

"A CONVERSATION ABOUT CORPORATE RESPONSIBILITY"

PM USA Corporate Responsibility Taskforce Presentation for 2002 Game Plan

NOTE: DEPENDING ON HOW THE GAME PLAN PROCESS IS EXECUTED IN YOUR FUNCTION, YOU WILL NEED TO DEFINE AN APPROPRIATE INTRODUCTION AND CLOSE TO LINK THIS PRESENTATION TO WHEREVER YOU ARE IN YOUR FUNCTION'S GAME PLAN PROCESS. PLEASE NOTE, HOWEVER, THAT TEXT FOR THIS PRESENTATION AND THE SLIDES HAVE BEEN REVIEWED BY THE CR DEPARTMENT AND THE LEGAL DEPARTMENT; MAJOR MODIFICATIONS SHOULD BE REVIEWED WITH THE CR DEPARTMENT AND LEGAL.

(SLIDE 1)

AS ONE OF OUR KEY INITIATIVES UNDER OUR CORPORATE RESPONSIBILITY STRATEGY IN 2001, A COMPANY-WIDE TASK FORCE WAS FORMED TO GAIN PERSPECTIVE ON HOW OTHER COMPANIES ARE APPROACHING THIS IMPORTANT WORK AND HOW WE CAN BE EVEN MORE FOCUSED IN FULFILLING OUR MISSION OF RESPONSIBILITY AT PHILIP MORRIS USA. TODAY, AS WE BEGIN OUR 2002 GAME PLAN PROCESS, I'D LIKE TO SHARE AN OVERVIEW OF THE TASKFORCE'S FINDINGS AND WORK ON CORPORATE RESPONSIBILITY, INCLUDING A DEEPER, BROADER UNDERSTANDING OF WHAT OUR MISSION OF RESPONSIBILITY MEANS FOR PM USA. THIS INFORMATION IS MEANT TO HELP INFORM BOTH OUR FUNCTIONAL SITUATION ANALYSIS AS WELL AS OUR STRATEGIC PLANNING.