



PHILIP MORRIS
INTERNATIONAL

PHILIP MORRIS SINGAPORE

10TH ANNIVERSARY YEARBOOK
1997 - 2007

For Internal Circulation Only

**PICTURESQUE
MEMOIRS**





Because of you, we're celebrating 10!

Yes, Philip Morris Singapore is 10! Time sure flies when you're having fun, on top of work. We're glad you're a part of our close-knit family, and absolutely thrilled that you're celebrating this special occasion with the whole family. Without you, we couldn't have come thus far. That's 10 years of business and friendship through sheer dedication and will.

So, in your honour, we've published this 10th anniversary commemorative yearbook which takes us on a nostalgic stroll back through our past decade together, even as we look forward to the next.

Here's lookin' at you!

- 00 PICTURESQUE MEMOIRS
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- 03 PEAKING MOMENTS
- 04 PAPER MANOEUVRES
- 05 PSYCHEDELIC MAESTROS

- A. VICTORIOUS REVELRIES
- B. EXTENDED FAMILIES
- C. MODELLING HEROES

- 06 PLOTTED MAZE
- 07 PROFOUND MEDLEY
- 08 PERSONAL MEMORIES
- 09 POTENT MAGIC
- 10 PANOPTIC MOSAIC

PIVOTAL MUSE

Straight from the hearts of our present and past patriarch.



TRIBUTE TO DEDICATION

It is with great pleasure that I am presenting this book to you.

In October 1997, Philip Morris Singapore was established. The achievements of the people from Philip Morris Singapore over these past 10 years have been amazing. It makes me feel very privileged and honoured to be carrying the baton for Philip Morris Singapore now, and to be a part of this most extraordinary team.

TOPM is presented on behalf of, and dedicated to, all the people who have made this company such a tremendous success. I hope **TOPM** brings back memorable moments for you as it celebrates the commitment from all Philip Morris employees as well as customers and business partners who have made all that success possible.

A big thanks to the people who have made the special effort to create **TOPM** which I trust will be an inspiration for all of us to create an even greater future for the years ahead of us!

Danny Touw
General Manager





A TALE OF SUCCESS

For more than 30 years, Philip Morris International had relied on distributors to import and distribute our products. In a changing environment that posed many challenges, including complete ban on marketing, licensing of retailers, restrictions on product display, strong competition and need for qualitative improvements of distributor sales force, it became critical for us to seize the initiative to manage and control the sales and distribution of our products. And so, Philip Morris Singapore was born.

The challenge of starting a new company had been an exciting experience for all the personnel involved. We had assembled a small team of professional dedicated managers and executives to ensure that we were thoroughly prepared for the commencement of operations and to be ready for any future challenges.

With that, we now had many opportunities to pursue our major objectives of solidifying our market leadership position, of upgrading the skills of sales staff in order to provide the best possible service to our retail customers, of providing improved benefits and more career advancement opportunities to our expanded staff, and of enabling us to make a meaningful contribution to the community through sponsorship of the arts.

I remember with pride how the efficient takeover of operations from our distributors and the seamless implementation of our plans earned the President's Awards for Mr Patrick Ng, Ms Helen Tan, Ms Chan Miu Yin and Mr Raymond Tan.

Today, our Singapore office has begun managing our Maldives operations, and has already been managing our Brunei operations for some time. For a period, we had also provided management, financial and information technology services to support the Indochina markets.

In our corporate sponsorship programmes, we have earned wide recognition and appreciation from the arts community, and have been awarded the *Distinguished Patron of the Arts Award* by the National Arts Council for many years. Our most significant contributions were the *Singapore Art Awards*; and the region-wide *ASEAN Art Awards*, a project endorsed by the ASEAN Secretariat, which touched the lives of thousands of artists in the 10-member ASEAN.

In just a few short years, many of our major objectives have been realised!

I would like to take this opportunity to congratulate all of you for contributing to the continued success of Philip Morris Singapore, and wish you even greater success in the years to come.

Robert Tay
Area Director, 1997 - 2002

PROMINENT MILEPOSTS

Charting our first 10 years' journey of self-discovery, one signpost at a time.



MILESTONES



▲ APR Launch of Marlboro Lights Menthol

▲ MAR Sponsor for All Jazz is Modern 1998 World Tour featuring Wynton Marsalis



▲ JAN Take over distribution from E.A.C



▲ APR Office move from Cathay Building to Suntec City Tower 3

▲ JAN Corporate Sponsor for Chang & Eng The Musical



▲ NOV Launch of VS Lights Menthol 100 RCB 20s



▲ AUG Sales Management System go 'LIVE'



▲ DEC Sponsor for An Evening of Jazz with Carol Kidd



▲ NOV Sponsor of An Evening of Jazz with Diana Krall



▲ Sponsor for Buena Vista Social Club Concert



▲ DEC Launch of VS Petite Lights Menthol RCB 20s



▲ SEP Sponsor for Omara Portuondo Concert



1997

1998

1999

2000

2001



▲ Sponsor for Festival of Asian Performing Arts



▲ Co-sponsor for Singapore Art Awards 1997



▲ Patron of the Arts



▲ Contribution to National Parade 1998



▲ Distinguished Patron of the Arts



▲ National Day Parade 1999



▲ Distinguished Patron of the Arts



▲ Contribution to National Day Parade 2000



▲ Distinguished Patron of the Arts



▲ Judge for Myanmar Art Awards 2001/2002



▲ Distinguished Patron of the Arts

