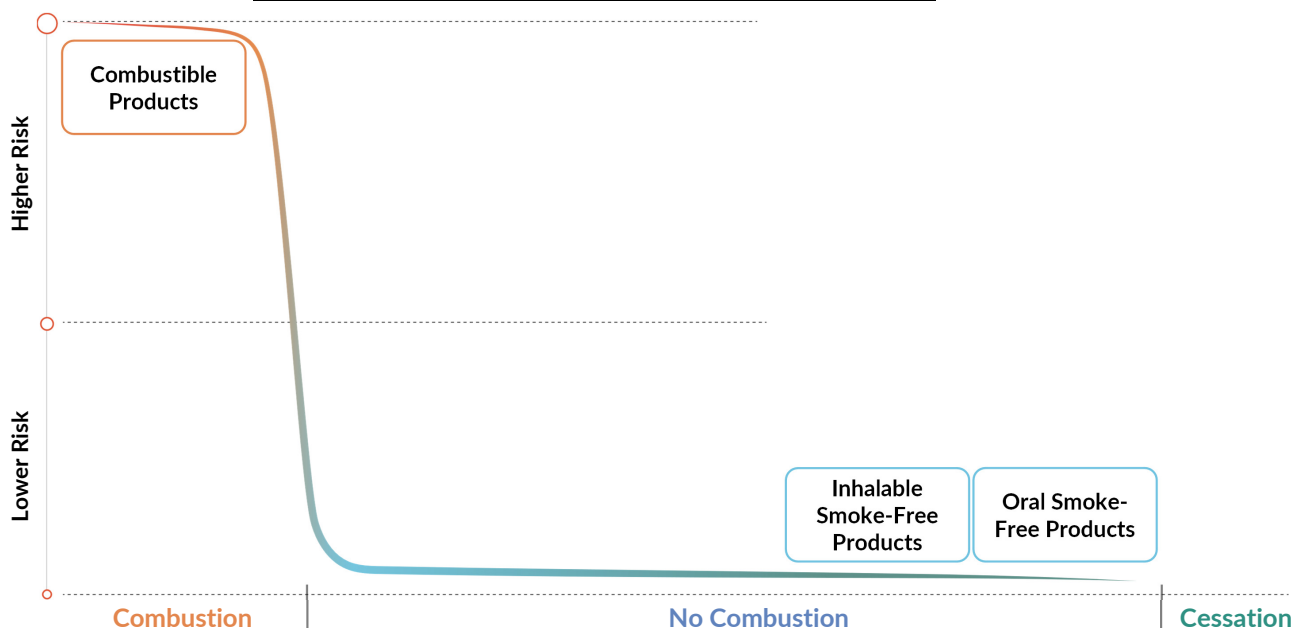
- Many misperceptions on smoke-free products & nicotine
- Nicotine is not the primary cause of smoking-related disease^(a), combustion is
- Science from existing laboratory and clinical data^(b) is conclusive: heated tobacco, e-vapor, & oral products ARE NOT equally or more harmful than cigarettes

*"Nicotine, though not benign, is **not directly responsible** for the tobacco-caused cancer, lung disease, and heart disease that kill hundreds of thousands of Americans each year. The FDA's approach to reducing the devastating toll of tobacco use must be rooted in this foundational understanding: other chemical compounds in tobacco, and **in the smoke created by combustion**, are primarily to blame for such health harms."^(c) [emphasis added]*

FDA – September 2017

The Science is Clear: SFPs Are A Much Better Alternative

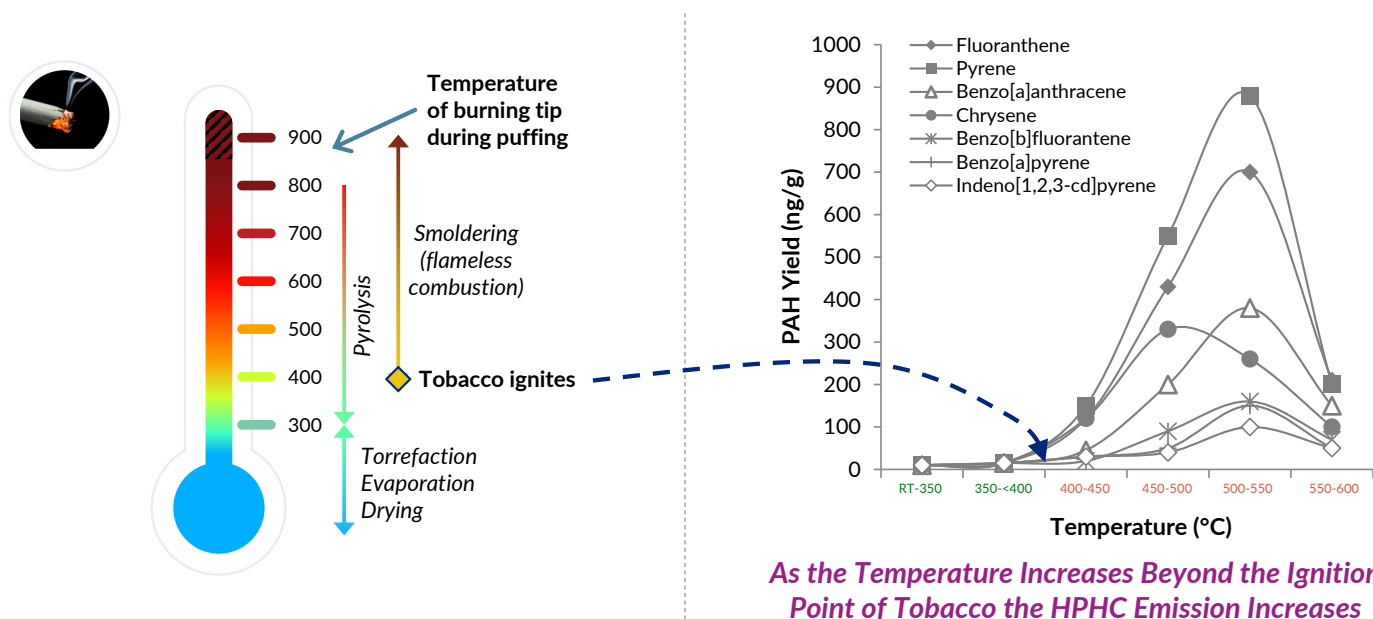
Tobacco Harm Reduction: Continuum of Risk



Note: Charts are used for illustrative purposes; not to scale. Combustible Products include cigarettes, cigars and cigarillos. Inhalable Smoke-Free Products include Heat-not-Burn and e-vapor. Oral Smoke-Free Products include nicotine pouches and snus. Nicotine Replacement Therapy products include patches and gums. Source: CAGNY 2024, presented February 21, 2024

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Cigarette Combustion Causes Harm to Health



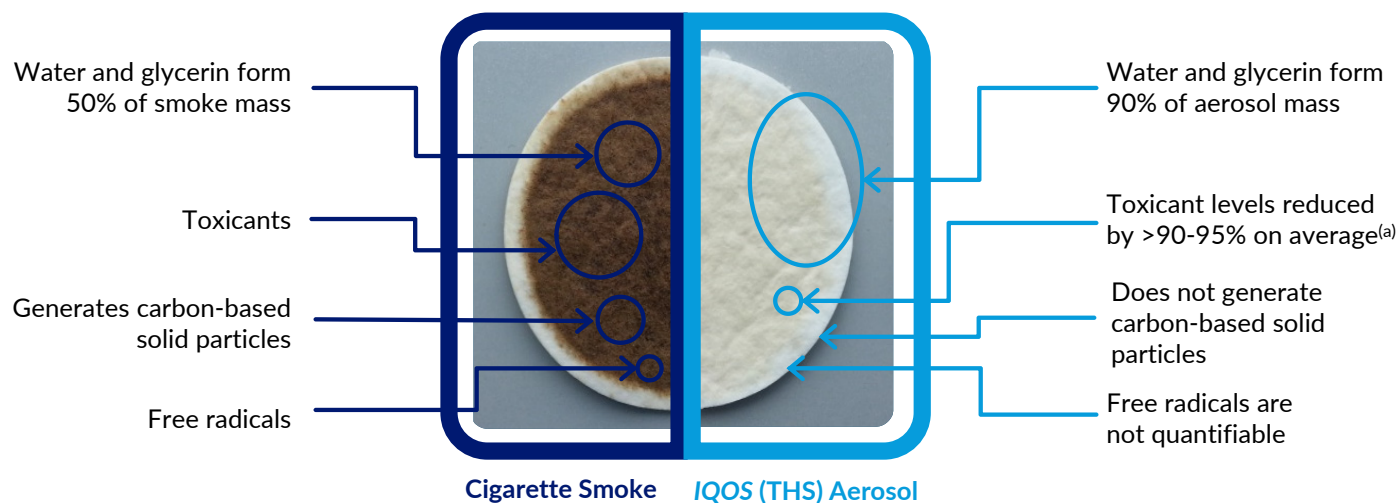
Note: HPHC stands for Harmful and Potentially Harmful Constituent. PAH stands for polycyclic aromatic hydrocarbons

Source: Left chart: Cozzani, 2020 (DOI: 10.1016/j.tca.2019.178475); right chart: McGrath, 2007 (DOI: 10.1016/j.fct.2006.12.010). Investor Day 2023, presented September 28, 2023

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The Difference Between Cigarette Smoke & IQOS (THS) Aerosol

Heated Tobacco Aerosol Chemistry & Physics



Smoke and Aerosol Were Collected on a Cambridge Filter Pad in Accordance with the Health Canada Intense Puffing Regimen

(a) 90-95% reduced levels of toxicants represents the average reductions in levels of a range of harmful chemicals (excluding nicotine) compared to the smoke of a reference cigarette

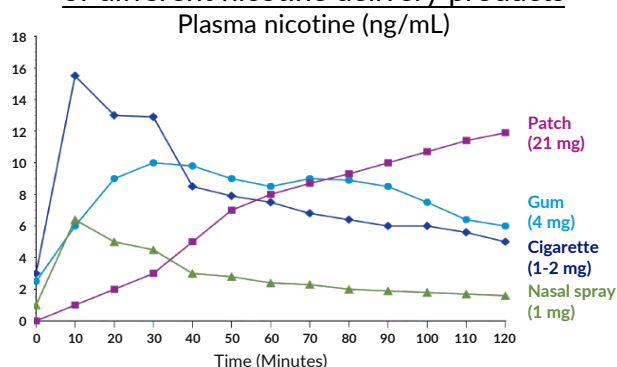
Note: THS here stands for Tobacco Heating System. The residue on the filter pad are from 5 cigarettes and 5 THS respectively.

Source: Ghosh, 2014 (DOI: 10.2478/cttr-2014-0008) and Shein M and Geschke G, *hem. Res. Toxicol.* 2019, 32, 6, 1289–1298, <https://doi.org/10.1021/acs.chemrestox.9b00085>. Investor Day 2023, presented September 28, 2023

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IQOS: Nicotine Pharmacokinetic Profile

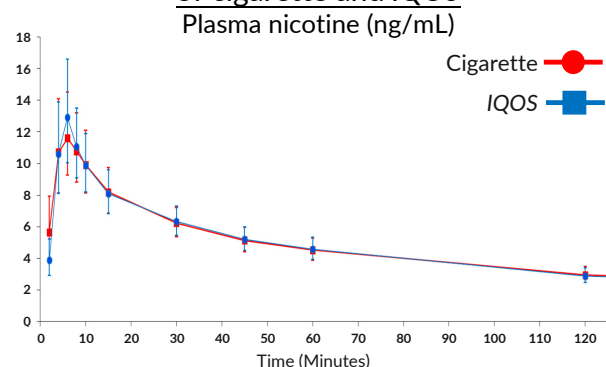
Levels of nicotine in the blood following use of different nicotine delivery products



Note: The amount of nicotine in each product is shown in parentheses. The pattern produced by the nicotine lozenge and nicotine inhaler resemble that of nicotine gum. mg = milligram; mL = milliliter; ng = nanogram.

Source: Modified from Garrett et al. 2001

Levels of nicotine in the blood following use of cigarette and IQOS



Note: These data alone do not represent a claim of reduced exposure or reduced risk

Source: PMI Research & Development (PMI Investor Day, June 26, 2014)

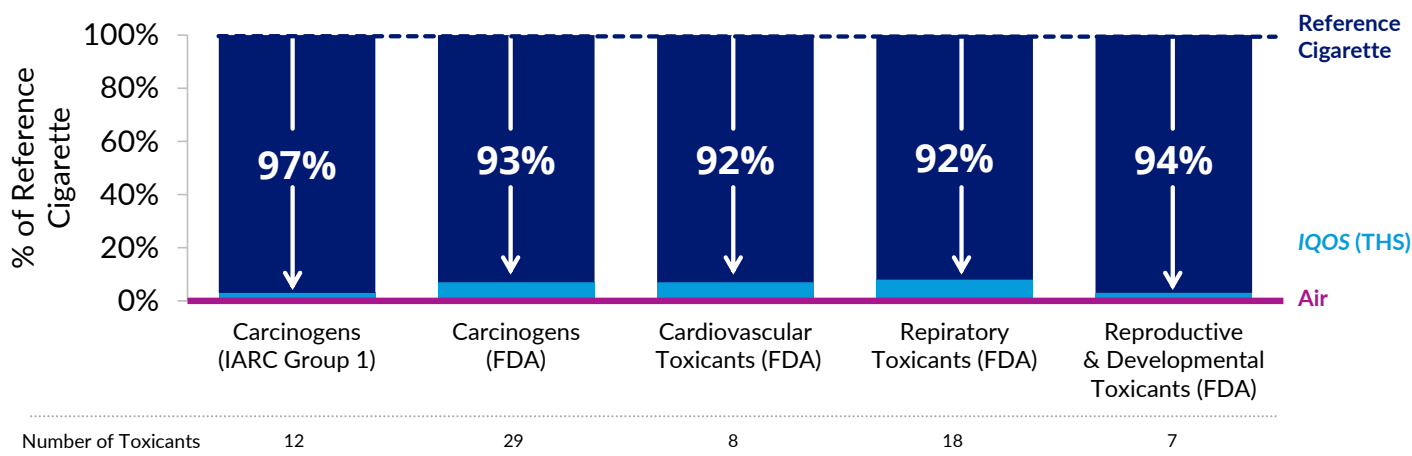
- The amount and rate of nicotine absorbed by the body is influenced by the route of absorption
- No notable difference in the nicotine absorption between cigarette and IQOS

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Reduced Toxicant Formation in IQOS (THS) Aerosol

Heated Tobacco Aerosol Chemistry & Physics

Average Reduction in Formation of Harmful or Potentially Harmful Constituents of IQOS (THS) Relative to Reference Cigarette, by Disease Category^(a)

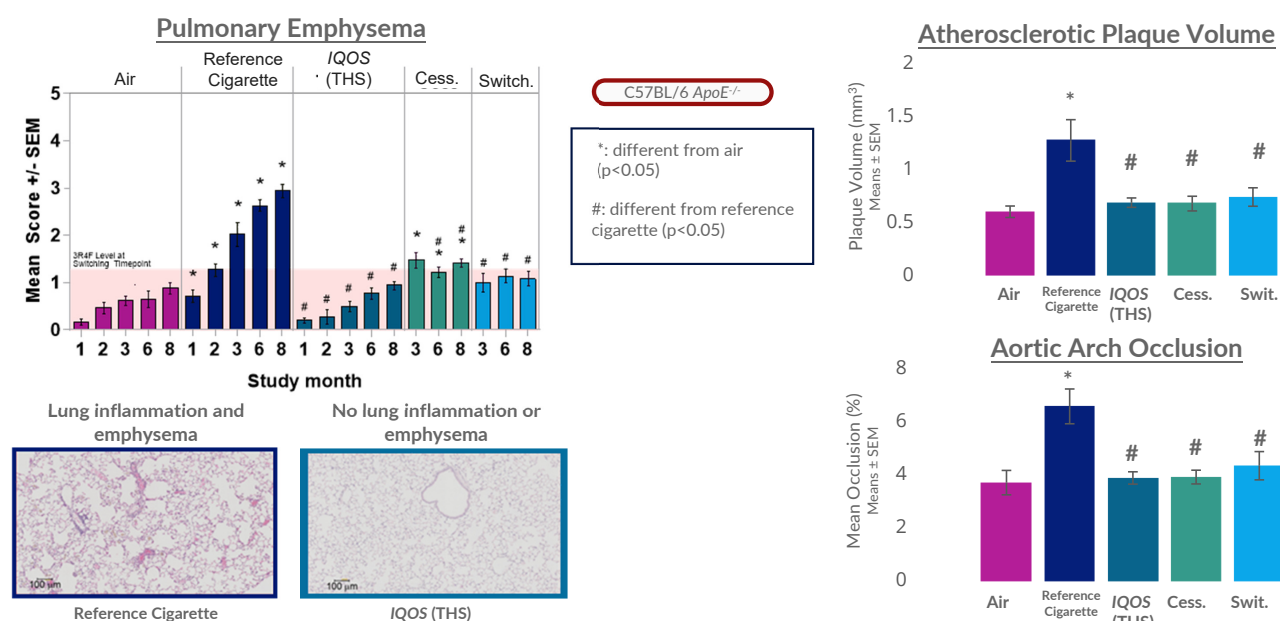


(a) Analysis of the 54 Harmful or Potentially Harmful Constituents as defined by FDA. Includes Health Canada, the WHO and the FDA-18 lists of HPHCs
 Note: THS here stands for Tobacco Heating System. Health Canada's Intense Puffing Regime. Comparison on a per-stick basis (excluding nicotine). Reference Cigarette = 3R4F: University of Kentucky Reference Cigarette
 Source: Investor Day 2023, presented September 28, 2023

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Mouse Toxicology Study – Findings in Lung & Vascular System After IQOS (THS) Exposure

ApoE^{-/-} Mice Exposed for 8 Months, 3 h/day and 5 days/week to IQOS (THS) Aerosol



Note: THS: Tobacco Heating System; Reference Cigarette = 3R4F: University of Kentucky Reference Cigarette. Source: Phillips, B et al. (2016) Toxicol Sci 149(2): 411-432. Source: Investor Day 2023, presented September 28, 2023

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Comparison of Exposure to HPHCs in Cigarettes, Swedish Snus and Nicotine Pouches

Cigarettes



- ✓ Exposure to over 6000 chemicals, including high levels of carcinogens and toxicants affecting the lung, heart and other organ systems ^(a)
- ✓ Exposure to ~100 HPHCs
- ✓ Lung exposure to carbon-based nanoparticles and free radicals
- ✓ Lung exposure to 600 mg/m³ total particulate matter

Snus



- ✓ Exposure to a much lower number of chemicals overall with significantly lower exposure to carcinogens and toxicants affecting the lung, heart and other organ systems.
- ✓ Exposure to 15^(b) HPHCs out of 36 HPHCs measured ^(c)
- ✓ No exposure to carbon-based nanoparticles and free radicals
- ✓ No direct lung exposure

Nicotine Pouches



- ✓ Exposure to harmful chemicals even lower compared to Snus
- ✓ Exposure to 4^(b) HPHCs out of 36 HPHCs measured ^(c)
- ✓ No exposure to carbon-based nanoparticles and free radicals
- ✓ No direct lung exposure

U.S. FDA authorized marketing with modified risk claim for diseases.

"Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis." U.S. FDA Oct. 22, 2019

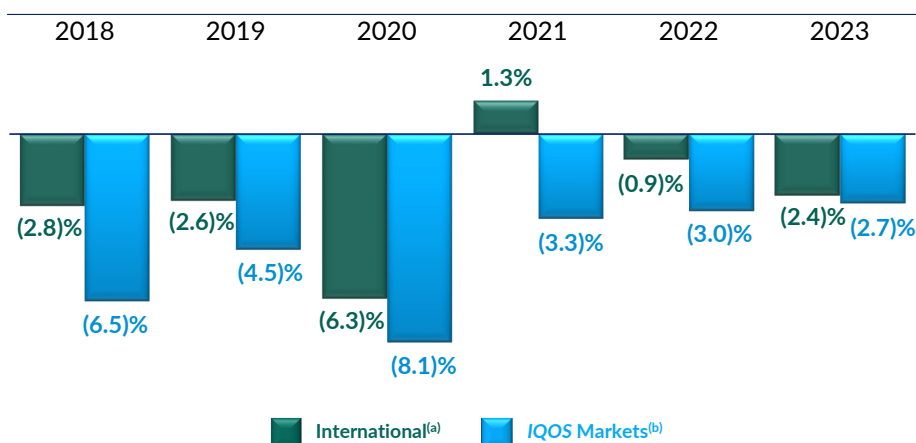
(a) Rodgman A, Perfetti TA. The chemical components of tobacco and tobacco smoke. Boca Raton (FL): CRC Press, Taylor & Francis Group; 2013
(b) Excluding nicotine

(c) Back et al. BMC Chemistry (2023) 17:9.
<https://doi.org/10.1186/s13065-023-00918-1>
Source: Investor Day 2023, presented September 28, 2023

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Cigarette Industry Declines Faster When SFPs are Present

Cigarette Industry Volume % Change
Vs. Previous Year



(a) Excluding China and the U.S. Including cigarillos in Japan
(b) Markets where IQOS was present as of Q4, 2017

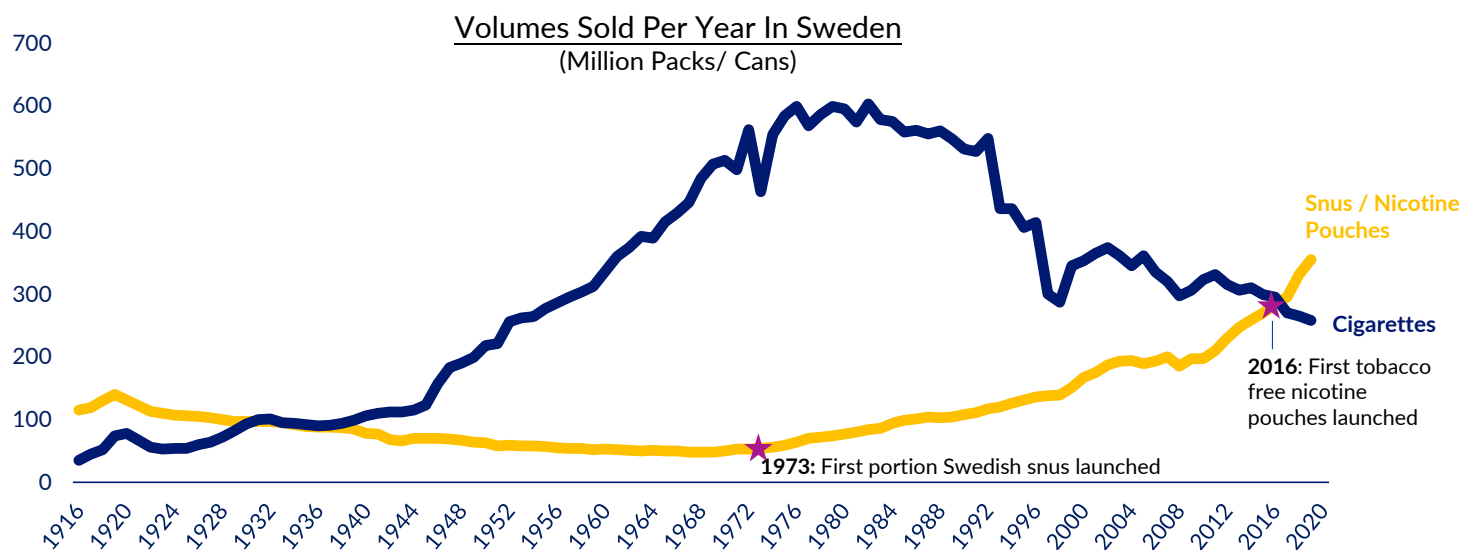
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

- SFPs are switching adult smokers away from cigarettes
- PMI cigarette volume in current SFP markets vs. 2015 baseline:
 - Already >33% lower in 2023
 - Expect >50% lower by 2030 on current trajectory

80



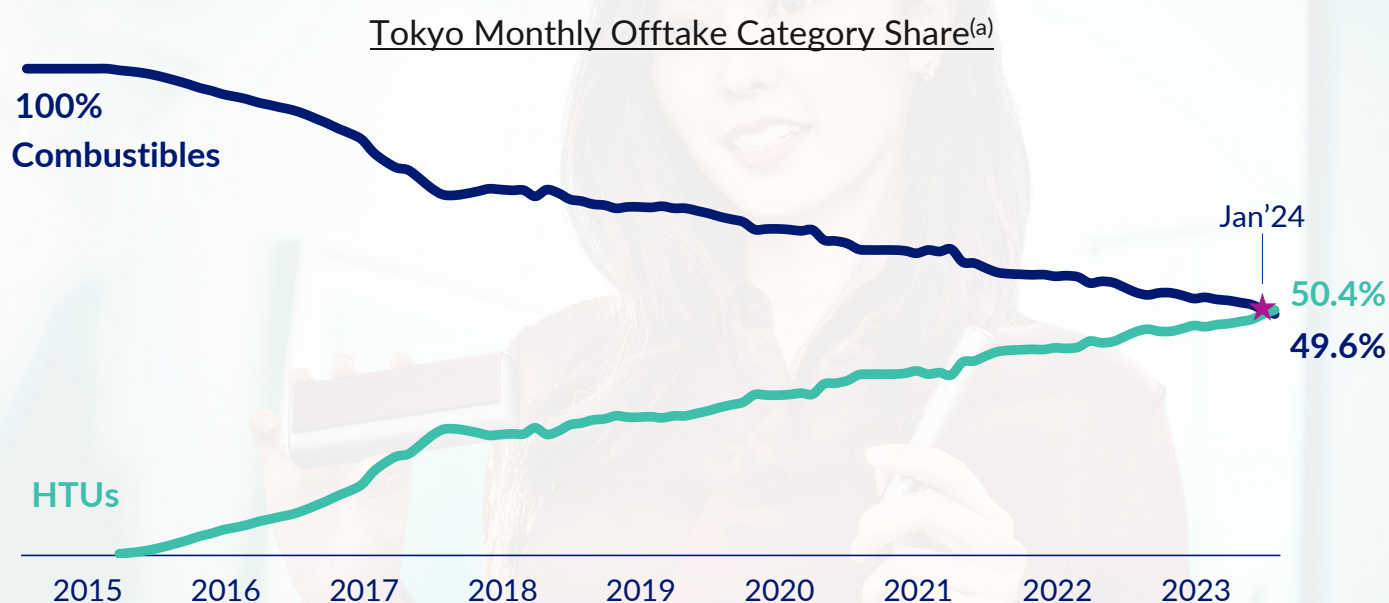
Oral Tobacco Products and Cigarette Sales in Sweden



Note: Temporal associations do not demonstrate cause and effect and are subject to inherent limitations. Specific factors associated with changing cigarette sales volume over time have not been fully analyzed. 20 cigarettes per pack; 21 estimated average pouches in can for snus and nicotine pouches
Source: Swedish Match Estimates, SMD Logistics; 2019 TPSAC Meeting Materials and Information | FDA. Investor Day 2023, presented September 28, 2023

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Cigarettes Now Less Than Half of Nicotine in Tokyo Within 10y

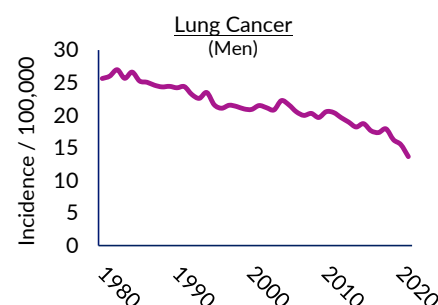
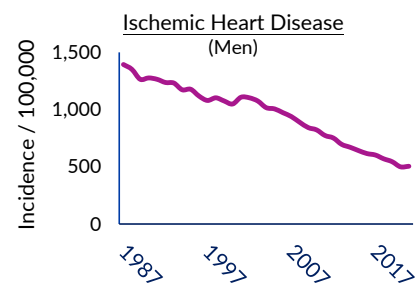
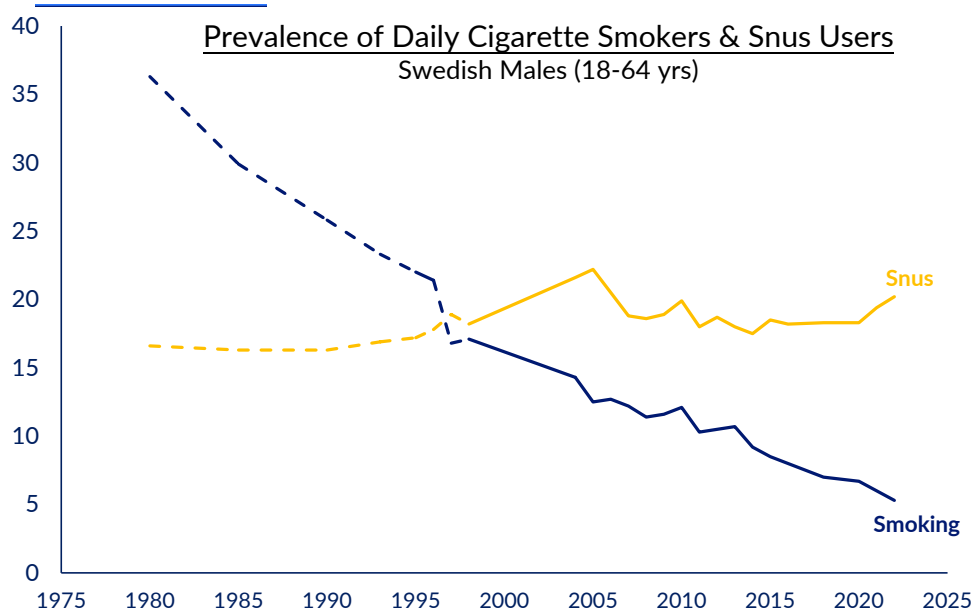


(a) Based on 3 C-Store Chains offtake. Base includes cigarettes, cigarillos and HTUs
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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Real-World Data and Evidence on Harm Reduction in Sweden

Usage Rates of Snus and Cigarettes in Swedish Men Correlate With a Reduction in Tobacco Related Diseases

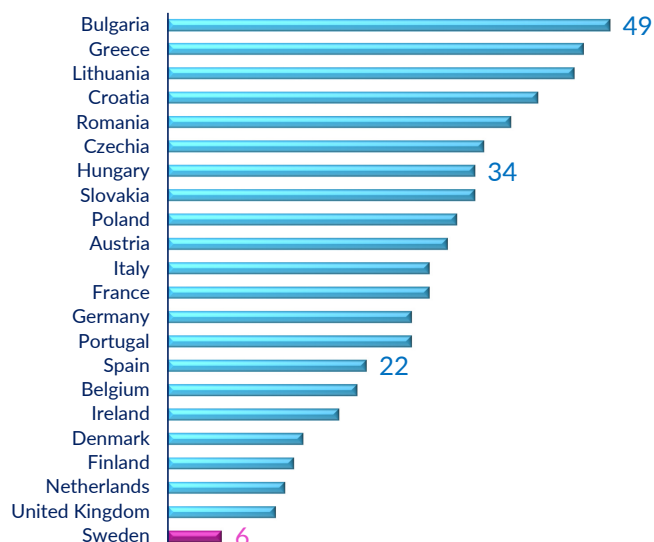


Note: Temporal associations do not demonstrate cause and effect and are subject to inherent limitations. Specific factors associated with changing daily smoker prevalence, ischemic heart disease and lung cancer over time have not been fully analyzed.
Source: Incidence Data - Swedish National Board Of Health And Welfare, Statistical Database (Accessed 5/2023); Prevalence Data: 1980-1998 - Henningfield J, Fagerstrom K Tobacco Control 2001;10:253-257; 2004-2022 - National Public Health Survey/Living Habits/ Tobacco And Nicotine (Accessed 6/2023). Investor Day 2023, presented September 28, 2023

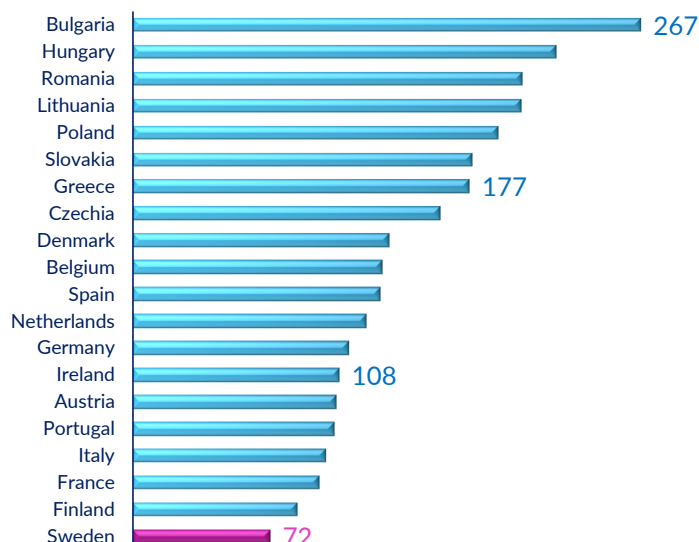
Sweden: Lowest Male Smoking Prevalence and Tobacco-Attributable Mortality in EU



Male Smoking Prevalence
(2020)



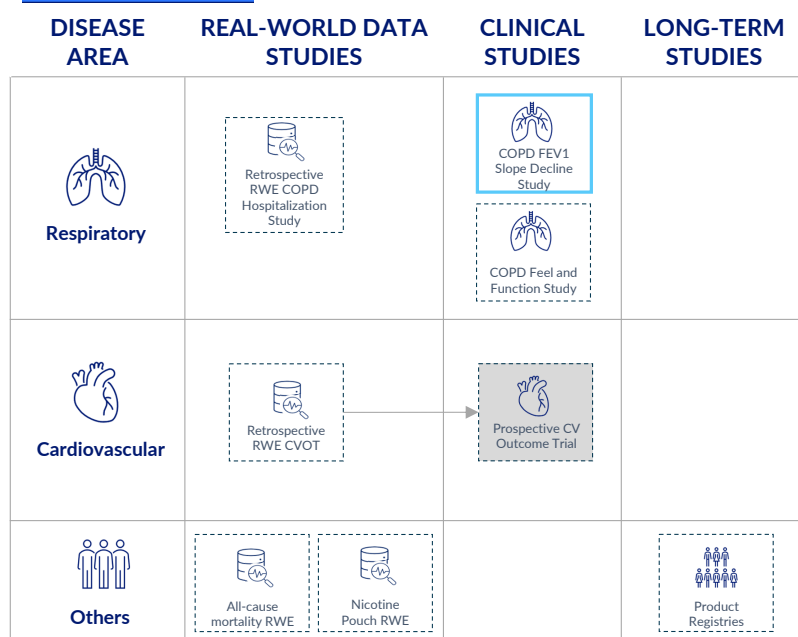
Male Deaths per 100,000 Attributable to Tobacco
(2019)



Note: The charts in this slide do not demonstrate cause and effect and are subject to inherent limitations
Source: Dataset Special Eurobarometer 506: Attitudes of Europeans towards tobacco and electronic cigarettes, February 2021 Lars M. Ramström: National availability of snus is clearly associated with lower rates of mortality attributable to tobacco—while country-level implementation of WHO tobacco control measures is not, Global Forum on Nicotine 2022, <https://gfn.events/new-research/lars-m-ramstrom-2022/>, CAGNY 2024, presented February 21, 2024

Future Evidence Generation For Relative Risk Reduction

Studies to Show Substantial Evidence on Major Smoking Related Diseases – Our Roadmap



Core Strategy to Show Substantial Evidence in Diseases

- Focus on Epidemiology / Real-World Evidence
- Healthcare Utilization, e.g., hospitalization
- Demonstrate Direct Clinical Benefit:
 - Feel / Symptoms
 - Function / Activity
 - Survival / Mortality

Ongoing
Planned
Plan-B
 COPD = Chronic Obstructive Pulmonary Disease CV = Cardiovascular

CVOT = Cardiovascular Outcome Trial RWE = Real-World Evidence

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Source: Investor Day 2023, presented September 28, 2023

Integrity of Our Scientific Assessment

- Adhere to internationally recognized standards including Good Laboratory Practices and Good Clinical Practices
- Follow international test guidelines (e.g., OECD TG) and make nonguideline methods publicly available
- Share the raw data from our published nonclinical studies with the scientific community
- The methods and results from the IQOS systems toxicology studies, submitted to the FDA as part of our MRTP applications, were subjected to scientific scrutiny through the sbv IMPROVER methodology^(a)
- Welcome independent studies of our RRP. Encourage others to undertake serious non-clinical and clinical studies with IQOS
- Believe our consumers deserve our unwavering commitment to help them fully understand the benefits of switching to RRP

We believe our scientific research capabilities are on par with the best in the life science industries









Note: RRP stands for Reduced Risk Products

(a) sbv IMPROVER stands for Systems Biology Verification combined with Industrial Methodology for Process Verification in Research

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SFPs: Independent Verification on PMI Science

(Select Governmental Reports)

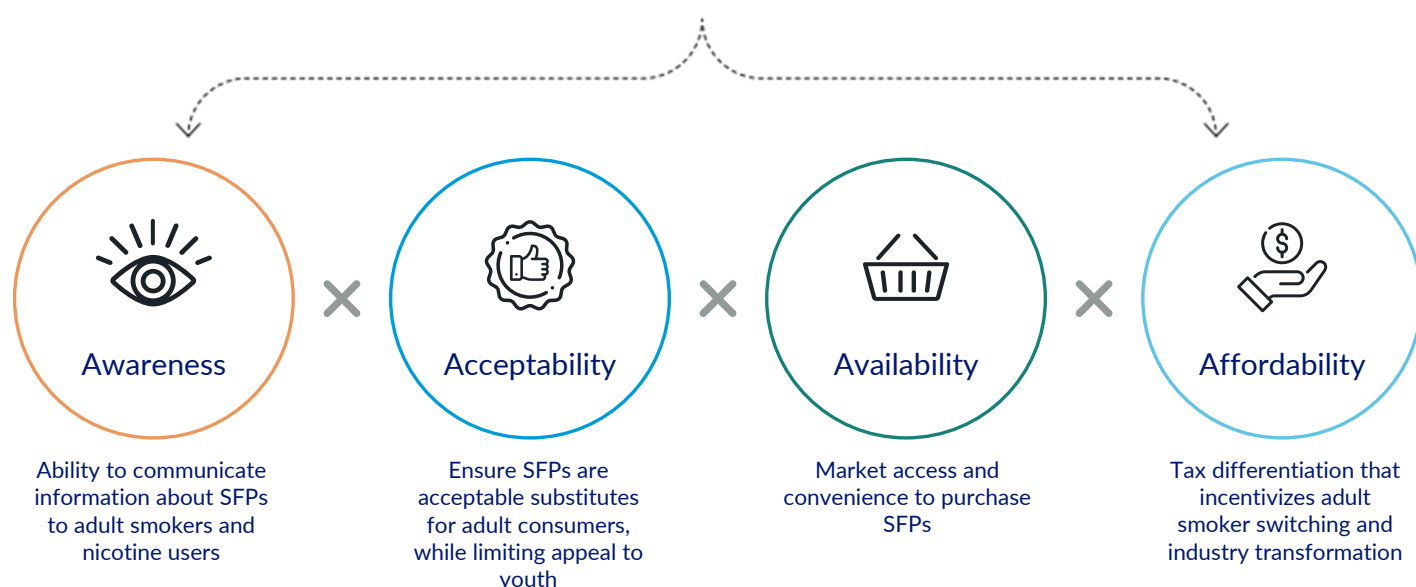
-  **Superior Health Council of Belgium (SHC)** (Belgium, 2022): "e-cigarettes are substantially less harmful than smoking cigarettes and therefore are a better alternative for smokers [...] the vast majority of the risks of tobacco smoking are not caused by nicotine, but by the harmful substances that are released by the combustion of tobacco"
-  **Superior Health Council of Belgium (SHC)** (Belgium, 2020): "heat-not-burn products, while not safe, have a more favorable toxicity profile than cigarettes"
-  **China National Tobacco Quality Supervision and Test Centre** (China, 2019): "THS 2.2 delivered fewer harmful constituents than the conventional cigarette 3R4F."
-  **Federal Institute for Risk Assessment (BfR)** (Germany, 2018): "The herein confirmed reductions of relevant toxicants by about 80-99% are substantial."
-  **Food and Drug Administration (FDA)** (U.S., 2018): "The independent testing performed by STL [FDA's Southeast Tobacco Laboratory] confirmed the lower levels of selected [harmful and potentially harmful compounds] HPHCs in the aerosol from the HeatSticks compared to mainstream cigarette smoke."
-  **Public Health England** (UK, 2018): "Compared with cigarette smoke, heated tobacco products are likely to expose users and bystanders to lower levels of particulate matter and harmful and potentially harmful compounds. The extent of the reduction found varies between studies."
-  **National Institute for Public Health and the Environment (RIVM)** (the Netherlands, 2018): "The use of heatsticks with the IQOS is harmful to health, but probably less harmful than smoking tobacco cigarettes."
-  **UK Committee of Toxicology** (UK, 2017) "It is likely that there is a reduction in risk, though not to zero, to health for smokers who switch completely to heat-not-burn tobacco products."

Note: To date, several governmental agencies have published their scientific findings that analyze the harm-reduction potential of certain RRP's versus continuing smoking, including the above select examples. Refer to Form 10-K for the year ended December 31, 2023, for additional information. RRP's stands for Reduced Risk Products

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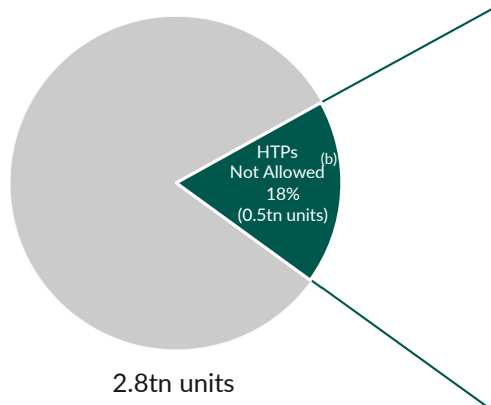
Policy Principles to Better Enable Switching to SFPs

Government regulations should aim to support smoke-free products through greater:



Restrictive Regulations Prevent Adult Smoker Access to Better Alternatives in Many Markets

2022 International Market^(a)
Cigarette + HTU Industry Volume



Top Industry Volume Markets

	2022
Turkey	117bn
India	101bn
Vietnam	86bn
Brazil	64bn
Argentina	30bn

80%
of Total
'Non-Accessible'
Market Volume

Top PMI Net Revenue / Unit Markets
vs. PMI International Cigarette Average

	2022
Hong Kong	3.1x
Australia	2.7x
Singapore	2.6x

(a) International market excluding China and including cigarillos in Japan

(b) Reflects markets where heated tobacco products are banned or otherwise subject to significant market access barriers

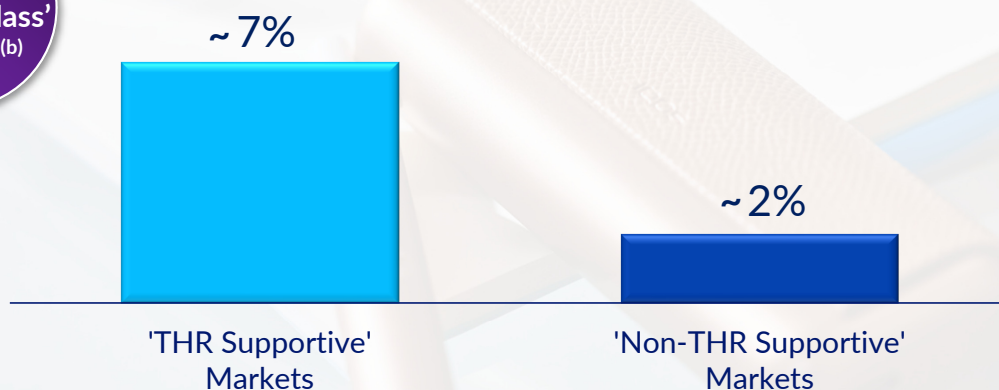
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Restrictive Regulations Limit SFP Growth

Median PMI HTU Market Share^(a)

~15%
'Best-in-Class'
Markets^(b)



(a) Reflects median quarterly HTU market share six years after the launch of IQOS

(b) 'Best-in-Class' Markets reflect the median share of the top-five 'THR Supportive' Markets

Note: Reflects markets (i) where IQOS has been present for at least six years and (ii) qualify as PMI top-40 income markets for 2022. 'THR Supportive' markets reflect markets that have regulations that are generally more permissive with respect to communication and awareness building for heated tobacco products compared to cigarettes

Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Countries Moving Towards Sustainable Regulatory Policies for SFPs

Key Developments
(2021 – September, 2023)

+8
Markets

Are recognizing THR as a **viable policy (alongside prevention & cessation) to address smoking**

(reaching 13 markets in total)

+16
Markets

Have **lifted a regulatory ban** for at least one SFP or are proceeding with a **dedicated regulatory framework for SFPs**

(reaching 60+ markets in total)

+16
Markets

Established (voluntary or mandatory) **product standards** on quality, safety and performance for at least one SFP

(reaching 30 markets in total)

Source: PMI Financials and estimates. Investor Day 2023, presented September 28, 2023

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Countries Moving Towards Sustainable Fiscal Policies for SFPs

Key Developments
(2021 – September, 2023)

+8
Markets

Are recognizing or re-stating support for a **THR approach for SFP taxation**

(reaching 10 markets in total)

+16
Markets

Are creating **dedicated excise tax categories for HTP**

(reaching 52 markets in total)

+21
Markets

Have instituted **multi-year tax plans covering HTPs**

(reaching 25 markets in total)

Source: PMI Financials and estimates. Investor Day 2023, presented September 28, 2023

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Global Excise Tax Environment

- In general, governments recognize that revenue predictability and collection efficiency can be enhanced by regular and reasonable excise tax increases, high proportion of specific elements in excise tax structures, multi-year tax calendars and income or inflation indexation:
 - Over the last 10 years, the large majority of the key markets where we operate have shifted their tax structure to include a higher specific tax element while lowering ad valorem rates
- EU excise tax:
 - Reasonable current EU harmonized framework covering smoking tobacco products, providing governments with structural flexibility between specific, ad valorem and minimum excise tax tools
- Excise taxes on smoke-free products significantly different from cigarettes in many geographies, consistent with tobacco harm reduction potential

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EU Regulatory and Fiscal Developments (1/2)



- Increasing number of countries incorporating Tobacco Harm Reduction into fiscal and regulatory processes
- EU Tobacco Excise Directive (TED) Review:
 - The proposal for the revision of TED, after several delays, is foreseen to be adopted by the upcoming College of Commissioners after the European Parliament Elections in 2024, although the revision timelines are not yet officially announced
 - Depending on the adoption date by the upcoming College, the proposal may still be discussed by the EU Council in the course of 2024-2025. EU Council conclusions indicate SFPs likely to be included in the revised TED
 - Any final amendments to TED require unanimous agreement by all 27 EU Member States, followed by transposition of TED into national legislation
 - Timing for negotiations of 27 Member States are not fixed. For reference, the last EU TED took 18 months to be discussed and approved by the EU Council of Ministers of Finance
 - A potential enforcement date for any changes to TED, after the transposition in Member States' national legislation, could be beginning of 2027
- Timing of the adoption(s) of proposals for the revision(s) of TED will have to be determined by the new College of Commissioners which will be established after the EU elections (June 6-9, 2024)

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EU Regulatory and Fiscal Developments (2/2)

- EU Tobacco Products Directive (TPD) Review:
 - The proposal for a revision of TPD is expected in Q1/Q2 2025 with further legislative actions under a new EU Commission and new EU Parliament (elections in 2024). Open Public Consultation on an evaluation of the existing TPD and Tobacco Advertising Directive closed on May 16, 2023.
 - Ordinary legislative procedure (to kick off mid-2025): EU Parliament and Council co-deciding; Qualified majority
 - Once adopted, directive to be transposed into national legislations of all 27 Member States; implementation usually requires 12 months minimum
- The TPD empowered the European Commission to withdraw the exemption from the characterizing flavor ban applicable to all tobacco products other than cigarettes and roll-your-own tobacco:
 - The Commission adopted a Delegated Directive, introducing a definition of HTP, and requiring the Member States to ban HTP with characterizing flavor, based on a “substantial change of circumstances”
 - A majority of Member States have already adopted or published draft laws to transpose the Delegated Directive. In the markets that enforce the provisions of the Delegated Directive, the ban is effective since October 23, 2023 and the remaining markets are expected to adopt in 2024
- Timing of the adoption(s) of proposals for the revision(s) of TPD will have to be determined by the new College of Commissioners which will be established after the EU elections (June 6-9, 2024)

Note: Indicative timelines for TED and TPD reviews according to the latest public information

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Cost of Regulatory Inaction

Encouraging progress being made in many countries – however:

- A failure to acknowledge the role that harm reduction can play in bringing about the end of cigarettes seriously hinders the ability of adult-smokers to switch to better alternatives
- The science is clear – it is no longer a case of *IF* smoke-free alternatives are better than cigarette smoking, but *BY HOW MUCH* they are better
- Many policymakers perceive it as safer to abstain from the debate rather than be seen as “siding” with the industry by adopting risk reduction policies
- Not making a decision on smoke-free products today is a decision in and of itself – and it’s a decision with consequences
- Governments and public health authorities must act – quickly and decisively – rather than remaining tied to outdated approaches that have failed to solve the problem of smoking

Embracing harm reduction will accelerate the end of smoking

Source: Investor Day 2023, presented September 28, 2023

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Responsible Marketing Practices

- SFPs marketed in a responsible manner to legal age smokers and nicotine users
- Those under the legal age of purchase should not have access to, or use, any nicotine product
- Adult-oriented flavors can play an important role in switching legal age smokers to SFPs, particularly where corresponding flavors are present for combustible products
- National regulation and enforcement critical to minimizing underage use and the availability of illicit products
- After ~10 years in-market, rates of underage use of IQOS and ZYN remain very low



Source: CAGNY 2024, presented February 21, 2024

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U.S. Responsible Marketing, Compliance & Innovation



WWW.21PLUSRESPONSIBLY.COM

Note: PMI closely monitors underage use reported through the U.S. CDC's National Youth Tobacco Survey, and the reported rates continue to be very low
Source: CAGNY 2024, presented February 21, 2024

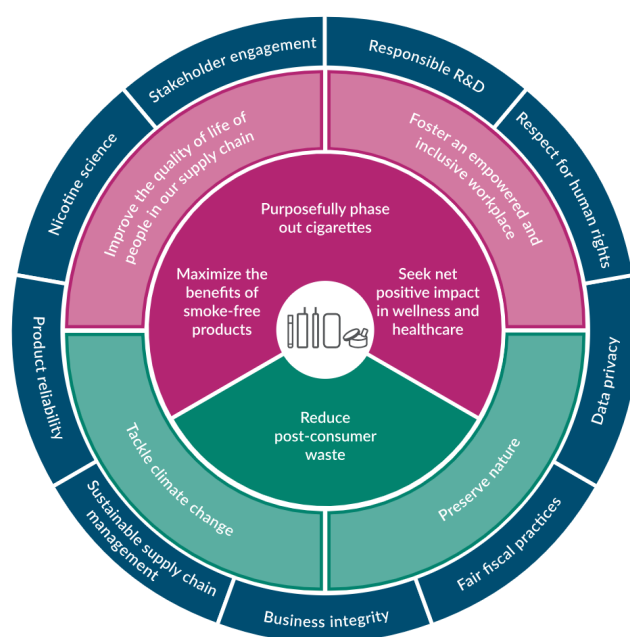
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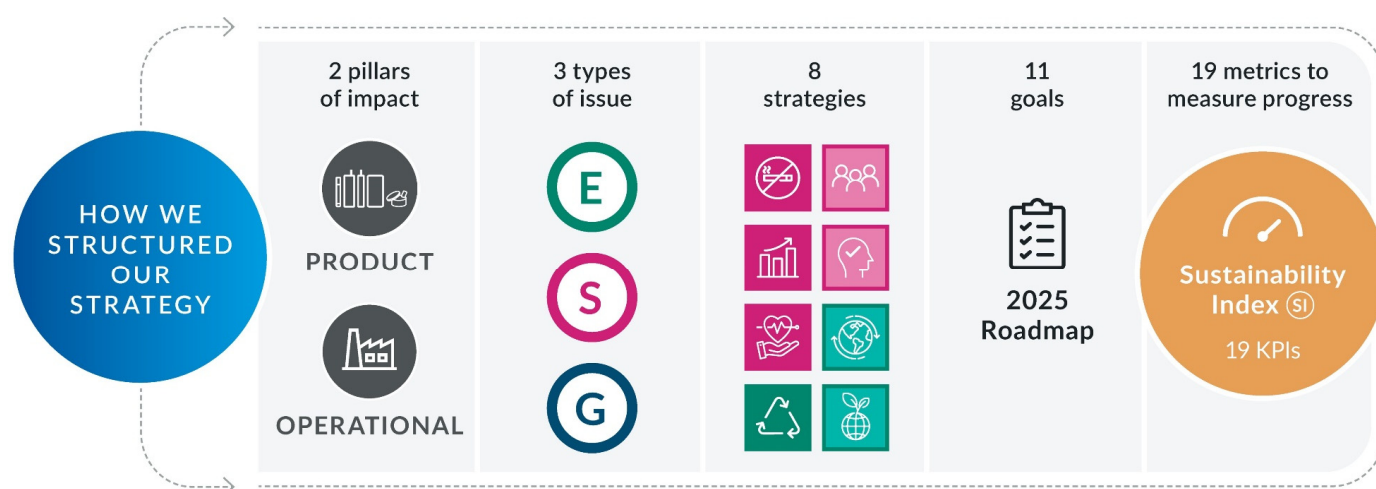
Section 5: Sustainability at PMI

Our Sustainability Strategy

- Impact-driven approach to sustainability
- Separate identification of environmental and social impacts
- Distinct forms of social and environment impacts:
 - Product impact: those impacts generated by our products (what we produce)
 - Operational impact: those impacts generated by our business operations (how we produce)
- 8 impact-driven strategies: 4 on product impacts + 4 on operational impacts
- 9 governance-related topics define our ability to successfully address environmental and social issues



Our Approach to Sustainability



Source: ESG Highlights, May 2023. CECF CEO Investor Forum, presented November 14, 2023

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Our Statement of Purpose

Transforming for good



The Company is actively accelerating the decline of cigarette smoking beyond what traditional tobacco control measures can achieve alone.



PMI remains committed to accelerating the end of smoking and laying the foundations of a strong business in areas of wellness and healthcare as we strive to develop commercially successful products that have a net positive impact on society.



This means not only transforming the Company to deliver on its purpose but also inspiring the industry to follow its lead.



PMI's key stakeholder constituencies, which are fundamental to both the achieving of its purpose and to the pace of its progress, will be affected in different ways by PMI's transformation.



PMI believes that with the right regulatory encouragement and support from civil society, cigarette sales can end within 10 to 15 years in many countries.

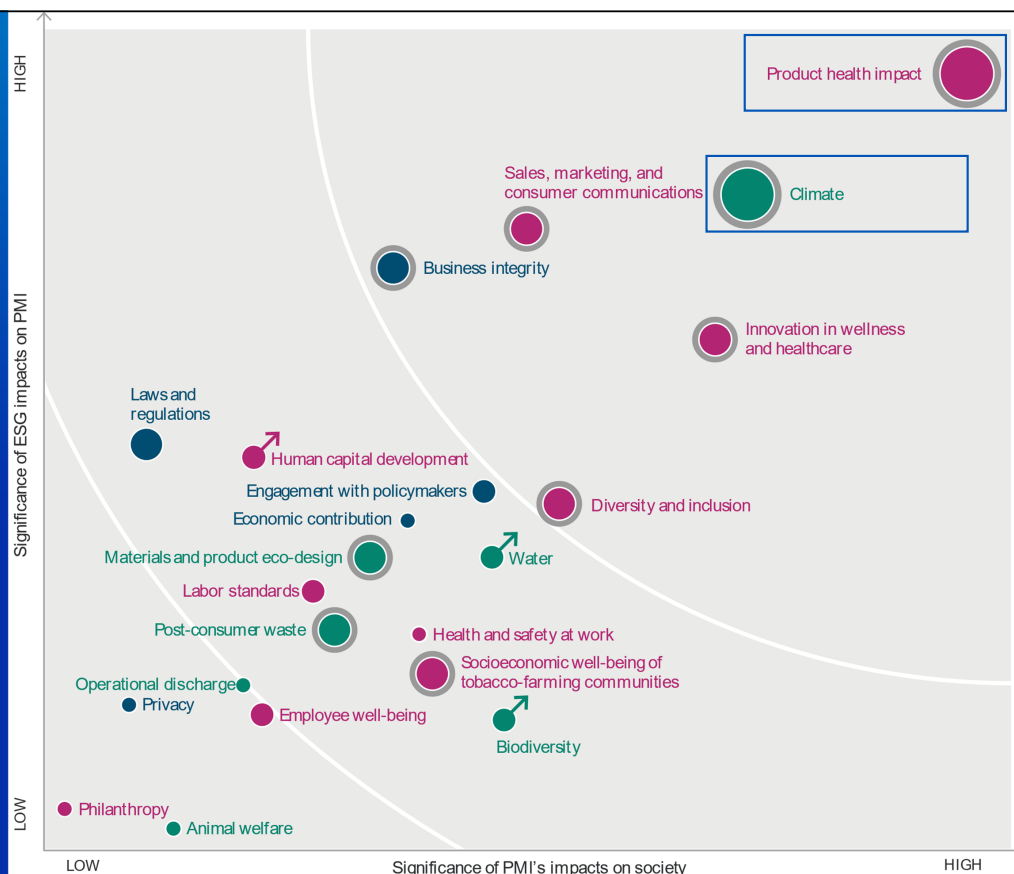


Note: Issued by PMI's Board, PMI's Statement of Purpose was published in 2022 Proxy Statement as an update to the letter to shareholders published in 2017 Proxy Statement and the Statement of Purpose published in 2020 Proxy Statement

Source: ESG Highlights, May 2023. CECF CEO Investor Forum, presented November 14, 2023

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Sustainability Materiality Assessment: the Right Focus



- E** ENVIRONMENTAL
- S** SOCIAL
- G** GOVERNANCE
- Our most material topics
- ↗ Emerging topics

Relevance to our stakeholders

- Very high
- High
- Medium
- Low

Source: ESG Highlights, May 2023. CECIP CEO Investor Forum, presented November 14, 2023

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Business Transformation Metrics

Shifting Our Resources to Deliver a Smoke-Free Future

	2015	2017	2019	2021	2023
R&D expenditure (smoke-free/total)	70%	74%	98%	99%	99%
Commercial expenditure (Marketing) (smoke-free/total)	8%	39%	71%	73%	74%
Net revenues^(a) (smoke-free/total)	0.7%	13.1%	19.2%	29.5%	36.4%
Smoke-free product shipment ratio^(b) (smoke-free/total)	0.6%	4.9%	8.1%	13.3%	18.6%
Estimated users who have stopped smoking and switched to IQOS^(c) (in millions)	0.1	4.7	9.6	15.3	20.8
Number of markets where net revenues from smoke-free products exceed 50% of total net revenues	-	1	4	10	25

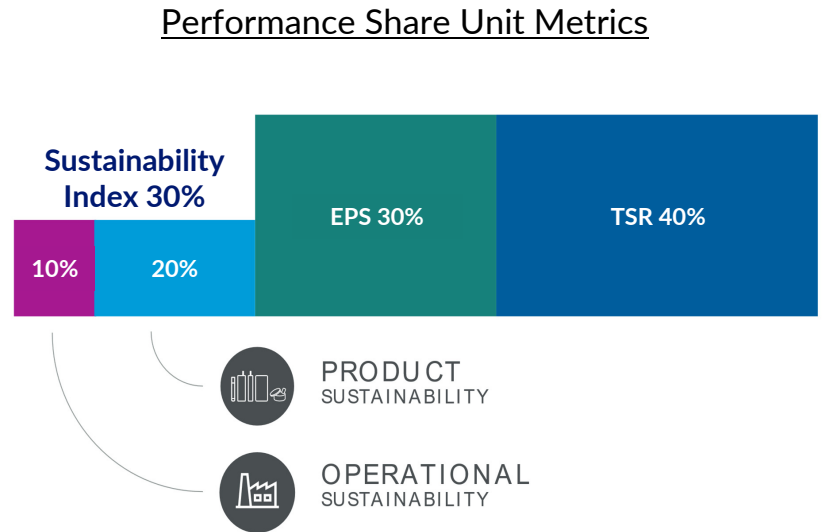
(a) Smoke-free net revenues include SFP net revenues and net revenues from the Wellness and Healthcare segment; (b) Smoke-free products shipment volume includes volume of smoke-free products that can be converted into cigarette equivalent units, such as heat-not-burn, e-vapor, and oral nicotine. Total shipment volume includes the listed smoke-free products as well as combustible tobacco products: cigarettes and other tobacco products expressed in cigarette equivalent units. Data does not include Swedish Match and wellness and healthcare products; (c) See Glossary for definition

Note: R&D expenditure and Net Revenues shown on an adjusted basis; Source: PMI Financials or estimates, IQOS user panels and PMI Market Research

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Sustainability at the Core of Our Transformation

- Driving shareholder returns is dependent on delivering on transformation
- Product transformation at the core of sustainable growth and becoming a more sustainable company
- Increasingly direct link to our executive compensation



Source: PMI Proxy Statement 2023. Investor Day 2023, presented September 28, 2023

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Integrating Smoke-Free Transformation into Financing Strategy

- Responds to our most material sustainability topic – product health impact
- Business transformation-linked financing instrument issued in September 2021
- Strong support from finance community for our performance-linked financing

Revolving Credit Facility

USD **2.5bn**



Source: Investor Day 2023, presented September 28, 2023

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Delivering Strong Financial & Non-Financial Performance

		Selected Performance Indicators	2022	2023	2025 Aspiration
PRODUCT IMPACT		Maximize benefits of SFPs			
		Number of markets where PMI smoke-free products are available for sale	73	84	100
		Proportion of markets where smoke-free products are available for sale that are low- and middle-income markets ^(a)	42%	47%	>50%
OPERATIONAL IMPACT		% of shipment volume covered by markets with youth access prevention programs in indirect retail channels ^(b)	91%	>90%	>90%
		Reduce post-consumer waste			
		% of shipment volumes covered by markets with anti-littering programs for cigarettes	68%	On Track	≥80%
		Improve quality of life of people in our supply chain			
		% of contracted tobacco farmers making a living income	73%	On Track	100%
		Tackle climate change			
		Net carbon emissions scope 1+2 in thousands of metric tons ^{(c)(d)}	328	On Track	0



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Sustainability Indices**
Powered by the S&P Global CSA



(a) Excluding PMI Duty Free. World Bank report issued in July 2023 is used on a comparative basis for income level classification. For definition of low- and middle-income markets, see pages 205-209 of PMI Integrated Report 2022; (b) Total shipment volume includes cigarettes, OTPs, and smoke-free product consumables; (c) Including Swedish Match; (d) Emissions from PMI-operated IQOS stores are partially excluded from scope 1+2 emissions, as de minimis. PMI was included for the first time in the Dow Jones Sustainability World Index, and for the fourth consecutive year in the Dow Jones Sustainability North America Composite Index (Indices effective as of December 18, 2023). PMI achieved industry leadership, improving to a rating of "C+" in ISS ESG Corporate Rating and gaining "Prime" status for the first time (score as of November 21, 2023). Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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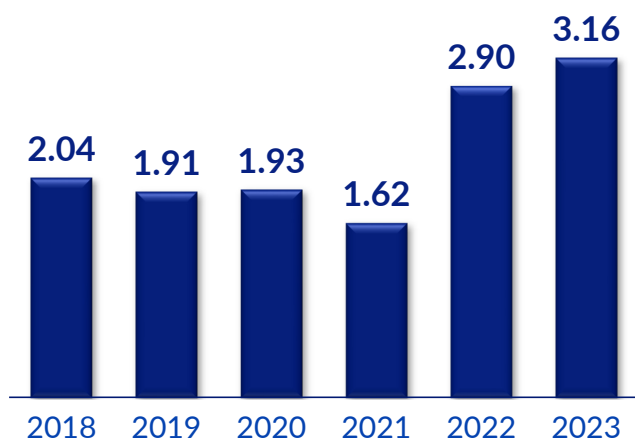
PHILIP MORRIS
INTERNATIONAL

Championing a Smoke-Free World

Section 6: Capital Structure and Shareholder Returns

Solid Capital Structure

Net Debt to Adjusted EBITDA Ratios^(a)



(a) As of December 31, 2023

(b) As of February 8, 2024, reflects ratings for Moody's, Standard & Poor's and Fitch, respectively
Source: PMI Financials or estimates

- Long-term credit ratings and outlook:
A2 (Stable) / A- (Stable) / A (Negative)^(b)
- Short-term credit ratings: P-1 / A-2 / F1^(a):
– Access to tier 1 commercial paper market
- Robust liquidity profile backed by \$6.2 billion stand-by revolving credit facilities
- Recent leverage increase driven primarily by Swedish Match acquisition and payments for IQOS commercialization rights in the U.S.
- Continue to target ~2.0x net debt to adjusted EBITDA by end of 2026 as part of the deleveraging strategy

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Highly Cash Generative With Focus on Rapid Deleveraging Capital Allocation Priorities (Presented at Investor Day 2023)

Operating Cash Flow

- Expect robust 2024-26 Operating Cash Flow of \$36-39bn, at prevailing exchange rates^(a)

Organic Growth

- Reinvest in innovation and growth of smoke-free portfolio:
– Expect 2024-26 capital expenditures of \$3.5-3.7 billion with ~75% in SFP

Dividends

- Steadfast commitment to progressive dividend policy

Deleveraging

- Target ~2.0x net debt to adjusted EBITDA by end of 2026 to enhance agility

Share Buy-Backs

- Could be considered once confirmed fully on-track for 2026 leverage target, subject to Board approval

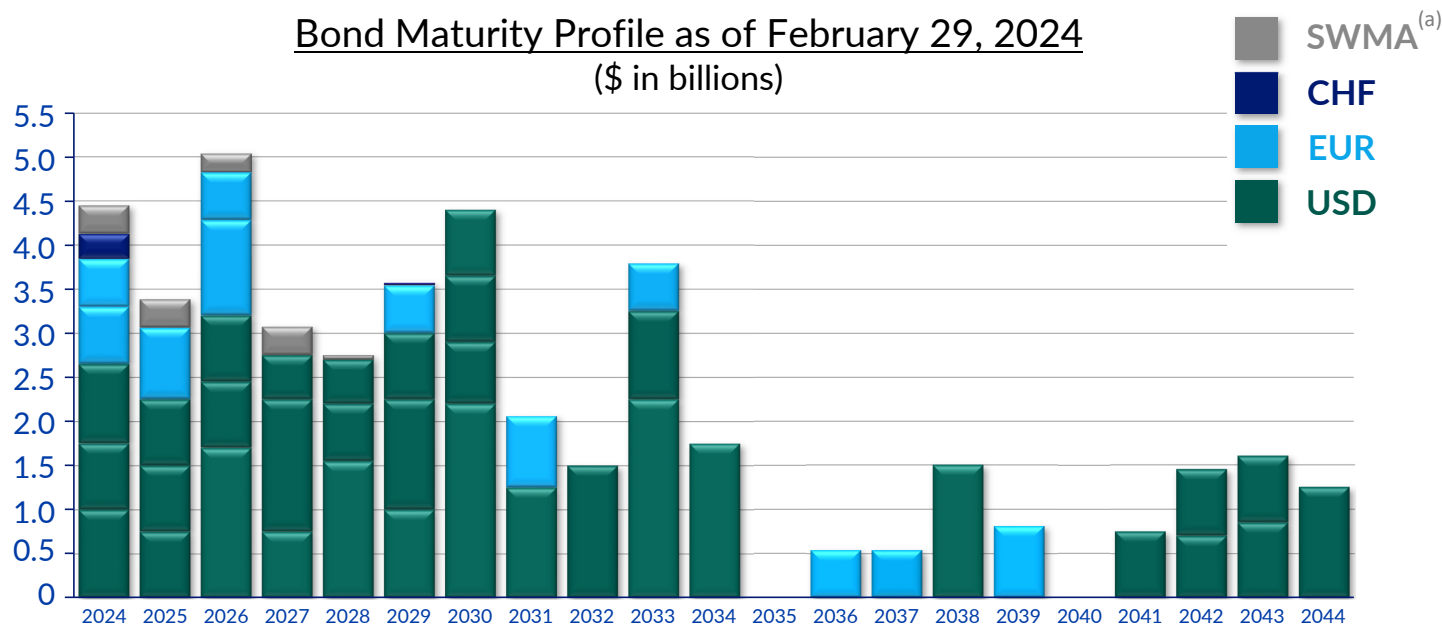
(a) At September 28, 2023

Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Well-Laddered Bond Portfolio

Bond Maturity Profile as of February 29, 2024
(\$ in billions)

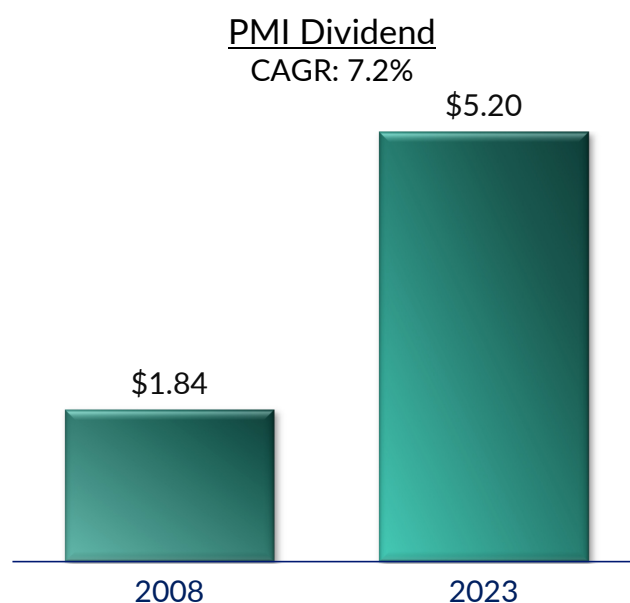


(a) SWMA bonds represent notes denominated in USD, EUR and SEK issued by Swedish Match AB
Source: PMI Financials or estimates

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Strong Financial Performance & Rewards to Shareholders

- Unwavering commitment to progressive dividend policy
- Sixteen years of dividend growth
- Total increase of ~183% since 2008
- Target dividend pay-out ratio of 75% over time



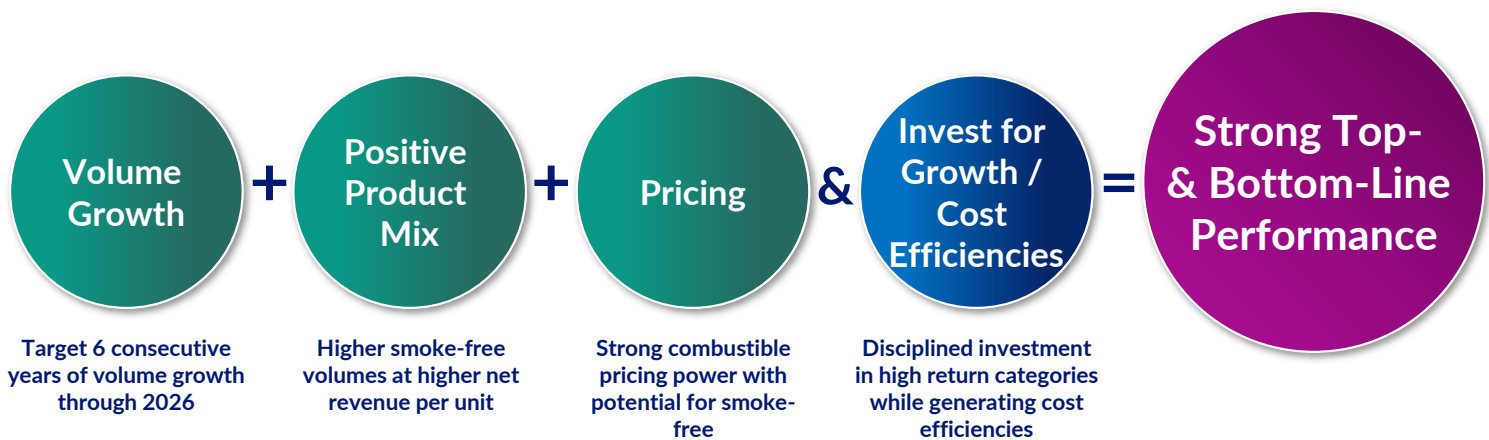
Note: Dividends for 2008 and 2023 are annualized rates. The 2008 annualized rate is based on a quarterly dividend of \$0.46 per common share, declared June 18, 2008. The 2023 annualized rate is based on a quarterly dividend of \$1.30 per common share, declared September 13, 2023
Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Section 7: 2024-2026 Targets and 2030 Vision

Strong Overall Financial Model for Sustainable Growth



Delivering sustainable growth while investing and rewarding shareholders

Ambitious 2024-2026 Targets (Presented at Investor Day 2023)

Positive

Total Shipment
Volume CAGR^(a)

6-8%

Net Revenue
Organic CAGR

8-10%

Adjusted OI
Organic CAGR

9-11%

Adjusted Diluted EPS
Currency-Neutral CAGR^(b)

(a) Reflects cigarettes, HTUs and oral smoke-free products (excluding U.S. Chew)

(b) At 2023 corporate income tax rates

Note: Growth rates presented on an organic basis reflect currency-neutral adjusted results, excluding acquisitions.

Source: PMI Financials or estimates. Investor Day 2023, presented September 28, 2023

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Targeting Strong Smoke-Free Volume Progression

Top-line
Driver #1:
Volume
Growth

PMI HTU
Shipment Volumes
(in billion units)



180-200

125

76

36

PMI Nicotine Pouch
Shipment Volumes^(a)
(in million cans)



800-1,000

421

127

4

Implies
>200bn
Smoke-Free Unit
Volumes in 2026^(b)

2014

2017

2020

2023

2026
Target^(c)

2014

2017

2020

2023

2026
Target^(c)

(a) Pro forma, includes Swedish Match and PMI; (b) Includes HTUs, nicotine pouches, snus and moist snuff. One pouch measured as one unit; (c) Presented at Investor Day 2023 on September 28, 2023
Source: PMI Financials or estimates

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2030 Ambition: Substantially Smoke-Free



50-75% net revenues ~20 markets

>75% net revenues ~40 markets

Note: Smoke-free markets are markets where PMI smoke-free products are available in key cities or nationwide
Source: PMI Financials or estimates. CAGNY 2024, presented February 21, 2024

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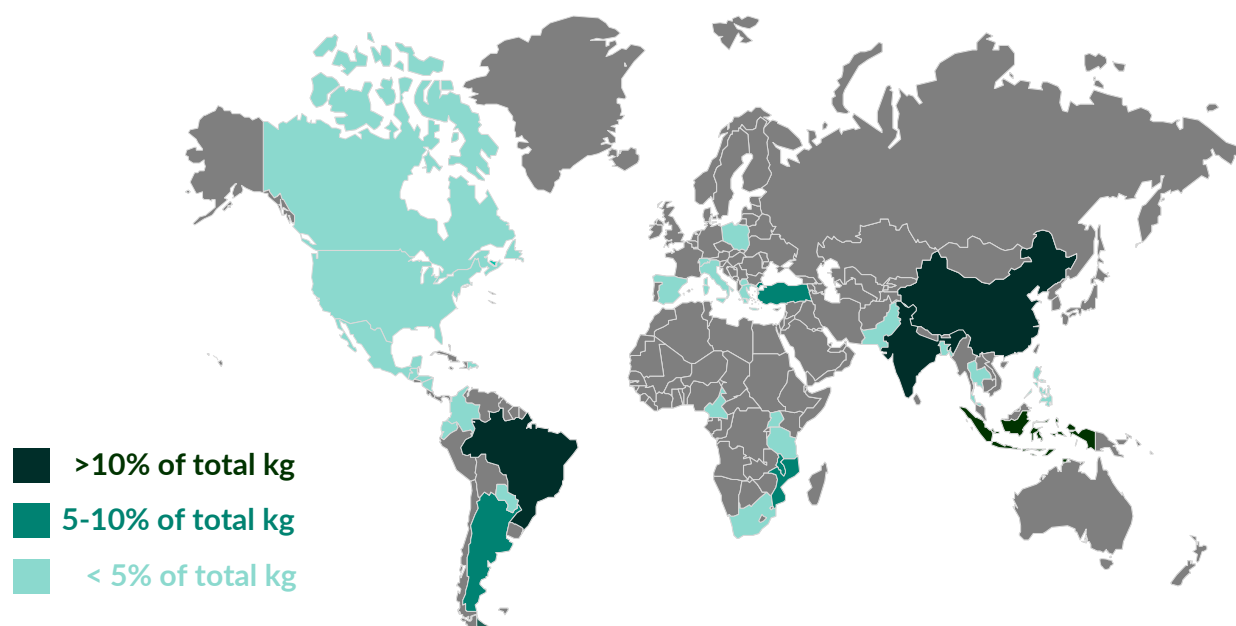


PHILIP MORRIS
INTERNATIONAL

Championing a Smoke-Free World

Section 8: Appendix and Reconciliation of non-GAAP Measures

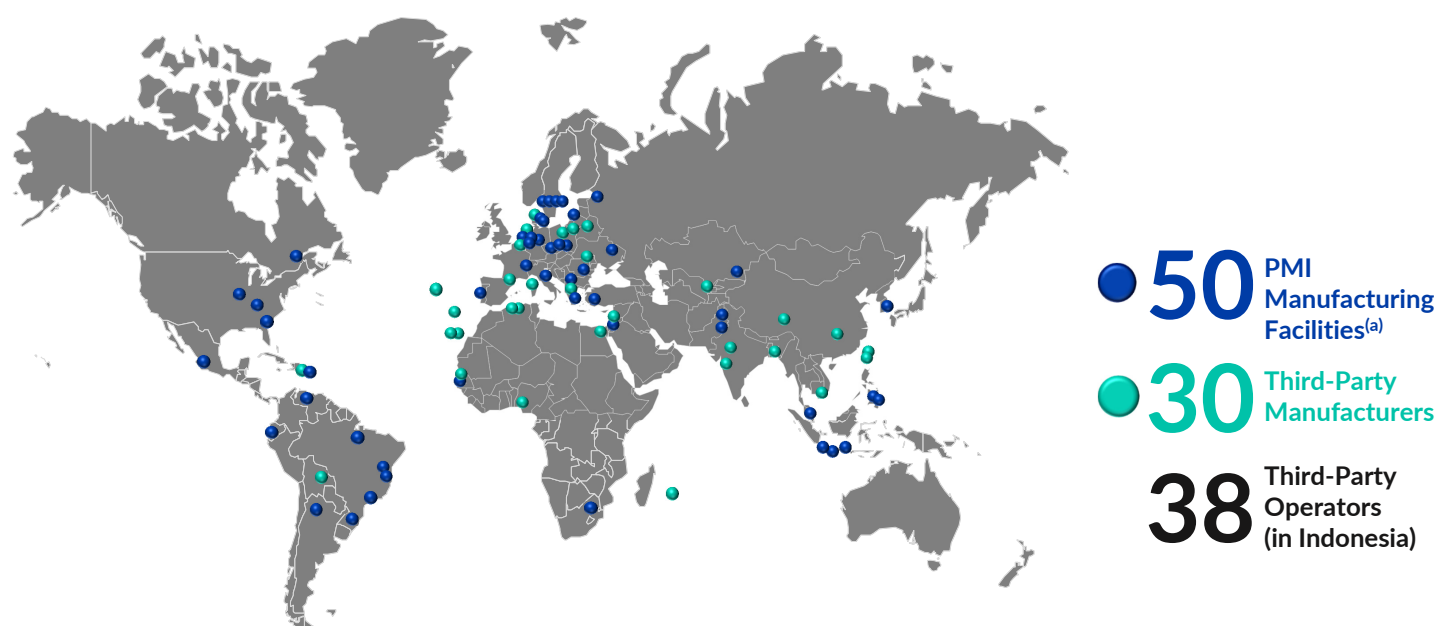
PMI Tobacco Leaf Purchases by Geography (2023)



Note: Including Swedish Match
Source: PMI Operations

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PMI Manufacturing Footprint (December 31, 2023)



(a) Includes facilities in Greece, Indonesia, Italy, Korea, Poland, Romania, Russia, Switzerland and US that are fully or partially dedicated to the production of Heated Tobacco Units (HTUs)
Note: Excludes Fertin Vectura Pharma. On February 25, 2022 PMI announced the temporary suspension of its operations in Ukraine, including at its factory in Kharkiv
Source: PMI Operations and Form 10-K for the year ended December 31, 2023

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Cigarette Excise Tax Structures: Select Markets

(February 1, 2024)

Argentina		
	%	
	Nominal	RSP ^(f)
Social Assistance Fund (SAF) ^(a)	7.00	7.00
Special Tobacco Fund (STF) ^(b)	7.35	7.59
Excise Tax ^(c)	70.00	55.59
VAT ^(d)	21.00	5.00
Turnover Tax ^(e)	3.73	0.69
Tax Burden		75.89
(a) 7% x RSP (b) [7.35% x (RSP – SAF – VAT)] + ARS 17.3293 (as of January 2024) (c) 70% x (RSP – SAF – VAT – STF). Minimum excise tax: ARS 517.15 (d) (NEFP + Wholesaler & Retailer margin) x 21% (e) NEFP x 3.73% (f) Based on Philip Morris soft pack (ARS 1540.00) Note: NEFP is net ex-factory price		

Australia	
Tobacco Excise Tax (AUD/Kg)	1,842.00
Tobacco Excise Tax (AUD/000) ^(a)	1,243.35
VAT (Nominal)	10.0%
(a) If not exceeding 0.8g per cigarette	

Egypt			
Price Tier (RSP per pack in EGP)	1 (0 – 31)	2 (+31-45)	3 (45+)
Ad Valorem Excise Tax (% of RSP)	50%	50%	50%
Specific Excise Tax (EGP/000)	225.0	350.0	375.0
Health Tax (EGP/000)	55.0	55.0	55.0

France	
Ad Valorem Excise Tax	55.0%
Specific Excise Tax (EUR/000)	71.30
Minimum Excise Tax (EUR/000)	371.40
VAT (Nominal)	20.0%

Germany	
Ad Valorem Excise Tax	19.84%
Specific Excise Tax (EUR/000)	111.50
Minimum Total Tax (EUR/000) ^(a)	228.88
VAT (Nominal)	19.0%
(a) Minimum Total Tax (MTT) also includes the VAT	

Note: 20 cigarettes per pack

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Cigarette Excise Tax Structures: Select Markets (cont.)

(February 1, 2024)

Japan		Mexico		Italy	
National - Tobacco Tax (JPY/pack)	136.04	Ad Valorem Excise Tax ^(a)	160.0%	Ad Valorem Excise Tax	49.5%
National - Special Tobacco Tax (JPY/pack)	16.40	Specific Excise Tax (MXN/000)	616.6	Specific Excise Tax (EUR/000)	29.30
Local Excise Tax (JPY/pack)	152.44	VAT (Nominal)	16.0%	Minimum Total Tax (EUR/000) ^(a)	202.73
Total (JPY/pack)	304.88	(a) Ad valorem excise tax is 160% of manufacturer / wholesale price to retail excluding taxes (VAT and Excise)		VAT (Nominal)	22.0%
VAT (Nominal)	10.0%			(a) Minimum Total Tax also includes the VAT	
South Korea		Philippines		Spain	
Tobacco Consumption Tax (KRW/pack)	1,007	Specific Excise Tax (PHP/pack) ^(a)	63.0	Ad Valorem Excise Tax	51.0%
Public Health Tax (KRW/pack)	841	(a) January 1, 2024 onwards (+5% / year)		Specific Excise Tax (EUR/000)	24.70
Education Tax (KRW/pack)	443			Minimum Excise Tax (EUR/000)	131.50
Green Fund Tax (KRW/pack)	29			VAT (Nominal)	21.0%
Individual Consumption Tax (KRW/pack)	594				
Farmer's Subsidy Tax (KRW/pack)	5				
Total (KRW/pack)	2,919				
VAT (Nominal)	10.0%				
		Poland		Turkey	
		Ad Valorem Excise Tax	32.05%	Ad Valorem Excise Tax (% of RSP)	57.0%
		Specific Excise Tax (PLN/000)	276.00	Specific Excise Tax (TRY/000)	240.29
		Minimum Excise Tax (PLN/000)	564.25	Minimum Excise Tax (TRY/000)	1424.9
		VAT (Nominal)	23.0%	VAT (Nominal)	20.0%

Note: 20 cigarettes per pack

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Cigarette Excise Tax Structure: Indonesia

(February 1, 2024)

CC – Cigarette Type	Volume Tier	Price Tier	Minimum HJE ^(a) (IDR/stick)		Total Excise + Regional Tax (IDR/stick)	
			Current	Previous ^(b)	Current	Previous ^(b)
Machine-Made Kretek (SKM)	Volume Tier 1 (> 3 billion units)	1	2,260	2,055	1,354.1	1,211.1
	Volume Tier 2 (≤ 3 billion units)	1	1,380	1,255	820.6	735.9
Whites (SPM)	Volume Tier 1 (> 3 billion units)	1	2,380	2,165	1,469.6	1,312.3
	Volume Tier 2 (≤ 3 billion units)	1	1,465	1,295	873.4	781.0
Hand-Rolled Kretek (SKT) / Hand-Rolled White (SPT)	Volume Tier 1 (> 2 billion units)	1	1,981	1,800	531.3	507.1
		2	1,375	1,250	415.8	397.1
	Volume Tier 2 (> 500 million units–2 billion units)	1	865	720	245.3	235.4
	Volume Tier 3 (≤ 500 million units)	1	725	605	134.2	129.8

(a) HJE stands for banderole price

(b) Previous rates effective from January 1 to December 31, 2023

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Excise Tax Structure: Japan

(February 1, 2024)

Cigarettes

- Excise tax increases of JPY 20/pack in October 2018, 2020 and 2021:
 - No increase in October 2019, due to nominal VAT increase from 8% to 10%

Heated Tobacco Products (HTPs)

- "Heated tobacco" category:
 - Dedicated excise tax category for heated tobacco products (previously: pipe tobacco category)
 - Taxable base for the specific excise tax is weight of heated tobacco
 - For products using liquid to create an aerosol, the liquid portion is considered as tobacco for tax purposes
- Heated tobacco excise tax is being phased in over a five-year period (2018-2022), with the fifth year reflecting 100% of the new system (heated tobacco category). See next slide for details

HTP Excise Tax Structure

	Pipe Tobacco Category	Heated Tobacco Category
RSP (JPY/pack) ^(a)	580	580
VAT (Nominal)	10%	10%
RSP Net of VAT (JPY/pack)	527	527
Effective Specific Rate (JPY/kg)	15,244	19,055 ^(b)
Tax Base	Full product weight (13.4 g/pack) ^(c)	Heated tobacco weight (5.4 g/pack) ^(d)
Specific Yield (JPY/000)	10,213	5,145
Effective Ad Valorem Rate	n/a	30%
Tax Base	n/a	RSP net of VAT
Ad Valorem Yield (JPY/000)	n/a	7,909
Total Excise Tax Yield (JPY/000)	10,213	13,054
	0%	100%

Heated Tobacco Category: Indicative Excise Tax Payable as of October 1, 2022 (JPY/000)

13,054

(a) Illustrative RSP. (b) Reflects effective specific rate for the fifth year of five-year-phase-in period. (c) Reflects indicative "total weight" for TEREHA Menthol HeatSticks. (d) Reflects indicative "heated tobacco weight" for TEREHA Menthol HeatSticks

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Note: 20 cigarettes/heated tobacco units per pack

Multi-Year Tobacco Tax Plan: Japan

(February 1, 2024)

	Previous	Oct 1, 2018 – Sept 30, 2019	Oct 1, 2019 – Sept 30, 2020	Oct 1, 2020 – Sept 30, 2021	Oct 1, 2021 – Sept 30, 2022	Oct 1, 2022 and Onwards
VAT (Nominal)	8%	8%	10%	10%	10%	10%
Excise Tax: Cigarettes (JPY/000)	12,244	13,244	13,244	14,244	15,244	15,244
Excise Tax: Pipe Tobacco (JPY/kg) ^(a)	12,244	13,244	13,244	14,244	15,244	15,244
Excise Tax: New HTP Category						
-Effective Specific Rate (JPY/kg) ^(b)	-	16,555	16,555	17,805	19,055	19,055
-Effective Ad Valorem Rate ^{(c)(d)}	-	30%	30%	30%	30%	30%
HTP Phase-in Period						
-Portion of New HTP System	-	20%	40%	60%	80%	100%
-Portion of Previous System	-	80%	60%	40%	20%	0%

(a) Previously, HTPs were taxed based on pipe tobacco excise tax rate

(b) Taxable base is weight of heated tobacco

(c) Taxable base is RSP net of VAT

(d) Effective ad valorem rate is calculated as the excise tax incidence based on announced average RSP

Note: Based on current law

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IQOS Retail Selling Prices: Europe

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit					Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		HTUs	Marlboro Cigarettes
					DUO	ONE		
ALBANIA	ALL	10,400	5,200	3,500	-	-	300.0	380.0
ANDORRA	EUR	99.0	69.0	49.0	-	-	3.55	4.195 ^(b)
AUSTRIA	EUR	-	-	-	49.0	29.0	5.50	6.30
BOSNIA & HERZ.	BAM	199.0	99.0	69.0	-	-	5.80	6.20
BULGARIA	BGN	230.0	115.0	75.0	-	-	5.80	6.30
CANARY ISLANDS	EUR	109.0	59.0	29.0	-	-	3.20	4.20
CROATIA	EUR	109.0	59.0	39.0	49.0	-	4.00	4.80
CYPRUS	EUR	109.0	69.0	39.0	-	-	4.00	5.00

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) Registered price / Marlboro Cigarettes mainly sold in bundles (carton) for EUR 41.95

Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. Bosnia & Herz. is Bosnia & Herzegovina

Source: PMI affiliates

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IQOS Retail Selling Prices: Europe (cont.)

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit					Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		HTUs	Marlboro Cigarettes
					DUO	ONE		
CZECH REPUBLIC	CZK	2,790	1,690	1,090	-	-	120.0 ^(b)	159.0
DENMARK	DKK	899.0	499.0	299.0	-	-	50.0	62.0
ESTONIA	EUR	109.0	69.0	39.0	25.0	-	5.00	5.80
FRANCE	EUR	-	-	-	69.0	-	9.50	12.50
GERMANY	EUR	129.0	69.0	49.0	-	-	7.00	8.40
GREECE	EUR	109.0	69.0	39.0	-	-	4.00	4.60
HUNGARY	HUF	34,990	22,990	15,990	-	-	1,999	2,260

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) LEVIA at price parity with TEREA
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
 Source: PMI affiliates

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IQOS Retail Selling Prices: Europe (cont.)

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit				Pack		
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS DUO	HTUs	Marlboro Cigarettes	
ITALY ^(b)	EUR	129.0	79.0	49.0	-	5.50	6.20	
LATVIA	EUR	109.0	69.0	39.0	-	4.20	4.50	
LITHUANIA	EUR	99.0	69.0	39.0	-	4.30	5.15	
MOLDOVA	MDL	-	-	-	749.0	51.0	54.0	
MONACO	EUR	-	-	-	69.0	9.50	12.50	
MONTENEGRO	EUR	100.0	50.0	35.0	-	3.00	3.80	
NETHERLANDS	EUR	99.0	59.0	29.0	-	6.50	9.50	

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) Italy HTU and Cigarettes prices effective as of February 2, 2024
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
 Source: PMI affiliates

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IQOS Retail Selling Prices: Europe (cont.)

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit					Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		HTUs	Marlboro Cigarettes
					DUO	ONE		
NORTH MACEDONIA	MKD	6,350	3,250	2,150	-	-	150.0	180.0
POLAND	PLN	550.0	249.0	149.0	-	-	17.5/16.0 ^(b)	20.50
PORTUGAL	EUR	89.0	49.0	29.0	-	-	4.50	5.90
ROMANIA	RON	499.0	249.0	149.0	-	-	21.0 ^(c)	26.50
SERBIA	RSD	11,790	5,990	3,990	-	-	350/340 ^(b)	440.0
SLOVAK REPUBLIC	EUR	119.0	69.0	49.0	-	-	4.50	5.30
SLOVENIA	EUR	109.0	59.0	29.0	39.0	19.0	4.30	5.20
SPAIN	EUR	109.0	69.0	39.0	-	-	4.85/4.35 ^(b)	5.60

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) HEETS / TERE; (c) LEVIA at price parity with TERE
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
 Source: PMI affiliates

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IQOS Retail Selling Prices: Europe (cont.)

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit					Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		HTUs	Marlboro Cigarettes
					DUO	ONE		
SWEDEN	SEK	999.0	799.0	599.0	-	-	52.5	78.00
SWITZERLAND	CHF	119.0	79.0	49.0	-	-	8.20	9.20
UNITED KINGDOM	GBP	109.0	69.0	39.0	19.0	-	6.00	14.90
UKRAINE	UAH	-	-	-	1399.0	999.0	95.0	100.00

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
 Source: PMI affiliates

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IQOS Retail Selling Prices: SSEA, CIS & MEA

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit					Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		HTUs	Marlboro Cigarettes
					DUO	ONE		
ARMENIA	AMD	39,999	23,999	15,999	14,999	-	750/850	1,000
BAHRAIN	BHD	44.0	28.0	18.0	-	-	2.00	2.40
EGYPT	EGP	3,400	1,500	1,000	1,000	600	56.0	69.0
GEORGIA	GEL	299.0	159.0	129.0	109.0	-	7.80	7.80
INDONESIA	IDR	1,599,000	799,000	499,000	-	-	29,000	40,000
ISRAEL	ILS	-	-	-	249.0	-	29.0	35.0
JORDAN	JOD	80.0	40.0	28.0	35.0	20.0	2.00	2.50
KAZAKHSTAN	KZT	51,500	29,500	19,500	21,500	-	860	880
KUWAIT	KWD	35.0	25.0	15.0	25.0	12.0	0.80	0.90

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) HEETS/TEREA
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
 Source: PMI affiliates

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IQOS Retail Selling Prices: SSEA, CIS & MEA (cont.)

(February 1, 2024)

		RSP ^(a)							
		IQOS Kit						Pack	
Market	Currency	ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		BONDS	HTUs	Marlboro Cigarettes
					DUO	ONE			
KYRGYZSTAN	KGS	-	-	-	4,200	-	-	141	145
LEBANON ^(b)	USD/LBP	120.0	70.0	45.0	50.0	-	-	164,000	223,500
MALDIVES	MVR	-	-	-	1,500	1,000	-	85.0	100.0
MOROCCO	MAD	1,200	800.0	400.0			-	35.0	39.0
PALESTINE	ILS	420.0	220.0	160.0	240.0	100.0	-	24.0	27.0
PHILIPPINES ^(c)	PHP	5,690	2,990	1,690	2,990	1,690	990	140.0/100.0	180.0
REUNION	EUR	-	-	-	69.0	-	-	10.50	13.80
RUSSIA	RUB	-	-	-	2,190	2,190	-	190.0	239.0

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) Devices in Lebanon are priced at USD, consumables in LBP; (c) TERE, HEETS / BLENDS
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack.
 Source: PMI affiliates

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IQOS Retail Selling Prices: SSEA, CIS & MEA (cont.)

(February 1, 2024)

Market	Currency	RSP ^(a)						
		IQOS Kit					Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		HTUs	Marlboro Cigarettes
					DUO	ONE		
SAUDI ARABIA	SAR	440.0	280.0	180.0	280.0	150.0	22.0	25.0
SOUTH AFRICA	ZAR	-	-	-	750.0	330.0	39.0	57.0
TUNISIA	TND	-	-	-	250.0	170.0	9.60	10.0
TURKISH CYPRUS	TRY	3,199	1,599	999.0	-	-	54.0	55.0
UAE	AED	440.0	280.0	180.0	-	-	20.0	22.0
UZBEKISTAN	UZS	1,350,000	730,000	470,000	540,000	-	17,500	17,000 ^(b)

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) Marlboro Touch Mix RSP (no Mainline on the market)
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. UAE is the United Arab Emirates.
 Source: PMI affiliates

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IQOS Retail Selling Prices: EA, AU & PMI DF

(February 1, 2024)

Market	Currency	RSP ^(a)					
		IQOS Kit				Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS DUO	HTUs	Marlboro Cigarettes
JAPAN	JPY	9,980	6,980	3,980	-	530.0/550.0 580.0/600.0 ^(b)	600.0
MALAYSIA	MYR	569.0	329.0	179.0	299.0	14.0	17.40
NEW ZEALAND	NZD	139.0	99.0	59.0	-	18.0	44.50
SOUTH KOREA	KRW	139,000	99,000	69,000	59,000	4,500/4,800 ^(c)	4,500

(a) Either an RSP, a recommended RSP or a maximum RSP, where applicable; (b) SENTIA / HEETS / TERE / Marlboro; (c) HEETS / TERE
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack
 Source: PMI affiliates

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IQOS Retail Selling Prices: Americas

(February 1, 2024)

Market	Currency	RSP ^(a)							
		IQOS Kit						Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS		BONDS	HTUs	Marlboro Cigarettes
					DUO	ONE			
ARUBA	AWG	-	-	-	110.0	60.0	-	14.50	17.25
CANADA ^(b)	CAD	141.24	90.39	56.49	-	-	-	9.67	17.96
COLOMBIA	COP	-	-	-	210,000	120,000	70,000	10,000/ 6,800 ^(c)	11,400
COSTA RICA	CRC	-	-	-	34,500	14,000	-	2,400	2,500
CURACAO	ANG	-	-	-	110.0	60.0	-	11.75	14.00
DOMINICAN REP.	DOP	-	-	-	2,500	1,100	-	280.0	320.0
ECUADOR	USD	-	70.0	-	-	-	-	3.50	6.30
EL SALVADOR	USD	-	-	-	45.0	-	-	4.00	3.40

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable; (b) RSPs are for the Province of Ontario. HTU RSP is per 20 sticks equivalent based on individual 180s selling unit. HTUs are sold in cartons of 10 packs of 18 units (180s), and 3 packs of 18 units (54s), for CAD 74.99 and CAD 28.49 plus VAT (13%). Cigarette RSP for pack of 20 cigarettes equivalent (RBH brand: Belmont 20s). Includes 13% VAT; (c) HEETS / BLENDS;
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack. Dominican Rep. is Dominican Republic
 Source: PMI affiliates

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IQOS Retail Selling Prices: Americas (cont.)

(February 1, 2024)

Market	Currency	RSP ^(a)							
		IQOS Kit						Pack	
		ILUMA PRIME	ILUMA	ILUMA ONE	ORIGINALS			HTUs	Marlboro Cigarettes
					DUO	ONE			
GUATEMALA	GTQ	850.0	465.0	310.0	360.0	-		25.0	28.0
MEXICO	MXN	-	-	-	989.0	539.0		73.0	80.0

(a) Either a RSP, a recommended RSP or a maximum RSP, where applicable
 Note: Excludes the U.S. and International Duty Free. Unless otherwise stated, 20 cigarettes / HTUs per pack.
 Source: PMI affiliates

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LIL SOLID/HYBRID Retail Selling Prices

(February 1, 2024)

Market	Currency	LIL HYBRID	HTU Pack (Miix)	Cartridge	LIL SOLID	HTU Pack (Fiit)
ALBANIA	ALL	-	-	-	2,000	270.0
ARMENIA	AMD	-	-	-	9,999	650.0
BOSNIA & HERZEGOVINA	BAM	-	-	-	39.0	5.60
BULGARIA	BGN	-	-	-	35.0	5.20
CANARY ISLANDS	EUR	-	-	-	19.0	2.70
CROATIA	EUR	-	-	-	19.0	4.00
CYPRUS	EUR	-	-	-	19.0	3.50
CZECH REPUBLIC	CZK	-	-	-	690.0	105.0
GEORGIA	GEL	-	-	-	69.0	6.90
GREECE	EUR	-	-	-	19.0	3.50
GUATEMALA	GTQ	-	-	-	155.0	17.0
ITALY ^(a)	EUR	-	-	-	29.0	4.70
JAPAN	JPY	3,980	510.0	80.0	-	-
KAZAKHSTAN	KZT	-	-	-	8,500	830.0
KYRGYZSTAN	KGS	-	-	-	2,000	131.0
LATVIA	EUR	-	-	-	19.0	2.95

Note: Unless otherwise stated, 20 HTUs per pack. LIL SOLID refers to LIL 2.0 and LIL EZ; (a) Italy HTU price effective as of February 2, 2024
Source: PMI affiliates

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LIL SOLID/HYBRID Retail Selling Prices (cont.)

(February 1, 2024)

Market	Currency	LIL HYBRID	HTU Pack (Miix)	Cartridge	LIL SOLID	HTU Pack (Fiit)
LEBANON ^(a)	USD/LBP	-	-	-	20.0	122,250
LITHUANIA	EUR	-	-	-	19.0	2.99
MALAYSIA	MYR	-	-	-	109.0	12.0
MOLDOVA	MDL	-	-	-	399.0	46.0
MONTENEGRO	EUR	-	-	-	25.0	2.80
NORTH MACEDONIA	MKD	-	-	-	1,150	130.0
POLAND	PLN	-	-	-	49.0	12.50
PORTUGAL	EUR	-	-	-	9.0	4.00
ROMANIA	RON	-	-	-	99.0	19.0
RUSSIA	RUB	-	-	-	1,290/1,690 ^(b)	170.0
SERBIA	RSD	-	-	-	2,000	330.0
SLOVAK REPUBLIC	EUR	-	-	-	29.0	4.00
TURKISH CYPRUS	TRY	-	-	-	549.0	52.0
UKRAINE	UAH	-	-	-	799.0	90.0
UZBEKISTAN	UZS	-	-	-	250,000	15,000

(a) Devices in Lebanon are priced at USD, consumables in LC; (b) LIL 2.0 / LIL 2.0+

Note: Unless otherwise stated, 20 HTUs per pack. Listed prices for Russia and Ukraine. LIL SOLID refers to LIL 2.0 and LIL EZ; Source: PMI affiliates

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VEEV Retail Selling Prices

(February 1, 2024)

Market	Currency	VEEV 2.0 Kit	VEEV 2.0 Pod	VEEV ONE Kit	VEEV ONE Pod	VEEV NOW
CANADA ^(a)	CAD	-	-	10.16	10.16/pack	7.90/13.55
CROATIA	EUR	19.0	5.20/pack	-	-	-
CYPRUS	EUR	-	-	-	-	6.90
CZECH REPUBLIC	CZK	-	-	390.00	179.0/pack	169.0
DOMINICAN REP.	DOP	-	-	-	-	450.0
ESTONIA	EUR	-	-	10.00	8.20/pack	6.10
FINLAND	EUR	-	8.60/pack	7.99	8.30/pack	7.99
FRANCE	EUR	-	-	15.99	8.0/pack	6.49
GREECE	EUR	-	-	17.00	6.0/pack	6.90
GUATEMALA	GTQ	-	-	-	-	85.0
HONDURAS	HNL	-	-	-	-	200.0
ITALY	EUR	25.0	6.90/pack	9.00	6.9/pack	-
LATVIA	EUR	-	-	10.0	7.00/pack	5.50
NEW ZEALAND	NZD	-	-	18.99	12.99/pack ^(b)	-

(a) Full RSP, excluding discounts offered through bundles and programs. RSPs are for the Province of Ontario (13% VAT). VEEV Now RSPs 2ml/5ml; (b) Refreshing or Mint Line (5 SKUs): NZD 12.99; Tobacco Line (1 SKU): NZD 9.99; Note: All VEEV Pod packs include 2 pods, unless otherwise stated
Source: PMI affiliates

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VEEV Retail Selling Prices

(February 1, 2024)

Market	Currency	VEEV 2.0 Kit	VEEV 2.0 Pod	VEEV ONE Kit	VEEV ONE Pod	VEEV NOW
PARAGUAY	PYG	-	-	-	-	30,000
POLAND	PLN	-	-	59.0	29.9/pack	28.90
ROMANIA	RON	-	-	49.00	40.0/pack	30.0
SERBIA	RSD	601.0	699/pack	-	-	699.0
SLOVAK REPUBLIC	EUR	19.0	6.90/pack	14.9	6.90/pack	6.90
TRINIDAD & TOBAGO	TTD	-	-	-	-	75.0
UKRAINE	UAH	199.0	249.0/pack	-	-	299.0
UNITED KINGDOM	GBP	-	-	6.00	3.00	5.99

Note: All VEEV Pod packs include 2 pods, unless otherwise stated
Source: PMI affiliates

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ZYN Retail Selling Prices - International

(February 1, 2024)

Market	Currency	ZYN (RSP/Can)
FINLAND	EUR	5.95
HUNGARY	HUF	1,990
ICELAND ^(a)	ISK	233.0
LATVIA	EUR	5.49
PHILIPPINES	PHP	150.0
PAKISTAN	PKR	120.0
SOUTH AFRICA	ZAR	29.0
SWEDEN	SEK	41.9
SWITZERLAND	CHF	8.90
UNITED KINGDOM	GBP	6.50

(a) Free pricing

Note: 15 pouches/can in Philippines and South Africa

Source: PMI affiliates

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ZYN Retail Selling Prices – U.S.

(February 1, 2024)

State	Currency	ZYN (RSP/Can)
CALIFORNIA	USD	6.09
NEW YORK	USD	4.99
TEXAS	USD	6.40
FLORIDA	USD	4.96
WASHINGTON	USD	4.84
GEORGIA	USD	4.91
OHIO	USD	4.79
COLORADO	USD	6.12
OREGON	USD	4.72
PENNSYLVANIA	USD	4.72
ILLINOIS	USD	4.88

State	Currency	ZYN (RSP/Can)
VIRGINIA	USD	4.37
MASSACHUSETTS	USD	5.10
NORTH CAROLINA	USD	4.88
ALABAMA	USD	4.97
ARIZONA	USD	5.45
TENNESSEE	USD	4.81
UTAH	USD	5.09
IDAHO	USD	4.77
MICHIGAN	USD	4.83
WISCONSIN	USD	4.76
MISSOURI	USD	4.81

Note: 15 pouches/can. Retail selling price at the register, including the state/municipalities unique tax structures as well as promotions
Source: PMI affiliates, Circana, LLC, Nicotine Pouches, retail selling prices as of February 1, 2024

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PMI Cigarettes Retail Selling Prices in Select Markets

(February 1, 2024)

		Above Premium	Premium	Mid-Price	Low-Price
Argentina	ARS	<i>Parliament</i> 2140.0	<i>Marlboro</i> 1970.0	<i>Philip Morris</i> 1540.0	<i>Chesterfield</i> 1150.0
Australia ^(a)	AUD		<i>Marlboro</i> 49.92	<i>Peter Jackson</i> 41.77	<i>Bond Street</i> 36.15
Egypt	EGP	<i>Merit</i> 74.0	<i>Marlboro</i> 69.0	<i>L&M</i> 50.0	
France	EUR		<i>Marlboro</i> 12.50		<i>Philip Morris / Chesterfield / L&M</i> 12.0
Germany	EUR	<i>Eve</i> 8.70	<i>Marlboro</i> 8.40		<i>Chesterfield / L&M</i> 8.00
Indonesia ^(b)	IDR		<i>Sampoerna A Mild</i> 32,157	<i>Sampoerna A Ultra Mild</i> 29,104	
Italy ^(c)	EUR	<i>Muratti</i> 6.40	<i>Marlboro</i> 6.20		<i>Chesterfield / Philip Morris</i> 5.30
Japan ^(d)	JPY		<i>Marlboro Parliament</i> 600.0 580.0	<i>Lark</i> 540.0	<i>Philip Morris</i> 430.0

(a) Australia Recommended RSP. Actual RSP may differ. Price for pack of 20 cigarettes equivalent (Marlboro 25s; Peter Jackson 30s and Bond Street 40s); (b) Based on Nielsen Dec 2023 estimates. Reflects average observed retail selling prices. 16 cigarettes per pack. SKM low tar category segment; (c) Italy prices effective as of February 2, 2024; (d) RSPs for Marlboro regular and Parliament KS; Note: 20 cigarettes per pack unless otherwise stated. Low includes super-low
Source: PMI affiliates and Nielsen

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PMI Cigarettes Retail Selling Prices in Select Markets (cont.)

(February 1, 2024)

		Above Premium	Premium	Mid-Price	Low-Price
Mexico	MXN		<i>Marlboro</i> 80.0	<i>Marlboro Vista</i> 73.0	<i>Chesterfield</i> 66.0
Philippines ^(a)	PHP		<i>Marlboro</i> 180.0		<i>Fortune / Chesterfield</i> 140.0 / 120.0
Poland	PLN		<i>Marlboro</i> 20.50	<i>L&M</i> 18.50	<i>Chesterfield</i> 16.99
Russia	RUB	<i>Parliament</i> 269.0	<i>Marlboro</i> 239.0	<i>Marlboro Crafted</i> 229.0	<i>Chesterfield Selection Compact^(b)</i> 169.0
South Korea	KRW		<i>Marlboro</i> 4,500		
Spain	EUR		<i>Marlboro</i> 5.60	<i>Chesterfield</i> 5.45	<i>L&M</i> 5.20
Turkey	TRY	<i>Parliament</i> 59.0	<i>Marlboro</i> 58.0	<i>Muratti</i> 56.0	<i>L&M</i> 54.0

(a) RSPs now reflect an equivalent price per cigarette, based on a per stick retail basis

(b) Best-selling variant in low segment

Note: 20 cigarettes per pack unless otherwise stated. Low includes super-low

Source: PMI affiliates

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PMI: Peer Group

- Altria
- Anheuser-Busch InBev
- BAT
- Coca-Cola
- Colgate-Palmolive
- Diageo
- Heineken
- Imperial Brands^(a)
- Japan Tobacco
- Johnson & Johnson
- Kimberly-Clark
- Kraft-Heinz
- McDonald's
- Mondelēz International
- Nestlé
- PepsiCo
- Procter & Gamble
- Roche
- Unilever

(a) Formerly Imperial Tobacco

Source: Form 10-K for the year ended December 31, 2023 (p. 26)

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Industry Volume Overview – Europe

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
France	Cigarettes	45.7	46.2	45.7	45.1	40.9	37.8	36.4	34.1	32.3	29.6
	HTU	-	-	-	-	-	0.1	0.2	0.2	0.2	0.2
	OTP	15.4	16.3	16.4	15.7	14.3	13.6	15.2	14.3	12.7	11.7
Germany	Cigarettes	80.4	80.0	78.1	76.7	74.8	72.4	73.0	71.6	66.5	65.4
	HTU	-	-	-	0.1	0.4	0.9	1.7	2.4	3.7	3.5
	OTP	43.5	43.0	42.5	41.3	40.9	40.3	42.2	41.3	40.0	39.9
Italy	Cigarettes	74.4	73.8	72.1	69.3	67.5	64.6	61.7	61.1	60.2	58.3
	HTU	-	-	0.1	0.5	1.5	3.3	5.7	9.3	12.6	15.0
	OTP	6.9	7.2	7.4	8.1	8.5	8.9	9.4	9.3	9.0	8.8
Poland	Cigarettes	42.1	41.1	41.3	41.6	42.8	45.0	43.2	45.6	49.4	49.2
	HTU	-	-	-	0.1	0.4	1.2	2.4	3.8	6.3	7.5
	OTP	3.6	4.0	4.1	5.0	5.5	6.2	7.2	7.8	7.9	7.8
Spain	Cigarettes	47.0	46.7	46.7	44.9	44.8	45.1	41.4	42.1	43.8	42.5
	HTU	-	-	-	0.1	0.2	0.3	0.4	0.5	0.8	1.0
	OTP	13.0	12.8	12.4	12.3	12.5	13.4	14.2	14.3	15.0	15.6

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.

Source: PMI estimates as of February 27, 2024

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Industry Volume Overview – Europe (cont.)

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Croatia	Cigarettes	6.1	6.1	6.0	6.2	6.2	6.1	5.7	5.7	6.0	6.4
	HTU	-	-	-	-	0.1	0.2	0.3	0.4	0.5	0.7
	OTP	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Czech Republic	Cigarettes	20.1	20.4	20.5	20.3	20.0	19.7	17.0	15.2	14.5	12.8
	HTU	-	-	-	0.1	0.5	1.2	1.7	2.1	2.9	2.8
	OTP	2.3	2.6	2.5	2.4	2.2	2.2	1.9	1.7	1.5	1.3
Greece	Cigarettes	16.8	16.4	15.3	13.8	12.8	12.1	10.9	11.1	11.3	11.5
	HTU	-	-	-	0.2	0.6	1.2	1.5	2.0	2.7	3.4
	OTP	4.0	4.1	4.2	3.8	3.9	4.2	4.3	4.4	4.4	4.3
Hungary	Cigarettes	7.4	7.3	7.4	7.6	8.1	8.3	7.7	6.9	6.5	5.7
	HTU	-	-	-	-	-	0.2	0.8	1.6	2.7	3.0
	OTP	9.7	10.4	10.4	9.1	8.4	7.8	7.7	7.3	6.9	6.4
Latvia	Cigarettes	1.9	1.9	1.9	1.9	2.0	1.9	1.8	1.7	1.8	1.7
	HTU	-	-	-	-	-	0.1	0.2	0.2	0.2	0.3
	OTP	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.

Source: PMI estimates as of February 27, 2024

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Industry Volume Overview – Europe (cont.)

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Lithuania	Cigarettes	2.9	3.1	3.1	2.9	2.8	2.7	2.4	2.4	2.2	2.1
	HTU	-	-	-	-	0.1	0.4	0.6	0.7	1.0	1.1
	OTP	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.2
Norway	Cigarettes	1.8	1.8	1.7	1.7	1.4	1.4	1.9	1.9	1.3	1.3
	OTP	1.1	1.0	1.0	0.9	0.7	0.7	0.9	0.9	0.7	0.6
	Snus	1.8	1.8	1.9	1.9	2.0	2.1	2.9	3.5	2.7	2.1
Portugal	Cigarettes	9.6	9.7	9.8	10.2	9.7	9.7	9.0	8.8	8.7	8.0
	HTU	-	-	-	0.1	0.3	0.6	0.9	1.2	1.7	2.1
	OTP	2.2	1.8	1.5	1.2	1.0	1.0	1.0	1.0	1.0	0.9
Romania	Cigarettes	23.4	24.0	24.2	24.3	24.4	25.5	25.6	25.9	26.4	26.3
	HTU	-	-	-	0.2	0.5	0.7	0.9	1.3	2.0	2.6
	OTP	-	-	-	-	-	-	0.1	0.2	0.2	0.3
Slovak Republic	Cigarettes	7.0	7.1	7.1	7.2	7.1	7.1	6.9	6.4	6.2	5.9
	HTU	-	-	-	-	0.3	0.5	0.7	0.9	1.2	1.2
	OTP	0.3	0.5	0.5	0.3	0.3	0.3	-	-	-	-

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.

Source: PMI estimates as of February 27, 2024

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Industry Volume Overview – Europe (cont.)

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Slovenia	Cigarettes	3.7	3.6	3.6	3.5	3.5	3.4	3.2	3.2	3.3	3.1
	HTU	-	-	-	-	0.1	0.1	0.2	0.3	0.4	0.4
	OTP	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Sweden	Cigarettes	6.0	5.7	5.7	5.4	5.3	5.2	5.0	4.8	4.8	4.5
	OTP	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.2	0.2
	Snus	8.0	8.0	8.3	8.5	8.9	9.0	8.8	8.8	9.2	6.1
Switzerland	Cigarettes	10.2	9.8	9.4	9.3	9.1	8.8	9.2	8.9	8.5	8.0
	HTU	-	-	-	0.1	0.2	0.3	0.4	0.6	0.9	1.1
	OTP	1.3	1.3	1.4	1.4	1.4	1.5	1.6	1.7	1.7	1.7
United Kingdom	Cigarettes	33.8	31.4	29.6	27.9	26.0	23.5	24.1	23.7	20.3	17.0
	HTU	-	-	-	-	-	0.1	0.3	0.5	0.6	0.7
	OTP	10.4	10.0	10.3	10.5	10.6	10.7	13.8	14.4	11.9	9.6

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of February 27, 2024

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Industry Volume Overview – SSEA, CIS & MEA

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Egypt	Cigarettes	82.0	78.4	83.2	86.4	86.0	87.4	85.8	93.1	92.8	72.8
	HTU	-	-	-	-	-	-	-	0.2	0.8	1.3
Indonesia	Cigarettes	319.0	320.0	315.6	303.5	302.5	305.2	275.9	293.5	304.0	291.6
	OTP	9.6	11.5	12.7	14.3	14.0	12.6	21.0	17.9	22.6	27.4
Philippines	Cigarettes	94.9	90.2	79.3	74.9	73.2	70.5	61.8	56.0	53.2	42.7
	HTU	-	-	-	-	-	-	-	0.2	0.2	0.2
Russia	Cigarettes	314.1	294.1	280.0	259.7	236.3	217.7	203.7	196.9	187.6	182.2
	HTU	-	-	-	0.3	2.6	8.8	15.4	19.9	21.2	21.2
Turkey	Cigarettes	94.7	103.2	105.5	106.2	118.5	119.7	114.8	125.1	116.8	136.5
	OTP	-	-	-	-	-	-	-	-	11.9	11.2

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of February 27, 2024

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Industry Volume Overview – EA, AU & PMI DF

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Australia	Cigarettes	16.8	16.5	15.7	13.9	12.8	12.0	11.0	9.7	8.9	7.2
	OTP	3.3	3.4	3.5	3.5	3.8	3.9	3.7	3.2	2.8	2.3
Japan	Cigarettes	186.2	182.3	173.8	151.4	132.7	121.1	102.8	94.4	92.7	89.2
	HTU	-	0.2	5.2	20.0	34.6	36.7	40.1	45.0	50.4	56.6
	OTP	-	-	-	-	0.9	4.0	12.3	11.1	5.1	3.1
South Korea	Cigarettes	88.1	67.3	73.6	69.0	62.8	61.2	64.1	62.8	61.9	60.0
	HTU	-	-	-	1.6	6.8	7.3	7.5	8.9	10.7	12.0
New Zealand	Cigarettes	1.8	1.8	1.8	1.7	1.7	1.5	1.4	1.2	1.1	1.0
	HTU	-	-	-	-	-	-	-	-	-	-
	OTP	0.9	0.9	0.8	0.8	0.7	0.8	0.8	0.7	0.5	0.5
Singapore	Cigarettes	2.8	2.8	2.8	2.8	2.8	2.7	3.1	3.0	2.7	2.3

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of February 27, 2024

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Industry Volume Overview – Americas

(Billion Cigarette Equivalent Units)

Market	Product Group	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Argentina	Cigarettes	41.9	40.8	38.7	38.2	36.9	34.1	31.0	30.0	30.3	28.8
	OTP	0.2	0.2	0.2	0.3	0.2	0.1	0.1	0.2	-	0.1
Mexico	Cigarettes	33.5	33.8	36.2	35.8	35.5	35.5	30.5	31.8	32.0	29.8
	HTU	-	-	-	-	-	-	0.1	0.1	0.1	0.1

Note: Industry volumes are PMI estimates for tax-paid in-market sales (sales to the retail channel, depending on the market and distribution model) based on the latest available data from a number of internal and external sources. The figures include volumes above 50 million units for cigarettes, other tobacco products ("OTP": primarily make-your-own tobacco, roll-your-own tobacco, pipe tobacco, cigars and cigarillos), and heated tobacco units (HTUs), where applicable. The figures exclude other tobacco and nicotine product categories that may be present in certain markets, most notably e-cigarettes, oral tobacco and nicotine products, and shisha. The volumes may not reflect actual domestic consumption.
Source: PMI estimates as of February 27, 2024

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Reported Diluted EPS to Reported Diluted EPS, excluding Currency,
and Reconciliation of Reported Diluted EPS to Adjusted Diluted EPS, excluding Currency
(Unaudited)

	Years Ended December 31,		
	2023	2022	% Change
Reported Diluted EPS	\$ 5.02	\$ 5.81	(13.6)%
Less: Currency	(0.63)	-	-
Reported Diluted EPS, excluding Currency	\$ 5.65	\$ 5.81	(2.8)%

	Years Ended December 31,		
	2023	2022	% Change
Reported Diluted EPS	\$ 5.02	\$ 5.81	(13.6)%
Asset impairment and exit costs	0.06	-	-
Termination of distribution arrangement in the Middle East	0.04	-	-
Impairment of goodwill and other intangibles	0.44	0.06	-
Amortization of intangibles	0.25	0.09	-
Charges related to the war in Ukraine	0.03	0.08	-
Costs associated with Swedish Match AB offer	-	0.06	-
Swedish Match AB acquisition accounting related item	0.01	0.06	-
Income tax impact associated with Swedish Match AB financing	(0.11)	(0.13)	-
South Korea indirect tax charge	0.11	-	-
Termination of agreement with Foundation for a Smoke-Free World	0.07	-	-
Fair value adjustment for equity security investments	(0.02)	(0.02)	-
Tax items	0.11	(0.03)	-
Adjusted Diluted EPS	\$ 6.01	\$ 5.98	0.5%
Less: Currency	(0.63)	-	-
Adjusted Diluted EPS, excluding Currency	\$ 6.64	\$ 5.98	11.0%

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Adjusted Net Revenues, excluding Currency and Acquisitions
(\$ in millions) / (Unaudited)

Net Revenues	Special Items	Adjusted Net Revenues	Currency	Adjusted Net Revenues excluding Currency	Acquisitions	Adjusted Net Revenues excluding Currency & Acquisitions		Net Revenues	Special Items	Adjusted Net Revenues	Total	Excluding Currency	Excluding Currency & Acquisitions
2023							Years Ended December 31,	2022			% Change		
\$ 13,598	\$ -	\$ 13,598	\$ 249	\$ 13,349	\$ -	\$ 13,349	Europe	\$ 12,869	\$ -	\$ 12,869	5.7%	3.7%	3.7%
10,629	(80) ^(a)	10,709	(1,060)	11,769	-	11,769	SSEA, CIS & MEA	10,467	-	10,467	2.3%	12.4%	12.4%
6,201	-	6,201	(400)	6,601	-	6,601	EA, AU & PMI DF	5,936	-	5,936	4.5%	11.2%	11.2%
1,944	-	1,944	96	1,848	-	1,848	Americas	1,903	-	1,903	2.2%	(2.9)%	(2.9)%
2,496	-	2,496	-	2,496	2,113	383	Swedish Match	316	-	316	+100%	+100%	21.2%
306	-	306	3	303	-	303	Wellness and Healthcare	271	-	271	12.9%	11.8%	11.8%
\$ 35,174	\$ (80)	\$ 35,254	\$ (1,112)	\$ 36,366	\$ 2,113	\$ 34,253	Total PMI	\$ 31,762	\$ -	\$ 31,762	11.0%	14.5%	7.8%

(a) Reflects a reduction in net revenues of \$80 million related to the termination of distribution arrangement in the Middle East

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Operating Income to Adjusted Operating Income, excluding Currency and Acquisitions
(\$ in millions) / (Unaudited)

Operating Income	Special Items ^(a)	Adjusted Operating Income	Currency	Adjusted Operating Income excluding Currency	Acquisitions	Adjusted Operating Income excluding Currency & Acquisitions		Operating Income	Special Items ^(a)	Adjusted Operating Income	Total	Excluding Currency	Excluding Currency & Acquisitions
2023							Years Ended December 31,	2022			% Change		
\$ 6,012	\$ (202)	\$ 6,214	\$ 186	\$ 6,028	\$ -	\$ 6,028	Europe	\$ 5,802	\$ (242)	\$ 6,044	2.8%	(0.3)%	(0.3)%
3,047	(178)	3,225	(653)	3,878	-	3,878	SSEA, CIS & MEA	3,864	(56)	3,920	(17.7)%	(1.1)%	(1.1)%
2,481	(254)	2,735	(395)	3,130	-	3,130	EA, AU & PMI DF	2,424	(28)	2,452	11.5%	27.7%	27.7%
62	(19)	81	(197)	278	-	278	Americas	436	(14)	450	(82.0)%	(38.2)%	(38.2)%
824	(390)	1,214	(8)	1,222	1,027	195	Swedish Match	(22)	(151)	129	+100%	+100%	51.2%
(870)	(738)	(132)	(6)	(126)	-	(126)	Wellness and Healthcare	(258)	(171)	(87)	(51.7)%	(44.8)%	(44.8)%
\$ 11,556	\$ (1,781)	\$ 13,337	\$ (1,073)	\$ 14,410	\$ 1,027	\$ 13,383	Total PMI	\$ 12,246	\$ (662)	\$ 12,908	3.3%	11.6%	3.7%

(a) See Slide 156

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Reported Operating Income to Adjusted Operating Income
(\$ in millions) / (Unaudited)

PMI	Years Ended December 31,	
	2023	2022
Reported Operating Income	\$ 11,556	\$ 12,246
Asset Impairment & Exit Costs	(109)	-
Termination of distribution arrangement in the Middle East	(80)	-
Impairment of goodwill and other intangibles	(680)	(112)
Amortization of intangibles	(497)	(159)
Charges related to the war in Ukraine	(53)	(151)
Costs associated with Swedish Match AB offer	-	(115)
Swedish Match AB acquisition accounting related items	(18)	(125)
South Korea Indirect Tax Charge	(204)	-
Termination of agreement with Foundation for a Smoke-Free World	(140)	-
Adjusted Operating Income	\$ 13,337	\$ 12,908

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Adjusted Operating Income Margin, excluding Currency and Acquisitions
(\$ in millions) / (Unaudited)

Adjusted Operating Income ^(a)	Adjusted Net Revenues ^(b)	Adjusted Operating Income Margin	Adjusted Operating Income excluding Currency ^(a)	Adjusted Net Revenues excluding Currency ^(b)	Adjusted Operating Income Margin excluding Currency	Adjusted Operating Income excluding Currency & Acquisitions ^(a)	Adjusted Net Revenues excluding Currency & Acquisitions ^(b)	Adjusted Operating Income Margin excluding Currency & Acquisitions		Adjusted Operating Income ^(a)	Adjusted Net Revenues ^(b)	Adjusted Operating Income Margin	Adjusted Operating Income Margin	Adjusted Operating Income Margin excluding Currency	Adjusted Operating Income Margin excluding Currency & Acquisitions
2023									Years Ended December 31,	2022			% Points Change		
\$ 6,214	\$ 13,598	45.7%	\$ 6,028	\$ 13,349	45.2%	\$ 6,028	\$ 13,349	45.2%	Europe	\$ 6,044	\$ 12,869	47.0%	(1.3)	(1.8)	(1.8)
3,225	10,709	30.1%	3,878	11,769	33.0%	3,878	11,769	33.0%	SSEA, CIS & MEA	3,920	10,467	37.5%	(7.4)	(4.5)	(4.5)
2,735	6,201	44.1%	3,130	6,601	47.4%	3,130	6,601	47.4%	EA, AU & PMI DF	2,452	5,936	41.3%	2.8	6.1	6.1
81	1,944	4.2%	278	1,848	15.0%	278	1,848	15.0%	Americas	450	1,903	23.6%	(19.4)	(8.6)	(8.6)
1,214	2,496	48.6%	1,222	2,496	49.0%	195	383	50.9%	Swedish Match	129	316	40.8%	7.8	8.2	10.1
(132)	306	(43.1)%	(126)	303	(41.6)%	(126)	303	(41.6)%	Wellness and Healthcare	(87)	271	(32.1)%	(11.0)	(9.5)	(9.5)
\$ 13,337	\$ 35,254	37.8%	\$ 14,410	\$ 36,366	39.6%	\$ 13,383	\$ 34,253	39.1%	Total PMI	\$ 12,908	\$ 31,762	40.6%	(2.8)	(1.0)	(1.5)

(a) For the calculation of Adjusted Operating Income and Adjusted Operating Income excluding currency and acquisitions refer to slide 155

(b) For the calculation of Adjusted Net Revenues excluding currency and acquisitions refer to slide 154

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Restatement and Reconciliation of Adjusted Net Revenues – PMI and Swedish Match Combined

(\$ in millions) / (Unaudited)

	Years Ended December 31,					
	2023	2022	Total	Var.	Currency	Var. excl. currency
Total PMI						
Net Revenues	\$ 35,174	\$ 31,762	\$ 3,412	10.7%	\$ (1,112)	14.2%
Adjustments ^(a)	\$ (80)	-	\$ (80)	-	-	-
Adjusted Net Revenues	\$ 35,254	\$ 31,762	\$ 3,492	11.0%	\$ (1,112)	14.5%
Swedish Match						
Net Revenues	\$ 2,496	\$ 316	\$ 2,180	+100%	\$ -	+100%
Total PMI excl. Swedish Match						
Adjusted Net Revenues	\$ 32,758	\$ 31,446	\$ 1,312	4.2%	\$ (1,112)	7.7%
Pro Forma Swedish Match Financial Information						
Net Revenues	\$ 2,496	\$ 2,133	\$ 363	17.0%	\$ (65)	20.1%
Combustible Net Revenues	\$ 431	\$ 426	\$ 5	1.3%	\$ -	1.3%
SFP Net Revenues	\$ 2,065	\$ 1,707	\$ 358	21.0%	\$ (65)	24.8%
Combined Total Net Revenues	\$ 35,254	\$ 33,579	\$ 1,675	5.0%	\$ (1,177)	8.5%

(a) Reflects a reduction in net revenues related to the termination of distribution arrangement in the Middle East. Note: The unaudited pro forma combined financial information was prepared using the acquisition method of accounting and was based on the historical financial information of PMI and Swedish Match as disclosed in Form 10-Q for the 9 months ended September 30, 2023, Item 1, Note 2 Acquisitions. The unaudited quarterly pro forma 2022 Swedish Match net revenues are prepared on the same basis as the pro forma Swedish Match financial information for the year ended December 31, 2022 as disclosed in Form 10-Q for the 9 months ended September 30, 2023, Item 1, Note 2 Acquisitions, utilizing the full year average exchange rates. The currency variance includes adjustments to the 2022 quarterly average exchange rates. The unaudited pro forma financial information is not necessarily indicative of what the consolidated results of operations would have been had the acquisition been completed on January 1, 2021. In addition, the unaudited pro forma financial information is not a projection of future results of operations of the combined company, nor does it reflect the expected realization of any synergies or cost savings associated with the acquisition. Totals may not foot due to roundings

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Restatement and Reconciliation of Adjusted Net Revenues – PMI and Swedish Match Combined

(\$ in millions) / (Unaudited)

	Quarters Ended December 31,					
	2023	2022	Total	Var.	Currency	Var. excl. currency
Total PMI						
Net Revenues	\$ 9,047	\$ 8,152	\$ 895	11.0%	\$ (78)	11.9%
Adjustments	-	-	-	-	-	-
Adjusted Net Revenues	\$ 9,047	\$ 8,152	\$ 895	11.0%	\$ (78)	11.9%
Swedish Match						
Net Revenues	\$ 682	\$ 316	\$ 366	+100%	\$ -	+100%
Total PMI excl. Swedish Match						
Adjusted Net Revenues	\$ 8,365	\$ 7,836	\$ 529	6.8%	\$ (78)	7.7%
Pro Forma Swedish Match Financial Information						
Net Revenues	\$ 682	\$ 589	\$ 93	15.7%	\$ (59)	25.7%
Combined Total Net Revenues	\$ 9,047	\$ 8,425	\$ 622	7.4%	\$ (137)	9.0%

Note: The unaudited pro forma combined financial information was prepared using the acquisition method of accounting and was based on the historical financial information of PMI and Swedish Match as disclosed in Form 10-Q for the 9 months ended September 30, 2023, Item 1, Note 2 Acquisitions. The unaudited quarterly pro forma 2022 Swedish Match net revenues are prepared on the same basis as the pro forma Swedish Match financial information for the year ended December 31, 2022 as disclosed in Form 10-Q for the 9 months ended September 30, 2023, Item 1, Note 2 Acquisitions, utilizing the full year average exchange rates. The currency variance includes adjustments to the 2022 quarterly average exchange rates. The unaudited pro forma financial information is not necessarily indicative of what the consolidated results of operations would have been had the acquisition been completed on January 1, 2021. In addition, the unaudited pro forma financial information is not a projection of future results of operations of the combined company, nor does it reflect the expected realization of any synergies or cost savings associated with the acquisition. Totals may not foot due to roundings

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Net Revenues by Product Category
(\$ in millions) / (Unaudited)

Net Revenues	Years Ended December 31,								Quarter Ended March 31,	Quarter Ended June 30,	Quarter Ended September 30,	Quarter Ended December 31,	Year Ended December 31,
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023	2023	2023	2023
Combustible Tobacco	\$ 26,595	\$ 25,818	\$ 24,970	\$ 25,378	\$ 24,083	\$ 21,747	\$ 22,067 ^(a)	\$ 21,572	\$ 5,223 ^(b)	\$ 5,790	\$ 5,832	\$ 5,489	\$ 22,334 ^(c)
Smoke-free excl. W&H	199	867	3,778	4,247	5,722	6,947	9,237	9,919	2,710	3,101	3,234	3,489	12,534
Wellness and Healthcare	-	-	-	-	-	-	101	271	86	76	75	69	306
Smoke-free incl. W&H	199	867	3,778	4,247	5,722	6,947	9,338	10,190	2,796	3,177	3,309	3,558	12,840
Total PMI	\$ 26,794	\$ 26,685	\$ 28,748	\$ 29,625	\$ 29,805	\$ 28,694	\$ 31,405 ^(a)	\$ 31,762	\$ 8,019 ^(b)	\$ 8,967	\$ 9,141	\$ 9,047	\$ 35,174 ^(c)

(a) 2021 includes a reduction in net revenues of \$246 million related to the Saudi Arabia customs assessment. Excluding this impact total PMI adjusted net revenues are \$31,651 million and for combustible tobacco \$22,313 million

(b) First-quarter 2023 includes a reduction in net revenues of \$80 million related to the termination of distribution arrangement in the Middle East. Excluding this impact total PMI adjusted net revenues are \$8,099 million and for combustible tobacco \$5,303 million

(c) Year Ended December 31, 2023 includes a reduction in net revenues of \$80 million related to the termination of distribution arrangement in the Middle East. Excluding this impact total PMI adjusted net revenues are \$35,254 million and for combustible tobacco \$22,414 million

Note: Sum of product categories might not foot to Total PMI due to roundings. "-" indicates amounts between -\$0.5 million and +\$0.5 million

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Net Revenues to Adjusted Net Revenues by Product Category
(\$ in millions) / (Unaudited)

Quarter ended December 31			2023	Year ended December 31		
Net Revenues	Special Items	Adj. Net Revenues		Net Revenues	Special Items(a)	Adj. Net Revenues
\$ 9,047	\$ -	\$ 9,047	Total PMI	\$ 35,174	\$ (80)	\$ 35,254
5,489	-	5,489	Combustible Tobacco	22,334	(80)	22,414
		61%	% of total adjusted			64%
2,880	-	2,880	Smoke-Free Inhalable Products	10,375	-	10,375
		32%	% of total adjusted			29%
575	-	575	Smoke-Free Oral Products	2,003	-	2,003
		6%	% of total adjusted			6%
104	-	104	Smoke-Free Other	462	-	462
		1%	% of total adjusted			1%

(a) Net revenues reflects a reduction related to the termination of distribution arrangement in the Middle East
Note: Sum of product categories and special items might not foot due to roundings

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Operating Income to Adjusted Operating Income, excluding Currency, Acquisitions and RBH Impact
(\$ in millions) / (Unaudited)

Operating Income	Special Items ^(a)	Adjusted Operating Income	Currency	Adjusted Operating Income excluding Currency	Acquisitions	Adjusted Operating Income excluding Currency & Acquisitions	Operating Income	Special Items ^(a)	Operating Income attributable to RBH ^(b)	Adjusted Operating Income	Total	Excluding Currency	Excluding Currency & Acquisitions
2020							Full Year Ended December 31, 2019						
\$ 11,668	\$ (30)	\$ 11,698	\$ (474)	\$ 12,172	\$ -	\$ 12,172	Total PMI ^(c)	\$ 10,531	\$ (1,229)	\$ 126	\$ 11,634	0.6%	4.6%
2021							Full Year Ended December 31, 2020						
\$ 12,975	\$ (609)	\$ 13,584	\$ 269	\$ 13,315	\$ 19	\$ 13,296	Total PMI	\$ 11,668	\$ (103)	\$ -	\$ 11,771	15.4%	13.1%
2022							Full Year Ended December 31, 2021						
\$ 12,246	\$ (662)	\$ 12,908	\$ (1,507)	\$ 14,415	\$ 99	\$ 14,316	Total PMI	\$ 12,975	\$ (609)	\$ -	\$ 13,584	(5.0)%	6.1%
2023							Six months ended June 30, 2022						
\$ 5,297	\$ (1,254)	\$ 6,551	\$ (485)	\$ 7,036	\$ 574	\$ 6,462	Total PMI	\$ 6,354	\$ (248)	\$ -	\$ 6,602	(0.8)%	6.6%
2023							Quarters Ended December 31, 2022						
\$ 2,889	\$ (163)	\$ 3,052	\$ (301)	\$ 3,353	\$ 138	\$ 3,215	Total PMI	\$ 2,924	\$ (52)	\$ -	\$ 2,976	2.6%	12.7%
2023							Six months ended December 31, 2022						
\$ 6,259	\$ (527)	\$ 6,786	\$ (588)	\$ 7,374	\$ 453	\$ 6,921	Total PMI	\$ 5,892	\$ (414)	\$ -	\$ 6,306	7.6%	16.9%
2023							Full Year Ended December 31, 2022						
\$ 11,556	\$ (1,781)	\$ 13,337	\$ (1,073)	\$ 14,410	\$ 1,027	\$ 13,383	Total PMI	\$ 12,246	\$ (662)	\$ -	\$ 12,908	3.3%	11.6%

(a) See Slide 163

(b) Represents the impact attributable to RBH from January 1, 2019 through March 21, 2019

(c) Adjusted Operating Income reflects the historical financials as reported and includes amortization and impairment of intangible assets for the comparison 2020 vs. 2019

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PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

Reconciliation of Non-GAAP Measures

Reconciliation of Reported Operating Income to Adjusted Operating Income and RBH Impact (\$ in millions) / (Unaudited)

	Year Ended Dec 31, 2019	Year Ended Dec 31, 2020	Year Ended Dec 31, 2021	Six Months Ended Jun 30, 2022	Quarter Ended Dec 30, 2022	Six Months Ended Dec 31, 2022	Year Ended Dec 31, 2022	Six Months Ended Jun 30, 2023	Quarter Ended Dec 30, 2023	Six Months Ended Dec 31, 2023	Year Ended Dec 31, 2023
Reported Operating Income	\$ 10,531	\$ 11,668	\$ 12,975	\$ 6,354	\$ 2,924	\$ 5,892	\$ 12,246	\$ 5,297	\$ 2,889	\$ 6,259	\$ 11,556
Loss on deconsolidation of RBH	(239)	-	-	-	-	-	-	-	-	-	-
Russia excise and VAT audit charge	(374)	-	-	-	-	-	-	-	-	-	-
Canadian tobacco litigation-related expense	(194)	-	-	-	-	-	-	-	-	-	-
Asset impairment and exit costs	(422)	(149)	(216)	-	-	-	-	(109)	-	-	(109)
Brazil Indirect Tax Credit	-	119	-	-	-	-	-	-	-	-	-
Asset acquisition cost	-	-	(51)	-	-	-	-	-	-	-	-
Saudi Arabia customs assessments	-	-	(246)	-	-	-	-	-	-	-	-
Impairment of goodwill and other intangibles	-	-	-	-	-	(112)	-	(680)	-	-	(680)
Amortization of intangibles	-	(73)	(96)	(74)	(58)	(85)	(271)	(163)	(129)	(334)	(497)
Cost associated to Swedish Match AB offer	-	-	-	(52)	154	(63)	(115)	-	-	-	-
Swedish Match AB acquisition accounting related items	-	-	-	-	(125)	(125)	(125)	(18)	-	-	(18)
Charges related to the war in Ukraine	-	-	-	(122)	(23)	(29)	(151)	-	(34)	(53)	(53)
Termination of distribution arrangement in the Middle East	-	-	-	-	-	-	-	(80)	-	-	(80)
South Korea Indirect Tax Charge	-	-	-	-	-	-	-	(204)	-	-	(204)
Termination of agreement with Foundation for a Smoke-Free World	-	-	-	-	-	-	-	-	-	(140)	(140)
Adjusted Operating Income	\$ 11,760	\$ 11,771	\$ 13,584	\$ 6,602	\$ 2,976	\$ 6,306	\$ 12,908	\$ 6,551	\$ 3,052	\$ 6,786	\$ 13,337
Less Operating Income attributable to RBH	126										
Adjusted Operating Income	\$ 11,634										