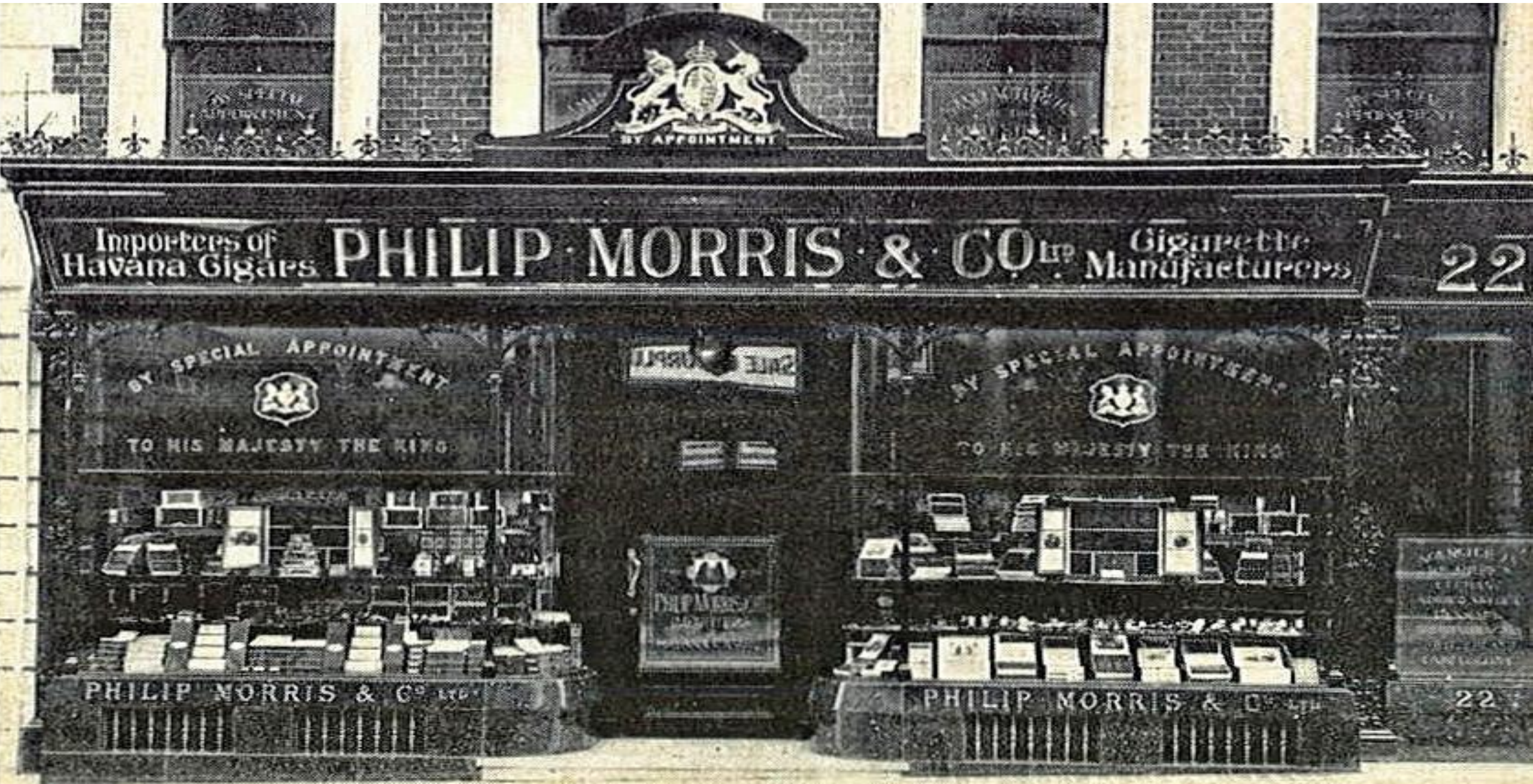


# HOW DO WE MOVE FROM THIS...



**...TO THIS?**





**1847**

Mr Philip Morris opens a tobacco shop in Bond Street



**1919**

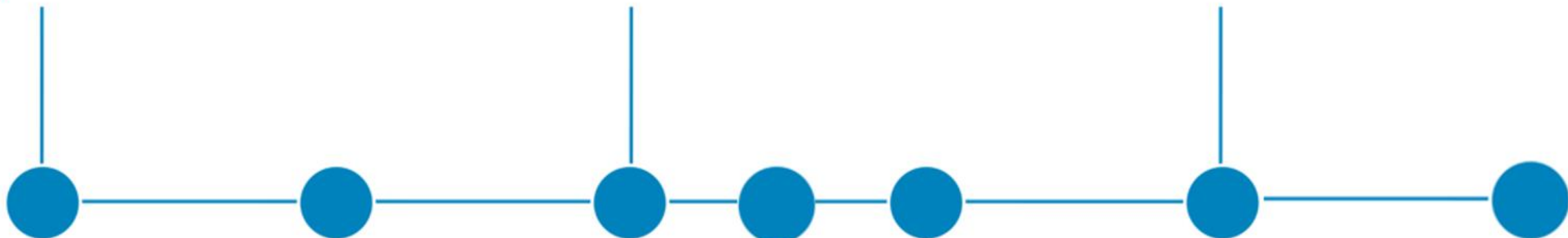
Philip Morris Logo creation



PHILIP MORRIS ITALIA S.R.L.

**2001**

Philip Morris Italy was born



**1902**

Philip Morris USA was born

**1963**

Intertaba was born

**1967**

Philip Morris International was born

**2015**

Intertaba became PM MTB

# 1





PHILIP MORRIS ITALIA S.R.L.

### Roma, 2001

+**1000** People  
**37** Years average age  
**3** Regions and **30** districts  
+ **50%** market share



PHILIP MORRIS  
MANUFACTURING & TECHNOLOGY  
BOLOGNA S.p.A.

### Zola Predosa, 1963

**5** buildings on an area of 22.000 m<sup>2</sup>  
**+200** products  
**100%** filters export

### Crespellano, 2016

**110.000** m<sup>2</sup> factory on a field of 310.000 m<sup>2</sup>  
**1 bio** investment on RRP  
**+1200** people  
**33** years average age

Y  
TUMMBO  
Cciide


Philip Morris International

# Designing a Smoke-Free Future

How long will PMI be in the cigarette business?



 + 400

 + 2900

 74%

 13%



A photograph of a modern building with a large glass facade and a prominent overhanging roof with a grid of horizontal slats. In the foreground, there is a fountain with several water jets. The sky is clear and blue.

+ € 1 mil > 1.200



***Our vision***

***is to ultimately replace cigarettes with  
smoke-free alternatives.***

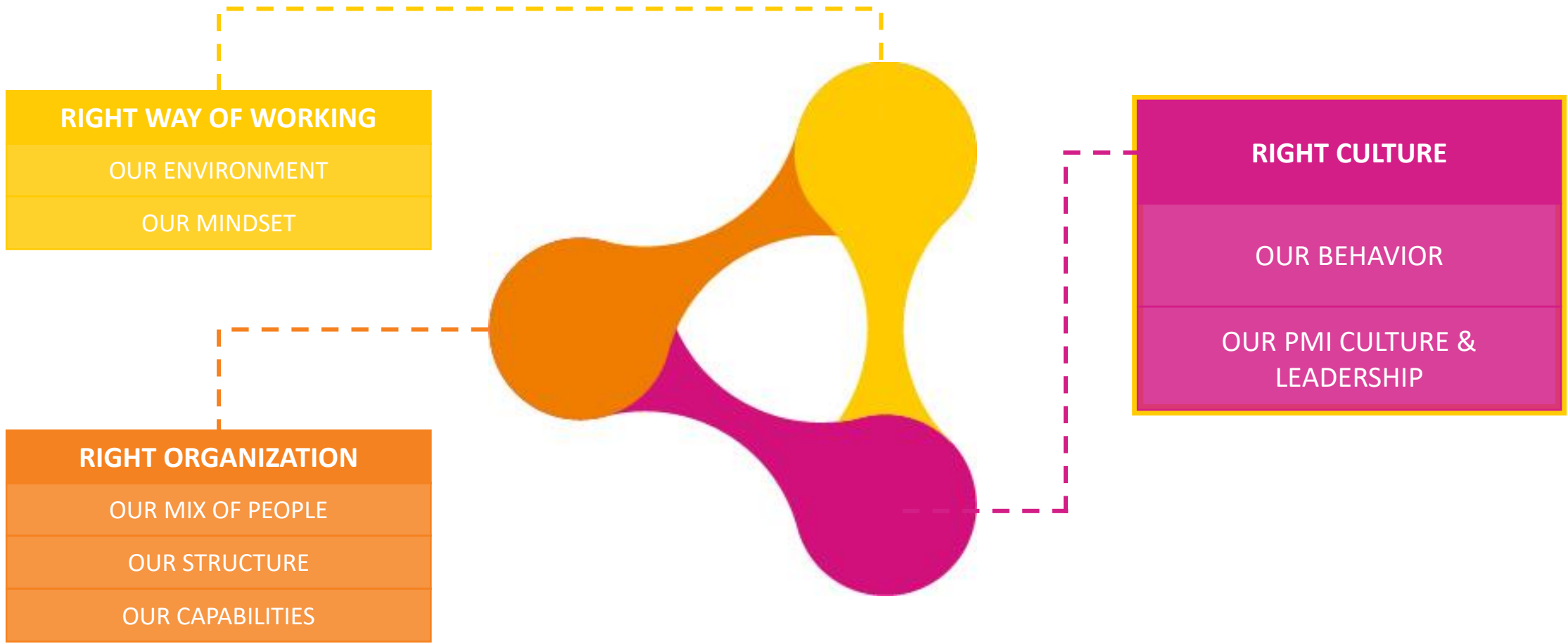
***PMI's smoke-free product portfolio includes***

***IQOS***

***a tobacco heating system***

***who heats tobacco***

***instead of burning it, with no smoke, no ash and less smell***



# COMMERCIAL ORGANIZATION BEFORE RRPs



+400 Employees in PM IT

2016-2017



# 2018 COMMERCIAL ORGANIZATION

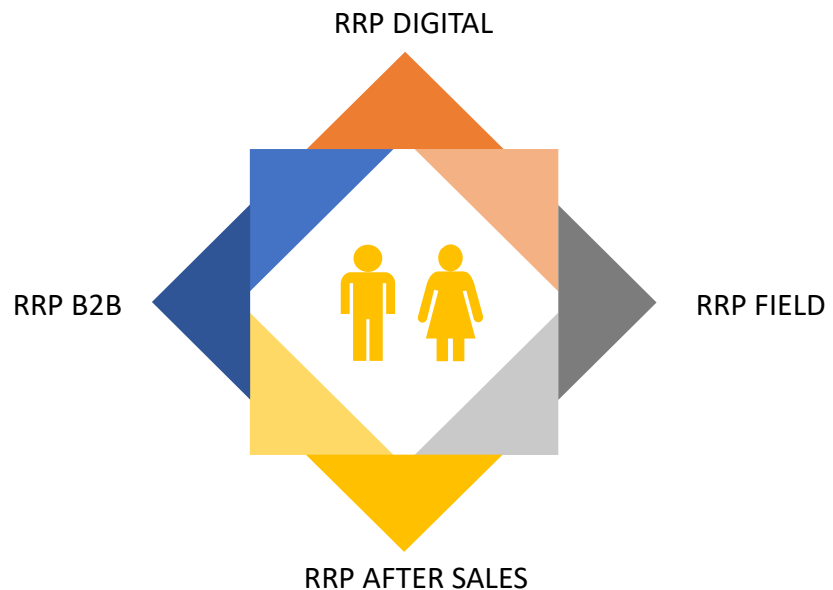


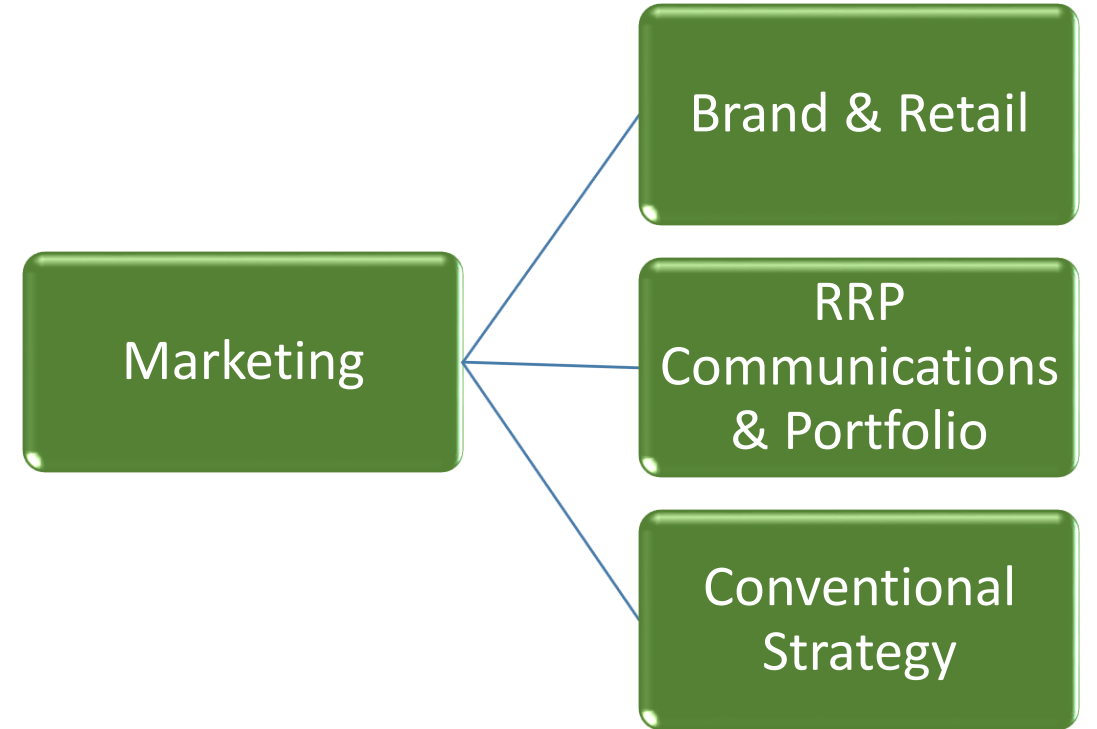
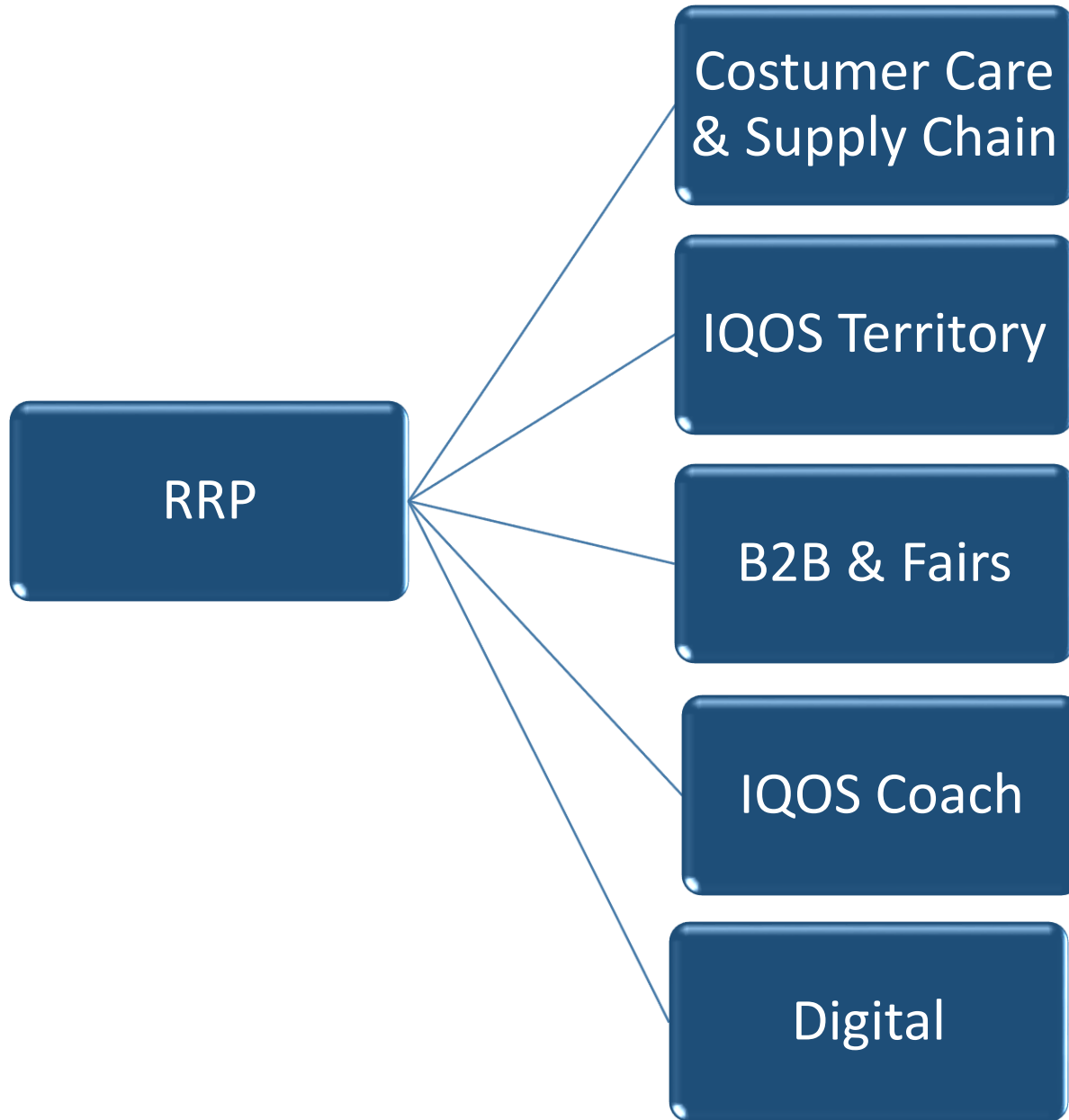
+1000 Employees in PM IT

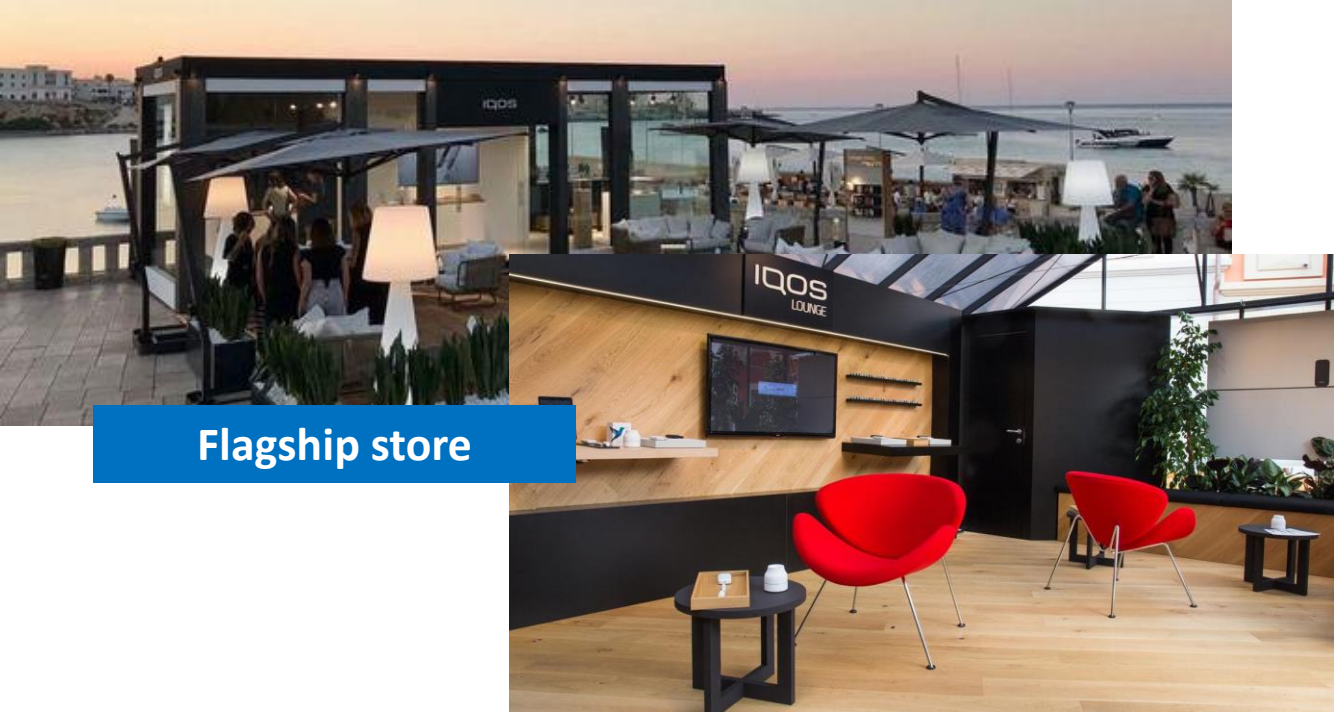
+ 50% in 1 year

Diversity: 40% Women

**NEW ROLES,  
NEW CHALLENGES,  
NEW VISION**







Flagship store



IQOS Coaches



Marketing

**Facebook Post:**  
IQOS Italia @iqos.it  
nuovo #IQOS, un buon libro e anche questo venerdì no sul divano col plaid 😊  
ello che c'è da sapere su #IQOS3 :z/2Q5FISc

**Tweet:**  
IQOS Support Italia @iqos\_support\_it  
Questo account è dedicato a consumatori IQOS o futuri maggiore residenti in Italia. Invia un messaggio diretto o seguici per ricevere assistenza.

Digital & Science



A photograph of a modern building with a large, cantilevered roof structure made of parallel slats. The building has large glass windows. In the foreground, there is a fountain with several water jets. The scene is set during sunset or sunrise, with a clear sky and some distant structures visible in the background.

***“Costruiamo un mondo senza fumo”***