

November 9, 2018

PMI Response to The Guardian

There's no question that smoking causes serious disease. The World Health Organization attributes about half of all premature deaths from non-communicable diseases to smoking. Despite decades of tobacco control policy focused on encouraging smokers to quit, and keeping people from starting in the first place, 1 billion men and women smoke. Therefore companies, governments and the global health community must work together to drive switching from cigarettes to sensible nicotine alternatives for those who don't quit.

The "tobacco wars" have been going on for more than 60 years and it's well past the time to begin a new conversation, one that takes seriously the promise offered through innovation, and one that includes the voices of serious individuals and organizations, particularly those who represent the voices of those most impacted by the debate - smokers.

We have worked, and will continue to work, with carefully selected organizations around the world who share our desire to promote policies that produce meaningful public health improvements. It is absolutely ridiculous to imply that supporting an organization would result in a group taking action they otherwise would fundamentally oppose. Claims that our contributions to organizations committed to advancing positive change in public health create a conflict of interest cannot withstand any reasonable scrutiny, are irrational, and wrong. Ideas are not for sale.

We are committed to open and transparent dialogues with everyone. Our support for organizations complies with applicable laws and our own principles and practices, and we routinely evaluate our participation to ensure that the groups' objectives align with the long-term interests of PMI and its shareholders, and that their activities continue to reflect PMI's values and high standards of conduct.

PMI discloses our membership in organizations where we hold a leadership role by serving on the Board of Directors or Executive Committee of an organization, along with the top 10 memberships paid. None of the organizations you have asked about meet these criteria. For a full list of organizations PMI served in a leadership capacity for in 2017 please see [here](#).

Revisiting well-worn but empty rhetoric will not convince a single smoker to quit. Nor will it convince those who don't to switch to a better alternative. It will simply maintain the status quo. Failure to move the conversation forward by seriously evaluating the science behind smoke-free products and by listening to the voice of consumers ensures only one outcome: a decade from now, hundreds of millions of men and women around the world will still be smoking cigarettes. That's an outcome that Philip Morris International does not want. We hope others share our desire to make a meaningful and positive impact on the status quo.