



PHILIP MORRIS INTERNATIONAL

Ethics & Compliance: Enabler or Blocker in an Era of Transformation

Bloomberg Businessweek



Designed by Marlboro in Virginia

The tobacco industry gets its Silicon Valley on p.46

Business Transformation



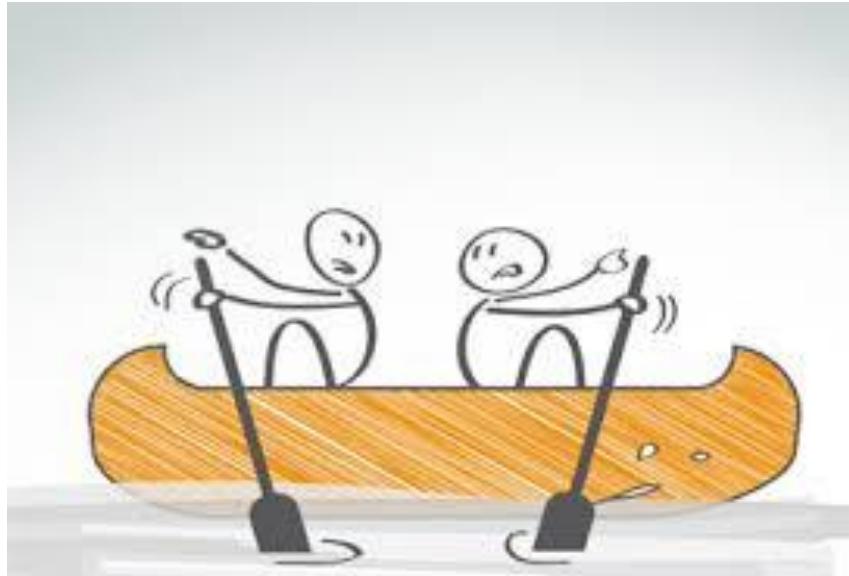
E&C as part of the Corporate DNA



ENDORSEMENT

RISK ASSESSMENT

Where are you going?





Integrating the Business Transformation

THE CORE IDEAS 	SPEAKING UP 	WORKPLACE INTEGRITY 	MARKETING & SALES 
COMPETITION 	ANTI-BRIBERY & CORRUPTION 	INFORMATION PROTECTION 	COMPANY STATEMENTS & RECORDS 
SCIENTIFIC INTEGRITY 	FISCAL & TRADE 	CONFLICTS OF INTEREST & GIFTS & ENTERTAINMENT 	SUPPLY CHAIN RESPONSIBILITY 

SUPERVISOR'S RESPONSIBILITIES




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smoke-free future

WE ARE ONLY AS STRONG AS OUR FOUNDATION



Speaking-Up: an Accelerator for Success !

- **Share experiences on what works but also on what does not work**
 - When learnings are shared rapidly we can adjust our strategy in a timely manner if and when needed.
 - We can stop doing what does not work.
- **Share ideas on how to improve things**
 - If a process or a requirement makes it difficult to do your job or appears too complicated for its purpose say something, this is how change starts.
- **Ask questions when things are not clear**
 - If you are unsure on what to do, ask and you will get help.
 - MT, supervisor's, colleagues can help answer your questions, solve problems and provide advice.
- **Stop things that go wrong**
 - Mistakes will happen especially when learning on the fly and when we want to go fast...And it is ok!
 - Talking about them allows to take the right actions to correct these mistakes and prevent them from happening again.



