



PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL CALLS FOR PROPOSALS IN SECOND FUNDING ROUND OF PMI IMPACT, A GLOBAL INITIATIVE TO FIGHT ILLEGAL TRADE AND RELATED CRIMES

LAUSANNE, September 29, 2017 -- Philip Morris International Inc. (PMI) (NYSE/Euronext Paris: PM) is calling for funding proposals under PMI IMPACT, its USD 100 million global initiative to support third party projects dedicated to fighting illegal trade. Proposals can come from private, public, or non-governmental organizations, and interested organizations must submit their applications by November 15, 2017.

For this second funding round, PMI IMPACT will focus on initiatives that address converging forms of illegal trade and related crimes, such as corruption, money laundering, and organized criminal networks.

The projects can be implemented anywhere in the world, but should have an impact in one or more of these geographic areas: Eastern Europe, Middle East, North Africa, Tri-Border Area in South America, Central America, South and Southeast Asia.

As highlighted by expert speakers from public institutions, law enforcement, the private sector, and civil society at a two-day [conference on Combating Illicit Trade](#), held in London earlier this week with the support of PMI IMPACT, illegal trade takes many forms – ranging from the smuggling and counterfeiting of goods to human trafficking, and the trade in drugs, arms, and wildlife. Illegal activities are frequently interlinked and converge, as criminals exploit the same large-scale trafficking routes and modes of operation.

The PMI IMPACT Expert Council will review and select the projects for funding.

"We are looking forward to receiving cutting-edge proposals that will help private and public organizations improve their knowledge and efficiency in the fight against this growing concern worldwide" stated Alain Juillet, member of the PMI IMPACT Expert Council.

Interested organizations can find information on how to apply for the second funding round of PMI IMPACT [here](#).

Philip Morris International Inc.

PMI is a 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 that present, are likely to present, or have the potential to present less risk of harm to smokers who switch to these products versus continued smoking. 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.