



PRESS RELEASE

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The Expert Council of PMI IMPACT selects 41 proposals for final review as part of global initiative to fund projects dedicated to fighting illegal trade

Lausanne, December 14, 2016 – Philip Morris International Inc. (PMI) (NYSE/Euronext Paris: PM) announced today that the Expert Council of PMI IMPACT, a global funding initiative for third party projects dedicated to fighting smuggling and related crimes, has selected 41 proposals, out of a total of 234, to advance to the next phase of the review process. PMI has committed 100 million USD for the initiative's first three funding rounds.

Project proposals for PMI IMPACT have exceeded expectations, with submissions from 170 organizations from more than 40 countries. PMI thanks all applicants for their interest and for putting forward thoughtful proposals.

The seven external independent [experts](#) of the Council rigorously reviewed all applications to assess their quality and potential to help curb illegal trade and related crimes in the European Union - the [theme](#) set for the current funding round. The volume and caliber of the submitted applications made the selection competitive and demanding.

“The Expert Council has reviewed hundreds of applications with a variety of innovative methods and plans for disrupting and diminishing illegal trade. We look forward to reviewing detailed implementation proposals and to ultimately seeing these ideas become reality,” commented Suzanne Hayden, Expert Council member.

“The Expert Council selected the most promising applications to foster better knowledge on illicit trade and its links with organized crime and terrorism, to improve public awareness, and to develop new ways to fight these threats and protect our states, societies, and people,” stated Jürgen Storbeck, Expert Council member.

Luis M. Ocampo, Expert Council member, noted: *“PMI IMPACT is a unique initiative: 100 million dollars from PMI distributed by an independent group of experts after reviewing hundreds of projects from public and private institutions. This is a cutting edge exercise of public-private partnership”.*

The 41 selected projects cover all three focus areas of PMI IMPACT – research, education & awareness, and action. Participating organizations include government agencies, universities and research institutes, NGOs, and private entities.

The applicants whose projects have been selected for the next phase will be invited to submit their full project proposals, which the Expert Council will further assess based on four evaluation [criteria](#) – quality, feasibility, impact and novelty. The final results of the selection process will be announced in Q2 of 2017.

PMI IMPACT will launch a 2nd funding round in 2017, and interested organizations are encouraged to participate.

More information on PMI IMPACT is available online at <http://www.pmi-impact.com/>.

About Philip Morris International Inc. (“PMI”)

PMI is the world’s leading international tobacco company, with six of the world’s top 15 international brands and products sold in more than 180 markets. In addition to the manufacture and sale of cigarettes, including *Marlboro*, the number one global cigarette brand, and other tobacco products, PMI is engaged in the development and commercialization of Reduced-Risk Products (“RRPs”). RRPs is the term PMI uses to refer to products with the potential to reduce individual risk and population harm in comparison to smoking cigarettes. Through multidisciplinary capabilities in product development, state-of-the-art facilities, and industry-leading scientific substantiation, PMI aims to provide an RRP portfolio that meets a broad spectrum of adult smoker preferences and rigorous regulatory requirements. For more information, see www.pmi.com and www.pmiscience.com.