

PRESS RELEASE

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PHILIP MORRIS INTERNATIONAL

PHILIP MORRIS INTERNATIONAL INC. (PMI) **CALLS SHAREHOLDER MEETING**

NEW YORK, Thursday, March 23, 2017 – Philip Morris International Inc. (NYSE/Euronext Paris: PM) today informs its shareholders that it is holding the 2017 Annual Meeting of Shareholders of PMI at 9:00 a.m. on Wednesday, May 3, 2017 at the Empire State Ballroom, Grand Hyatt New York, 109 East 42nd Street, New York, New York, U.S.A., for the following purpose:

Only shareholders of record on March 10, 2017 are entitled to vote at the meeting, or at adjournments or postponements of the meeting.

To obtain copies of PMI's proxy statement for its 2017 Annual Meeting of Shareholders and the necessary documents to vote your shares, please consult PMI's website at www.pmi.com/investors.

About Philip Morris International Inc. ("PMI")

PMI is the world's 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"). RRPs 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.