

PHILIP MORRIS INTERNATIONAL INC.
2024 VIRTUAL ANNUAL MEETING OF SHAREHOLDERS

RULES OF CONDUCT AND PROCEDURES

Welcome to Philip Morris International Inc.'s 2024 Annual Meeting of Shareholders, which will be held online via a live webcast. In the interest of an orderly meeting, participants are required to honor the following Rules of Conduct and Procedures:

1. The Agenda indicates the order in which matters will be presented at the meeting. When an item on the Agenda is before the meeting for consideration, discussion should be confined to that item.
2. The only business to be conducted at the meeting are the matters set forth in the 2024 Notice of Virtual Annual Meeting of Shareholders and Proxy Statement, dated March 28, 2024.
3. Only shareholders of record as of March 15, 2024, with a 16-digit control number, may vote and ask a question during the meeting.
4. After the Chairman declares the polls open for voting, shareholders may vote online by clicking the "Voting" tab on the Virtual Shareholder Meeting website (www.virtualshareholdermeeting.com/PM2024) until the Chairman declares the polls closed. Shareholders who have sent in proxies or voted by telephone or Internet, and do not want to change their vote, do not need to take any further action.
5. Shareholders may ask a question during the meeting by calling the number posted on the Virtual Shareholder Meeting website (www.virtualshareholdermeeting.com/PM2024) in the "Q&A" tab. Have your 16-digit control number ready to give to the operator. Comments or questions during the business portion of the meeting should relate only to the matter being voted on at that time.
6. Shareholders who wish to speak during the Question and Comment period will be given **two** minutes so that others who may wish to speak will have an opportunity to do so. Shareholders may speak a second time only after all others who wish to speak have had their turn. When speaking, shareholders are requested to direct questions and comments to the Chairman and should confine their remarks to matters that relate directly to the business of the meeting.
7. We reserve the right to reject redundant questions or questions that we deem inappropriate. The meeting is not to be used as a forum to discuss personal grievances, business disputes or to present general political, social or economic views that are not directly related to the business of the meeting.
8. In the event of disorder, technical malfunction, or other significant problem that disrupts the meeting, the Chairman may adjourn, recess or expedite the meeting or take such other action that the Chairman determines is appropriate in light of the circumstances.
9. A replay of the meeting will be available on our website (www.pmi.com) for one year.