

*May 19, 2016*



# Safe Harbor Statement

Statements, including earnings guidance, in this presentation that are not reported financial results or other historical information are “forward-looking statements” within the meaning of Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current plans, estimates and expectations, and are not guarantees of future performance. They are based on management’s expectations that involve a number of business risks and uncertainties, any of which could cause actual results to differ materially from those expressed in or implied by the forward-looking statements. Altria undertakes no obligation to publicly update or revise any forward-looking statement other than as required by applicable law. The risks and uncertainties relating to the forward-looking statements in this presentation include those described under “Risk Factors” in its Annual Report on Form 10-K for the year ended December 31, 2015 and under “Cautionary Factors That May Affect Future Results” in its Quarterly Report on Form 10-Q for the period ended March 31, 2016.

Reconciliations of non-GAAP Financial measures included in this presentation to the most comparable GAAP measures are available on Altria’s website at [altria.com](http://altria.com).



# Business Update

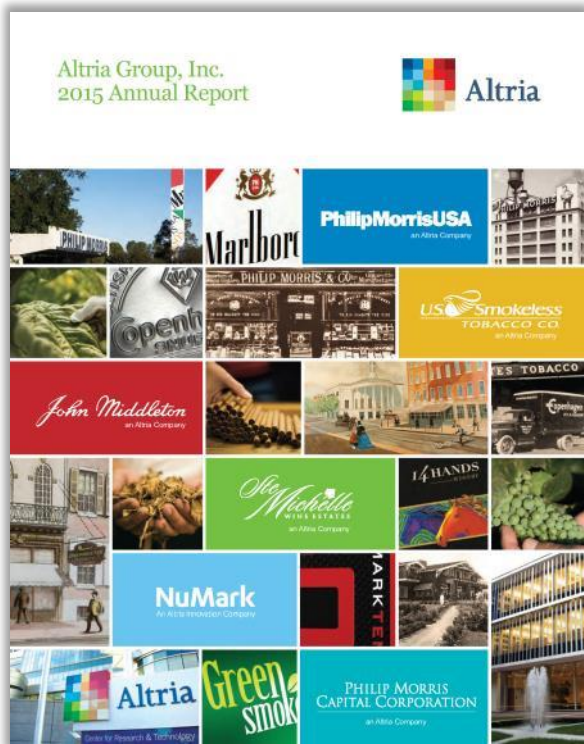


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Philip Morris USA  
U.S. Smokeless Tobacco Company  
John Middleton  
Ste. Michelle Wine Estates  
Philip Morris Capital Corporation  
Nu Mark

# Altria.com



## 2016 CAGNY Investor Presentation

*February 17, 2016*



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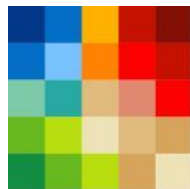
# 2015 Investor Highlights

- High-level summary of our operating and financial results
- Our corporate responsibility initiatives



Note: Third-party trademarks are the property of their respective owners and are included for informational purposes only.

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**PhilipMorrisUSA**  
an Altria Company

*U.S. Smokeless*  
**TOBACCO CO.**  
an Altria Company

*John Middleton*  
an Altria Company

*Ste Michelle*  
WINE ESTATES  
an Altria Company

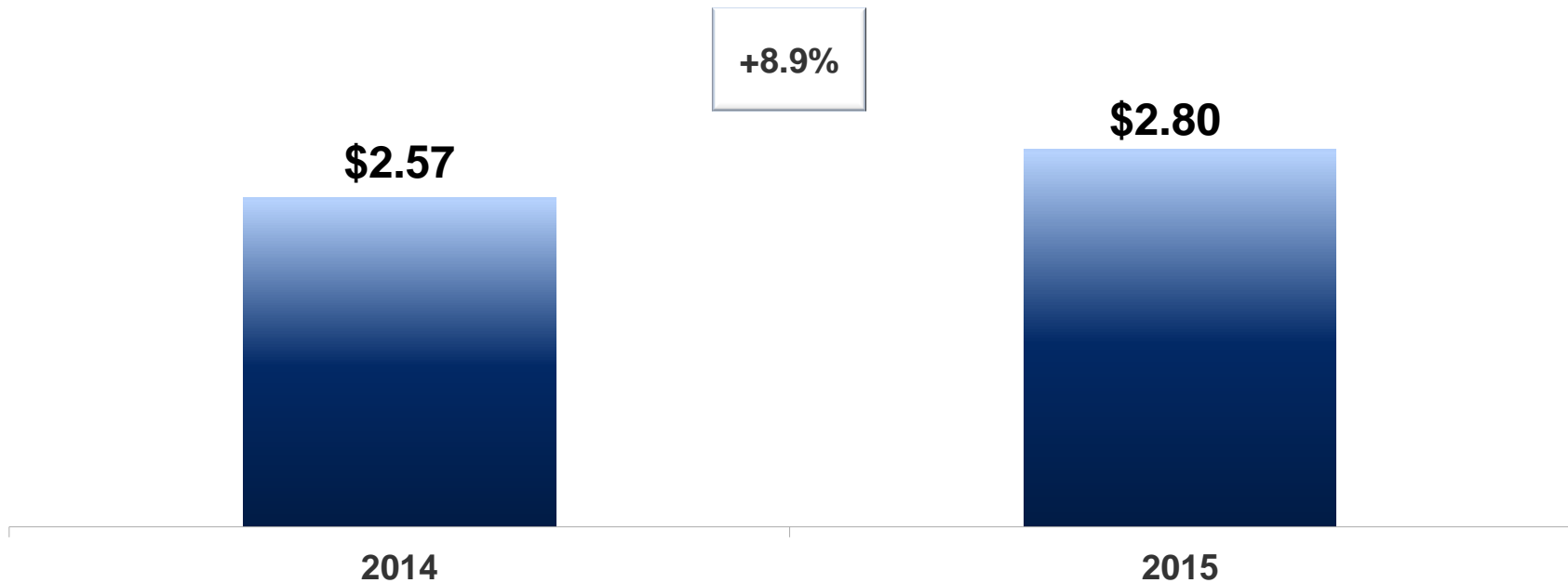
**NuMark**  
An Altria Innovation Company

**PHILIP MORRIS  
CAPITAL CORPORATION**  
an Altria Company



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# Adjusted Diluted EPS\* Performance



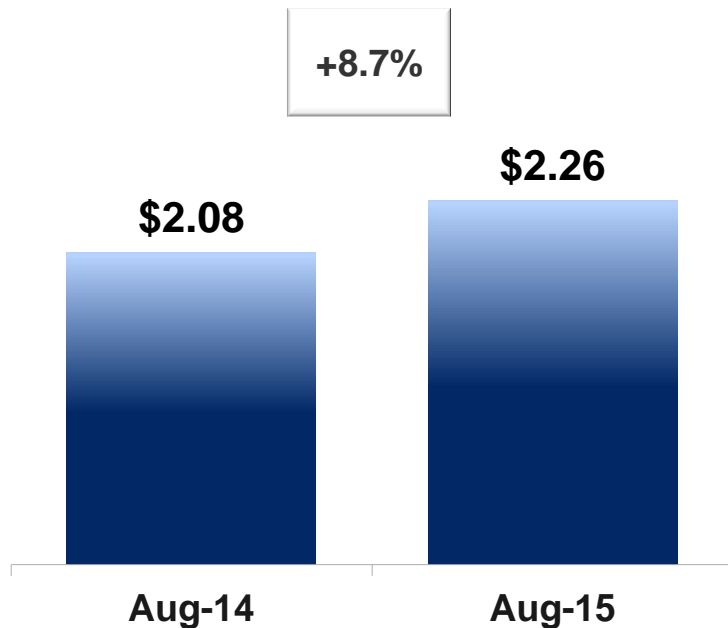
\*For reconciliation of non-GAAP to GAAP measures visit [altria.com](http://altria.com)

Source: Altria company reports

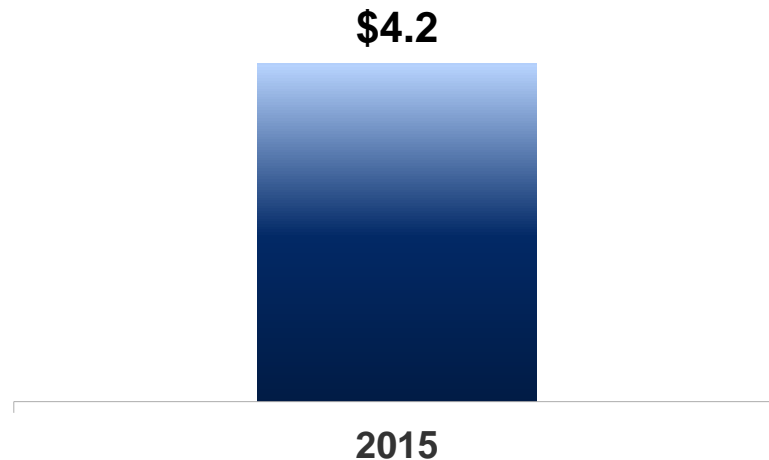
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# Returning Cash to Shareholders

## Annualized Dividend Growth



## Dividends Paid (\$ in Billions)



Note: Dividend is based on the current annualized dividend (Last increased August 2015)

Source: Altria company reports

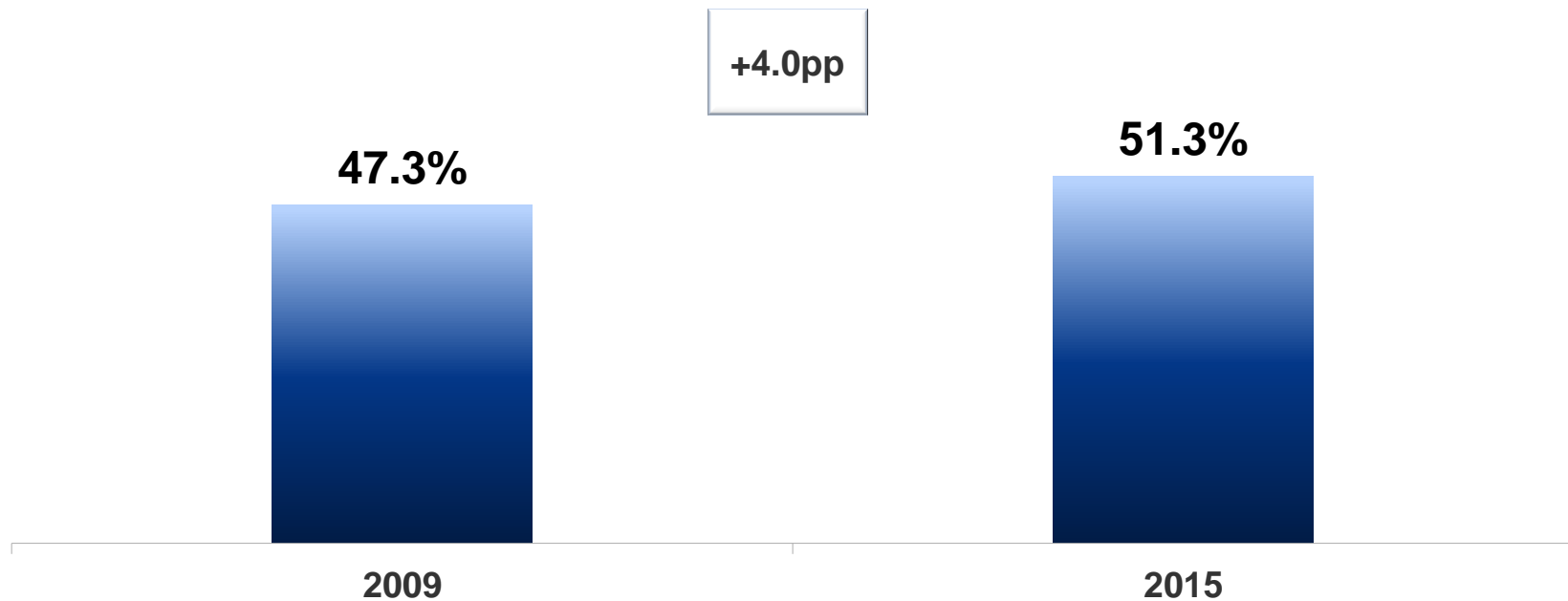
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# 2015 *Marlboro* Retail Share



# *Copenhagen & Skoal Combined Retail Share*

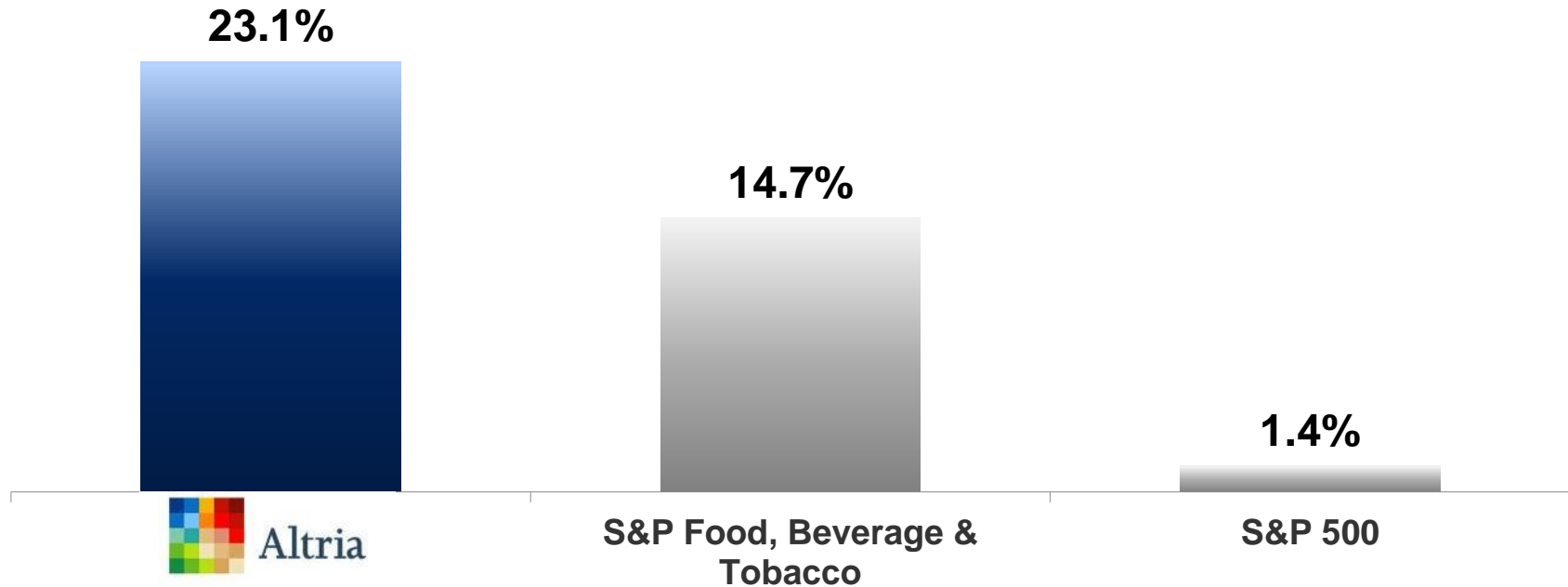


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# Anheuser-Busch InBev and SABMiller



# 2015 Total Shareholder Return



Note: Total shareholder return is simple price appreciation plus the reinvestment of the dividend as of the ex-dividend date

Source: Bloomberg, 12/31/2014 to 12/31/2015

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# A Compelling Investment

## THE WALL STREET JOURNAL.

*“Over the past 30 years, 44 U.S. stocks generated **cumulative total returns of 10,000% or more**, according to FactSet. The 10 behind Balchem are Home Depot Inc., [...] **Altria Group Inc.** All grew by at least twice the rate of the S&P 500.*”



Note: Third-party trademarks are the property of their respective owners and are included for informational purposes only.

Source: WSJ Blogs – The Best Stock Over The Last 30 Years? You’ve Never Heard of It – MoneyBeat, 1/29/2016

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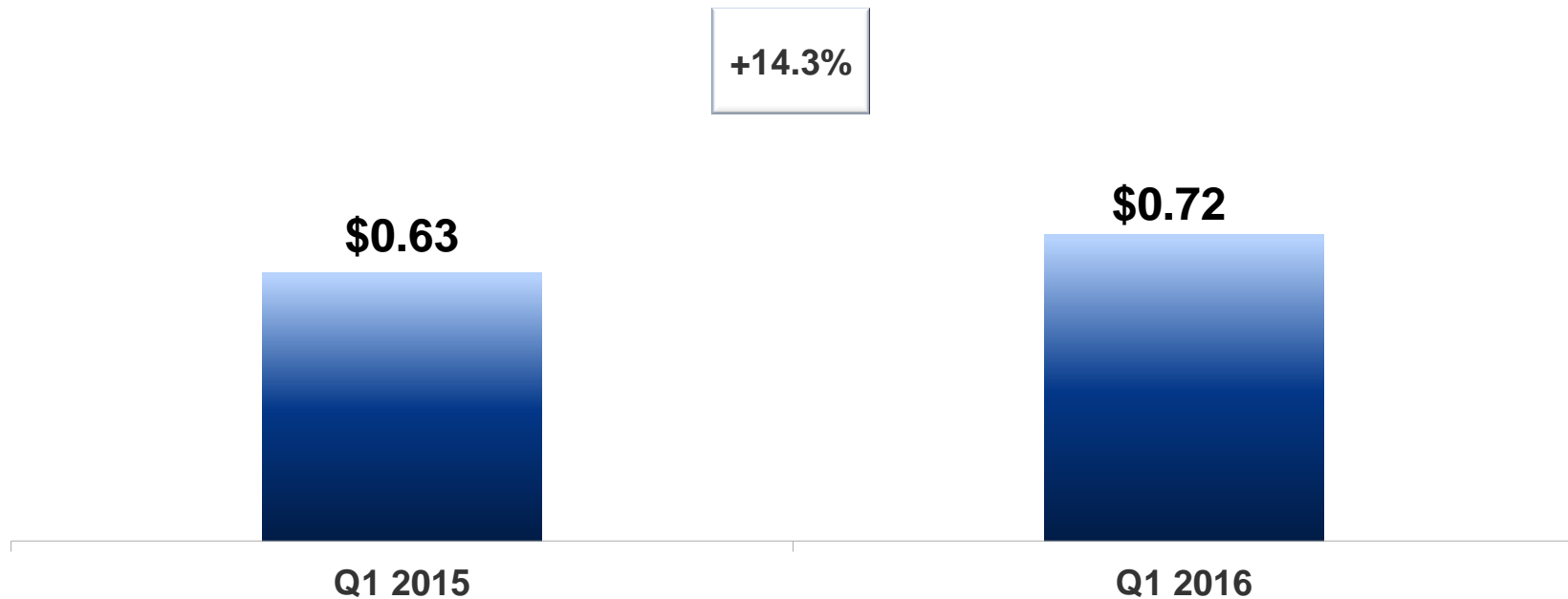
# Superior Operating Performance

## BARRON'S 500

— RANK —		Company / Ticker	CASH-FLOW BASED RETURN ON INVESTMENT		Sales Growth 2015*	GPA
2016	2015		3-Year Median	2015 vs. 3-Year Median		
1.	149.	AmerisourceBergen / ABC	A	A	A	4.00
2.	1.	Gilead Sciences / GILD	A	A	A	4.00
3.	196.	Altria Group / MO	A	A	A	4.00
4.	11.	Marriott International / MAR	A	A	A	4.00
5.	55.	Reynolds American / RAI	A	A	A	4.00
6.	N.R.	Wyndham Worldwide / WYN	A	A	A	4.00
7.	12.	Biogen / BIIB	A	A	A	4.00
8.	N.R.	Arthur J Gallagher / AJG	A	A	A	4.00
9.	N.R.	S&P Global <sup>1</sup> / SPGI	A	A	B	3.67
10.	16.	Facebook / FB	B	A	A	3.67

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# Adjusted Diluted EPS\* Performance



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

Source: Altria company reports

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# 2016 Guidance

- Altria reaffirms its guidance for 2016 full-year adjusted diluted EPS in a range of \$3.00 to \$3.05, representing growth of 7% to 9% from our 2015 adjusted diluted EPS base of \$2.80\*.



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

Source: Altria company reports

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**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.

**Integrity,  
Trust and  
Respect**

**Passion  
to  
Succeed**

**Executing  
with  
Quality**

**Driving  
Creativity  
into  
Everything  
We Do**

**Sharing  
with  
Others**



**Altria**

# *Corporate Responsibility Magazine*

- Altria was named to the 100 Best Corporate Citizens list for the sixth straight year



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# Responsibility Priorities



**Tobacco Harm Reduction**



**Supply Chain Responsibility**



**Marketing Responsibly**



**Our Employees**



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# Approach to Tobacco Harm Reduction

- Help reduce underage tobacco use
- Support cessation efforts
- Communicate about the health effects of tobacco use
- Develop and market lower-risk products



# Positive Youth Development

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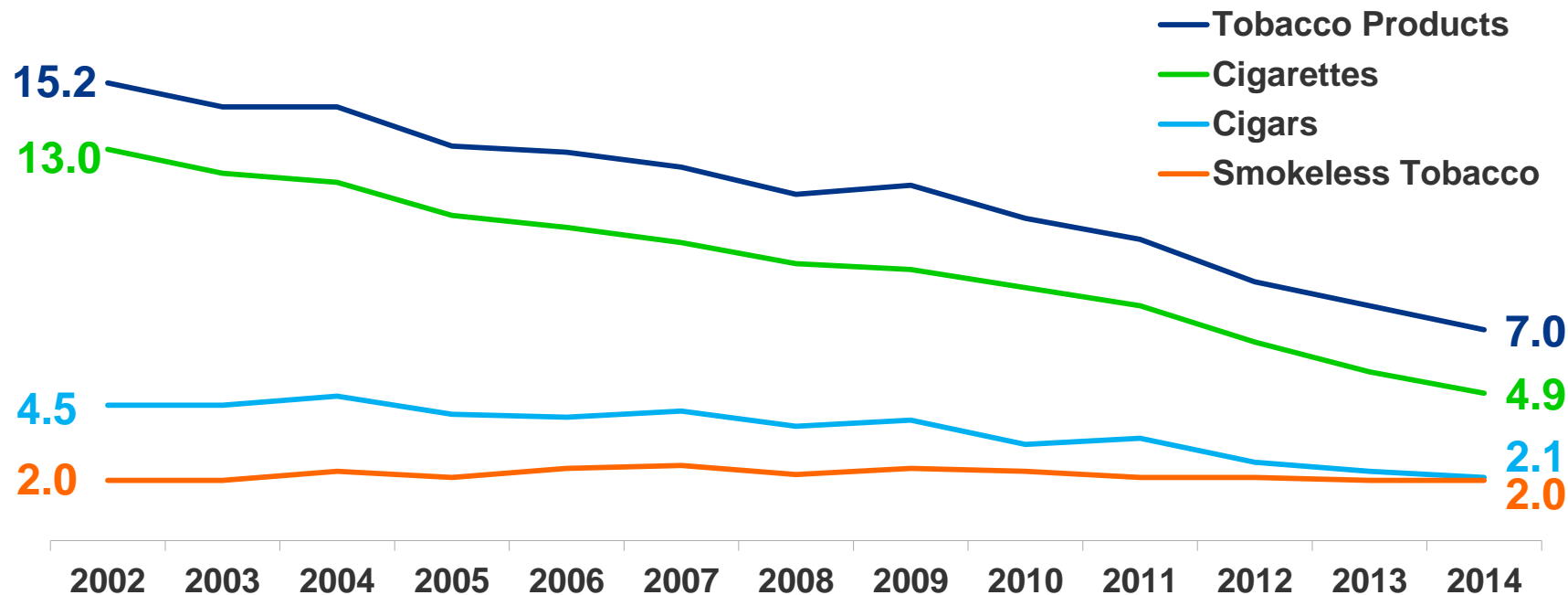
# Supporting Positive Youth Development

**In 2015, \$22+ million invested in Success360°.**

**Success360°** 

# Past Month Tobacco Use

Among Youth Aged 12 to 17



# Communicating Tobacco Health Effects

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# FDA Submissions on Tobacco Product Constituents

- Extensive information to FDA about the ingredients
- FDA has the authority to determine how these types of information are communicated



# Portfolio Approach

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# Heated Tobacco Platform

- Altria has the exclusive rights in the U.S.
- Supporting PMI on FDA application to designate product as modified risk
- Making excellent progress on go-to-market strategies in the U.S.





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Our Companies

Responsibility

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## Responsibility

At-A-Glance

Tobacco Harm Reduction

Marketing Responsibly

Combating Illicit Trade

Environmental Management

Supply Chain Responsibility

# Supply Chain Responsibility



## Farm Labor Practices

Altria's tobacco companies engage with the multi-stakeholder Farm Labor Practices Group to help farmers, farm labor contractors and farm workers better understand and comply with applicable labor laws and regulations and foster improved farm labor practices.



Altria's companies work with thousands of suppliers that help them manufacture and market their products in a responsible manner. Reliable and responsible suppliers contribute to our success - and some of our relationships go back decades.



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# Proposals for Voting

- Election of Altria's Board of Directors
- Ratification of PricewaterhouseCoopers LLP as Altria's independent registered public accounting firm
- Business presentation
- Advisory vote to approve the compensation of Altria's named executive officers

# Executive Compensation

- Executive compensation programs:
  - Align executive and shareholder interests
  - Promote Altria's Mission and business strategies
  - Reward achievement of corporate and individual performance goals

**In 2015, more than 96% of the votes cast approved the compensation of our named executive officers.**





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# Regulation G Disclosure

- For reconciliations and further explanations of non-GAAP financial measures, visit [altria.com](http://altria.com)

