



# 2017 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  
People

Drive  
Positive  
Change

Deliver  
Superior  
Products  
and Brands

Create  
Substantial  
Value

### Outstanding Shareholder Value

Grew Adjusted Diluted EPS<sup>1</sup>  
**+11.9%**

**\$7.7 Billion**  
in Dividends Paid and  
Shares Repurchased

Increased Our Dividend  
by **+8.2%**,  
the **51<sup>ST</sup> Dividend**  
Increase In 48 Years

### Long-Term Financial Goals<sup>2</sup>

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

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

## Strategies

**MAXIMIZE**  
income from combustible  
tobacco businesses.

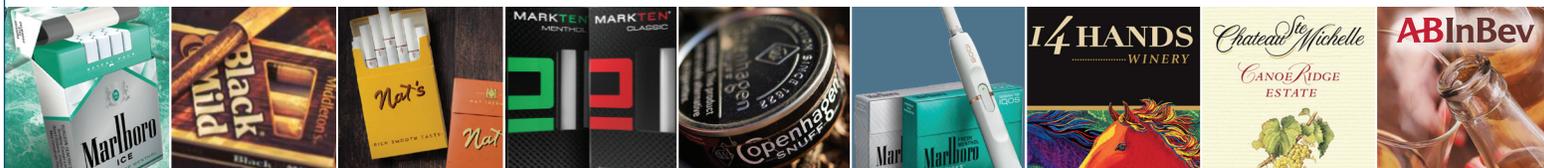
Smokeable adjusted OCI up +7%  
and adjusted OCI margins  
expanded 3pp vs. 2016.<sup>1</sup>

**GROW**  
income over time with non-  
combustible tobacco products.

We have three platforms within our  
innovative products portfolio that  
presently hold the most promise for U.S.  
adult tobacco consumers.

**MANAGE**  
diverse income streams and strong  
balance sheet to deliver consistent  
financial performance over the long term.

Altria's alcohol assets provide  
diverse income streams and serve a  
complementary role to our core  
tobacco businesses.



## Our Innovation Aspiration

 is to be the U.S. leader in authorized, non-combustible,  
reduced-risk products.

1. For reconciliation of non-GAAP to GAAP measures visit [altria.com](http://altria.com). 2. 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, 2018. Future dividend payments remain subject to the discretion of Altria's Board of Directors.

# Our People And Work Culture

"We firmly believe we have the talent, capability and resources to successfully pursue our aspiration to be the U.S. leader in FDA-authorized, non-combustible reduced-risk products."

**Marty Barrington**  
Chairman, CEO and President



## Our Commitment To Our Communities

In 2017, Altria's companies gave nearly **\$55 million** in cash and in-kind contributions, benefiting both leading national causes and important non-profits working in our communities.



## Our Corporate Responsibility Progress

**Altria ranked #4** on Corporate Responsibility Magazine's 100 Best Corporate Citizens List



### Reducing the Harm of Tobacco Products

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



### Marketing Responsibly

Our companies build relationships between brands and their adult consumer audiences while taking steps designed to limit reach to unintended audiences. In support of this goal, we train all of our brand employees and key business partners on our marketing guidelines and policies.



### Managing Our Supply Chain Responsibly

Our companies work 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.



### Developing Our Employees and Culture

Our goal is to develop high-performing and engaged employees who help us continue to deliver superior results in the future.

**INVESTOR RELATIONS CONTACTS**  
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