

Invested in America: Philip Morris International Highlights Bold Commitment to America Through New National Ad Campaign

Multichannel Campaign Emphasizes How Manufacturing Renaissance, Job Creation, Public Health, and Community Impact Are at the Heart of PMI's Uncompromising Commitment to Americans

STAMFORD, Conn. (July 3, 2025)—Today, Philip Morris International's U.S. businesses ("PMI U.S.") unveiled "Invested in America," a bold advertising campaign that brings to life the company's deep-rooted commitment and increased contributions to America and Americans. The campaign's message is grounded in the role PMI U.S. is playing in powering job growth, revitalizing manufacturing, improving public health by offering adults 21+ who smoke better choices, and strengthening communities across the nation.

"Philip Morris International is invested in America's future—and we have a proud story to tell," said Stacey Kennedy, CEO of PMI U.S. "From building our advanced manufacturing facilities to contributing to progress within communities nationwide, the people of PMI U.S. are helping to write America's next chapter. Our story is part of the story of America, unfolding from our global headquarters in Stamford, Connecticut, to our operations across America's heartland, where we will continue to create high-quality, high-paying jobs and invest in innovation for generations to come."

The ad campaign captures PMI U.S.'s vision of what responsible business leadership looks like in today's America, grounded in the places it calls home. It is rooted in concrete actions that deliver tangible benefits to American workers, communities, and the economy. The campaign will launch on July 3 with full-page print advertisements, and a corresponding digital campaign will follow. Together, the ads will introduce PMI U.S.'s vision to decision-makers and opinion leaders across the business, policy, and civic spheres, inviting them to join a coalition of stakeholders dedicated to the country's success. It will also tell the PMI U.S. story to Americans, who want to see corporations step up to the challenges they see in their lives and communities.

"Invested in America" will highlight the four pillars of PMI U.S.'s American commitment:

- **America's Manufacturing Comeback:** With announced plans to invest over \$800 million in new and expanded U.S. manufacturing facilities to produce smoke-free products, PMI U.S. isn't just growing American manufacturing—it's supporting a renaissance, creating high-skilled, high-paying jobs that contribute to thriving communities.
- **Advancing Public Health:** PMI, which has never sold cigarettes in the U.S., is on a mission to help America's ~30 million legal-age adults who smoke replace combustible cigarettes—by far the most harmful way to consume nicotine—with FDA-authorized, smoke-free alternatives that are scientifically substantiated to be a better choice for adults 21+ who would otherwise smoke.
- **Strengthening Communities:** PMI U.S.'s approach to corporate citizenship involves strategic investment in communities where its employees and 21+ adult consumers live and work, focusing on sustainable impact rather than short-term interventions. It is



committed to causes that matter to Americans, including supporting military veterans and their families, promoting economic empowerment, and responding to natural disasters.

- **Purpose-Driven Performance:** With \$14+ billion invested globally in smoke-free innovation since 2008, PMI is driving transformative solutions while delivering strong business results.

Philip Morris International is headquartered in Stamford, Connecticut, and PMI U.S. has multiple operations in Virginia, Colorado, North Carolina, and Kentucky. As it opens and expands facilities, the business is generating hundreds of high-quality jobs and millions of dollars in direct investment in communities around the country. PMI U.S. has also contributed approximately \$25 million to charitable causes since 2022. In 2024 alone—the first official year of its philanthropy program—PMI U.S. and its employees contributed more than \$10 million to 327 nonprofits in 35 states.

“This campaign embodies our innovation and determination to reshape an entire industry and strengthen America,” Kennedy added. “It also reflects our commitment to meaningful investments that create genuine value for our business, our workforce, and our communities. In every state where we operate, we’re not just doing business—we’re creating opportunities that will define the America of tomorrow.”

Invested in America

Philip Morris International Inc.’s U.S. businesses (collectively, “PMI U.S.”) are on a mission to improve public health in America by providing the ~30 million legal-age consumers who still smoke traditional cigarettes with better, smoke-free alternatives. PMI U.S. is committed to responsible marketing practices that help prevent access to its products by people under the age of 21. PMI U.S. businesses employ more than 2,500 people across America and operate product manufacturing facilities, including in Owensboro, Kentucky, and Wilson, North Carolina. Since 2022, PMI U.S. has contributed approximately \$25 million to charitable causes, amplifying the good work of organizations already active within communities through financial contributions and volunteering. For more information, please visit www.pmi.com/us/ and www.pmiscience.com.

Forward-Looking and Cautionary Statements

This press release contains projections of future results and goals and other forward-looking statements, including statements regarding expected operational performance; capital expenditures; and business plans and strategies. Achievement of future results is subject to risks, uncertainties and inaccurate assumptions. In the event that risks or uncertainties materialize, or underlying assumptions prove inaccurate, actual results could vary materially from those contained in such forward-looking statements. Pursuant to the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995, PMI is identifying important factors that, individually or in the aggregate, could cause actual results and outcomes to differ materially from those contained in any forward-looking statements made by PMI.



PMI's business risks include: excise tax increases and discriminatory tax structures; increasing marketing and regulatory restrictions that could reduce our competitiveness, eliminate our ability to communicate with adult consumers, or ban certain of our products in certain markets or countries; health concerns relating to the use of tobacco and other nicotine-containing products and exposure to environmental tobacco smoke; litigation related to tobacco and/or nicotine use and intellectual property; intense competition; the effects of global and individual country economic, regulatory and political developments, natural disasters and conflicts; the impact and consequences of Russia's invasion of Ukraine; changes in adult smoker behavior; the impact of natural disasters and pandemics on PMI's business; lost revenues as a result of counterfeiting, contraband and cross-border purchases; governmental investigations; unfavorable currency exchange rates and currency devaluations, and limitations on the ability to repatriate funds; adverse changes in applicable corporate tax laws; recent and potential future tariffs imposed by the U.S. and other countries; adverse changes in the cost, availability, and quality of tobacco and other agricultural products and raw materials, as well as components and materials for our electronic devices; and the integrity of its information systems and effectiveness of its data privacy policies. PMI's future profitability may also be adversely affected should it be unsuccessful in its attempts to introduce, commercialize, and grow smoke-free products or if regulation or taxation do not differentiate between such products and cigarettes; if it is unable to successfully introduce new products, promote brand equity, enter new markets or improve its margins through increased prices and productivity gains; if it is unable to expand its brand portfolio internally or through acquisitions and the development of strategic business relationships; if it is unable to attract and retain the best global talent, including women or diverse candidates; or if it is unable to successfully integrate and realize the expected benefits from recent transactions and acquisitions. Future results are also subject to the lower predictability of our smoke-free products performance.

PMI is further subject to other risks detailed from time to time in its publicly filed documents, including PMI's Annual Report on Form 10-K for the fourth quarter and year ended December 31, 2024, and the Quarterly Report on Form 10-Q for the first quarter ended March 31, 2025. PMI cautions that the foregoing list of important factors is not a complete discussion of all potential risks and uncertainties. PMI does not undertake to update any forward-looking statement that it may make from time to time, except in the normal course of its public disclosure obligations.

References to "PMI" mean the Philip Morris International family of companies. "PMI U.S.," "we," "our," and "us" refer to PMI U.S. businesses.

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