

Subject: ACCEPTED FORM TYPE 8-K (0001193125-10-144465)  
Date: 23-Jun-2010 06:06

THE FOLLOWING SUBMISSION HAS BEEN ACCEPTED BY THE U.S. SECURITIES AND EXCHANGE COMMISSION.

COMPANY: Philip Morris International Inc.  
FORM TYPE: 8-K NUMBER OF DOCUMENTS: 3  
RECEIVED DATE: 23-Jun-2010 06:06 ACCEPTED DATE: 23-Jun-2010 06:06  
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FILE NUMBER(S):  
1. 001-33708

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PLEASE REFER TO THE ACCESSION NUMBER LISTED ABOVE FOR FUTURE INQUIRIES.

REGISTRANT(S):

1. CIK: 0001413329  
COMPANY: Philip Morris International Inc.  
FORM TYPE: 8-K  
FILE NUMBER(S):  
1. 001-33708

ITEM(S):

1. 7.01  
2. 8.01  
3. 9.01

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): June 23, 2010**

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**Philip Morris International Inc.**  
(Exact name of registrant as specified in its charter)

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**Virginia**  
(State or other jurisdiction  
of incorporation)

**1-33708**  
(Commission  
File Number)

**13-3435103**  
(I.R.S. Employer  
Identification No.)

**120 Park Avenue, New York, New York**  
(Address of principal executive offices)

**10017-5592**  
(Zip Code)

**Registrant's telephone number, including area code: (917) 663-2000**

(Former name or former address, if changed since last report.)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01. Regulation FD Disclosure.**

On June 23 and 24, 2010, Philip Morris International Inc. (the “Company”) is holding a two-day investor meeting (“2010 Investor Day”). In connection with the 2010 Investor Day, the Company is issuing a press release (the “Press Release”) on June 23, 2010 announcing key highlights of the presentations made during the 2010 Investor Day.

A copy of the Press Release is attached as Exhibit 99.1 and is incorporated herein by reference into Item 7.01 of this Current Report on Form 8-K.

In accordance with General Instruction B.2 of Form 8-K, the information in Item 7.01 in this Current Report on Form 8-K, including Exhibit 99.1 hereto, shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, except for the portion incorporated by reference in Item 8.01 below or as expressly set forth by specific reference in such filing or document.

**Item 8.01. Other Events**

During the 2010 Investor Day, the Company revised its 2010 earnings per share forecast as set forth in the following excerpt from the Press Release:

“PMI revised its forecast for 2010 full-year reported diluted earnings per share to a range of \$3.70 to \$3.80, based on prevailing exchange rates. Reported diluted earnings per share are projected to increase by approximately 14% to 17%, compared to \$3.24 in 2009, up from the 10% to 13% range projected in April 2010. This higher projection, compared to the April 2010 guidance, reflects an improved business outlook, in particular with regards to Japan, and the positive impact of the reversal of certain tax provisions, offset by adverse currency of \$0.20 per share. This guidance excludes the impact of any potential future acquisitions, asset impairment and exit cost charges, and any unusual events.”

The foregoing excerpt is incorporated by reference into Item 8.01 of this Current Report on Form 8-K and is being filed pursuant to Item 8.01.

**Item 9.01. Exhibits.**

*(d) Exhibits*

99.1 Philip Morris International Inc. Press Release, dated June 23, 2010.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PHILIP MORRIS INTERNATIONAL INC.

By:           /s/ G. PENN HOLSENBECK            
Name: G. Penn Holsenbeck  
Title: Vice President & Corporate Secretary

DATE: June 23, 2010

## INDEX TO EXHIBITS

<u>Exhibit No.</u>	<u>Description</u>
99.1	Philip Morris International Inc. Press Release, dated June 23, 2010.

**PRESS RELEASE**

PHILIP MORRIS INTERNATIONAL

Investor Relations: Media:  
 New York: +1 (917) 663 2233 Lausanne: +41 (0)58 242 4500  
 Lausanne: +41 (0)58 242 4666

## **Philip Morris International Inc. (PMI) Shares Outlook and Growth Strategies at Investor Day; Revises Forecast for 2010 Full-Year EPS**

NEW YORK, June 23, 2010 — Philip Morris International Inc.'s (NYSE / Euronext Paris: PM) senior management will offer its perspective on the company's business and long-term growth strategies at a two-day investor meeting starting today at approximately 9:00 a.m. (Swiss time) at its Operations Center in Lausanne, Switzerland.

PMI revised its forecast for 2010 full-year reported diluted earnings per share to a range of \$3.70 to \$3.80, based on prevailing exchange rates. Reported diluted earnings per share are projected to increase by approximately 14% to 17%, compared to \$3.24 in 2009, up from the 10% to 13% range projected in April 2010. This higher projection, compared to the April 2010 guidance, reflects an improved business outlook, in particular with regards to Japan, and the positive impact of the reversal of certain tax provisions, offset by adverse currency of \$0.20 per share. This guidance excludes the impact of any potential future acquisitions, asset impairment and exit cost charges, and any unusual events.

Presenting at the meeting are Louis C. Camilleri, Chairman of the Board and Chief Executive Officer, Hermann Waldemer, Chief Financial Officer, André Calantzopoulos, Chief Operating Officer, Jacek Olczak, President, European Union Region, Mirosław Zielinski, President, Eastern Europe, Middle East & Africa Region and PMI Duty Free, James R. Mortensen, President, Latin America & Canada Region, Matteo Pellegrini, Asia Region, and Martin King, Senior Vice President, Operations.

Highlights of the presentations include details concerning the:

- Strategies for growth in its EU, EEMA, Asia and Latin America & Canada Regions;
- Announced October 2010 excise tax increase in Japan;
- Recently announced strategic direct leaf purchasing initiative in Brazil;
- Previously announced additional cumulative leaf costs of approximately \$600 to \$650 billion;
- Previously announced cumulative gross productivity and cost savings program of \$1.55 billion over the three-year, 2008-2010, period;
- Previously announced working capital improvement program of \$750 million to \$1 billion over the three-year, 2010-2012, period; and
- Operating and free cash flow;

The presentations and Q&A sessions will be webcast live both days, in local Swiss time, in a listen-only mode beginning today, at approximately 9:00 a.m. and concluding at approximately 5:00 p.m. The webcast will resume tomorrow, June 24, 2010, at approximately 8:40 a.m. and conclude at approximately 10:45 a.m. An archive of the webcast will be made available until Friday, July 23, 2010, at [www.pmi.com](http://www.pmi.com). An audio replay in MP3 format will also be available within 24 hours after the event on the company's Web site. A copy of remarks and slides will be made available at [www.pmi.com](http://www.pmi.com) at the start of each presentation.

The presentations may contain projections of future results and other forward-looking statements that involve a number of risks and uncertainties and are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. PMI is further subject to other risks detailed from time to time in its publicly filed documents, including the Form 10-Q for the quarter ended March 31, 2010. PMI cautions that it does not undertake to update any forward-looking statements that it may make, except in the normal course of its public disclosure obligations.

### **About Philip Morris International Inc.**

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 brands, including *Marlboro*, the number one cigarette brand worldwide. PMI has more than 77,000 employees and its products are sold in approximately 160 countries. In 2009, the company held an estimated 15.4% share of the total international cigarette market outside of the U.S., or 26% excluding the People's Republic of China and the U.S. For more information, see [www.pmi.com](http://www.pmi.com).