

Philip Morris Misr Announces its New Prices effective February 2, 2026

Philip Morris Misr announces its new price list for all variants of its heated tobacco products 'HEETS' and 'TEREA', and conventional cigarettes 'Merit, Marlboro and L&M'.

Philip Morris Misr assures all its adult smokers and nicotine users that the new prices are transparently announced on product packaging through the QR code that was implemented on conventional cigarettes and heated tobacco packs since 2022.

Ali Nevzat Karman, Managing Director of Philip Morris Egypt and Levant, said: "Philip Morris Misr continues to work hard to meet the needs of adult smokers and nicotine users in the Egyptian market and support the company's ambitious vision of a smoke-free future."

Philip Morris Misr's new price list is as follows:

- All variants of **Merit** will be sold officially at EGP 111 per pack.
- All variants of **Marlboro** will be sold officially at EGP 102 per pack.
- All variants of **Marlboro Crafted** will be sold officially at EGP 79 per pack.
- All variants of **L&M** will be sold officially at EGP 82 per pack.
- All variants of **TEREA** will be sold officially at EGP 82 per pack.
- All variants of **TEREA Capsules** will be sold officially at EGP 87 per pack.
- All variants of **HEETS** will be sold officially at EGP 69 per pack.

The company calls upon retailers and distributors to conform to the declared prices.

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Philip Morris International: A Global Smoke-Free Champion

Philip Morris International is a leading international consumer goods company, actively delivering a smokefree future and evolving its portfolio or the long term to include products outside of the tobacco and nicotine sector. The company's current product portfolio primarily consists of cigarettes and smoke-free products, including heat-not-burn, nicotine pouch and e-vapor products. As of December 31, 2024, PMI's smoke-free products were available for sale in 95 markets, and PMI estimates they were used by 38.6 million adults around the world. The smoke-free business accounted for 42% of PMI's first-quarter 2025 total net revenues. Since 2008, PMI has invested over \$14 billion to develop, scientifically substantiate and commercialize innovative smoke-free products for adults who would otherwise continue to smoke, with the goal of completely ending the sale of cigarettes. This includes the building of world-class scientific assessment capabilities, notably in the areas of pre-clinical systems toxicology, clinical and behavioral research, as well as post-market studies. Following a robust science-based review, the U.S. Food and Drug Administration has authorized the marketing of Swedish Match's General snus and ZYN nicotine pouches and versions of PMI's IQOS devices and consumables - the first-ever such authorizations in their respective categories. Versions of IQOS devices and consumables and General snus also obtained the first-ever Modified Risk Tobacco Product authorizations from the FDA. With a strong foundation and significant expertise in life sciences, PMI has a long-term ambition to expand into wellness and healthcare areas and aims to enhance life through the delivery of seamless health experiences. References to "PMI", "we", "our" and "us" mean Philip Morris International Inc., and its subsidiaries. For more information, please visit www.pmi.com and www.pmiscience.com.