



WHO WE ARE?



71,000

employees
around the
world



930+

R&D scientists, engineers and
technicians working on smoke-free
products



175+

markets where our
products are sold



150

million
consumers
worldwide



5

of the world's top international 15
cigarette brands, including Marlboro



39

production
facilities
worldwide





PHILIP MORRIS
BULGARIA EOOD

Our core strategies are:

Delivering a Smoke-Free Future



Smoke-Free

Develop, market, and sell smoke-free alternatives, and switch our adult smokers to these alternatives, as quickly as possible around the world



Transition

Transition our resources from cigarettes to smoke-free alternatives



Regulation

Propose regulatory policies that encourage the replacement of cigarettes with smoke-free alternatives



Sustainability

Drive world-class sustainability programs across our entire value chain



Talent

Be the employer of choice for our global workforce and work tirelessly to attract the best talent



Transparency

Share our progress, and invite dialogue and independent verification



Growth

Provide superior returns for our shareholders

