



PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL CALLS FOR PROPOSALS IN ITS NEW INITIATIVE TO FIGHT ILLEGAL TRADE AND RELATED CRIMES

LAUSANNE – June 17, 2016 – Philip Morris International Inc. (PMI) (NYSE/Euronext Paris: PM) is calling for funding proposals within [PMI IMPACT](#), its new global initiative to support third party projects dedicated to fighting illegal trade in its many forms, as well as related crimes such as corruption, organized criminal networks and money laundering. Proposals can come from private, public, or non-governmental organizations, and interested organizations must submit their applications by September 12, 2016.

For its first funding round, PMI IMPACT calls for projects that can have an impact on illegal trade and related crimes in the European Union. Organizations based anywhere in the world can apply, and projects can be implemented elsewhere provided they demonstrate an impact within the EU, including an impact on the illegal tobacco trade. Proposals must directly relate to one or more of the PMI IMPACT focus areas: research, education and awareness, and action.

The centerpiece of PMI IMPACT is a council of external independent experts whose seven members have impeccable credentials in the fields of law, anti-corruption and law enforcement. The experts will evaluate and approve funding proposals for PMI IMPACT grants.

Alvise Giustiniani, Vice President Illicit Trade Strategies & Prevention, of PMI stated:

“The EU is uniquely positioned to disrupt the operation of criminal networks through its advanced legal framework, its controls, and its cooperation with non-EU countries and international organizations. Despite the progress being made, illegal trade targeted at the European market continues to evolve rapidly with more complex routes and actors. PMI IMPACT offers a platform for a wide range of organizations to bring innovative solutions that can tackle the increasingly problematic reality of illegal trade.”

PMI has pledged USD 100 million to fund projects within PMI Impact during the first three funding rounds.

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

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Philip Morris International Inc.

Philip Morris International Inc. (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.