



Financial Highlights

	1968	1967	1966
Operating Revenues	\$1,019,846,000 48,866,000	\$904,841,000 43,601,000	\$771,975,000 34,183,000
Percent Increase over Prior Year:			
Operating Revenues	12.7%	17.2%	9.6%
Net Earnings	12.1%	27.6%	28.9%
Per Share of Common Stock:			
Net Earnings (1)	\$4.37	\$3,94	\$3.08
Dividends Declared	1.70	1.40	1.40
Net Earnings Reinvested for Expansion	2.67	2.54	1.68
Taxes:			
Federal and Foreign Excise Taxes	\$ 337,744,000	\$310,731,000	\$265,032,000
Federal, Foreign and State Income Taxes	51,241,000	37,716,000	30,961,000
Other: Social Security and Local Taxes	7,144,000	5,812,000	5,475,000
Total Taxes	\$ 396,129,000	\$354,259,000	\$301,468,000
Number of Stockholders			
(at December 31):			
Preferred	1,680	1,693	1,643
Common	26,735	27,756	28,533
Total Assets	\$ 786,578,000	\$648,994,000	\$512,549,000
Total Assets per Common Share	70.86	59.45	47.43
Common Stockholders' Equity per Share	26.24	23.53	20.96

⁽¹⁾ Based on assumption of conversion or exercise of all outstanding convertible securities and options, net earnings per share would have been \$4.26 in 1968 and \$3.80 in 1967.

The notes to consolidated financial statements should be read in conjunction with the above data.

Contents

- 1 Financial Highlights
- 4 Review of the Year
- 17 Philip Morris U.S.A.
- 23 Philip Morris International
- 29 Philip Morris Industrial
- 33 Special Events
- 38 Financial Review