

PRESS RELEASE



PHILIP MORRIS INTERNATIONAL

Investor Relations:

New York: +1 (917) 663 2233

Lausanne: +41 (0)58 242 4666

Media:

Lausanne: +41 (0)58 242 4500

PT HM Sampoerna Announces Exercise Price of Rp. 77,000 for Rights Issue

NEW YORK, October 1, 2015 -- Philip Morris International Inc. ("PMI") (NYSE/Euronext Paris: PM) today announced that PT HM Sampoerna Tbk. ("Sampoerna"), an indirect subsidiary of PMI in which PMI has to date held a 98.18% interest through PT Philip Morris Indonesia ("PMID"), today disclosed on its web site the pricing details for its ongoing rights issue (the "Rights Issue"). The purpose of the Rights Issue is 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, the exercise price for the rights has been set at Rp. 77,000, a 1.349% premium to the closing price on the IDX of Rp. 75,975 on September 30, 2015. In connection with the Rights Issue, PMID is selling 264,209,711 of the rights to which it is entitled in a placement to institutional investors; PMID is subscribing to the remaining 600,640 rights to which it is entitled. The placement price for the shares underlying PMID's rights is the same as the exercise price for the rights. Delivery of the rights shares sold in the placement is expected to take place on or about October 26, 2015. The total net proceeds to Sampoerna from the Rights Issue, after deducting related commissions, professional fees and other transaction-related expenses, amount to approximately \$1.4 billion*, which Sampoerna intends to use for general corporate purposes and working capital purposes, including the repayment of working capital facilities. After completion of the Rights Issue, PMID will own 92.50% of the issued and outstanding share capital of Sampoerna.

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.

* Reflects exchange rate of Rp. 14,657 / \$1.00 on September 30, 2015.

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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.