Reconciliation of Non-GAAP Measures

Adjustments for the Impact of Currency and Acquisitions

For the Years Ended December 31,

(in millions)
(Unaudited)

2011								2010			% Change in Reported Net Revenues excluding Excise Taxes		
Reported Net Revenues	Less Excise Taxes	Reported Net Revenues excluding Excise Taxes	Less Currency	Reported Net Revenues excluding Excise Taxes & Currency	Less Acquisitions	Reported Net Revenues excluding Excise Taxes, Currency & Acquisitions		Reported Net Revenues	Less Excise Taxes	Reported Net Revenues excluding Excise Taxes	Reported	Reported excluding Currency	Reported excluding Currency & Acquisitions
$29,768	**$20,556**	**$ 9,212**	**$ 440**	**$ 8,772**	**$ —**	**$ 8,772**	European Union	$28,050	$19,239	$ 8,811	4.6%	(0.4)%	(0.4)%
17,452	**9,571**	**7,881**	**49**	**7,832**	**25**	**7,807**	EEMA	15,928	8,519	7,409	6.4%	5.7%	5.4%
19,590	**8,885**	**10,705**	**690**	**10,015**	**112[1]**	**9,903**	Asia	15,235	7,300	7,935	34.9%	26.2%	24.8%
9,536	**6,237**	**3,299**	**70**	**3,229**	**—**	**3,229**	Latin America & Canada	8,500	5,447	3,053	8.1%	5.8%	5.8%
$76,346	**$45,249**	**$31,097**	**$1,249**	**$29,848**	**$137**	**$29,711**	PMI Total	$67,713	$40,505	$27,208	14.3%	9.7%	9.2%

2011						2010	% Change in Reported Operating Companies Income		
Reported Operating Companies Income	Less Currency	Reported Operating Companies Income excluding Currency	Less Acquisitions	Reported Operating Companies Income excluding Currency & Acquisitions		Reported Operating Companies Income	Reported	Reported excluding Currency	Reported excluding Currency & Acquisitions
$ 4,560	**$277**	**$ 4,283**	**$ (1)**	**$ 4,284**	European Union	$ 4,311	5.8%	(0.6)%	(0.6)%
3,229	**(97)**	**3,326**	**(13)**	**3,339**	EEMA	3,152	2.4%	5.5%	5.9%
4,836	**400**	**4,436**	**28[2]**	**4,408**	Asia	3,049	58.6%	45.5%	44.6%
988	**(2)**	**990**	**—**	**990**	Latin America & Canada	953	3.7%	3.9%	3.9%
$13,613	**$578**	**$13,035**	**$ 14**	**$13,021**	PMI Total	$11,465	18.7%	13.7%	13.6%

(1) Includes the business combination in the Philippines ($105).

(2) Includes the business combination in the Philippines ($23).

Reconciliation of Reported Operating Companies Income to Adjusted Operating Companies Income, excluding Currency and Acquisitions

For the Years Ended December 31,

(in millions)
(Unaudited)

2011								2010			% Change in Adjusted Operating Companies Income		
Reported Operating Companies Income	Less Asset Impairment & Exit Costs	Adjusted Operating Companies Income	Less Currency	Adjusted Operating Companies Income excluding Currency	Less Acquisitions	Adjusted Operating Companies Income excluding Currency & Acquisitions		Reported Operating Companies Income	Less Asset Impairment & Exit Costs	Adjusted Operating Companies Income	Adjusted	Adjusted excluding Currency	Adjusted excluding Currency & Acquisitions
$ 4,560	**$ (45)**	**$ 4,605**	**$277**	**$ 4,328**	**$ (1)**	**$ 4,329**	European Union	$ 4,311	$(27)	$ 4,338	6.2%	(0.2)%	(0.2)%
3,229	**(25)**	**3,254**	**(97)**	**3,351**	**(1)**	**3,352**	EEMA	3,152	—	3,152	3.2%	6.3%	6.3%
4,836	**(15)**	**4,851**	**400**	**4,451**	**28[1]**	**4,423**	Asia	3,049	(20)	3,069	58.1%	45.0%	44.1%
988	**(24)**	**1,012**	**(2)**	**1,014**	**—**	**1,014**	Latin America & Canada	953	—	953	6.2%	6.4%	6.4%
$13,613	**$(109)**	**$13,722**	**$578**	**$13,144**	**$26**	**$13,118**	PMI Total	$11,465	$(47)	$11,512	19.2%	14.2%	14.0%

Adjusted Operating Companies Income Margin, excluding Currency and Acquisitions

For the Years Ended December 31,

(in millions)
(Unaudited)

2011							2010			% Points Change	
Adjusted Operating Companies Income excluding Currency	Net Revenues excluding Excise Taxes & Currency[2]	Adjusted Operating Companies Income Margin excluding Currency	Adjusted Operating Companies Income excluding Currency & Acquisitions	Net Revenues excluding Excise Taxes, Currency & Acquisitions[2]	Adjusted Operating Companies Income Margin excluding Currency & Acquisitions		Adjusted Operating Companies Income	Net Revenues excluding Excise Taxes[2]	Adjusted Operating Companies Income Margin	Adjusted Operating Companies Income Margin excluding Currency	Adjusted Operating Companies Income Margin excluding Currency & Acquisitions
$ 4,328	**$ 8,772**	**49.3%**	**$ 4,329**	**$ 8,772**	**49.4%**	European Union	$ 4,338	$ 8,811	49.2%	0.1pp	0.2pp
3,351	**7,832**	**42.8%**	**3,352**	**7,807**	**42.9%**	EEMA	3,152	7,409	42.5%	0.3pp	0.4pp
4,451	**10,015**	**44.4%**	**4,423**	**9,903**	**44.7%**	Asia	3,069	7,935	38.7%	5.7pp	6.0pp
1,014	**3,229**	**31.4%**	**1,014**	**3,229**	**31.4%**	Latin America & Canada	953	3,053	31.2%	0.2pp	0.2pp
$13,144	**$29,848**	**44.0%**	**$13,118**	**$29,711**	**44.2%**	PMI Total	$11,512	$27,208	42.3%	1.7pp	1.9pp

(1) Includes the business combination in the Philippines ($23).

(2) For the calculation of net revenues excluding excise taxes, currency and acquisitions, refer to the "Adjustments for the Impact of Currency and Acquisitions" reconciliation above.

Reconciliation of Reported Diluted EPS to Reported Diluted EPS, excluding Currency

For the Years Ended December 31, (Unaudited)	2011	2010	% Change
Reported Diluted EPS	**$4.85**	$3.92	23.7%
Less:			
Currency Impact	**0.19**		
Reported Diluted EPS, excluding Currency	**$4.66**	$3.92	18.9%

Reconciliation of Reported Diluted EPS to Adjusted Diluted EPS and Adjusted Diluted EPS, excluding Currency

For the Years Ended December 31, (Unaudited)	2011	2010	% Change
Reported Diluted EPS	**$ 4.85**	$ 3.92	23.7%
Adjustments:			
Asset impairment and exit costs	**0.05**	0.02	
Tax items	**(0.02)**	(0.07)	
Adjusted Diluted EPS	**$ 4.88**	$ 3.87	26.1%
Less:			
Currency impact	**0.19**		
Adjusted Diluted EPS, excluding Currency	**$ 4.69**	$ 3.87	21.2%

Reconciliation of Operating Companies Income to Operating Income

For the Years Ended December 31, (in millions) (Unaudited)	2011	2010	% Change
Operating companies income	**$13,613**	$11,465	18.7%
Amortization of intangibles	**(98)**	(88)	
General corporate expenses	**(183)**	(177)	
Operating income	**$13,332**	$11,200	19.0%

Reconciliation of Operating Cash Flow to Free Cash Flow and Free Cash Flow, excluding Currency

For the Years Ended December 31, (in millions) (Unaudited)	2011	2010	% Change
Net cash provided by operating activities[(a)]	**$10,529**	$9,437	11.6%
Less:			
Capital expenditures	**897**	713	
Free cash flow	**$ 9,632**	$8,724	10.4%
Less:			
Currency impact	**444**		
Free cash flow, excluding currency	**$ 9,188**	$8,724	5.3%

(a) Operating cash flow.