



# 2015 Investor Highlights

Our Mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with superior branded products.



Invest in Leadership



Satisfy Adult Consumers



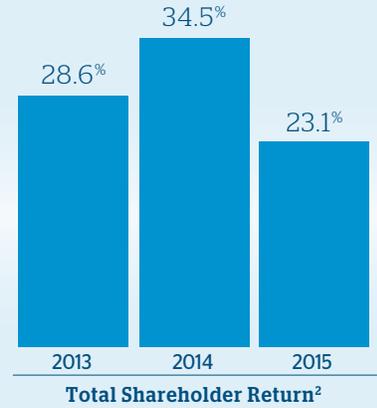
Align with Society



Create Substantial Value for Shareholders

## FINANCIAL HIGHLIGHTS

Altria increased its dividend by **+8.7%** representing the 49th dividend increase in 46 years.



"Our heritage of consistent, long-term performance, profit growth and returning cash to shareholders continues to be why we believe Altria is such an attractive investment."

—Marty Barrington, Altria Chairman, CEO and President

Altria supports the proposed \$107 billion business combination between Anheuser-Busch InBev SA/NV and SABMiller plc, creating the first global beer company.



"1 of 44 US Stocks generating cumulative returns of 10,000% or more over the last 30 years"<sup>4</sup>

## LONG-TERM FINANCIAL GOALS<sup>5</sup>

Grow adjusted diluted EPS at an average annual rate of **7% to 9%**

Maintain a target dividend payout ratio of approximately **80%** of adjusted diluted EPS

## STRATEGIES<sup>5</sup>

1. Maximize income from core premium tobacco businesses over the long term.
2. Grow new income streams with innovative tobacco products.
3. Manage diverse income streams and a strong balance sheet to deliver consistent financial performance.

**PhilipMorrisUSA**  
an Altria Company

*John Middleton*  
an Altria Company

**US Smokeless TOBACCO CO.**  
an Altria Company

*The Michelle*  
WINE ESTATES  
an Altria Company

**NuMark**  
An Altria Innovation Company

1. For reconciliation of non-GAAP to GAAP measures visit [altria.com](http://altria.com).

2. Source: Bloomberg Daily Return as of year end December 31. Assumes quarterly reinvestment of dividends as of ex-dividend date.

3. Source: IRI/MSAI and IRI InfoScan Smokeless

4. WSJ Blogs - The Best Stock Over The Last 30 Years? You've Never Heard of It - MoneyBeat, January 29, 2016

5. Forward-looking statement. Actual results may vary materially from estimates due to various factors. See "Cautionary Factors That May Affect Future Results" in Altria's Quarterly Report on Form 10-Q for the period ended March 31, 2016

OUR PEOPLE AND WORK CULTURE



We're focused on three areas critical to our culture and future success.

**Simplification**  
Be clear

**Innovation**  
Be curious

**Diversity & Inclusion**  
Be open



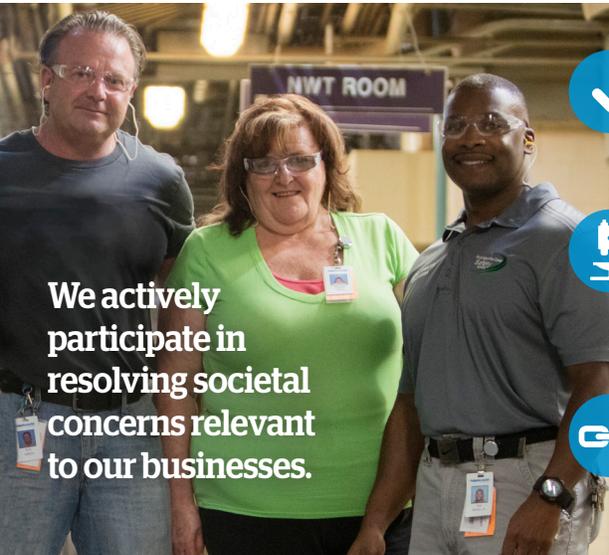
OUR COMMITMENT TO OUR COMMUNITIES

Contributed nearly **\$55 million** to non-profit organizations in our local communities in 2015

Employee fund donated **\$3 million+** to 100+ community organizations

Employees volunteered **47,000+** hours

OUR CORPORATE RESPONSIBILITY PROGRESS



We actively participate in resolving societal concerns relevant to our businesses.

**Helping Reduce Underage Tobacco Use Success360**



In 2015, our tobacco companies invested over \$22 million in our Success360 initiative, which promotes healthy development of middle school kids, academic achievement and avoidance of risky behaviors.

**Reducing the Harm Caused by Tobacco Products**



Our companies are developing and engaging constructively with the FDA about tobacco products that may offer lower risk for adult tobacco consumers.

**Promoting a Sustainable Supply Chain**



Our companies have worked with tobacco and agriculture stakeholders around the globe to address issues such as child labor, grower and worker training and farm labor contractor compliance.



Altria ranked #31 on Corporate Responsibility magazine's annual list of the 100 Best Corporate Citizens.



Learn more about our corporate responsibility progress at [www.altria.com/responsibility](http://www.altria.com/responsibility)

INVESTOR RELATIONS CONTACTS

[www.altria.com](http://www.altria.com) | 804-484-8222

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Altria