



PHILIP MORRIS INTERNATIONAL

Brussels

June 14, 2011

Dear Madam / Sir,

We would like to invite you to a presentation by Robin Cartwright and Richard Stephens of KPMG on the results of a study regarding the **illicit trade in cigarettes** within the European Union. The presentation will take place at the Hotel Stanhope, on June 30, 2011 from 8:30 to 10:30.

The study is performed annually by KPMG based on methodology developed under the 2004 Anti-Contraband and Anti-Counterfeit Agreement between Philip Morris International, the European Commission and the Member States. In recent years, we have witnessed worrying trends related to the nature and scale of the illicit cigarette trade in EU countries.

The presentation will be an excellent opportunity to see the results of this non-public study and will be held under Chatham House rules so there can be a free exchange of questions and answers. No journalists have been invited and no press conference will follow.

I hope you will be able to attend this presentation and look forward to seeing you on 30th June. Please confirm your attendance with Pauline Rozen at 02-237.01.16 or via email to Pauline.rozen@pmi.com

Yours sincerely,

Kristof Doms
Vice President EU Affairs