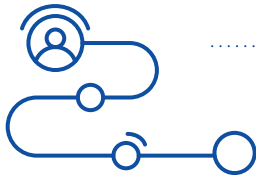


Illicit Trade Prevention | PMI U.S.

WHY IT MATTERS

Eliminating illegal trade is essential to PMI's commitment to a smoke-free future. Illicit trade undermines public security, harms consumers and communities, and disadvantages legitimate businesses. That's why preventing illicit trade is a core priority for PMI U.S.



Protecting Consumers & the Smoke-Free Journey

PMI invests heavily in safeguarding the consumer journey for **legal-age adults** who choose to switch to better alternatives.

Our approach focuses on **anticipating risks and closing vulnerabilities** across the market.



Assessing Risks & Strengthening Controls

PMI applies a multi-layered approach to prevent illicit trade, including:

- Robust supply chain controls
- Product authentication measures
- Close collaboration with law enforcement and authorities



PMI U.S. Illicit Trade Prevention (ITP) Team

The PMI U.S. Illicit Trade Prevention team is dedicated to **disrupting the illicit manufacturing, distribution, and sale of counterfeit and diverted products in the United States.**

The ITP team works across multiple fronts to combat illicit trade:

- Maintains supply chain integrity
- Combats illicit trade on social media and e-commerce platforms
 - Conducts forensic analyses and verify product authenticity
- Supports law enforcement through intelligence sharing on illicit products and networks



Partnering to Protect Communities

Through the **United to Safeguard America from Illegal Trade (USA-IT)** coalition, PMI U.S. helps raise awareness of the **social, economic, and security harms** caused by illegal trade.

Real-World Impact

37,000+
law enforcement officials
trained across the United States through USA-IT

Stronger public-private collaboration to protect consumers, communities, and legitimate businesses

Fighting illicit trade supports public security, public health, consumer protection, and the progress toward a smoke-free future.