

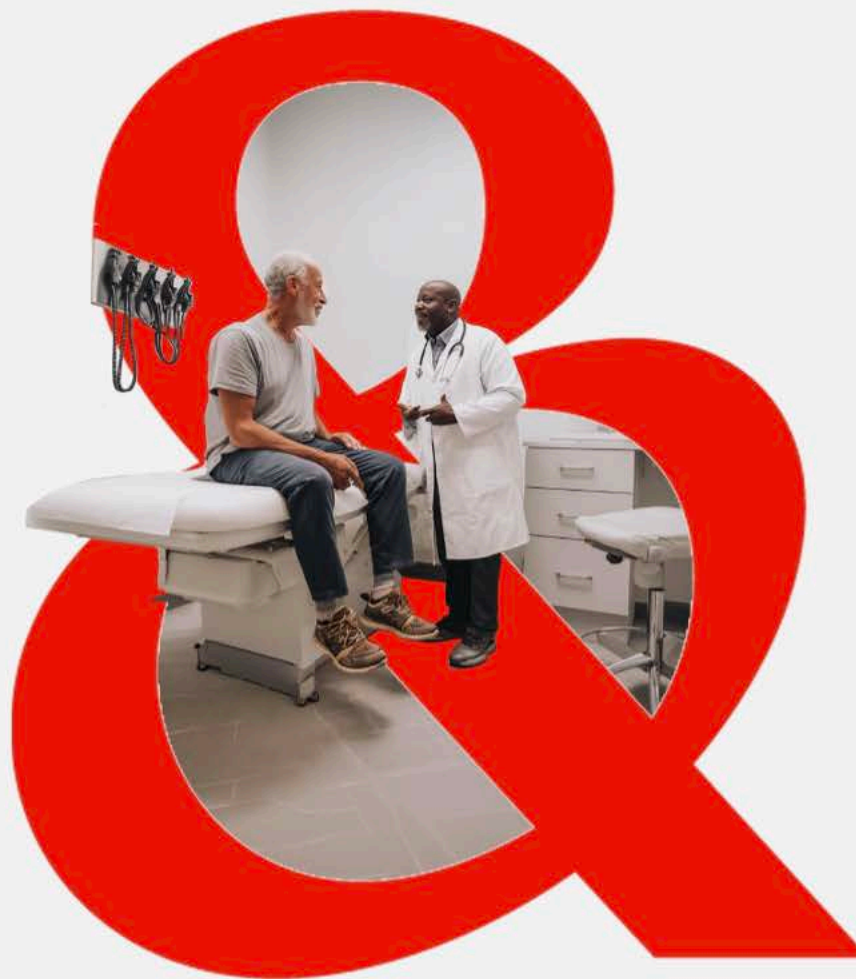
petenoback@gmail.com



we take our power back from multiple meyloma.

We're targeting multiple myeloma from every angle, at every stage so that more patients have the best chance at freedom from MM. The combination of our best-in-class treatment portfolio is leading to breakthroughs that have more patients and physicians asking: "And now what's possible?"

Johnson&Johnson



together we will rise above multiple myeloma.

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Johnson & Johnson



now we can move from surviving multiple myeloma to thriving together.

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Posters



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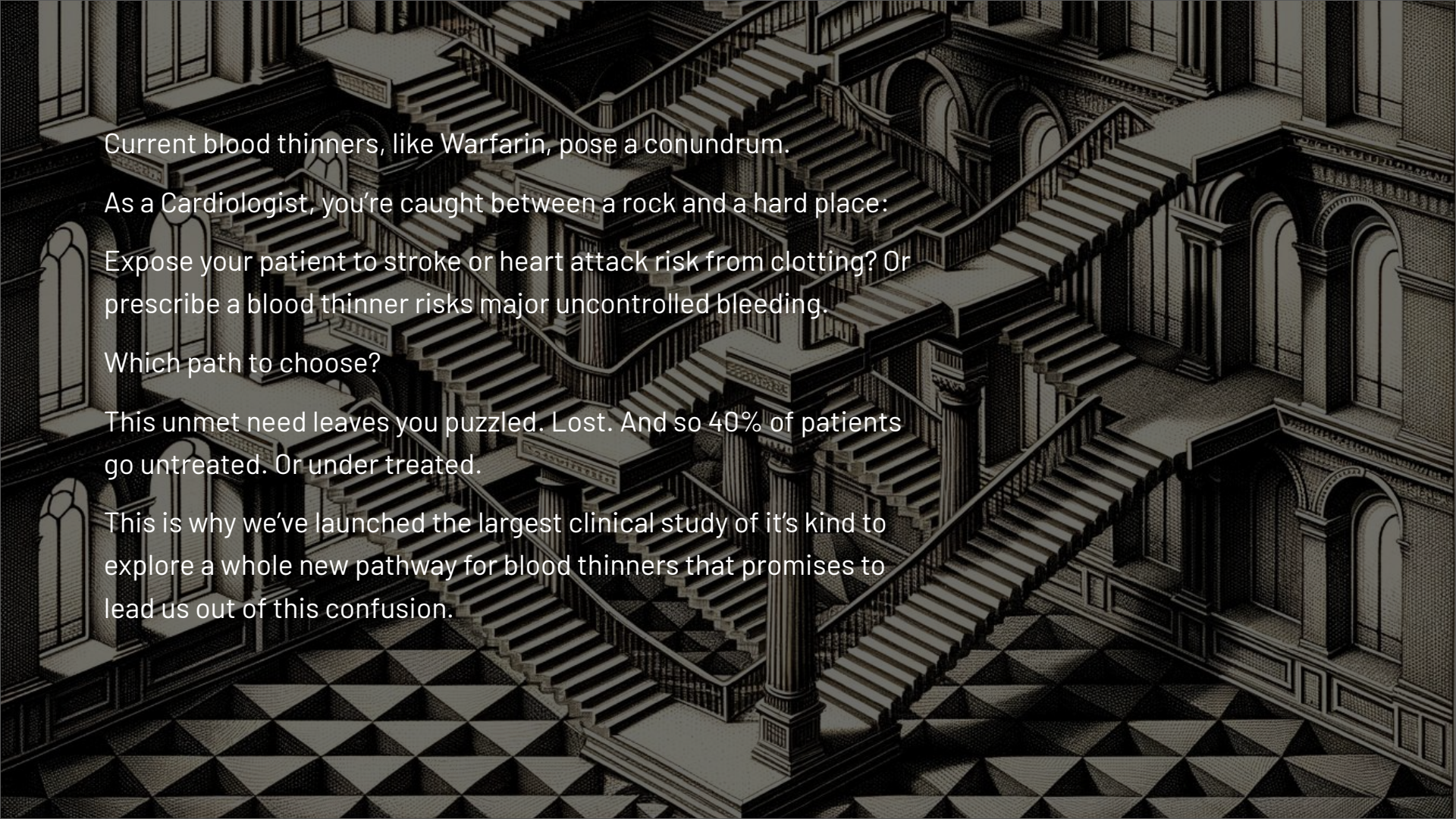
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Current blood thinners, like Warfarin, pose a conundrum.

As a Cardiologist, you're caught between a rock and a hard place:

Expose your patient to stroke or heart attack risk from clotting? Or prescribe a blood thinner risks major uncontrolled bleeding.

Which path to choose?

This unmet need leaves you puzzled. Lost. And so 40% of patients go untreated. Or under treated.

This is why we've launched the largest clinical study of it's kind to explore a whole new pathway for blood thinners that promises to lead us out of this confusion.

We need a new path
for blood thinners.



40% of patients with ACS, SSP and AFib remain untreated or undertreated. That leaves them susceptible to blood clots. And patients who are treated remain at risk for excessive bleeding, which leaves cardiologists with no clear path. That's why we're searching for a new pathway that may bring clarity. Visit clinicalstudy.com to learn more.



DIRECT MAIL

Blood clot or uncontrolled bleeding?
Which way to go?



DIRECT MAIL

Blood clot or uncontrolled bleeding?
Which way to go?



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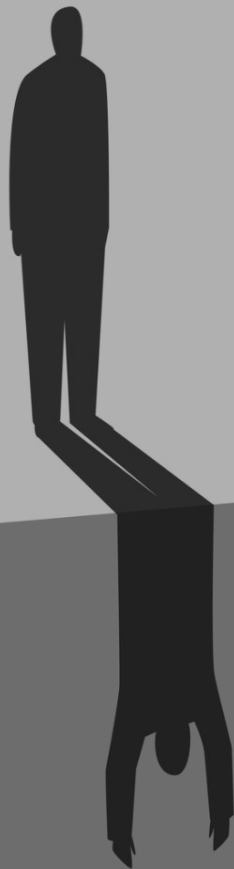
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When it comes to blood thinners,
there's no good path.

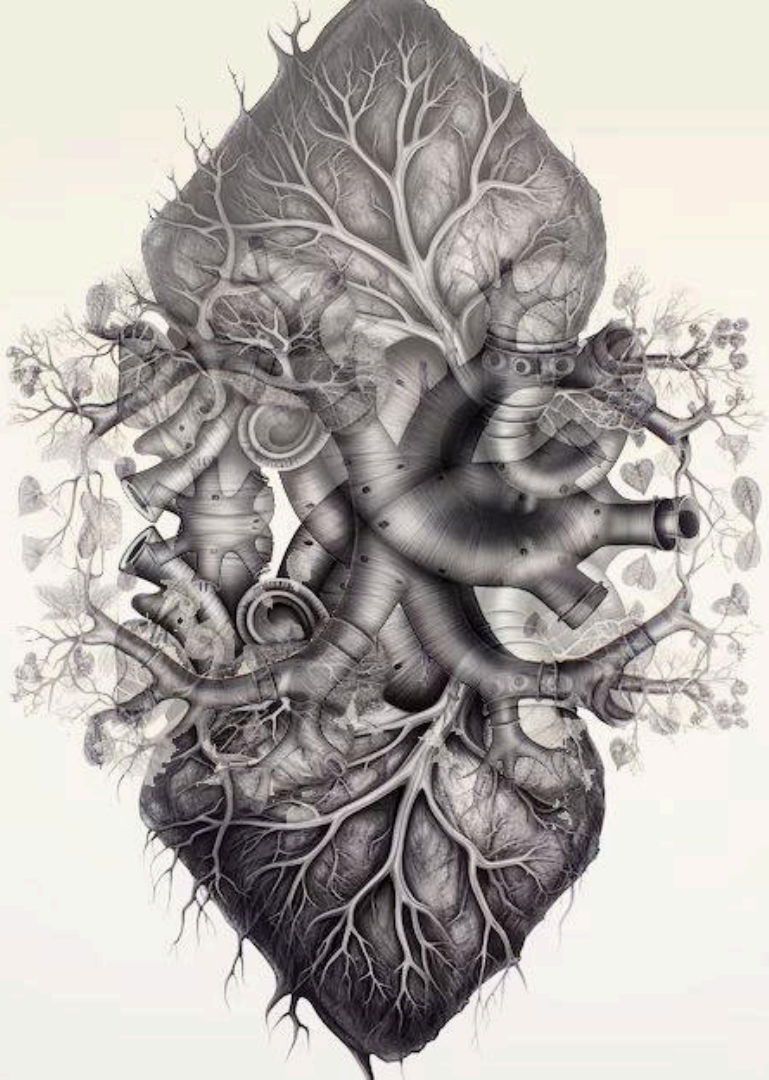
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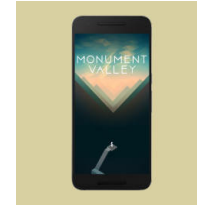
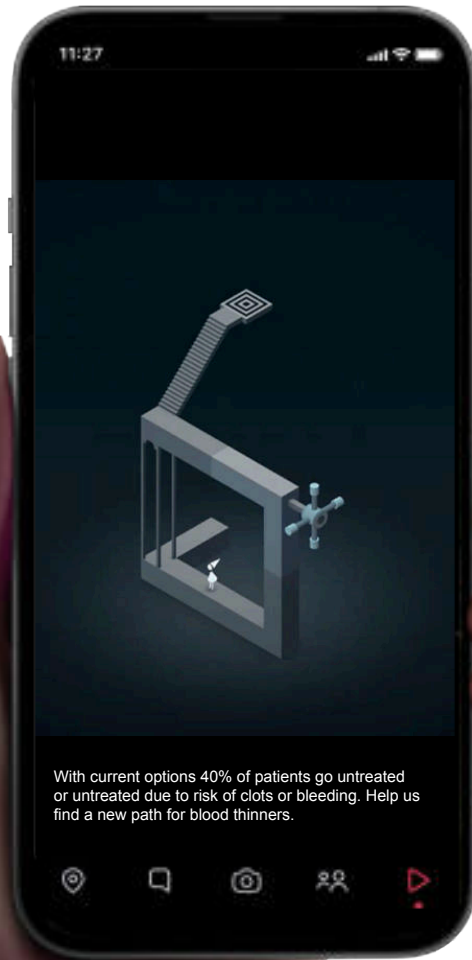
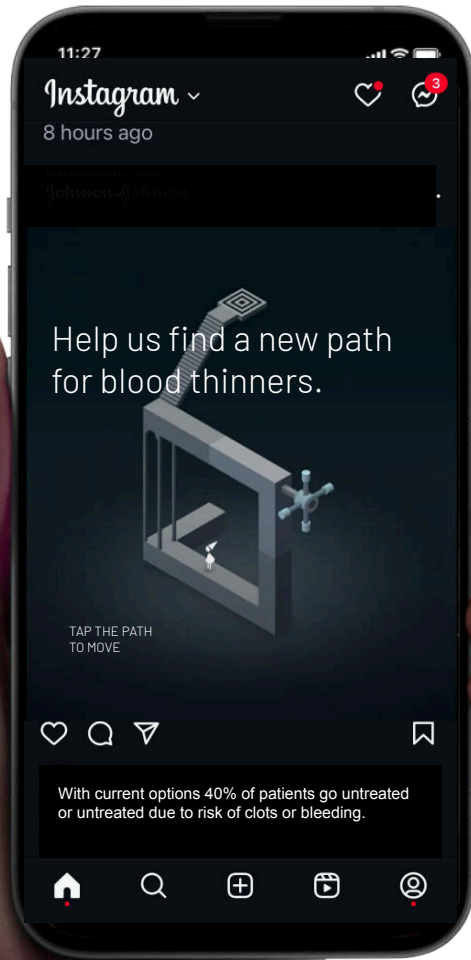
DISEASE AWARENESS VIDEO: THE HEART OF MC ESCHER

The indications for this particular disease involve a conundrum. The impossible choice the cardiologist has to make pits the heart itself against the patient. As it turns the very blood the heart pumps into a risk. Whether excessive bleeding or blood clots.

That's a puzzle.

So as we express the disease indication we'll illustrate the heart. But gradually this heart will begin to turn into an optical illusion where the flow of blood through the atria, valves, etc. only seem to take us back to where we started. And real progress is not being made.

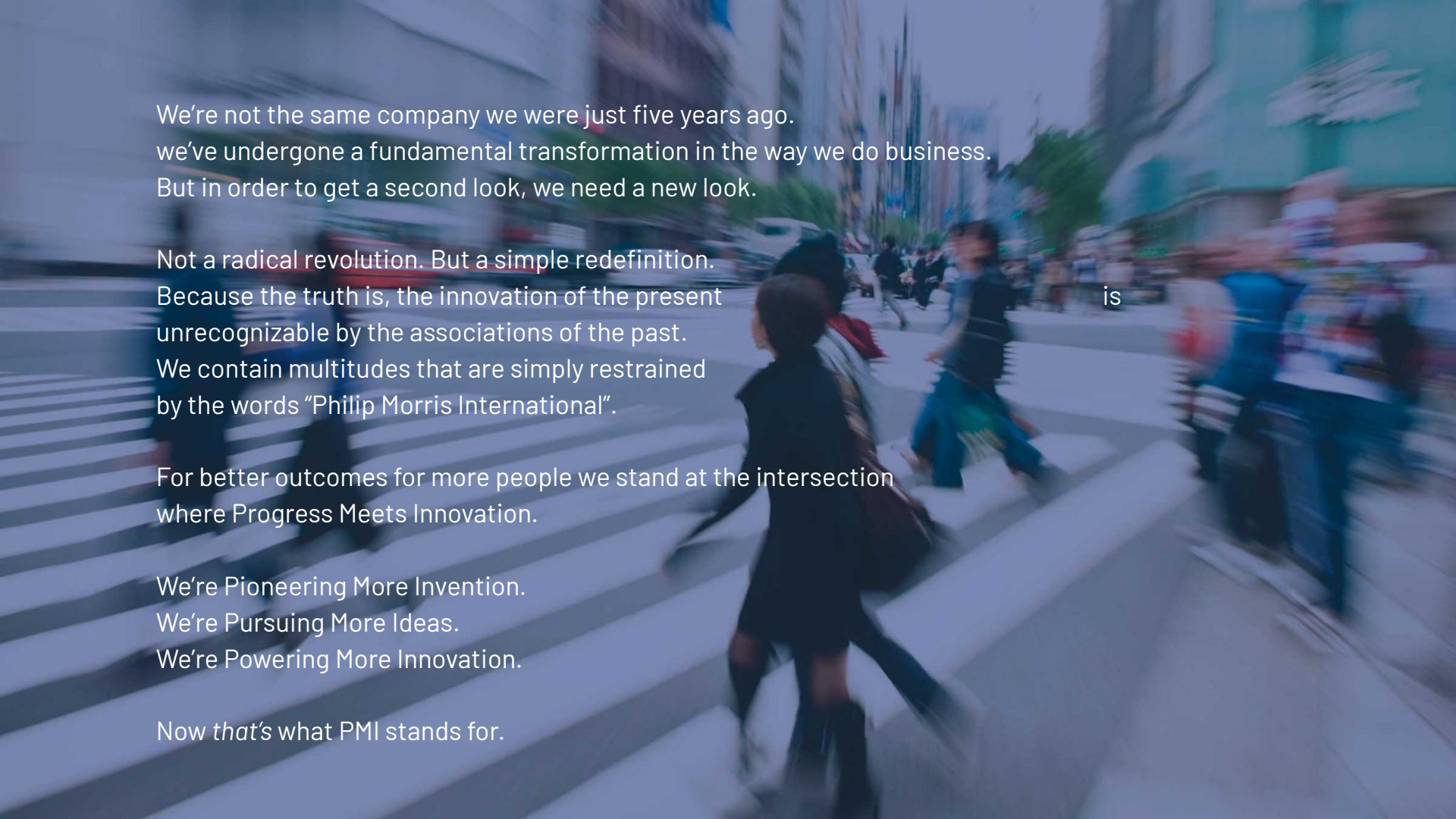
That's until we release the results of our clinical trials which promise to unwind this confusion and provide a clear path to treatment.



DIGITAL MOBILE AD: PATH PUZZLE

Patients on blood thinners have no clear path. But our new clinical study promises to solve a conundrum that's been a puzzle for cardiologists for a long time.

Let's create a beautiful puzzle game they can solve along with us. We'll partner with the folks at Monumental Valley to reskin their beautiful game UX for an interactive experience.



We're not the same company we were just five years ago.
we've undergone a fundamental transformation in the way we do business.
But in order to get a second look, we need a new look.

Not a radical revolution. But a simple redefinition.
Because the truth is, the innovation of the present is
unrecognizable by the associations of the past.
We contain multitudes that are simply restrained
by the words "Philip Morris International".

For better outcomes for more people we stand at the intersection
where Progress Meets Innovation.

We're Pioneering More Invention.
We're Pursuing More Ideas.
We're Powering More Innovation.

Now *that's* what PMI stands for.

Progress Meets Innovation

With \$12.5 billion invested in research and development, we're Pursuing More Impact.

With 1,586 scientists, we're Powering More Ideas.

And with 1,720 patents, we're Pioneering More Invention.

For better outcomes for more people.

That's PMI.



PMI

Scan to learn more.



Pursue More Invention.

\$12.5

billion invested in
non-combustible products.

Progress Meets Innovation.



PMI

Scan to learn more



Preparation Meets Ingenuity.

1,586

world-class scientists and engineers.

Progress Meets Innovation.



PMI

Scan to learn more



Power Modern Ideas.

90

Markets where our non-combustible
products are available.

Progress Meets Innovation.



PMI

Scan to learn more



That's PMI

When Progress Meets
Innovation, anything
is possible.

That's how we achieved

38%

of our net revenue
from smoke-free products.

Progress Meets Innovation.



PMI

Jaek Olczak CEO PMI

Scan to learn more



We haven't
kept up with
the times.
We've raced
ahead of them.

By 2025 over half our revenue
will come from smoke-free products.

Progress Meets Innovation.



Scan to learn more.



How did
Japan lower
smoking rates?
Dramatically.

Since our heated tobacco products have
launched in Japan, we've seen a 5X
reduction in smoking rates.

Powering Modern Ideas.



MAVUMI
Japan
Switched to
a smoke-free
alternative.

Scan to learn more.



The old way
of doing
things was
whatever we
did last week.

38% of our net revenue comes from
smoke-free products. Soon to be over half
our revenue by 2025.

Progress Meets Innovation.



Jerik Olczak
CEO PMI

Scan to learn more.



How do you get
to 7,900 patents?
Start with 21,457
hypotheses.

Our 1,800 scientists, researchers, and engineers
are inventing new alternatives for millions
of people around the world.

Progress Meets Innovation.



Scan to learn more.





Powering Modern Ideas

An Innovation X-Prize

Let's not just talk about how progress meets innovation. Let's prove it. Let's offer up a prize for others to continue to innovate in all the areas that are relevant to our business: agriculture, sustainability, science-- even battery and electrification. If there's a better way of doing things, we want to know about it. Let's create new breakthroughs.



Re-list as PMI: Progress Meets Innovation.

Let's make a PR push to change our name. Including on the our stock listing. Not only that? Let's push to change our entire industry designation. From Consumer Staples > Tobacco to Consumer Staples > Smoke-Free Tobacco or even Consumer Technology > Smoke-Free Tobacco.

Even if the answer is "No" – just making our case brings to light the major shift in our story and how much we believe in the wholesale reinvention of our entire company.



Sans Flamme

The flameless feast

Let's host a dinner at Davos that is "without fire". It will serve as a metaphor and conversation starter about how we're Powering Modern Ideas for a smoke-free world.

We'll sample the best of sushi and other raw foods as well as innovative molecular gastronomy from some of the top chefs in Switzerland.

With any luck, hundreds of millions
of people might **discover what we're up to.**



Scan to read our report on how to lower
smoking rates around the world.



PHILIP MORRIS
INTERNATIONAL

Let's Be Clear.

We don't think we can lower smoking rates in Japan.
We know we have.



PHILIP MORRIS
INTERNATIONAL

Let's Be Clear.



Scan to know how we helped reach
a 5X reduction.

Peer review us. **Please.**



Scan to learn
our latest research.



PHILIP MORRIS
INTERNATIONAL

Let's Be Clear.

Our intelligence **is not artificial.**



Scan to see our real data in real time.



PHILIP MORRIS
INTERNATIONAL

Let's Be Clear.

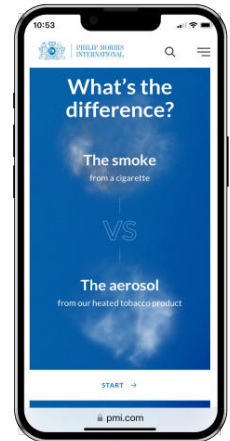


Interactive Billboard

Let's invite key opinion leaders at Davos to open their minds about alternatives to smoking with a fully interactive billboard. We'll let them see for themselves, with total transparency, what a difference it makes between smoke and aerosol down the exact parts per million.



The mobile experience could expand the number of participants exponentially.



VIDEO



RAGAN'S VIDEO, VISUAL & VIRTUAL AWARDS WINNERS!



NEED:

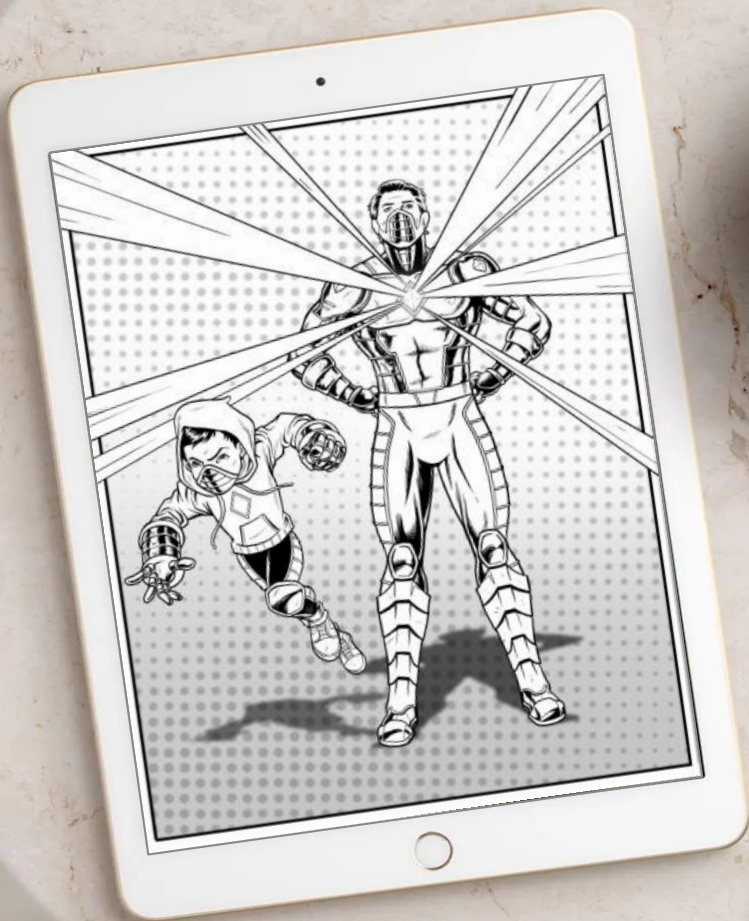
During the pandemic, the American Academy of Pediatrics needed a compelling message to transform growing vaccine skepticism into a positive, urgent message that helped people overcome negative fear-mongering.

PIVOT:

We flipped the script on everyday childhood vaccination into something more heroic. We studied Marvel character development and illustration to create our own superheros with unique superpowers. Then, we cast parent / children actors together and turned live action into animation to bring these characters to life in vivid, visceral film production.

RESULT:

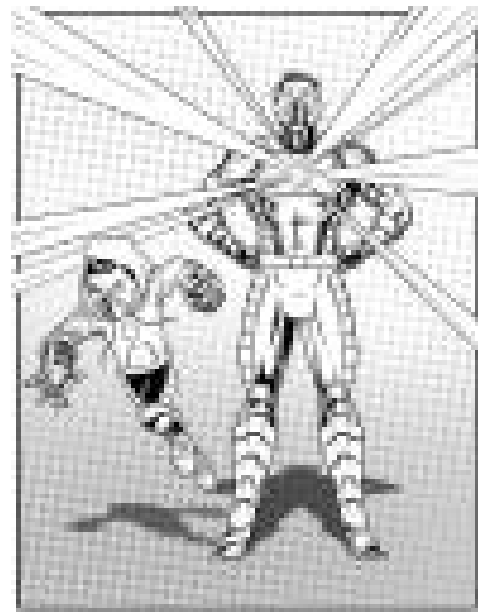
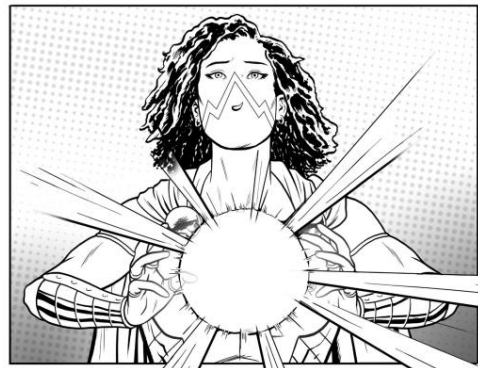
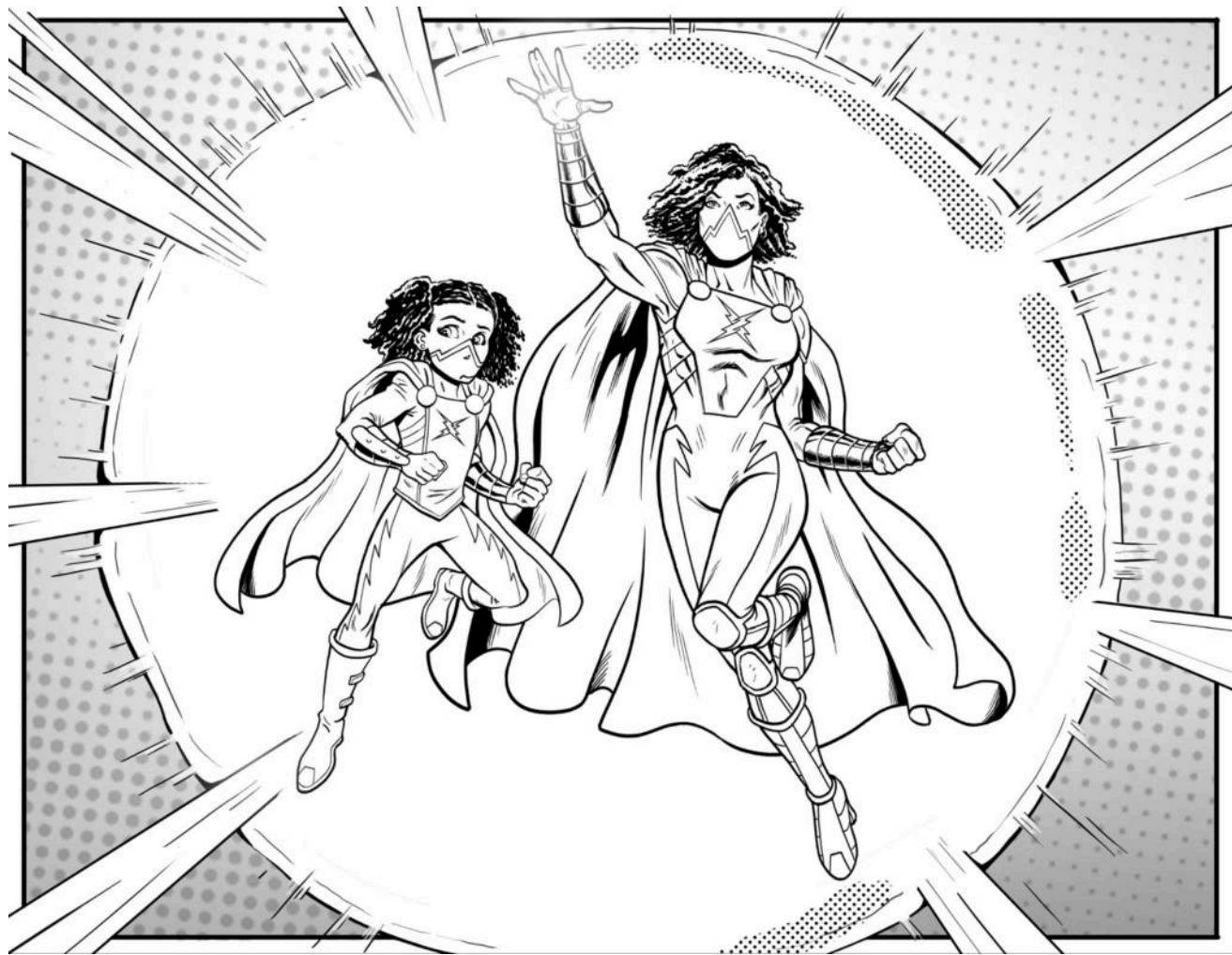
We won a Ragan Award for Illustration and Animation Design from PRDaily. The PSA, in English and Spanish, has been viewed roughly 3 million times on Instagram, Facebook and Google, and was placed in national distribution to TV and radio outlets.



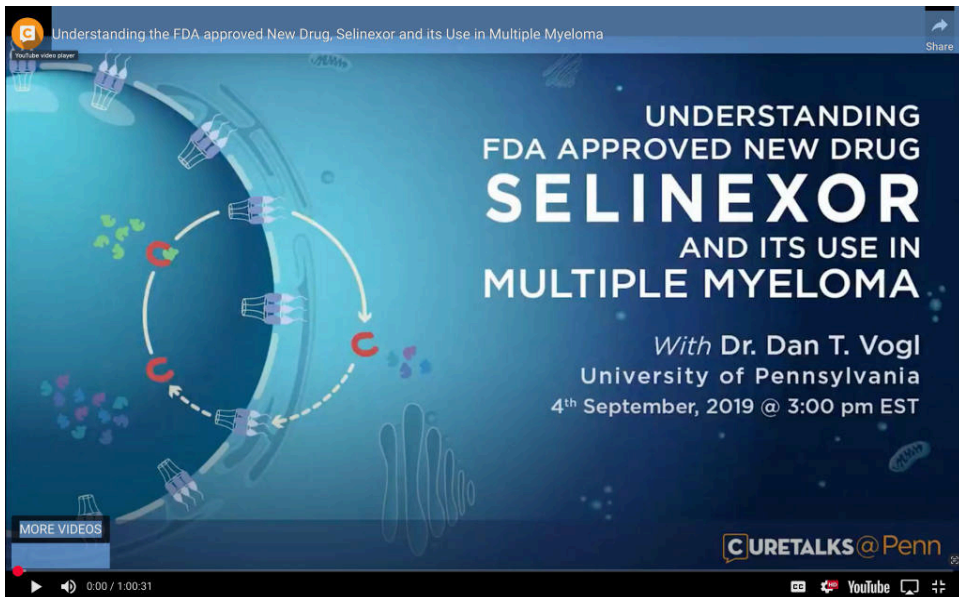
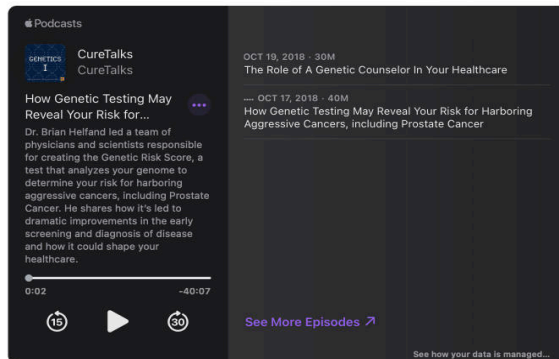
WAITING ROOM

DIGITAL COLORING BOOK

In waiting rooms we placed ipads with digital coloring sheets for parents and kids to color their superhero moment together.







NEED:

Patients often take a drug without understanding the science behind the cure.

PIVOT:

Allow people to hear from the researchers themselves with a podcast that speaks directly to their specific condition. CureTalks is a long-running medical podcast featuring breakthrough researchers who are conducting clinical trials in order to find a cure for some of humanity's most perplexing diseases.

RESULT:

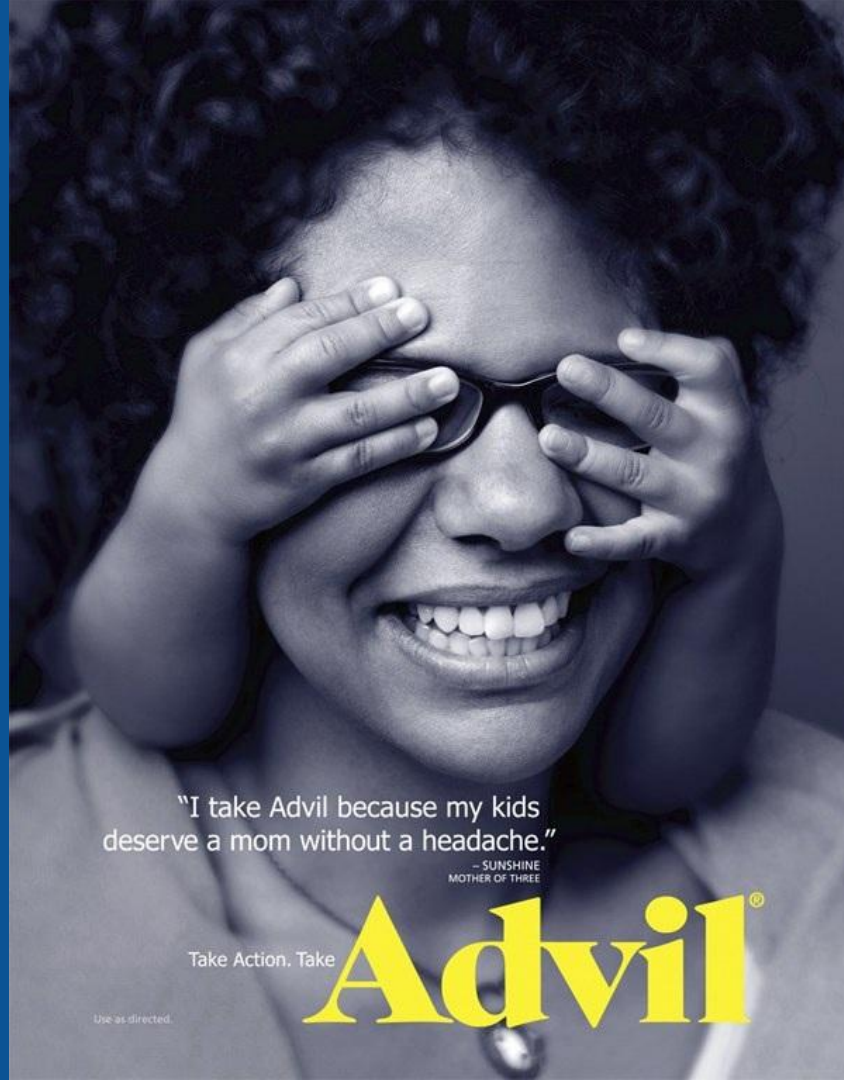
Written and produced entirely in-house, we achieved over 1 million views across 300 video and audio discussions by partnering with the Trial X platform and leading research institutions like UPenn.

Advil®

VIDEO ASSETS



Take Action. Take **Advil**.



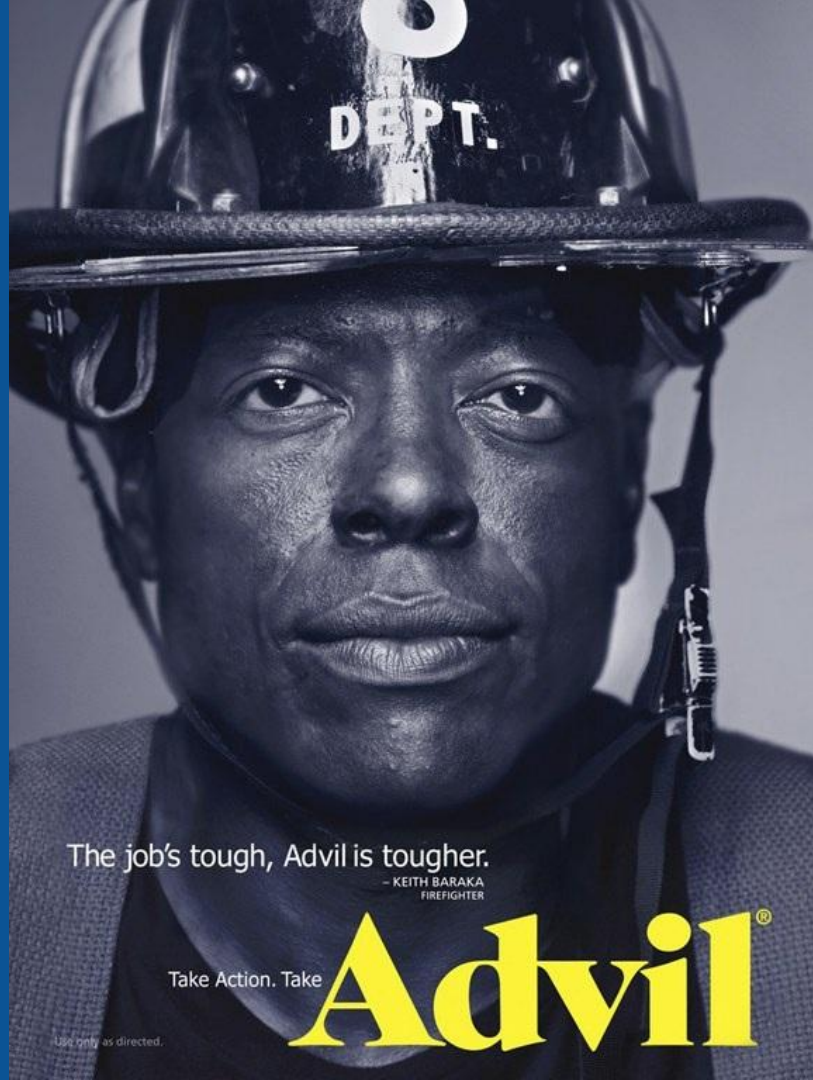
"I take Advil because my kids
deserve a mom without a headache."

— SUNSHINE
MOTHER OF THREE

Take Action. Take

Advil®

Use as directed.



The job's tough, Advil is tougher.

— KEITH BARAKA
FIREFIGHTER

Take Action. Take

Advil®

Use only as directed.

T  URING.

Take Action. Take **Advil**

Y  GA.

Take Action. Take **Advil**



Walgreens

There's a way to stay well.

walgreens.com/flu



DIRECT MAIL STICKERS

**9 little nudges.
9 you can do its.
1 stronger you.**



Peel away to find a little inspiration.

Walgreens There's a way to stay well.

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Have a glass, stay lean. A lack in calcium can trigger the production of more fat cells.

Know any good jokes? Laughing decreases the levels of stress hormones in the body.



Make your heart happy. Losing just five pounds can lower your blood pressure.



