

PRESS RELEASE



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PT HM Sampoerna Sets Price Range for Potential Rights Issue

NEW YORK, September 21, 2015 -- (NYSE/Euronext Paris: PM), Philip Morris International Inc. ("PMI") today announced that on August 11, 2015, PT HM Sampoerna Tbk. ("Sampoerna"), an indirect subsidiary of Philip Morris International Inc. in which PMI holds a 98.18% interest through PT Philip Morris Indonesia ("PMID"), filed a registration statement with the Indonesian Financial Services Authority (*Otoritas Jasa Keuangan* or "OJK"), in connection with a potential rights issue (the "Rights Issue") by Sampoerna. The purpose of the potential Rights Issue would be to comply with the Indonesian Stock Exchange's ("IDX") mandatory requirement of a minimum threshold for public shareholding. Pursuant to IDX regulations, all listed public companies are required to have at least 7.5% of their total paid-up capital owned by the public (excluding controlling or principal shareholders) by January 30, 2016. As advised by Sampoerna on its website on September 21, 2015, the price range for a potential institutional placement of rights shares in connection with the Rights Issue has been set at between Rp. 65,000 and Rp. 77,000 per rights share of Sampoerna. It is expected that after the Rights Issue 7.50% of Sampoerna's total paid-up capital will be owned by the public, in compliance with IDX requirements. Final pricing for the placement is expected to occur on or about October 1, 2015.

This notice is not an offer for sale in the United States of the rights shares or the rights (the "Securities ") that Sampoerna proposes to issue in connection with the Rights Issue. The Securities have not been and will not be registered under the Securities Act of 1933, as amended (the "Securities Act") and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act.

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Philip Morris International Inc.

Philip Morris International Inc. (PMI) is the leading international tobacco company, with six of the world's top 15 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in more than 180 markets. In 2014, the company held an estimated 15.6% share of the total international cigarette market outside of the U.S., or 28.6% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.

Philip Morris International Inc.

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 180 countries. In 2010, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 27.6% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.