

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: 21-Jun-2012 08:46 ACCEPTED DATE: 21-Jun-2012 08:46  
FILING DATE: 21-Jun-2012 08:46  
TEST FILING: NO CONFIRMING COPY: NO

ACCESSION NUMBER: 0001193125-12-277878

FILE NUMBER(S):  
1. 001-33708

THE PASSWORD FOR LOGIN CIK 0001193125 WILL EXPIRE 09-Feb-2013 13:14.

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. 8.01  
2. 9.01

----- NOTICE -----

URGENT: Verify that all of your addresses on the EDGAR database are correct. An incorrect address in the EDGAR Accounting Contact Name and Address information may result in your fee Account Activity Statement being returned to the SEC as undeliverable. Please correct outdated addresses via the EDGAR filing website.

The EDGAR system is available to receive and process filings from 6:00 a.m. to 10:00 p.m. Eastern Time on business days. Filer Support staff members are available to respond to requests for assistance from 9:00 a.m. to 5:30 p.m. Eastern Time.

We strongly encourage you to visit the Filing Website at <https://www.edgarfiling.sec.gov>. You can download our current version of the EDGARLink/Windows software and templates, the Filer Manual, receive on-line help, and access Frequently Asked Questions.

---

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

---

**FORM 8-K**

---

**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 21, 2012**

---

**Philip Morris International Inc.**

(Exact name of registrant as specified in its charter)

---

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.)

---

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))
-

**Item 8.01. Other Events.**

On June 21 and 22, 2012, Philip Morris International Inc. (“PMI”) is holding a two-day investor meeting (“2012 Investor Day”). In connection with the 2012 Investor Day, PMI is issuing a press release (the “Press Release”) on June 21, 2012 announcing key highlights of the presentations made during the 2012 Investor Day.

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

Adjusted diluted EPS is not a U.S. GAAP measure. PMI defines adjusted diluted EPS as reported diluted EPS adjusted for asset impairment and exit costs, discrete tax items and unusual items. PMI believes it is appropriate to disclose this measure as it represents core earnings, improves comparability and helps investors analyze business performance and trends. Adjusted diluted EPS should be considered neither in isolation nor as a substitute for reported diluted EPS prepared in accordance with U.S. GAAP.

The information on PMI’s website referenced in the press release, including the presentations made during the 2012 Investor Day, is not, and shall not be deemed to be, part of this Form 8-K or incorporated into any filing PMI makes with the Securities and Exchange Commission, except as expressly set forth in such a filing.

**Item 9.01. Exhibits.**

(d) Exhibits

99.1 Philip Morris International Inc. Press Release, dated June 21, 2012.

**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/ JERRY WHITSON

Name: Jerry Whitson

Title: Deputy General Counsel and Corporate Secretary

DATE: June 21, 2012

INDEX TO EXHIBITS

**Exhibit No.**

**Description**

---

99.1

Philip Morris International Inc. Press Release, dated June 21, 2012.

**PRESS RELEASE**

Investor Relations:

Media:

New York: +1 (917) 663 2233

Lausanne: +41 (0)58 242 4500

Lausanne: +41 (0)58 242 4666



PHILIP MORRIS INTERNATIONAL

**Philip Morris International Inc. (PMI) Hosts Investor Day;  
Revises Forecast for 2012 Full-Year EPS; Reviews Outlook and Growth Strategies**

NEW YORK, June 21, 2012 — Philip Morris International Inc.'s (NYSE / Euronext Paris: PM) senior management will offer its perspective on the company's business outlook 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 revises, for prevailing exchange rates only, its 2012 full-year reported diluted earnings per share forecast to be in a range of \$5.10 to \$5.20, versus \$4.85 in 2011. Excluding a forecasted total unfavorable currency impact of approximately \$0.25 for the full-year 2012, reported diluted earnings per share are projected to increase by approximately 10% to 12% versus adjusted diluted earnings per share of \$4.88 in 2011.

Adjusted diluted earnings per share of \$4.88 in 2011 is calculated as reported diluted earnings per share of \$4.85, less a \$0.02 per share benefit for discrete tax items, plus a \$0.05 per share charge related to asset impairment and exit costs.

This guidance excludes the impact of any potential future acquisitions, unanticipated asset impairment and exit cost charges, and any unusual events.

Highlights of the event include:

Opening remarks from Louis C. Camilleri, Chairman of the Board and Chief Executive Officer, outlining:

- The key drivers and sustainability of the company's strong business performance, including a forecast of solid organic growth for the full-year 2012; and
- The mid to long-term growth prospects for the business

From André Calantzopoulos, Chief Operating Officer, an overview of:

- The global tobacco industry;
- The competitive, fiscal and regulatory landscapes;
- The roll-out of the company's new commercial approach; and
- The company's progress in developing Next Generation Products (NGPs), or Modified Risk Tobacco Products, including its targeted timeline for full commercialization of NGPs by 2016/2017

From Hermann Waldemer, Chief Financial Officer, an update on:

- The impact of recent currency movements;
- The company's strategies to reduce working capital and to fuel further cash flow growth in the years ahead; and
- The company's approach to continue to generously reward its shareholders through a judicious balance of dividends and share repurchases

And presentations, outlining the company's strategies for growth, from:

Frederic de Wilde, Senior Vice President, Marketing & Sales; 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.

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 22, 2012, at approximately 8:40 a.m. and conclude at approximately 11:45 a.m. An archive of the webcast will be made available until Friday, July 20, 2012, at [www.pmi.com](http://www.pmi.com). A copy of remarks and slides will be made available at [www.pmi.com](http://www.pmi.com) at the start of each presentation.

This release 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, 2012. 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 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 180 countries. In 2011, the company held an estimated 16.0% share of the total international cigarette market outside of the U.S., or 28.1% excluding the People's Republic of China and the U.S. For more information, see [www.pmi.com](http://www.pmi.com).