



PHILIP MORRIS S.A.

Certificate of Service

This is to certify that **Baptiste Pavarini** was employed by Philip Morris S.A. from July 27, 2020 to January 31, 2021. Baptiste joined the Company as Intern in the Offline Brand Activation team.

In his role, Baptiste was responsible for creating 3 cycles of Temporary Point of Sale Materials (in 3 languages), boutique posters for new products (e.g. Teak & Russet, Frosted Red, HEETS Dimensions), IQOS and HEETS Dimensions brochure as well as other consumer or trade communication materials. His duties also included organizing and leading a weekly Brand Material Review meeting with Legal and External Affairs departments. He was responsible for following-up on submissions, creating agendas and taking meeting minutes. Moreover, Baptiste was involved in multiple additional activities such as preparing materials for retailers (factsheets, sales folders and cheat sheets), doing inhouse design and briefing agencies, selecting hostess uniforms (new uniforms for IQOS boutiques' staff and IQOS experts at the point of sales (POS), ordering the uniforms following a brief to an agency, organizing dispatch of the needed quantities, purchase orders' opening, etc. Baptiste also contributed to the Marlboro & Chesterfield promotions by ordering prizes for legal age consumers as well as prizes for a contest, amounting to over 700'000 CHF.

In his role, Baptiste collaborated with various external agencies responsible for creating video and offline communication content; he coordinated their work and ensured they deliver the expected results on time, in right formats and quantities. He also has ensured that all developed materials and implemented activities were fully in-line with the brand guidelines, local regulations and company internal policy, by seeking advice from Philip Morris S.A. Legal Counsel and Corporate Affairs as well as submitting and receiving necessary approvals for all developed projects prior to implementation.

During his internship, Baptiste displayed a high level of proactivity and decisiveness. He managed to perform his duties with speed and accuracy, even under time pressure. Thanks to his sense of ownership, he acted in an independent manner and under a minimum supervision. Moreover, Baptiste did not hesitate to accept new challenges to broaden his knowledge. His strong interpersonal skills and team spirit helped him to collaborate with multiple internal and external stakeholders. Baptiste's personal engagement, diligence and positive attitude were highly appreciated by other team members and helped him to reach his professional objectives.

Baptiste has carried out his tasks to the Company's entire satisfaction and we would strongly recommend him to any future employer. We thank Baptiste for his dedication and professionalism and we wish him every future success.

Damien Hiroux
Head of People Sustainability,
People & Culture Switzerland

Laura Marchesini
Manager People & Culture Ops & PMO –
Global Functions

Lausanne, January 31, 2021
Ref.: BO