



INVESTOR HIGHLIGHTS 2016

GREW ADJUSTED DILUTED EPS'
+8.2%

INCREASED THE DIVIDEND BY
+8.0%
REPRESENTING THE
50TH DIVIDEND INCREASE
IN **47 YEARS**

\$5.5
BILLION IN
DIVIDENDS PAID AND
SHARES REPURCHASED

DELIVERED A
TOTAL SHAREHOLDER
RETURN² OF
20.5%
THE **4TH**
CONSECUTIVE
YEAR SHAREHOLDERS
ENJOYED A RETURN
OF **MORE**
THAN 20%

Philip Morris USA
an Altria Company

U.S. Smokeless Tobacco Co.
an Altria Company

Ste. Michelle
WINE ESTATES
an Altria Company

John Middleton
an Altria Company

NuMark
An Altria Innovation Company

Nat Sherman

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

LONG-TERM FINANCIAL GOALS³

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

1 MAXIMIZE income from core tobacco businesses over the long term.

SMOKEABLE SEGMENT

Marlboro has been the leading U.S. cigarette brand for over 40 years⁴ and is the retail share leader in all 50 states.⁵



Nat Sherman, acquired in 2017, offers a portfolio of super premium cigarettes and premium cigar products.



SMOKELESS SEGMENT



Copenhagen and Skoal combined represent more than half the smokeless category.⁵

2 GROW new income streams with innovative tobacco products.



World-Class
Research

MarkTen XL was the fastest growing e-vapor brand in Q4 of 2016.⁵



In heated tobacco, Altria has the exclusive rights to commercialize the IQOS system in the United States through an agreement with Philip Morris International.



3 MANAGE diverse income streams and a strong balance sheet to deliver consistent financial performance.

BEER

AB InBev
Altria owns over 10% of AB InBev, the world's first global brewer.



WINE

In 2016, Ste. Michelle Wine Estates grew adjusted OCI nearly 10%.¹

2017 marks the 50th anniversary of Chateau Ste. Michelle, Washington state's founding winery



1. For reconciliation of non-GAAP to GAAP measures visit altria.com.

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

3. 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 ending March 31, 2017.

4. Source: Maxwell, MSAI Shipments, IRI/Capstone - Total Retail Panel; IRP IRI Group/Capstone Projected Retail Panel; IRI/MSAI

5. Source: STARS and IRI InfoScan

OUR PEOPLE AND WORK CULTURE

"We seek and value differences in our people, communities, and suppliers to drive our business success. We are diversifying our workforce at all levels and creating a more inclusive culture."

—Marty Barrington,
Altria Chairman,
CEO and President



OUR COMMITMENT TO OUR COMMUNITIES

In 2016, Altria's companies gave nearly \$56 million in cash and in-kind contributions, benefiting both leading national causes and important non-profits working in our communities.



15 years
1,924 grants totaling
\$50.3 million

In 2016, the Fund gave more than
\$3.8 million
to 182 grantees

Altria's Companies Employee Community Fund (ACECF) is a unique employee-giving program managed directly by employees - from fundraising to grantmaking.



OUR CORPORATE RESPONSIBILITY PROGRESS

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



Altria named
#4 in
Corporate Responsibility Magazine's
100 Best Corporate Citizens



HELPING REDUCE UNDERAGE TOBACCO USE

In 2016, our tobacco companies invested over \$22 million in leading youth-serving organizations, which help young people build life skills and avoid risky behaviors.



REDUCING THE HARM CAUSED BY TOBACCO PRODUCTS

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



PROMOTING A SUSTAINABLE SUPPLY CHAIN

Our companies partner with diverse suppliers to deliver high-quality goods and services by communicating expectations, monitoring and assessing supplier performance and engaging with them and other stakeholders.

INVESTOR
RELATIONS
CONTACTS

www.altria.com
804-484-8222

FOR THE LATEST INFORMATION, DOWNLOAD
OUR INVESTOR APP:



Altria

All third-party trademarks remain the property of their respective owners.