

Social Media Rules of Engagement

We have created our social media sites to foster conversations around who we are, what we do and what it is like to work here. They have not been created to market, advertise or promote our products, brands or securities.

These rules of engagement (“Rules”) are intended to ensure that meaningful, constructive, and transparent discussions take place on our social media sites. We are currently present on Facebook and Twitter.

By using any of our social media sites, you agree to comply with these Rules. You also agree to comply with any other applicable platform specific terms of use (e.g. Facebook’s Statement of Rights and Responsibilities, Twitter’s Terms of Use, etc.).

Our social media sites are not intended for anyone under 18 years of age, and all contributions must be made by people who are 18 years of age or older.

YOUR CONTRIBUTIONS

You are responsible for all contributions you make on our social media sites. We do not make any commitment to respond to every contribution.

We expect all contributions to be polite, and relevant to the topic that is being discussed. Accordingly, your contributions must not:

- be inappropriate, offensive, abusive, defamatory, racist, hateful, sexist, obscene, homophobic, inflammatory or irrelevant to the topics being discussed;
- be indecent, sexually explicit or pornographic;
- be false, inaccurate, misleading or based on rumors;
- be excessively repetitive or constitute ‘spam’;
- be threatening;
- be unlawful;
- reveal the personal information of any other person;
- infringe any third party’s intellectual property rights (such as copyright, database rights, trade secrets, confidential information or trademarks);
- impersonate any other person;
- offer to sell or solicit an offer to buy any securities of Philip Morris International Inc.;
- advertise, promote, market or endorse our products and brands; or
- advertise, promote, market or endorse any other third party, or any third party’s goods, services or brands.

We also have the right to disclose your identity to any third party who is claiming that any content posted or uploaded by you to our social media sites constitutes a violation of any applicable law, their intellectual property rights, or of their right to privacy.

The views expressed by other users on our social media sites do not represent our views or values.

MODERATION

We monitor our social media sites to ensure contributions are relevant and comply with these Rules. We are available on our social media sites between 9am and 6pm GMT.

We may (in our sole discretion) prevent any contribution from being posted on our social media sites, or remove any contribution from our social media sites, if we do not think that a contribution complies with these Rules or any other applicable platform specific terms of use. We shall be under no obligation to notify you of any such decision.

One or more violations of these Rules or any other applicable platform specific terms of use may result in you being banned or blocked from our social media sites. Banning or blocking accounts from our social media sites is in our sole discretion.

CUSTOMER SERVICES QUERIES

We do not use our corporate social media sites to respond to customer service queries. Instead, please visit our website at www.iqos.co.za, our Facebook page (IQOS South Africa) or Twitter account (@iqos_support_za) for further information on how to submit customer service-related queries.

OUR SOCIAL MEDIA SITES

We do not guarantee that the content we make available on our social media sites is fully accurate, complete, or current. The content is provided for general information only and should not be relied upon or used as the basis for making significant decisions without consulting primary or more accurate, more complete, or more up-to-date sources of information. Any reliance upon the content on our social media sites shall be at your own risk. Our social media sites may contain historical information. Historical information is not necessarily current and is provided for your reference only.

Any “follows,” “likes,” “retweets,” or similar indications by us are not, and should not be construed as being, an endorsement of any kind.

While we have official social media sites on external social media platforms this does not mean that we endorse those platforms or that we are responsible for their products or services.

If you access external social media platforms, you do so at your own risk, and we are not responsible for any losses or other damage you suffer as a result of such use.

You may share content that we post on our social media sites, provided that you do not modify it.

OUR STRUCTURE

Philip Morris South Africa (Pty) Ltd’s social media sites are operated by the External Affairs team at Philip Morris South Africa. The terms “Philip Morris South Africa”, “PMSA”, “PMSA subsidiaries”, “we”, “us” and “our” refer, as appropriate in the context, to Philip Morris South Africa (Pty) Ltd, or one or more of its subsidiaries or affiliates.

COMPLAINTS

If you wish to complain about any contribution posted to our social media sites, please contact our Head of Communications, Rupini Bergstrom on email rupini.vadyvaloobergstrom@pmi.com. When you submit a complaint, please outline the reason for your complaint, and specify where the contribution you are complaining about is located. We may request further information from you about your complaint before we process it. We will then review the contribution and decide whether it complies with these Rules.

INTELLECTUAL PROPERTY RIGHTS

We respect the intellectual property rights of others and we expect you to do the same. You warrant that all the content you post on our social media sites is your own original work, or if it is covered by intellectual property rights owned by a third party, you warrant that the owner of the content has granted you permission to use the content consistent with the manner and purpose of your use.

Using our social media sites to distribute unauthorized copies of copyrighted material is strictly prohibited.

Repeat violations of a third party's intellectual property rights may result in the banning or blocking of your account from our social media sites. We have sole discretion to take any such action. Any action or inaction of us shall not be construed as any endorsement of any intellectual property rights infringement claim.

Please note that by contributing to our social media sites, you are granting PMI a non-exclusive, worldwide, transferable, sub-licensable, royalty-free right to freely use, display, copy, edit, alter, republish, redistribute, or otherwise use your contribution in any way we decide (whether for commercial or non-commercial purposes) in any media or through any distribution method. You are responsible for ensuring that you can grant us this right.

If you think that any work on our social media sites has been copied in a manner that constitutes an intellectual property rights infringement, please contact our Head of Communications, Rupini Bergstrom on email rupini.vadyvaloobergstrom@pmi.com.

LINKS

On our social media sites we may include links to other sites. Some of them might be operated by us, and some of them might be operated by third parties. These links are provided as a convenience to you and as an additional avenue of access to the information contained in those other sites. We have not necessarily reviewed all the information on other sites and are not responsible for the content of any other sites or for any products or services that may be offered through other sites. We will not be liable for any loss or damage that may arise from your use of them.

Third-party sites may contain information with which we do not agree. Inclusion of links to other sites should not be viewed as an endorsement of the content of linked sites.

Different terms and conditions may apply to your use of any linked sites. You understand that all information (such as data files, written text, computer software, music, audio files or other sounds, photographs, videos or other images) to which you may have access through links to other sites are the sole responsibility of the person from whom such content originated.

SECURITIES OF PHILIP MORRIS INTERNATIONAL INC.

We are not providing investment advice through our social media sites, and the information and materials available through such sites should not be regarded as an offer to sell, or a solicitation of an offer to buy, any securities of Philip Morris International Inc. If you decide to use any information or material available through such sites in assessing whether to buy or sell securities of Philip Morris International Inc., please be aware that the information and material generally reflect past performance and historical information only, and that such performance and information is not necessarily an indication of future performance.

DATA PROTECTION

Please ensure your contributions do not contain any personal data. If you do provide us with any personal data, we will process it in accordance with the privacy notice which is available on www.pmi.com.

LIABILITY AND DISCLAIMERS

YOUR USE OF OUR SOCIAL MEDIA SITES IS AT YOUR SOLE RISK. OUR SOCIAL MEDIA SITES ARE PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS. WHERE POSSIBLE, WE MAY RESTRICT YOUR ACCESS TO OUR SOCIAL MEDIA SITES OR ANY FEATURE OR PART OF THEM AT ANY TIME. WE DISCLAIM ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY AND FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTIES THAT MATERIAL ON OUR SOCIAL MEDIA SITES IS NONINFRINGEMENT; THAT ACCESS TO THE SITE WILL BE UNINTERRUPTED OR ERROR-FREE; THAT OUR SOCIAL MEDIA SITES WILL BE SECURE; OR THAT INFORMATION ON OUR SOCIAL MEDIA SITES WILL BE COMPLETE, ACCURATE OR TIMELY.

IF ANYONE BRINGS A CLAIM AGAINST US RELATED TO YOUR ACTIONS OR CONTRIBUTIONS, YOU WILL INDEMNIFY AND HOLD US HARMLESS FROM AND AGAINST ALL DAMAGES, LOSSES, AND EXPENSES OF ANY KIND (INCLUDING REASONABLE LEGAL FEES AND COSTS) RELATED TO SUCH CLAIM.

TO THE FULLEST EXTENT PERMITTED UNDER APPLICABLE LAW, YOU UNDERSTAND AND AGREE THAT WE SHALL NOT BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, PUNITIVE, OR ANY OTHER DAMAGES RELATING TO OR RESULTING FROM YOUR USE OF OR INABILITY TO USE OUR SOCIAL MEDIA SITES. THESE INCLUDE DAMAGES FOR ERRORS, OMISSIONS, INTERRUPTIONS, DEFECTS, DELAYS, COMPUTER VIRUSES, YOUR LOSS OF PROFITS, LOSS OF DATA, UNAUTHORIZED ACCESS TO AND ALTERATION OF YOUR TRANSMISSIONS AND DATA, AND OTHER TANGIBLE AND INTANGIBLE LOSSES. THIS LIMITATION APPLIES REGARDLESS OF WHETHER THE DAMAGES ARE CLAIMED UNDER THE TERMS OF A CONTRACT, AS THE RESULT OF NEGLIGENCE, OR OTHERWISE, AND EVEN IF WE OR OUR REPRESENTATIVES HAVE BEEN NEGLIGENT OR HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

LAW AND JURISDICTION

The laws of South Africa govern these Rules and your use of our social media sites, and you irrevocably consent to the exclusive jurisdiction of the competent courts located in Cape Town, South Africa for any action to enforce these Rules. We recognize that it is possible for you to obtain access to our social media sites from any jurisdiction in the world, and we have little practical ability to prevent such access. Our social media sites have been designed to comply with the laws of South Africa. If any material on our social media sites, or your use of our social media sites, is contrary to the laws of the place where you are when you access it, those social media sites are not intended for you, and we ask you not to use our social media sites. You are responsible for informing yourself of the laws of your jurisdiction and complying with them.

CHANGES TO THESE RULES

We may change these Rules without informing you. It is your responsibility to check periodically for any changes we make to these Rules. Your continued use of our social media sites following the posting of any changes to these Rules means you accept the changes.