

Philip Morris International Inc.  
Form 8-K  
February 17, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of

The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): February 17, 2010

**Philip Morris International Inc.**

(Exact name of registrant as specified in its charter)

**Virginia**  
(State or other jurisdiction

of incorporation)

**1-33708**  
(Commission

File Number)

**13-3435103**  
(I.R.S. Employer

Identification No.)

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**120 Park Avenue, New York, New York**

**(Address of principal executive offices)**

**Registrant's telephone number, including area code: (917) 663-2000**

**10017-5592**

**(Zip Code)**

**(Former name or former address, if changed since last report.)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01. Regulation FD Disclosure.**

On February 17, 2010, Philip Morris International Inc. (the Company) announced that the Company's Chief Financial Officer, Hermann Waldemer, will be giving a live presentation to the Consumer Analyst Group of New York (CAGNY) in Boca Raton, Florida, about the Company's 2009 results and 2010 outlook. In connection with the presentation, the Company is furnishing to the Securities and Exchange Commission the following documents attached as exhibits to this Current Report on Form 8-K and incorporated by reference herein: the text of Mr. Waldemer's remarks attached as Exhibit 99.1 hereto, the presentation slides attached as Exhibit 99.2 hereto and the press release announcing the key highlights of the presentation attached as Exhibit 99.3 hereto.

Reconciliations of non-GAAP measures included in the presentation and presentation slides to the most comparable GAAP measures are set forth in Exhibit 99.2 hereto.

In accordance with General Instruction B.2 of Form 8-K, the information in this Current Report on Form 8-K, including the exhibits hereto, shall not be deemed filed for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. The information in this Current Report shall not be incorporated by reference into any filing or other document pursuant to the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing or document.

**Item 9.01. Exhibits.**

(c) Exhibits

- 99.1 Remarks by Hermann Waldemer, Chief Financial Officer, Philip Morris International Inc., dated February 17, 2010 (furnished pursuant to Item 7.01).
- 99.2 Philip Morris International Inc. Presentation Slides, dated February 17, 2010 (furnished pursuant to Item 7.01).
- 99.3 Philip Morris International Inc. Press Release, dated February 17, 2010 (furnished pursuant to Item 7.01).

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PHILIP MORRIS INTERNATIONAL INC.

By: /s/ G. PENN HOLSENBECK

Name: G. Penn Holsenbeck

Title: Vice President & Corporate Secretary

DATE: February 17, 2010

**INDEX EXHIBIT**

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