

# **Philip Morris International Inc.**

## **Glossary of Key Terms, Definitions and Explanatory Notes; and**

### **Select Financial Information and Reconciliations of Non-GAAP Financial Measures**

**2025 First-Quarter Results  
April 23, 2025**

# **Glossary of Key Terms, Definitions and Explanatory Notes**

## General

- "PMI" refers to Philip Morris International Inc. and its subsidiaries. Trademarks and service marks that are the registered property of, or licensed by, the subsidiaries of PMI, are italicized.
- Comparisons are made to the same prior-year period unless otherwise stated.
- References to total industry (or total market), PMI shipment volume and PMI market share performance reflect cigarettes and heated tobacco units, unless otherwise stated.
- As of the first quarter of 2022, total industry volume, PMI in-market sales volume and PMI market share for the following geographies include the cigarillo category in Japan: the total international market, EA, AU & PMI GTR Region, and Japanese domestic market.
- References to total international market, defined as worldwide cigarette and heated tobacco unit volume excluding the U.S., total industry (or total market) and market shares are PMI estimates for tax-paid products based on data from a number of internal and external sources and may, in defined instances, exclude the People's Republic of China. Past reported periods may be updated to ensure comparability and to incorporate the most current information for industry and market share reporting.
- "Combustible tobacco products" is the term PMI uses to refer to cigarettes and other tobacco products that are combusted.
- In-market sales or "IMS" is defined as sales to the trade channels, which serve the end legal age nicotine users. Depending on the market and distribution model, IMS may represent an estimate. Consequently, past reported periods may be updated to ensure comparability and to incorporate the most current information.
- From time to time, PMI's shipment volumes and IMS are subject to the impact of distributor inventory movements (or wholesaler inventory movements in certain markets where PMI does not sell to distributors), and estimated total industry/market volumes are subject to the impact of inventory movements in various trade channels that include estimated trade inventory movements of PMI's competitors arising from market-specific factors 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. In such instances, in addition to reviewing PMI shipment volumes, IMS, certain estimated total industry/market volumes and estimated market share on a reported basis, management reviews these measures on an adjusted basis that excludes the impact of distributor and/or estimated trade inventory movements. Management also believes that disclosing PMI's shipment volumes, IMS, estimated total industry/market volumes and estimated market share in such circumstances on a basis that excludes the impact of distributor and/or estimated trade inventory movements, improves the comparability of performance and trends for these measures over different reporting periods.
- "Total shipment volume" is defined as the combined total of cigarette, heated tobacco, oral smoke-free products (excluding snuff, snuff leaf and U.S. chew) and e-vapor shipment volume in equivalent units, unless otherwise stated.
- "SSEA, CIS & MEA" stands for South & Southeast Asia, Commonwealth of Independent States, and Middle East & Africa.
- "EA, AU & PMI GTR" stands for East Asia, Australia and PMI Global Travel Retail.
- Following the sale of Vectura Group Ltd. on December 31, 2024, we updated our segment reporting in January 2025 by including the ongoing Wellness & Healthcare segment results in the Europe segment. In addition, PMI renamed its "PMI Duty Free" business to "PMI Global Travel Retail" effective in the first quarter of 2025. As a result of this change, our segment that includes our duty free business was renamed East Asia, Australia & PMI Global Travel Retail ("EA, AU & PMI GTR"). As of the first quarter of 2025, PMI began reporting on this basis.
- Following the deconsolidation of PMI's Canadian subsidiary, Rothmans, Benson & Hedges, Inc. (RBH) on March 22, 2019, PMI continues to report the volume and corresponding royalty revenues of brands sold by RBH for which other PMI subsidiaries are the trademark owner. These include *Next*, *TEREA* and *VEEV*. The volume and corresponding royalty revenues for these brands sold by RBH were not material to PMI for all periods presented.

- Within the tables and schedules presented throughout this earnings release, certain columns and rows may not add due to the use of rounded numbers for disclosure purposes.

## Financial

- "Cost of sales" consists principally of: tobacco leaf, non-tobacco raw materials, labor and manufacturing costs; shipping and handling costs; and the cost of devices produced by third-party electronics manufacturing service providers. Estimated costs associated with device warranty programs are generally provided for in cost of sales in the period the related revenues are recognized.
- "Marketing, administration and research costs" include the costs of marketing and selling our products, other costs generally not related to the manufacture of our products (including general corporate expenses), and costs incurred to develop new products. The most significant components of our marketing, administration and research costs are marketing and sales expenses and general and administrative expenses.
- "Cost/Other" in the Consolidated Financial Summary table of total PMI and the four segments of this release reflects the currency and acquisition/divestiture-neutral variances of: cost of sales (excluding the volume/mix cost component); marketing, administration and research costs (including restructuring costs); and amortization and impairment of intangibles. "Cost/Other" also includes the currency and acquisition/divestiture-neutral net revenue variance, unrelated to volume/mix and price components, attributable to: fees for certain distribution rights billed to customers in certain markets in the SSEA, CIS & MEA Region.
- "Adjusted Operating Income Margin" is calculated as adjusted operating income, divided by adjusted net revenues.
- "Adjusted EBITDA" is defined as earnings before interest, taxes, depreciation, amortization and equity (income)/loss in unconsolidated subsidiaries, excluding restructuring costs, impairment of intangibles, and unusual items.
- "Net debt" is defined as total debt, less cash and cash equivalents.
- Growth rates presented on an organic basis reflect adjusted results, excluding currency, acquisitions and divestitures.
- Management reviews net revenues, gross profit, operating income, operating income margin, operating cash flow and earnings per share, or "EPS," on an adjusted basis, which may exclude the impact of currency and other items such as acquisitions, divestitures, restructuring costs, tax items and other special items. Additionally, starting in 2022 and on a comparative basis, for these measures other than net revenues and operating cash flow, PMI includes adjustments to add back amortization expense on acquisition related intangible assets that are recorded as part of purchase accounting and contribute to PMI's revenue generation, as well as impairment of intangible assets, if any. While amortization expense on acquisition related intangible assets is excluded in these adjusted measures, the net revenues generated from these acquired intangible assets are included in the company's adjusted measures, unless otherwise stated. Currency-neutral and organic growth rates reflect the way management views underlying performance for these measures. PMI believes that such measures provide useful insight into underlying business trends and results. Management reviews these measures because they exclude changes in currency exchange rates and other factors that may distort underlying business trends, thereby improving the comparability of PMI's business performance between reporting periods. Furthermore, PMI uses several of these measures in its management compensation program to promote internal fairness and a disciplined assessment of performance against company targets. PMI discloses these measures to enable investors to view the business through the eyes of management.
- When PMI provides its expectation for adjusted net revenues, adjusted operating income and margin, adjusted earnings per share and adjusted operating cash flow on a forward-looking basis, a reconciliation of the differences between the non-GAAP expectations and the corresponding GAAP measures, as described above, generally is not available without unreasonable effort due to potentially high variability, complexity, and low visibility as to the items that would be excluded from the GAAP measure in the relevant future period, such as restructuring costs, amortization and impairment of acquired intangibles and other special items, changes in currency exchange rates, the impact and timing of potential acquisitions and divestitures, and other structural changes or their probable significance. The variability of the excluded items may have a significant, and potentially unpredictable, impact on our future GAAP results.

- Non-GAAP measures used by PMI should neither be considered in isolation nor as a substitute for the financial measures prepared in accordance with U.S. GAAP. For a reconciliation of non-GAAP measures to the most directly comparable U.S. GAAP measures, see the "Select Financial Information and Reconciliations of Non-GAAP Financial Measures" section of this document.
- U.S. GAAP Treatment of a country as a Highly Inflationary Economy: following the categorization of a country by the International Practices Task Force of the Center for Audit Quality as having a three-year cumulative inflation rate greater than 100%, the country is considered highly inflationary in accordance with U.S. GAAP. For such countries, PMI accounts for the operations of its local affiliates as highly inflationary, and to treat the U.S. dollar as the functional currency of the affiliates. Such treatment was effective July 1, 2018, for Argentina, April 1, 2022, for Turkey, and October 1, 2024 for Egypt.
- "Fair value adjustment for equity security investments" reflects the adjustment resulting from share price movements in passive investments for publicly traded entities that are not controlled or influenced by PMI. Under U.S. GAAP, such adjustments are required to be reflected directly in the income statement. Adjustments reflect share price movements in PMI's investments in India and Sri Lanka.
- "Income tax impact associated with Swedish Match AB financing" reflects a deferred tax benefit (cost) for unrealized foreign currency losses (gains) on intercompany loans related to the Swedish Match acquisition financing reflected in PMI's consolidated statements of earnings. The underlying pre-tax foreign currency movements fully offset in the consolidated statements of earnings and were reflected as currency translation adjustments in PMI's consolidated statements of stockholders' (deficit) equity.
- Egypt sales tax charge: In the third quarter of 2024, following a ruling issued by the Higher Administrative Court in Egypt and subsequent evaluation of available remedies, PMI concluded that an adverse outcome was probable and recorded a pre-tax charge of \$45 million in relation to tax assessments for general sales tax deducted on imported cutfiller for the years 2014 to 2016.
- Loss on Sale of Vectura Group: In September 2024, PMI announced the execution of a definitive agreement to sell Vectura to Molex Asia Holdings Ltd. On December 31, 2024, we completed the sale. As a result, PMI recorded a pre-tax loss in 2024 of \$199 million, primarily related to an impairment charge of \$198 million recorded in the third quarter related to Vectura's classification as held for sale.

### Smoke-Free

- Smoke-free business ("SFB") is the term PMI uses to refer to all of its smoke-free products. SFB also includes wellness and healthcare products, as well as consumer accessories, such as lighters and matches.
- Smoke-free products ("SFPs") is the term PMI uses to refer to all of its products that provide nicotine without combusting tobacco, such as heat-not-burn, e-Vapor, and oral smokeless, and that therefore generate far lower levels of harmful chemicals. As such, these products have the potential to present less risk of harm versus continued smoking.
- Wellness and Healthcare products primarily refer to products associated with inhaled therapeutics and oral and intra-oral delivery systems.
- "Heated tobacco units" or "HTU" is the term PMI uses to refer to heated tobacco consumables, which include our *BLENDS*, *DELIA*, *HEETS*, *HEETS Creations* (defined collectively as "*HEETS*"), *SENTIA*, *TEREA*, *TEREA CRAFTED*, and *TEREA Dimensions*, as well as the KT&G-licensed brands, *Fiit* and *Miix* (outside of South Korea). HTU's also include zero tobacco heat-not-burn consumables (*LEVIA*).
- Unless otherwise stated, market share for HTUs is defined as the in-market sales volume for HTUs as a percentage of the total estimated industry sales volume for cigarettes and HTUs. For Japan, total estimated industry sales volume also includes cigarillos.
- "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.
- Unless otherwise stated, all references to *IQOS* are to PMI's *IQOS* devices and heated tobacco consumables.

- IQOS heat-not-burn devices are precisely controlled heating devices into which a specially designed and proprietary tobacco units are inserted and heated to generate an aerosol.
- "PMI heat-not-burn products" or "PMI HTUs" or "IQOS HTUs" include licensed KT&G heat-not-burn products.
- "Total PMI SFPs users" is defined as the sum of "Total IQOS users", "Total oral smokeless users", "Total e-Vapor users" of PMI products minus "Poly-users across PMI SFPs categories".
- "Total IQOS users" is defined as the estimated number of Legal Age (minimum 18 years<sup>1</sup>) users of PMI heat-not-burn products, for which PMI HTUs represented at least a portion of their daily tobacco consumption over the past seven days.

The estimated number of adults who have "switched to IQOS and stopped smoking" reflects:

- for markets where there are no heat-not-burn products other than PMI heat-not-burn products: daily individual consumption of PMI HTUs represents the totality of their daily tobacco consumption in the past seven days;
- for markets where PMI heat-not-burn products are among other heat-not-burn products: daily individual consumption of HTUs represents the totality of their daily tobacco consumption in the past seven days, of which at least 70% is PMI HTUs.
- "Total PMI oral smokeless users" are defined as the estimated number of Legal Age (minimum 21 years in the U.S and minimum 18 years<sup>1</sup> outside the U.S) users of oral smokeless products who consumed at least one of PMI oral smokeless products (nicotine pouches in the U.S., and nicotine pouches or snus outside the U.S) over the past seven days.
- "Total PMI e-Vapor users" is defined as the estimated number of Legal Age (minimum 18 years<sup>1</sup>) users of e-Vapor products, who consumed at least one of PMI e-Vapor products in the past seven days.
- "Poly-users across PMI SFPs categories" are defined as the estimated number of Legal Age (minimum 18 years<sup>1</sup>) users who used multiple PMI SFPs over the past seven days.
- The above SFPs user metrics reflect PMI estimates, which are based on PMI's proprietary Nicotine Containing Products Tracker (NCPT). The methodology relies on NCPT e-Vapor, oral smokeless (except the U.S.) and poly-usage data, which is calibrated using Total IQOS users data, leveraging our deeper understanding of PMI's heat-not-burn category and its size. Total PMI oral smokeless users in the U.S. are approximated through volume-based estimations, as NCPT data for the U.S. is not currently available.

Note: PMI SFPs user estimates are derived from sample-based estimations from NCPT at 95% Confidence Interval. The accuracy and reliability of PMI SFPs users estimates may vary based on sample size, market maturity and availability of information.

- "Oral smoke-free product volume" excludes snuff, snuff leaf and U.S. chew and is measured in cans or, for the purposes of total shipment volumes, in pouches or pouch equivalents.
- "Other Oral SFP volume" includes tobacco bits and chew bags.
- Oral smoke-free products conversion: (i) nicotine pouches: 15 pouches per can in the U.S. and approximately 20 pouches per can outside the U.S.; (ii) snus products: weighted average 21 pouches equivalent per can; (iii) moist snuff products: weighted average 17 pouches equivalent per can; (iv) tobacco bits products: weighted average 30 pouches equivalent per can; (v) chew bags products: weighted average 20 pouches per can.
- E-vapor products conversion: one milliliter of e-vapor liquid equivalent to 10 units.

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<sup>1</sup> Minimum 18 years or older depending on market regulation

# **Select Financial Information and Reconciliations of Non-GAAP Financial Measures**

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

**Diluted Earnings Per Share (EPS)**

(\$ in millions, except per share data) / (Unaudited)

Diluted EPS	Quarters Ended	
	March 31,	
<b>2025 Diluted Earnings Per Share (1)</b>	<b>\$ 1.72</b>	
<b>2024 Diluted Earnings Per Share (1)</b>	<b>\$ 1.38</b>	
Change	\$ 0.34	
% Change	24.6 %	
<b>Reconciliation:</b>		
<b>2024 Diluted Earnings Per Share (1)</b>	<b>\$ 1.38</b>	
2024 Restructuring charges	0.09	
2024 Amortization of intangibles	0.06	
2024 Impairment of other intangibles	0.01	
2024 Income tax impact associated with Swedish Match AB financing	0.07	
2024 Fair value adjustment for equity security investments	(0.08)	
2024 Tax Items	(0.03)	
2025 Amortization of intangibles	(0.12)	
2025 Income tax impact associated with Swedish Match AB financing	0.06	
2025 Fair value adjustment for equity security investments	0.09	
Currency	(0.07)	
Interest	0.03	
Change in tax rate	(0.03)	
Operations (2)	0.26	
<b>2025 Diluted Earnings Per Share (1)</b>	<b>\$ 1.72</b>	

(1) Basic and diluted EPS were calculated using the following (in millions):

	Quarters Ended	
	March 31,	
	2025	2024
Net Earnings attributable to PMI	\$ 2,690	\$ 2,148
Less: Distributed and undistributed earnings attributable to share-based payment awards (3)	8	6
Net Earnings for basic and diluted EPS	\$ 2,682	\$ 2,142
Weighted-average shares for basic EPS	1,556	1,553
Plus Contingently Issuable Performance Stock Units (3)	1	2
Weighted-average shares for diluted EPS	1,557	1,555

(2) Includes the impact of shares outstanding and share-based payments

(3) Including rounding adjustment

Note: EPS is computed independently for each of the periods presented. Accordingly, the sum of the quarterly EPS amounts may not agree to the total for the year

## 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)

	Quarters Ended March 31,			
	2025	2024	% Change	
<b>Reported Diluted EPS</b>	<b>\$ 1.72</b>	<b>\$ 1.38</b>	<b>24.6 %</b>	
Less: Currency	(0.07)			
<b>Reported Diluted EPS, excluding Currency</b>	<b>\$ 1.79</b>	<b>\$ 1.38</b>	<b>29.7 %</b>	
	Quarters Ended March 31,			Year Ended
	2025	2024	% Change	2024
<b>Reported Diluted EPS</b>	<b>\$ 1.72</b>	<b>\$ 1.38</b>	<b>24.6 %</b>	<b>\$ 4.52</b>
Restructuring charges	—	0.09		0.10
Egypt sales tax charge	—	—		0.03
Loss on sale of Vectura Group	—	—		0.13
Impairment of other intangibles	—	0.01		0.01
Amortization of intangibles	0.12	0.06		0.40
Megapolis localization tax impact	—	—		0.05
Income tax impact associated with Swedish Match AB financing	(0.06)	0.07		0.14
Fair value adjustment for equity security investments	(0.09)	(0.08)		(0.27)
Impairment related to the RBH equity investment	—	—		1.49
Tax items	—	(0.03)		(0.03)
<b>Adjusted Diluted EPS</b>	<b>\$ 1.69</b>	<b>\$ 1.50</b>	<b>12.7 %</b>	<b>\$ 6.57</b>
Less: Currency	(0.07)			
<b>Adjusted Diluted EPS, excluding Currency</b>	<b>\$ 1.76</b>	<b>\$ 1.50</b>	<b>17.3 %</b>	

Note: EPS is computed independently for each of the periods presented. Accordingly, the sum of the quarterly EPS amounts may not agree to the total for the year

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

## Reconciliation of Non-GAAP Measures

## Net Revenues by Product Category and Adjustments of Net Revenues for the Impact of Currency and Acquisitions / Divestitures

(\$ in millions) / (Unaudited)

Net Revenues	Currency	Net Revenues excluding Currency	Acquisitions / Divestitures	Net Revenues excl. Currency & Acquisitions / Divestitures	Quarters Ended March 31,	Net Revenues	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
<b>2025</b>					<b>Combustible Tobacco</b>	<b>2024</b>	<b>% Change</b>		
\$ 1,907	\$ (68)	\$ 1,975	\$ —	\$ 1,975	Europe	\$ 1,931	(1.3)%	2.3 %	2.3 %
2,413	(74)	2,487	—	2,487	SSEA, CIS & MEA	2,346	2.9 %	6.0 %	6.0 %
603	(20)	622	—	622	EA, AU & PMI GTR	597	1.0 %	4.3 %	4.3 %
484	(46)	531	—	531	Americas	534	(9.3)%	(0.6)%	(0.6)%
<b>\$ 5,406</b>	<b>\$ (208)</b>	<b>\$ 5,614</b>	<b>\$ —</b>	<b>\$ 5,614</b>	<b>Total Combustible Tobacco</b>	<b>\$ 5,407</b>	<b>— %</b>	<b>3.8 %</b>	<b>3.8 %</b>
<b>2025</b>					<b>Smoke-Free</b>	<b>2024</b>	<b>% Change</b>		
\$ 1,653	\$ (74)	\$ 1,727	\$ (49)	\$ 1,776	Europe	\$ 1,524	8.5 %	13.3 %	16.5 %
51	(2)	54	(49)	102	<i>of which, Wellness &amp; Healthcare</i>	90	(42.8)%	(40.4)%	13.8 %
330	(14)	344	—	344	SSEA, CIS & MEA	312	5.8 %	10.3 %	10.3 %
1,128	(42)	1,171	—	1,171	EA, AU & PMI GTR	1,087	3.8 %	7.7 %	7.7 %
783	(2)	784	—	784	Americas	462	69.4 %	69.8 %	69.8 %
<b>\$ 3,895</b>	<b>\$ (132)</b>	<b>\$ 4,027</b>	<b>\$ (49)</b>	<b>\$ 4,076</b>	<b>Total Smoke-Free</b>	<b>\$ 3,386</b>	<b>15.0 %</b>	<b>18.9 %</b>	<b>20.4 %</b>
<b>2025</b>					<b>PMI</b>	<b>2024</b>	<b>% Change</b>		
\$ 3,560	\$ (142)	\$ 3,702	\$ (49)	\$ 3,751	Europe	\$ 3,455	3.0 %	7.1 %	8.6 %
2,743	(88)	2,831	—	2,831	SSEA, CIS & MEA	2,658	3.2 %	6.5 %	6.5 %
1,731	(62)	1,793	—	1,793	EA, AU & PMI GTR	1,684	2.8 %	6.5 %	6.5 %
1,267	(48)	1,315	—	1,315	Americas	996	27.2 %	32.0 %	32.0 %
<b>\$ 9,301</b>	<b>\$ (340)</b>	<b>\$ 9,641</b>	<b>\$ (49)</b>	<b>\$ 9,690</b>	<b>Total PMI</b>	<b>\$ 8,793</b>	<b>5.8 %</b>	<b>9.6 %</b>	<b>10.2 %</b>

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

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

## Reconciliation of Non-GAAP Measures

## Reconciliation of Net Revenues to Adjusted Net Revenues, excluding Currency and Acquisitions / Divestitures

(\$ in millions) / (Unaudited)

Net Revenues	Special Items	Adjusted Net Revenues	Currency	Adjusted Net Revenues excluding Currency	Acquisitions / Divestitures	Adjusted Net Revenues excluding Currency & Acquisitions / Divestitures		Net Revenues	Special Items	Adjusted Net Revenues	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
2025							Quarters Ended March 31,	2024			% Change		
\$ 3,560	\$ —	\$ 3,560	\$ (142)	\$ 3,702	\$ (49)	\$ 3,751	Europe	\$ 3,455	\$ —	\$ 3,455	3.0 %	7.1 %	8.6 %
2,743	—	2,743	(88)	2,831	—	2,831	SSEA, CIS & MEA	2,658	—	2,658	3.2 %	6.5 %	6.5 %
1,731	—	1,731	(62)	1,793	—	1,793	EA, AU & PMI GTR	1,684	—	1,684	2.8 %	6.5 %	6.5 %
1,267	—	1,267	(48)	1,315	—	1,315	Americas	996	—	996	27.2 %	32.0 %	32.0 %
<b>\$ 9,301</b>	<b>\$ —</b>	<b>\$ 9,301</b>	<b>\$ (340)</b>	<b>\$ 9,641</b>	<b>\$ (49)</b>	<b>\$ 9,690</b>	<b>Total PMI</b>	<b>\$ 8,793</b>	<b>\$ —</b>	<b>\$ 8,793</b>	<b>5.8 %</b>	<b>9.6 %</b>	<b>10.2 %</b>

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

## Reconciliation of Non-GAAP Measures

## Reconciliation of Gross Profit by Product Category to Adjusted Gross Profit, excluding Currency and Acquisitions / Divestitures

(\$ in millions) / (Unaudited)

Gross Profit	Special Items (1)	Adjusted Gross Profit	Currency	Adjusted Gross Profit excluding Currency	Acquisitions / Divestitures	Adjusted Gross Profit excl. Currency & Acquisitions / Divestitures	Quarters Ended March 31,	Gross Profit	Special Items (1)	Adjusted Gross Profit	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
2025								2024			% Change		
\$ 3,519	\$ —	\$ 3,519	\$ (134)	\$ 3,653	\$ 20	\$ 3,633	Combustible Tobacco	\$ 3,452	\$ —	\$ 3,452	2.0 %	5.8 %	5.3 %
2025								2024			% Change		
\$ 2,742	\$ (5)	\$ 2,747	\$ (100)	\$ 2,847	\$ (31)	\$ 2,878	Smoke-Free	\$ 2,146	\$ (16)	\$ 2,163	27.0 %	31.6 %	33.1 %
2025								2024			% Change		
\$ 6,261	\$ (5)	\$ 6,266	\$ (234)	\$ 6,500	\$ (11)	\$ 6,511	Total PMI	\$ 5,598	\$ (16)	\$ 5,614	11.6 %	15.8 %	16.0 %

(1) 2025 first-quarter reflects amortization of intangibles in Smoke-free, all amounts are related to cost of goods sold. 2024 first-quarter reflects amortization of intangibles in Smoke-free, all amounts are related to cost of goods sold.

Note: Sum of product categories and special items might not foot due to roundings.

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

## Reconciliation of Non-GAAP Measures

## Adjustments of Operating Income for the Impact of Currency and Acquisitions / Divestitures

(\$ in millions) / (Unaudited)

Operating Income	Currency	Operating Income excluding Currency	Acquisitions / Divestitures	Operating Income excluding Currency & Acquisitions / Divestitures		Operating Income	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
2025					Quarters Ended March 31,	2024	% Change		
\$ 1,437	\$ (71)	\$ 1,508	\$ 24	\$ 1,484	Europe	\$ 1,411	1.8 %	6.9 %	5.2 %
920	20	900	19	881	SSEA, CIS & MEA	772	19.2 %	16.6 %	14.1 %
913	(24)	937	—	937	EA, AU & PMI GTR	763	19.7 %	22.8 %	22.8 %
274	(38)	312	—	312	Americas	99	+100%	+100%	+100%
<b>\$ 3,544</b>	<b>\$ (113)</b>	<b>\$ 3,657</b>	<b>\$ 43</b>	<b>\$ 3,614</b>	<b>Total PMI</b>	<b>\$ 3,045</b>	<b>16.4 %</b>	<b>20.1 %</b>	<b>18.7 %</b>

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries  
Reconciliation of Non-GAAP Measures

**Reconciliation of Operating Income to Adjusted Operating Income, excluding Currency and Acquisitions / Divestitures**

(\$ in millions) / (Unaudited)

Operating Income	Special Items (1)	Adjusted Operating Income	Currency	Adjusted Operating Income excluding Currency	Acquisitions / Divestitures	Adjusted Operating Income excluding Currency & Acquisitions / Divestitures		Operating Income	Special Items (1)	Adjusted Operating Income	Total	Excluding Currency	Excluding Currency & Acquisitions / Divestitures
2025							Quarters Ended March 31,	2024			% Change		
\$ 1,437	\$ (43)	\$ 1,480	\$ (71)	\$ 1,551	\$ (13)	\$ 1,564	Europe	\$ 1,411	\$ (82)	\$ 1,493	(0.9)%	3.9 %	4.8 %
920	(4)	924	20	904	19	885	SSEA, CIS & MEA	772	(5)	777	18.9 %	16.3 %	13.9 %
913	(1)	914	(24)	938	—	938	EA, AU & PMI GTR	763	(1)	764	19.6 %	22.8 %	22.8 %
274	(198)	472	(38)	510	—	510	Americas	99	(227)	326	44.8 %	56.4 %	56.4 %
<b>\$ 3,544</b>	<b>\$ (246)</b>	<b>\$ 3,790</b>	<b>\$ (113)</b>	<b>\$ 3,903</b>	<b>\$ 6</b>	<b>\$ 3,897</b>	<b>Total PMI</b>	<b>\$ 3,045</b>	<b>\$ (315)</b>	<b>\$ 3,360</b>	<b>12.8 %</b>	<b>16.2 %</b>	<b>16.0 %</b>

(1) See Schedule 8 Special Items details

Note: Sum of product categories and special items might not foot due to roundings.

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

## Reconciliation of Non-GAAP Measures

## Reconciliation of Reported Operating Income to Adjusted Operating Income

(\$ in millions) / (Unaudited)

PMI	Quarters Ended March 31,		Change Fav./ (Unfav.)		Variance Fav./ (Unfav.)					
	2025	2024	Total	Excl. Curr. & Acquisitions / Divestitures	Total	Currency	Acquisitions / Divestitures	Price	Vol/Mix	Cost/Other
<b>Reported Operating Income</b>	<b>\$ 3,544</b>	<b>\$ 3,045</b>	<b>16.4 %</b>	<b>18.7 %</b>	<b>\$ 499</b>	<b>\$ (113)</b>	<b>\$ 43</b>	<b>\$ 526</b>	<b>\$ 450</b>	<b>\$ (407)</b>
Restructuring charges	—	(168)	100.0 %	100.0 %	168	—	—	—	—	168
Impairment of other intangibles	—	(27)	100.0 %	3.7 %	27	—	26	—	—	1
Amortization of intangibles	(246)	(120)	-(100)%	-(100)%	(126)	—	11	—	—	(137)
<b>Adjusted Operating Income</b>	<b>\$ 3,790</b>	<b>\$ 3,360</b>	<b>12.8 %</b>	<b>16.0 %</b>	<b>\$ 430</b>	<b>\$ (113)</b>	<b>\$ 6</b>	<b>\$ 526</b>	<b>\$ 450</b>	<b>\$ (439)</b>
<b>Europe</b>										
<b>Reported Operating Income</b>	<b>\$ 1,437</b>	<b>\$ 1,411</b>	<b>1.8 %</b>	<b>5.2 %</b>	<b>\$ 26</b>	<b>\$ (71)</b>	<b>\$ 24</b>	<b>\$ 216</b>	<b>\$ 46</b>	<b>\$ (189)</b>
Impairment of other intangibles	—	(26)	100.0 %	0.4 %	26	—	26	—	—	—
Amortization of intangibles	(43)	(55)	22.9 %	3.5 %	13	—	11	—	—	2
<b>Adjusted Operating Income</b>	<b>\$ 1,480</b>	<b>\$ 1,493</b>	<b>(0.9)%</b>	<b>4.8 %</b>	<b>\$ (13)</b>	<b>\$ (71)</b>	<b>\$ (13)</b>	<b>\$ 216</b>	<b>\$ 46</b>	<b>\$ (191)</b>
<b>SSEA, CIS &amp; MEA</b>										
<b>Reported Operating Income</b>	<b>\$ 920</b>	<b>\$ 772</b>	<b>19.2 %</b>	<b>14.1 %</b>	<b>\$ 148</b>	<b>\$ 20</b>	<b>\$ 19</b>	<b>\$ 168</b>	<b>\$ 77</b>	<b>\$ (136)</b>
Amortization of intangibles	(4)	(5)	16.5 %	16.5 %	1	—	—	—	—	1
<b>Adjusted Operating Income</b>	<b>\$ 924</b>	<b>\$ 777</b>	<b>18.9 %</b>	<b>13.9 %</b>	<b>\$ 147</b>	<b>\$ 20</b>	<b>\$ 19</b>	<b>\$ 168</b>	<b>\$ 77</b>	<b>\$ (137)</b>
<b>EA, AU &amp; PMI GTR</b>										
<b>Reported Operating Income</b>	<b>\$ 913</b>	<b>\$ 763</b>	<b>19.7 %</b>	<b>22.8 %</b>	<b>\$ 150</b>	<b>\$ (24)</b>	<b>\$ —</b>	<b>\$ 22</b>	<b>\$ 135</b>	<b>\$ 17</b>
Amortization of intangibles	(1)	(1)	0.4 %	0.4 %	—	—	—	—	—	—
<b>Adjusted Operating Income</b>	<b>\$ 914</b>	<b>\$ 764</b>	<b>19.6 %</b>	<b>22.8 %</b>	<b>\$ 150</b>	<b>\$ (24)</b>	<b>\$ —</b>	<b>\$ 22</b>	<b>\$ 135</b>	<b>\$ 17</b>
<b>Americas</b>										
<b>Reported Operating Income</b>	<b>\$ 274</b>	<b>\$ 99</b>	<b>+100%</b>	<b>+100%</b>	<b>\$ 175</b>	<b>\$ (38)</b>	<b>\$ —</b>	<b>\$ 120</b>	<b>\$ 192</b>	<b>\$ (99)</b>
Restructuring charges	—	(168)	100.0 %	100.0 %	168	—	—	—	—	168
Amortization of intangibles	(198)	(60)	-(100)%	-(100)%	(138)	—	—	—	—	(138)
<b>Adjusted Operating Income</b>	<b>\$ 472</b>	<b>\$ 326</b>	<b>44.8 %</b>	<b>56.4 %</b>	<b>\$ 146</b>	<b>\$ (38)</b>	<b>\$ —</b>	<b>\$ 120</b>	<b>\$ 192</b>	<b>\$ (128)</b>

Note: Sum of special items might not foot due to roundings. Special items between -\$0.5 million and +\$0.5 million are not displayed by segment.

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

## Reconciliation of Non-GAAP Measures

## Reconciliation of Adjusted Operating Income Margin, excluding Currency and Acquisitions / Divestitures

(\$ in millions) / (Unaudited)

Adjusted Operating Income (1)	Adjusted Net Revenues (2)	Adjusted Operating Income Margin	Adjusted Operating Income excluding Currency (1)	Adjusted Net Revenues excluding Currency (2)	Adjusted Operating Income Margin excluding Currency	Adjusted Operating Income excluding Currency & Acquisitions / Divestitures (1)	Adjusted Net Revenues excluding Currency & Acquisitions / Divestitures (2)	Adjusted Operating Income Margin excluding Currency & Acquisitions / Divestitures		Adjusted Operating Income (1)	Adjusted Net Revenues (2)	Adjusted Operating Income Margin	Adjusted Operating Income Margin	Adjusted Operating Income Margin excluding Currency	Adjusted Operating Income Margin excluding Currency & Acquisitions / Divestitures
2025									Quarters Ended March 31,	2024			% Points Change		
\$ 1,480	\$ 3,560	41.6 %	\$ 1,551	\$ 3,702	41.9 %	\$ 1,564	\$ 3,751	41.7 %	Europe	\$ 1,493	\$ 3,455	43.2 %	(1.6)	(1.3)	(1.5)
924	2,743	33.7 %	904	2,831	31.9 %	885	2,831	31.3 %	SSEA, CIS & MEA	777	2,658	29.2 %	4.5	2.7	2.1
914	1,731	52.8 %	938	1,793	52.3 %	938	1,793	52.3 %	EA, AU & PMI GTR	764	1,684	45.4 %	7.4	6.9	6.9
472	1,267	37.3 %	510	1,315	38.8 %	510	1,315	38.8 %	Americas	326	996	32.7 %	4.6	6.1	6.1
<b>\$ 3,790</b>	<b>\$ 9,301</b>	<b>40.7 %</b>	<b>\$ 3,903</b>	<b>\$ 9,641</b>	<b>40.5 %</b>	<b>\$ 3,897</b>	<b>\$ 9,690</b>	<b>40.2 %</b>	<b>Total PMI</b>	<b>\$ 3,360</b>	<b>\$ 8,793</b>	<b>38.2 %</b>	<b>2.5</b>	<b>2.3</b>	<b>2.0</b>

(1) For the calculation of Adjusted Operating Income and Adjusted Operating Income excluding currency and acquisitions refer to Schedule 7

(2) For the calculation of Adjusted Net Revenues excluding currency and acquisitions refer to Schedule 4

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

**Condensed Statements of Earnings**

(\$ in millions, except per share data) / (Unaudited)

	Quarters Ended March 31,		
	2025	2024	Change Fav./Unfav.)
<b>Net Revenues</b>	<b>\$ 9,301</b>	<b>\$ 8,793</b>	<b>5.8 %</b>
Cost of sales	3,040	3,195	4.9 %
<b>Gross profit</b>	<b>6,261</b>	<b>5,598</b>	<b>11.8 %</b>
Marketing, administration and research costs	2,717	2,553	(6.4)%
<b>Operating Income</b>	<b>3,544</b>	<b>3,045</b>	<b>16.4 %</b>
Interest expense, net	241	299	19.4 %
Pension and other employee benefit costs	12	15	20.0 %
Earnings before income taxes	<b>3,291</b>	<b>2,731</b>	<b>20.5 %</b>
Provision for income taxes	659	676	2.5 %
Equity investments and securities (income)/loss, net	(205)	(191)	7.3 %
<b>Net Earnings</b>	<b>2,837</b>	<b>2,246</b>	<b>26.3 %</b>
Net Earnings attributable to noncontrolling interests	147	98	(50.0)%
<b>Net Earnings attributable to PMI</b>	<b>\$ 2,690</b>	<b>\$ 2,148</b>	<b>25.2 %</b>
<b>Per share data: (1)</b>			
<b>Basic Earnings Per Share</b>	<b>\$ 1.72</b>	<b>\$ 1.38</b>	<b>24.6 %</b>
<b>Diluted Earnings Per Share</b>	<b>\$ 1.72</b>	<b>\$ 1.38</b>	<b>24.6 %</b>

(1) Net Earnings and weighted-average shares used in the basic and diluted Earnings Per Share computations for the quarters ended March 31, 2025 and 2024 are shown on Schedule 1, Footnote 1

## PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries

**Condensed Balance Sheets**

(\$ in millions) / (Unaudited)

	<b>March 31, 2025</b>	<b>December 31, 2024</b>
<b>Assets</b>		
Cash and cash equivalents	\$ 4,443	\$ 4,216
All other current assets	17,753	15,954
Property, plant and equipment, net	7,532	7,310
Goodwill	16,864	16,600
Other intangible assets, net	11,345	11,327
Equity investments	2,972	2,654
Other assets	4,170	3,723
<b>Total assets</b>	<b>\$ 65,079</b>	<b>\$ 61,784</b>
<b>Liabilities and Stockholders' (Deficit) Equity</b>		
Short-term borrowings	\$ 4,438	\$ 137
Current portion of long-term debt	6,360	3,392
All other current liabilities	17,289	19,386
Long-term debt	38,781	42,166
Deferred income taxes	2,817	2,517
Other long-term liabilities	4,320	4,056
<b>Total liabilities</b>	<b>74,005</b>	<b>71,654</b>
Total PMI stockholders' deficit	(10,901)	(11,750)
Noncontrolling interests	1,975	1,880
<b>Total stockholders' (deficit) equity</b>	<b>(8,926)</b>	<b>(9,870)</b>
<b>Total liabilities and stockholders' (deficit) equity</b>	<b>\$ 65,079</b>	<b>\$ 61,784</b>

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries  
Reconciliation of Non-GAAP Measures  
**Calculation of Total Debt to Adjusted EBITDA and Net Debt to Adjusted EBITDA Ratios**  
(\$ in millions, except ratios) / (Unaudited)

	Year Ended March 31, 2025			Year Ended December 31, 2024
	April ~ December 2024	January ~ March 2025	12 months rolling	
<b>Net Earnings</b>	<b>\$ 5,257</b>	<b>\$ 2,837</b>	<b>\$ 8,094</b>	<b>\$ 7,503</b>
Equity investments and securities (income)/loss, net	(446)	(205)	(651)	(637)
Provision for income taxes	2,341	659	3,000	3,017
Interest expense, net	844	241	1,085	1,143
Impairment related to the RBH equity investment	2,316	—	2,316	2,316
Depreciation, amortization and impairment of other intangibles	1,420	480	1,900	1,814
Restructuring charges and Others (1)	256	—	256	424
<b>Adjusted EBITDA</b>	<b>\$ 11,988</b>	<b>\$ 4,012</b>	<b>\$ 16,000</b>	<b>\$ 15,580</b>
			<b>March 31, 2025</b>	<b>December 31, 2024</b>
Short-term borrowings			\$ 4,438	\$ 137
Current portion of long-term debt			6,360	3,392
Long-term debt			38,781	42,166
<b>Total Debt</b>			<b>\$ 49,579</b>	<b>\$ 45,695</b>
Cash and cash equivalents			4,443	4,216
<b>Net Debt</b>			<b>\$ 45,136</b>	<b>\$ 41,479</b>
<b>Ratios:</b>				
<b>Total Debt to Adjusted EBITDA</b>			<b>3.10</b>	<b>2.93</b>
<b>Net Debt to Adjusted EBITDA</b>			<b>2.82</b>	<b>2.66</b>

(1) For the period April 2024 to December 2024 "Others" includes loss on sale of Vectura Group (\$199 million) and Egypt sales tax charge (\$45 million).

PHILIP MORRIS INTERNATIONAL INC. and Subsidiaries  
 Reconciliation of Non-GAAP Measures  
**Reconciliation of Operating Cash Flow to Operating Cash Flow, excluding Currency**  
 (\$ in millions) / (Unaudited)

	Quarters Ended March 31,		
	2025	2024	% Change
<b>Net cash provided by (used in) operating activities (1)</b>	<b>\$ (350)</b>	<b>\$ 241</b>	<b>&lt;(100)%</b>
Less: Currency	91		
<b>Net cash provided by (used in) operating activities, excluding currency</b>	<b>\$ (441)</b>	<b>\$ 241</b>	<b>&lt;(100)%</b>

(1) Operating cash flow