Philip Morris International Inc. (PM) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

$190.39 **+$1.48 (+0.78%)** AS OF 2026-08-14

Strategy: Conservative Stop Loss (Fixed ATR-based)

■ *QUICK DECISION*

Action: HOLD | **Confidence:** HIGH | **Signal Strength:** 6/7 (last fired 2026-07-28, 17d ago)

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	$190.39	Market Cap	$296.7B
Past Win Rate (Backtest)	44.4%	Forward P/E	20.8x
Past Total Return	+48.3%	Analyst Target	$203.80
RSI / Trend Strength	54 / 18	Upside to Target	+7.0%
MACD Signal	Bullish	Revenue Growth	+10.4%
Profit Factor	4.33	Institutional Own.	84.7%
Position Entry	2026-05-11 @ $180.61	Analyst Ratings	11 Buy / 4 Hold / 0 Sell
Open Position Past P&L	+5.4%		

■ *TECHNICAL ANALYSIS SUMMARY*

Indicator	Value	Signal
EMA 20	$188.60	Bullish
EMA 50	$185.15	Bullish
RSI (14)	53.9	Neutral range
Trend Strength (ADX)	17.7	Weak/No trend (<20)

■ *CONSENSUS HUD*

STRONG BUY +7.0% to $203.80 on a 1.38:1 reward-to-risk, 6-12 month horizon

SIGNAL STRENGTH	WIN RATE	STREET	UPSIDE	RISK / REWARD
6/7	44%	11/15	+7.0%	1.38:1
fired 17d ago	18 backtested trades	analysts rate buy	to analyst target	vs. 2x ATR stop

Technical Confluence	6/7 (fired 17d ago)	**Backtest**	44.4% win rate, +48.3% total return
Analyst Consensus	11 buy / 4 hold / 0 sell	**Target Price**	$203.80 (+7.0%)
Market Volatility	Beta 0.40	**Valuation**	20.8x forward P/E
Revenue Growth	+10.4%	**Institutional Own.**	84.7%
Position	Already open — +5.4%	**News Sentiment**	Neutral (+0.1/10)

Action Plan: Maintain position with +5.4% unrealized gain. Watch for confluence signal to add.

■ *KEY INSIGHT*

The fixed stop strategy has proven effective (Win Rate: 44.4%, Avg Return: +5.2%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 6 meets entry criteria - consider initiating position. Fundamental backdrop shows -8% earnings growth with 85% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	**$190.39**	Latest market price
Buy Stop Loss	**$180.67**	Conservative 2.0x ATR (5.1% distance)
Position Stop Loss	**$181.88**	Adaptive 1.75x ATR (4.5% distance)
ATR (14-day)	$4.86	Volatility: 2.6% of price
ADX Strength	17.7	Weak/No Trend

Status: Position up +5% - Adaptive strategy adjusts for momentum

ADX: 20-25 = Emerging trend | 25-50 = Strong trend | 50+ = Very strong

■ Strategy Comparison: Conservative vs Adaptive

METRIC	CONSERVATIVE (2.0x ATR)	ADAPTIVE (Dynamic)
Past Win Rate	44%	52%
Past Total Return	+48.3%	+67.5%
Max Drawdown	-20.3%	-11.1%
Total Trades	18	25
Position	OPEN	NONE

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Adaptive adjusts stops based on position profit.

■ ANALYST RATING CHANGES - COMPLETE HISTORY

All recent upgrades, downgrades, and price target changes (last 90 days)

No recent analyst rating changes available from data source.

Analyst Price Targets

Average Target: $203.80 (+7.0% from current)
High Target: $225.00 (+18.2%)
Low Target: $175.00 (-8.1%)
Current Price: $190.39

RISK HUD - Deep Dive Assessment

Five risk axes scored LOW / MODERATE / HIGH, then the mitigation that follows from them.

CONTAINED RISK no single axis reads high

MARKET	VOLATILITY	VALUATION	EVENT	TECHNICAL
LOW	MODERATE	LOW	LOW	LOW
beta 0.40	ATR 2.6% of price	fwd P/E 20.8x	earnings in 68d	RSI 54

Mitigation - Stop	2-3x ATR = $9.72 - $14.59 below entry (5.1% at 2x)	**Mitigation - Sizing**	standard position size is supportable
52-Week Range	$142.11 - $207.76, now $190.39	**Next Earnings**	Oct 21, 2026 (68d away)
Short Interest	1.0% of float - normal short activity	**Sector Exposure**	Consumer Defensive - cycle and regulatory risk specific to the group
Backtest Edge	44.4% win rate (8W / 10L), 4.33x profit factor	**Win vs. Loss Size**	avg win 16.5% vs. avg loss -3.8%
Current Setup	6/7 (fired 17d ago) - high conviction	**Company-Specific**	Competition, Market conditions, Regulatory changes

BUY-SIDE HUD - Portfolio Management

How much to own, what the historical edge is, and whether the position can be traded at size.

MARKET WEIGHT +7.0% to the $203.80 analyst target against a 5.1% stop - moderate risk-adjusted return

UPSIDE	RISK / REWARD	WIN RATE	PROFIT FACTOR	POSITION
+7.0%	**1.38:1**	**44%**	**4.33x**	**+5.4%**
to analyst target	vs. 2x ATR stop	18 backtested trades	avg trade +5.2%	open position

Signal Strength	**6/7 (fired 17d ago) - high conviction setup**	**RSI / ADX**	**54 / 17.7 - weak/no trend (<20)**
Stop Zone (2-3x ATR)	$9.72 - $14.59 below entry	**Next Catalyst**	Oct 21, 2026 earnings
Avg Volume	**5.0M/day - lower liquidity**	**Execution Risk**	**Moderate at institutional size**
Market Cap	$296.7B - large cap	**Beta**	**0.40 - below-market volatility**
Institutional Own.	**84.7% - largest: Capital World Investors**	**Short Interest**	1.0% of float - moderate

SELL-SIDE HUD - Investment Research

Philip Morris International Inc. - Consumer Defensive / Tobacco. What the business is worth and where the Street stands.

MODERATE GROWTH revenue expanding - profitability the item to watch

FORWARD P/E	PEG	REVENUE GROWTH	EPS GROWTH	OPERATING MARGIN
20.8x	2.42	+10%	+26%	40%
reasonable multiple	growth-adjusted P/E	year over year	next fiscal year	profitability

Analyst Consensus	**Strong Buy - 11B / 4H / 0S across 15 analysts**	**Target Range**	**$175.00 - $225.00, avg $203.80 (+7.0%)**
Trailing P/E	**26.1x**	**Price / Sales**	**6.97x - premium**
Price / Book	-34.57x	**Enterprise Value**	$341.8B (8.03x revenue)
Revenue (TTM)	$42.5B	**Free Cash Flow**	**$9.7B**
Earnings Growth	**-7.5%**	**Institutional Own.**	**84.7% - very high confidence**
Key Competitors	Various industry players	**Market Share**	0% US / 0% global - competitive player
Moat	Market position, Technology, Brand	**Key Products**	Core products and services

■ 7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	**+0.1 / 10**	Neutral
Articles Analyzed	3	Last 7 days (top 5 shown per category)
Bullish Articles	0 (0%)	Positive sentiment
Bearish Articles	0 (0%)	Negative sentiment
Neutral Articles	3 (100%)	Mixed/Neutral tone

■ *SENTIMENT INTERPRETATION*

The news sentiment is **neutral**, indicating balanced coverage without clear directional bias. This suggests market participants are waiting for catalysts or clearer signals. Monitor for changes in sentiment that could indicate emerging trends.

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
Current Price	$190.39	as of 2026-08-14
Volume	4.6M	avg 5.0M/day
EMA 20	$188.60	Short-term trend
EMA 50	$185.15	Medium-term trend
EMA 200	$172.35	Long-term trend
Relative Strength	**53.9**	Neutral range
MACD	**0.75**	Bullish
MACD Signal	**1.42**	Signal line
MACD Histogram	**-0.67**	Bearish
Volatility (ATR 14)	$4.86	2.6% of price
Trend Strength (ADX)	**17.7**	Weak/No trend (<20)
+DI	**28.1**	Positive directional movement
-DI	**19.3**	Negative directional movement
Stochastic %K	**18.9**	Oversold
Stochastic %D	**13.2**	Oversold
Bollinger Upper	$198.79	Upper volatility band
Bollinger Middle	$190.74	Moving average
Bollinger Lower	$182.69	Lower volatility band
Band Position	47.8%	0% = lower band, 100% = upper
VWAP	$189.71	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	$296.7B	Total market value
Valuation	Enterprise Value	$341.8B	Total company value
Valuation	Forward P/E	**20.8x**	Price to forward earnings
Valuation	Trailing P/E	**26.1x**	Price to trailing earnings
Valuation	PEG Ratio	**2.42**	P/E relative to growth
Valuation	Price/Sales	**6.97x**	Market cap to revenue
Valuation	Price/Book	**-34.57x**	Price to book value
Valuation	EV/Revenue	8.03x	Enterprise value to revenue
Valuation	EV/EBITDA	19.0x	Enterprise value to EBITDA
Performance	Revenue (TTM)	$42.5B	Trailing 12-month revenue
Performance	Revenue Growth	**+10.4%**	Year-over-year growth
Performance	Earnings Growth	**-7.5%**	Earnings growth rate
Performance	EPS Growth (Next Yr)	**+25.8%**	Forward EPS growth estimate
Performance	Gross Profit	$28.7B	Revenue minus COGS
Performance	Operating Income	$14.3B	EBIT
Performance	Net Income	$10.8B	Bottom line profit
Performance	Free Cash Flow	$9.7B	Cash after capex
Performance	Operating Cash Flow	$14.3B	Cash from operations
Profitability	Gross Margin	**67.5%**	Gross profit margin
Profitability	Operating Margin	**40.0%**	Operating efficiency
Profitability	Profit Margin	**25.6%**	Net margin
Profitability	ROE	**0.0%**	Return on equity
Profitability	ROA	**14.6%**	Return on assets
Profitability	ROIC	N/A	Return on invested capital
Balance Sheet	Total Assets	$0.0B	Total assets
Balance Sheet	Total Liabilities	$0.0B	Total liabilities
Balance Sheet	Total Debt	$49.1B	Total debt outstanding
Balance Sheet	Cash & Equivalents	$6.0B	Liquid assets
Balance Sheet	Book Value/Share	$-5.51	Net worth per share
Balance Sheet	Current Ratio	**0.98**	Current assets/liabilities
Balance Sheet	Quick Ratio	0.47	Liquid assets/liabilities
Balance Sheet	Debt/Equity	**0.00**	Leverage ratio
Market	Beta	**0.40**	Market correlation
Market	52-Week High	$207.76	Annual high
Market	52-Week Low	$142.11	Annual low

Market	Avg Volume	5.0M	Average daily volume
Market	Shares Outstanding	1.6B	Total shares
Market	Float	1.6B	Tradeable shares
Market	Short Interest	1.0%	Shares sold short
Market	Institutional Own.	84.7%	Institution held
Analysts	Coverage Count	15	Number of analysts
Analysts	Average Rating	0.0	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	11/4/0	Rating distribution
Analysts	Target Price	$203.80	Average price target
Analysts	Target High	$225.00	Highest target
Analysts	Target Low	$175.00	Lowest target
Other	Next Earnings	Oct 21, 2026	Earnings report date
Other	Dividend Yield	3.11%	Annual dividend rate
Other	Ex-Dividend Date	1782345600	Next ex-div date

REFERENCE: APPENDIX C - Complete Trade History

Detailed Backtesting Results and Trade Log

Entry	Exit	Type	Entry $	Exit $	Past P&L %	Past P&L $
2019-07-18	2019-08-08	GOLDEN_CROSS	$61.64	$57.96	-6.0%	$-272
2019-09-25	2020-03-11	CONFLUENCE	$53.77	$57.82	+7.5%	$+251
2020-11-23	2021-03-30	GOLDEN_CROSS	$58.30	$69.88	+19.9%	$+857
2021-04-20	2021-12-02	CONFLUENCE	$73.52	$70.40	-4.2%	$-256
2022-01-03	2022-03-10	CONFLUENCE	$77.76	$74.64	-4.0%	$-293
2022-04-13	2022-06-22	CONFLUENCE	$83.32	$81.66	-2.0%	$-101
2022-06-24	2022-07-11	GOLDEN_CROSS	$85.13	$77.72	-8.7%	$-333
2022-07-14	2023-03-01	CONFLUENCE	$74.71	$83.50	+11.8%	$+422
2023-04-14	2023-05-05	GOLDEN_CROSS	$86.33	$82.93	-3.9%	$-265
2023-06-27	2023-08-18	GOLDEN_CROSS	$84.92	$82.98	-2.3%	$-151
2023-09-27	2024-01-31	CONFLUENCE	$80.55	$82.14	+2.0%	$+131
2024-02-01	2024-02-05	GOLDEN_CROSS	$84.35	$82.85	-1.8%	$-114
2024-03-13	2024-04-08	GOLDEN_CROSS	$86.18	$82.79	-3.9%	$-288
2024-04-22	2024-09-09	CONFLUENCE	$86.22	$118.35	+37.3%	$+2378
2024-10-04	2024-12-26	CONFLUENCE	$111.84	$115.56	+3.3%	$+275
2025-01-28	2025-07-28	CONFLUENCE	$122.44	$152.26	+24.4%	$+1640
2025-10-21	2026-02-25	CONFLUENCE	$148.07	$186.57	+26.0%	$+1232
2026-03-11	2026-03-23	CONFLUENCE	$164.00	$161.90	-1.3%	$-65
2026-05-11	OPEN	CONFLUENCE	$180.61	OPEN	+5.4%	$+303

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Next Earnings: Oct 21, 2026
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