



PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL WELCOMES BROAD INTEREST FOR PMI IMPACT;

NEW GLOBAL INITIATIVE TO FIGHT SMUGGLING AND RELATED CRIMES RECEIVES OVER 200 PROJECT PROPOSALS IN FIRST FUNDING ROUND

Lausanne, Switzerland – September 15, 2016 – Philip Morris International Inc. (PMI) (NYSE/Euronext Paris: PM) announced today that the response to PMI IMPACT, its new global funding initiative for third party projects dedicated to fighting smuggling and related crimes, has exceeded expectations with more than 200 expressions of interest submitted in the first funding round. PMI has pledged USD 100 million for three funding rounds.

“We are delighted to see that PMI IMPACT has been well-received and that a broad range of organizations recognized the need to join forces to eliminate illegal trade in its many forms. With the leadership of the Expert Council, PMI IMPACT will provide resources for the best proposals to bring innovative and lasting solutions,” stated Alvisе Giustiniani, Vice President Illicit Trade Strategies & Prevention, of PMI.

The Expert Council comprises external independent experts with impeccable credentials in the fields of law, anti-corruption and law enforcement. The experts will evaluate the project proposals that are suitable for funding.

In total, 170 organizations including government agencies, universities and research institutes, NGOs, and private entities have proposed more than 200 projects under three focus areas: research, education and awareness, and action. Submissions come from 42 countries, primarily in Europe and North America.

For its first funding round, PMI IMPACT called for projects that could have an impact on illegal trade and related crimes in the European Union. Organizations based anywhere in the world were invited to apply, as long as they could demonstrate an impact within the EU, including an impact on the illegal tobacco trade.

Expressions of interest will now go through due diligence checks and quality assessment by the Expert Council. Applicants that pass this stage will be invited to submit their full proposals. The selection process will be completed by Q2 2017.

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”). RRP 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.