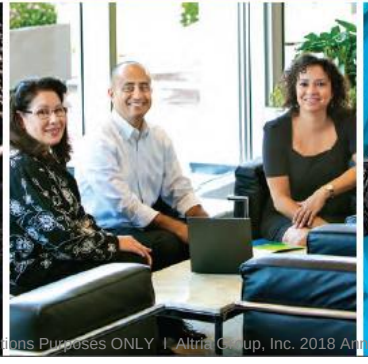
Annual Meeting of Shareholders

May 17, 2018

Altria



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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, 2017 and those described under “Cautionary Factors That May Affect Future Results” in Altria’s Quarterly Report on Form 10-Q for the period ended March 31, 2018.

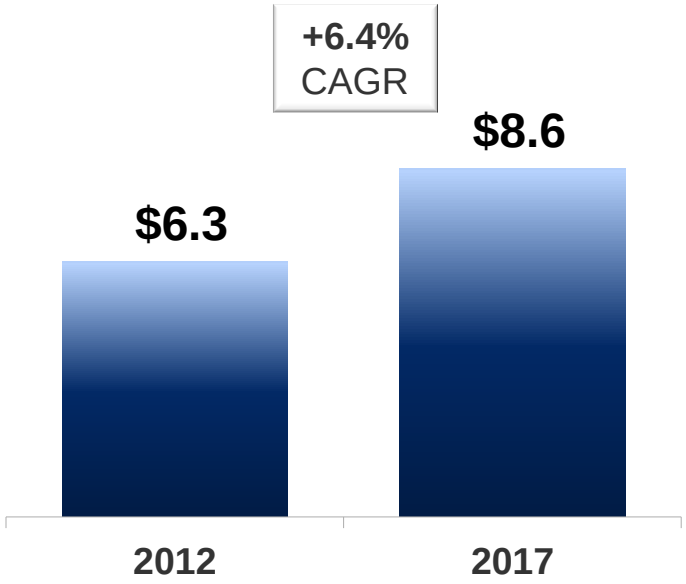
Reconciliations of non-GAAP Financial measures included in this presentation to the most comparable GAAP measures are available on Altria’s website at altria.com.

Altria

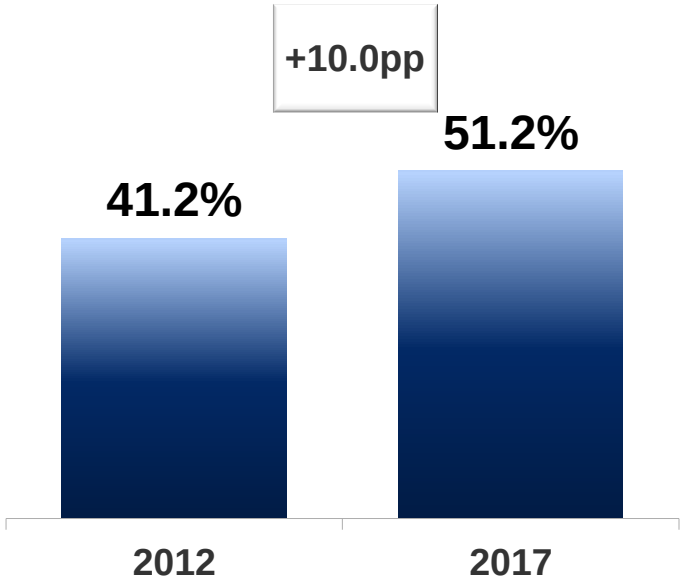
Business Update

Smokeable Products Segment Performance

Adjusted OCI* in Billions



Adjusted OCI* Margins



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

Source: Altria company reports

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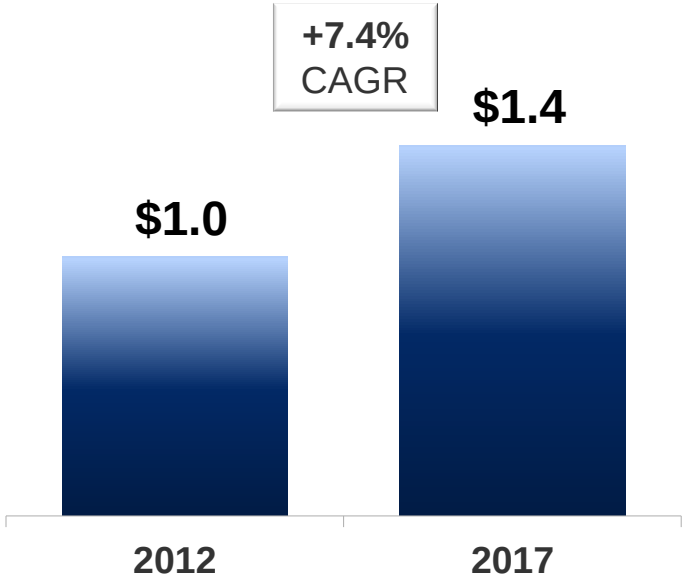
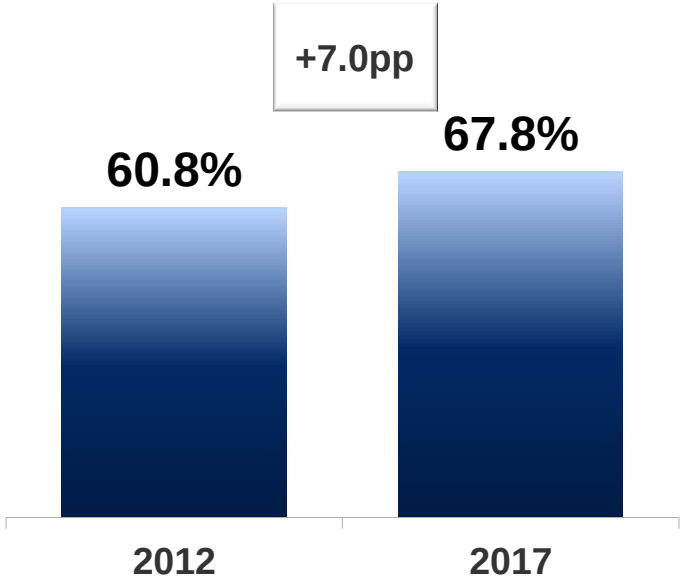
Smokeless Products Segment Performance

Adjusted OCI* in Billions



Adjusted OCI* Margins



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

Source: Altria company reports

Copenhagen
SNUFF

A PINCH BETTER SINCE 1934
CLASSIC WINTERGREEN
SKOAL
LONG CUT
WARNING: This product can cause gum disease and tooth loss.
Smokeless
100% AMERICAN

Chateau Ste Michelle
2009
Cold Creek
VINEYARD
CHARDONNAY
COLUMBIA VALLEY
WALLA WALLA
SPRING VALLEY VINEYARD
WASHINGTON
STAG'S LEAP WINE CELLARS
FAY
Estate Cabernet Sauvignon
2008 Napa Valley
WARREN WINIARSKI, FOUNDER
COL SOLARE
RED WINE
COLUMBIA VALLEY
2006
COLUMBIA CREST
HORSE HEAVEN HILLS
COLUMBIA·CREST
2009
MERLOT
HANDS
14 HANDS
2009 CABERNET SAUVIGNON
WASHINGTON STATE
ERATH
ESTATE SELECTION
PINOT NOIR 2009

AB InBev

Five-Year Shareholder Returns

Altria

Annual adjusted diluted EPS growth of nearly

9%*

from $2.21 / share to $3.39 / share

$21B

in dividends and a dividend rate that grew at a compounded annual rate of more than 8%

Another

$6B

in cash through share repurchases

A cumulative TSR of over

180%

outperforming both the S&P 500 and the S&P Food, Beverage and Tobacco Index

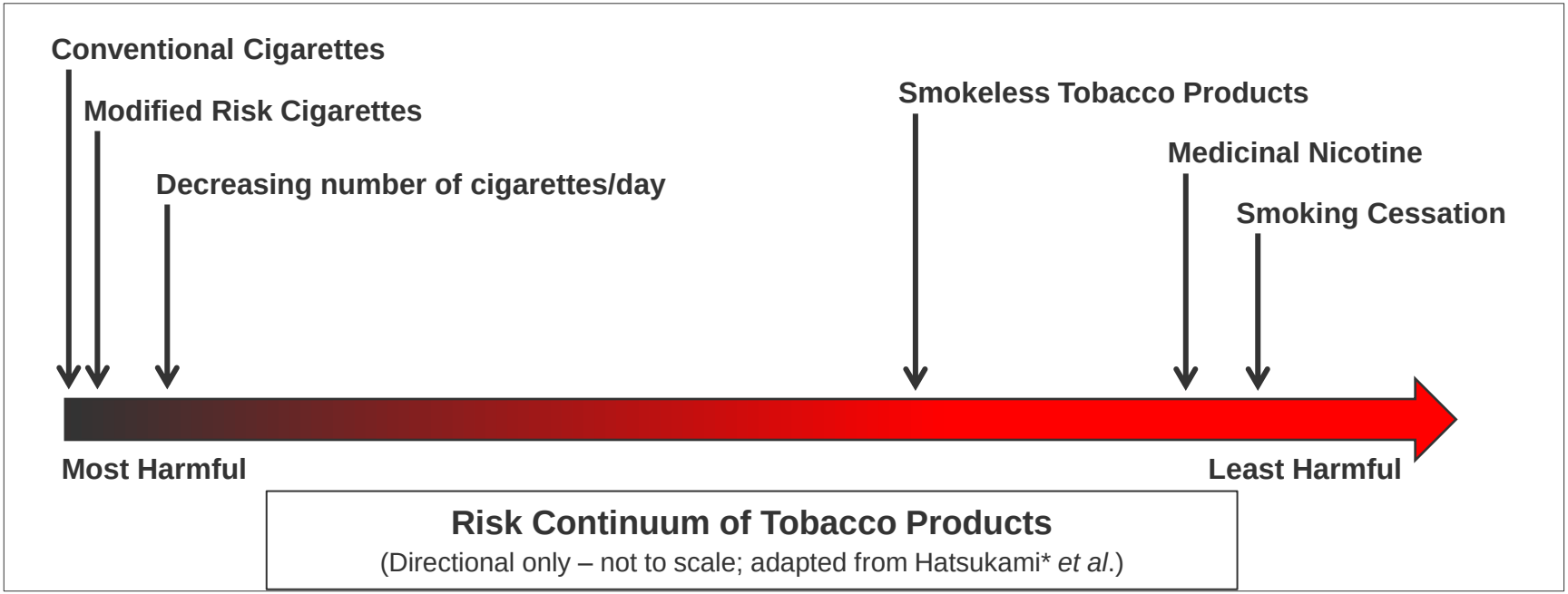
* For reconciliation of non-GAAP to GAAP measures visit altria.com

Source: Bloomberg Daily Return

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

U.S. Department of Health and Human Services
Food and Drug Administration
FDA

Continuum of Risk
(submitted to FDA in 2009)



*Developing the science base for reducing tobacco harm. Hatsukami DK, Joseph AM, Lesage M, Jensen J, Murphy SE, Pentel PR, Kotlyar M, Borgida E, Le C, Hecht SS. *Nicotine Tob Res*. 2007 Nov; 9 Suppl 4:S537-53.

Non-combustible Product Platforms

Smokeless/Oral Tobacco

E-Vapor

Heated Tobacco

Altria

SINCE 1822
Copenhagen
SNUFF

MARKTEN®
CLASSIC
UNDERAGE SALE PROHIBITED
MARKTEN®
MENTHOL
UNDERAGE SALE PROHIBITED

IQOS

THIS CHANGES EVERYTHING

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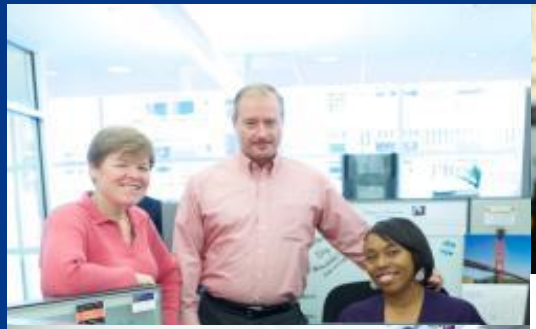
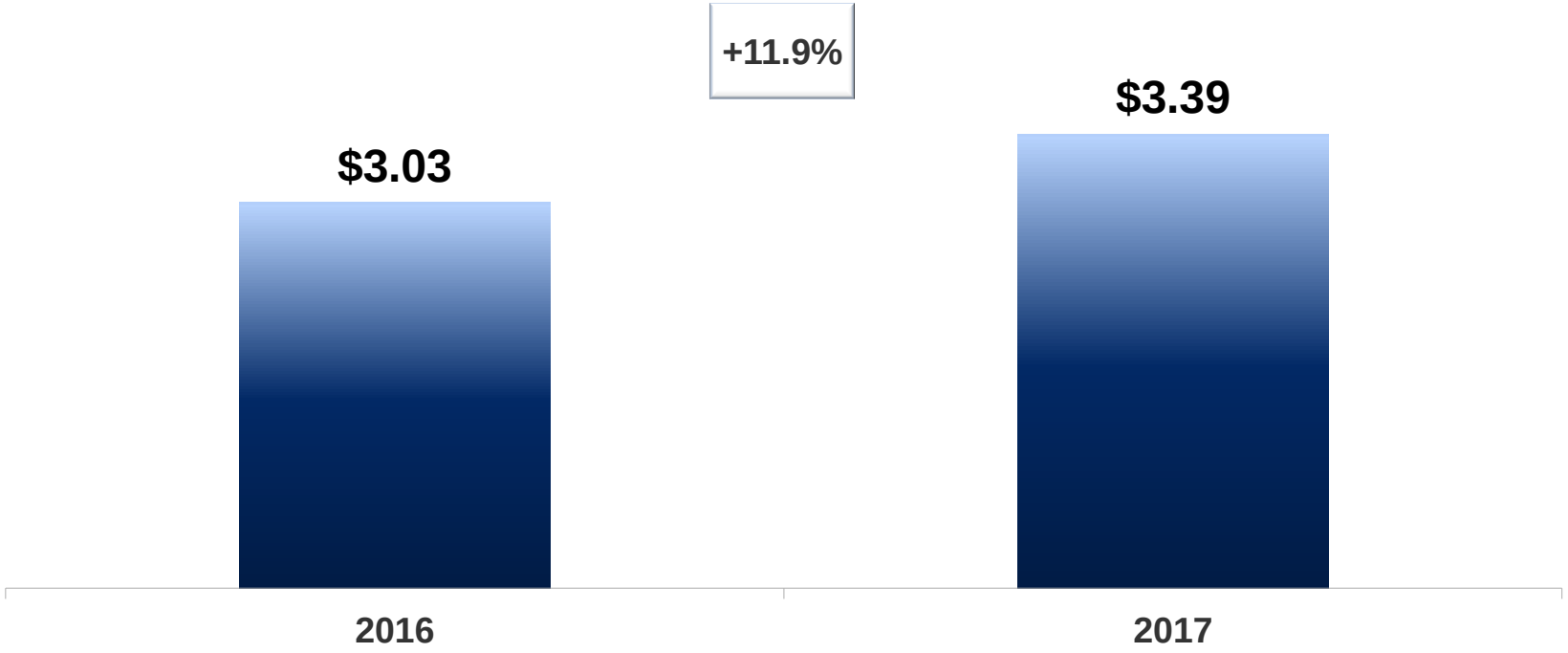


Altria
Center for Research & Technology

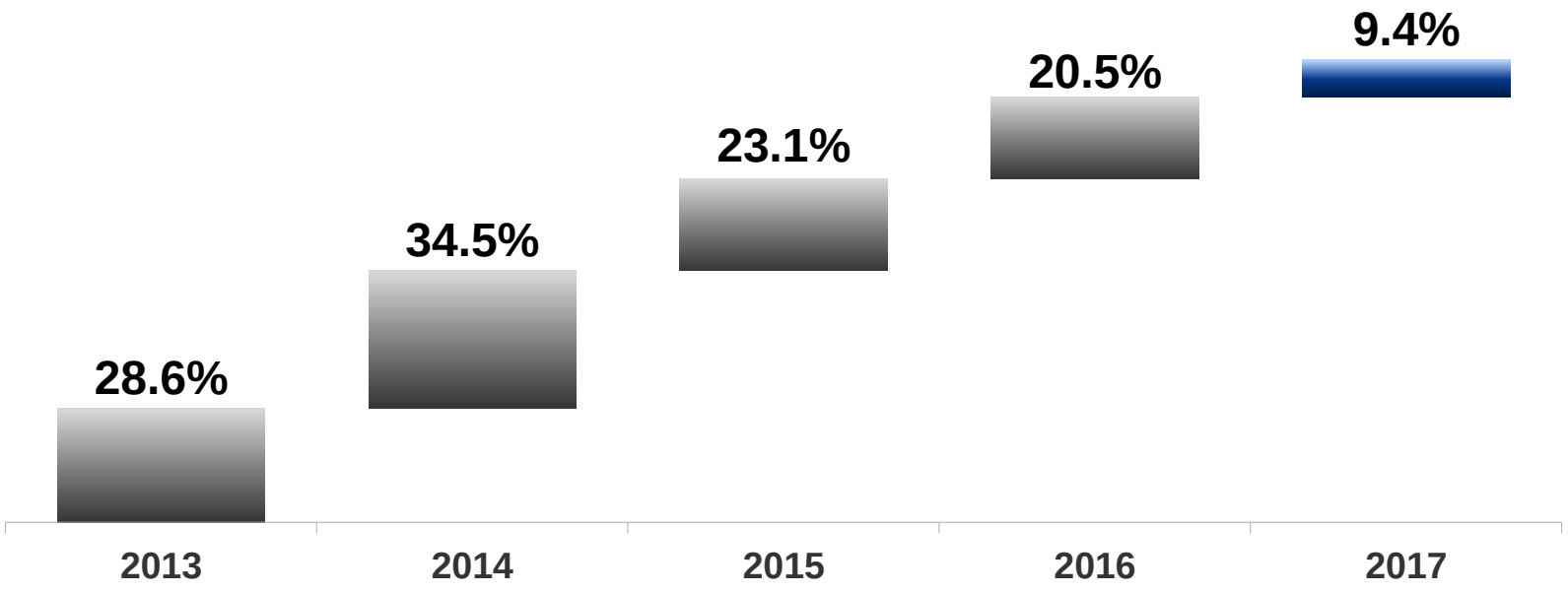
Adjusted Diluted EPS* Performance



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

Source: Altria company reports

Total Shareholder Returns



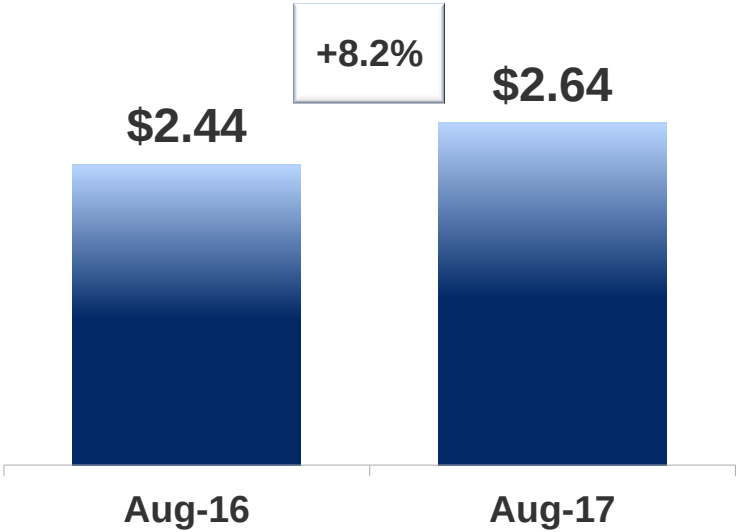
Note: Total shareholder return is simple price appreciation plus the reinvestment of the dividend as of the ex-dividend date

Source: Bloomberg

Cash Dividends

Dividends Paid
(in Billions)

Annualized Dividend Growth

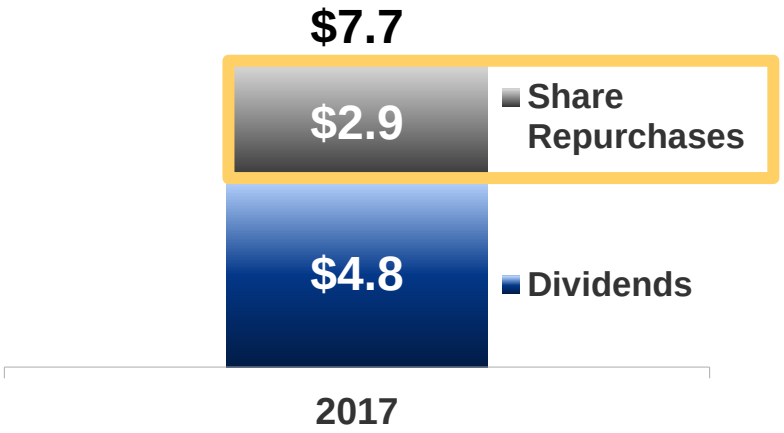


51st increase in the last 48 years

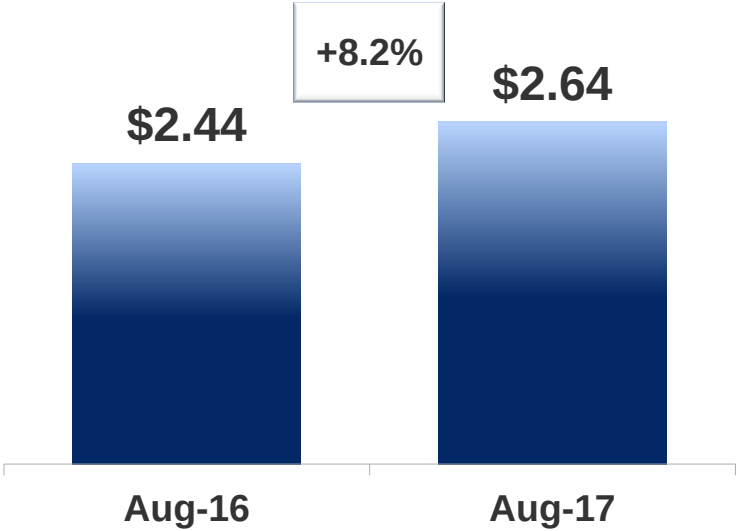
Source: Altria company reports

Dividends & Share Repurchase

Cash Returned to Shareholders
(in Billions)



Annualized Dividend Growth



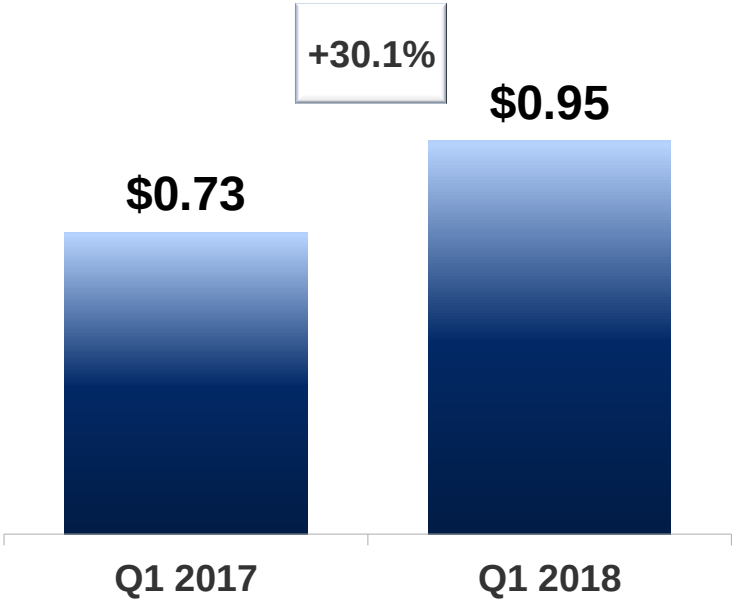
51st increase in the last 48 years

Source: Altria company reports

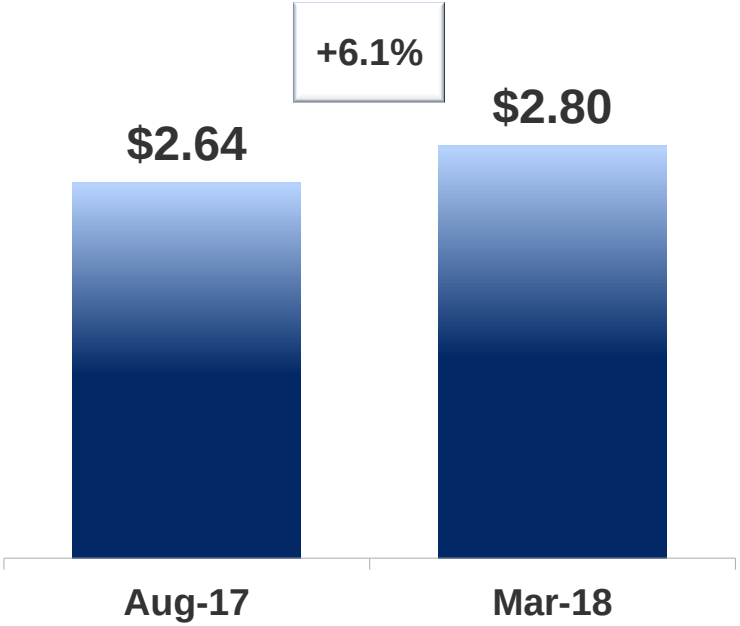
Nat's
·RICH SMOOTH TASTE·
NAT SHERMAN
Nat's
·RICH TASTE·
NAT SHERMAN
Nat's
·MELLOW TASTE·
SINCE 1930
NAT SHERMAN
Nat's
·MENTHOL·

2018 Performance

Adjusted Diluted EPS* Performance



Annualized Dividend Growth



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

Source: Altria company reports

Filed MRTPA on *Copenhagen* Snuff in 1Q 2018

2018 Guidance

- We reaffirm our guidance to deliver 2018 adjusted diluted EPS in a range of $3.90 to $4.03, representing a growth rate of 15% to 19% from our adjusted diluted EPS base of $3.39* in 2017.

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

Source: Altria company reports

Altria Stock Performance

PMI Spin-off - 2018

Source: Bloomberg

Altria

About Altria | Our Companies | Responsibility | Investors

Search

Responsibility | Tobacco Harm Reduction

Responsibility

- At-A-Glance
- ▼ Tobacco Harm Reduction
  - Helping Reduce Underage Tobacco Use
  - Supporting Cessation
  - Communicating Tobacco Health Effects
  - Federal Regulation & Tobacco Settlement Agreements
  - Animal Care & Use Statement
- Marketing Responsibly
- Combating Illicit Trade
- ▶ Environmental Management

Tobacco Harm Reduction

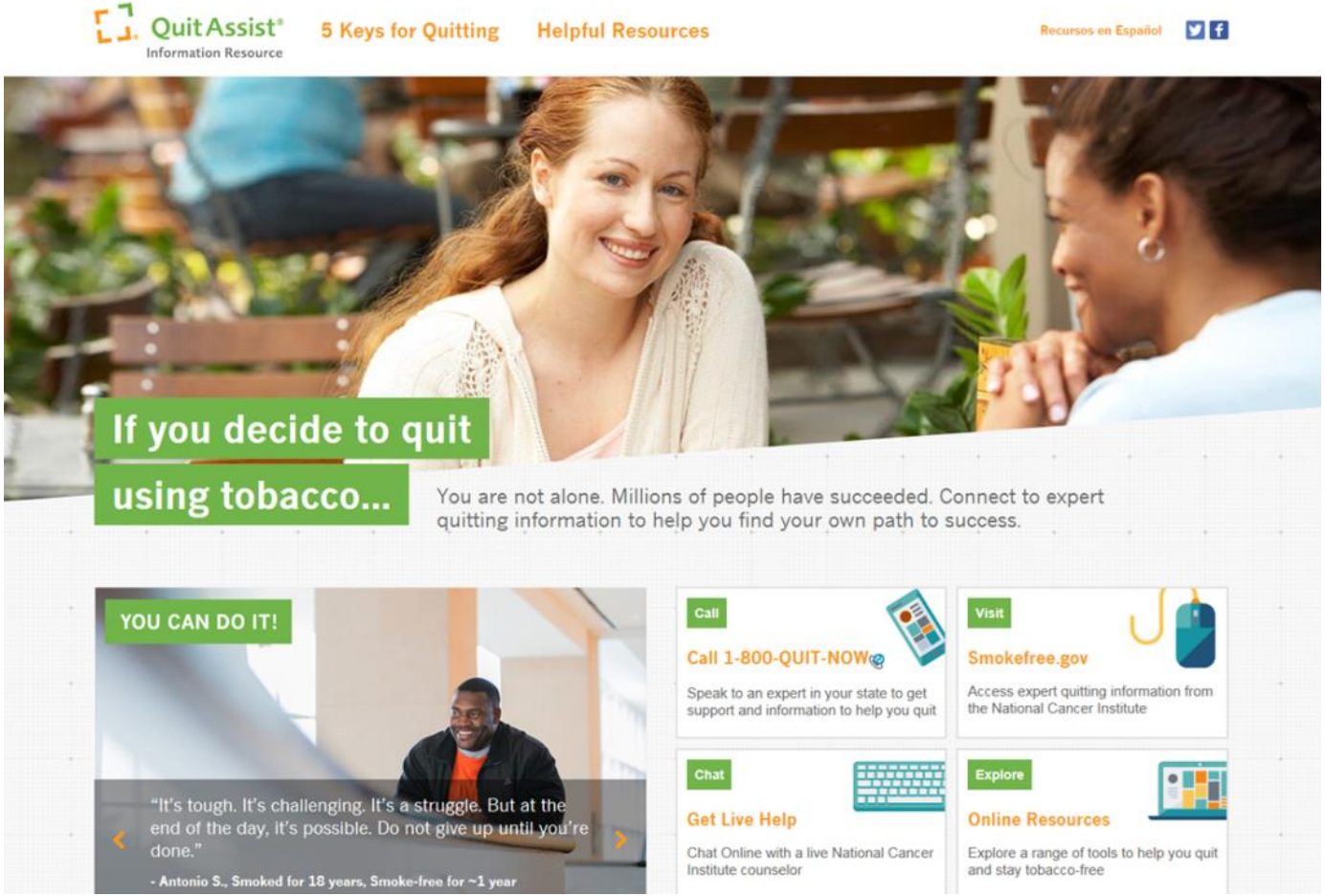
Despite efforts to persuade people never to start or to quit if they do, millions of adults will continue using tobacco products. For these consumers, reduced-risk products may offer a promising opportunity to reduce the harm associated with tobacco use, particularly cigarette smoking.

Underage Tobacco Prevention

BOYS & GIRLS CLUBS
OF AMERICA

Big Brothers Big Sisters
of America

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


QuitAssist®
Information Resource
5 Keys for Quitting
Helpful Resources
Recursos en Español
If you decide to quit using tobacco...
You are not alone. Millions of people have succeeded. Connect to expert quitting information to help you find your own path to success.
YOU CAN DO IT!
"It's tough. It's challenging. It's a struggle. But at the end of the day, it's possible. Do not give up until you're done."
- Antonio S., Smoked for 18 years, Smoke-free for ~1 year
Call
Call 1-800-QUIT-NOW
Speak to an expert in your state to get support and information to help you quit
Visit
Smokefree.gov
Access expert quitting information from the National Cancer Institute
Chat
Get Live Help
Chat Online with a live National Cancer Institute counselor
Explore
Online Resources
Explore a range of tools to help you quit and stay tobacco-free

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Supply Chain Responsibility

Develop Long-Lasting Relationships

Develop a Diverse Supplier Base

Promote a Strong Culture of Responsibility

Monitor and Assess Supplier Performance

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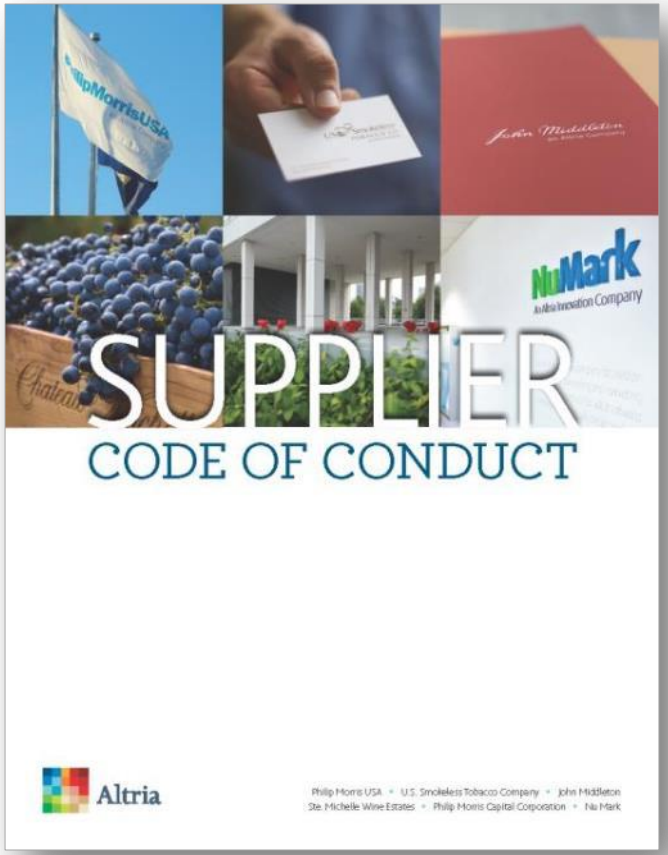

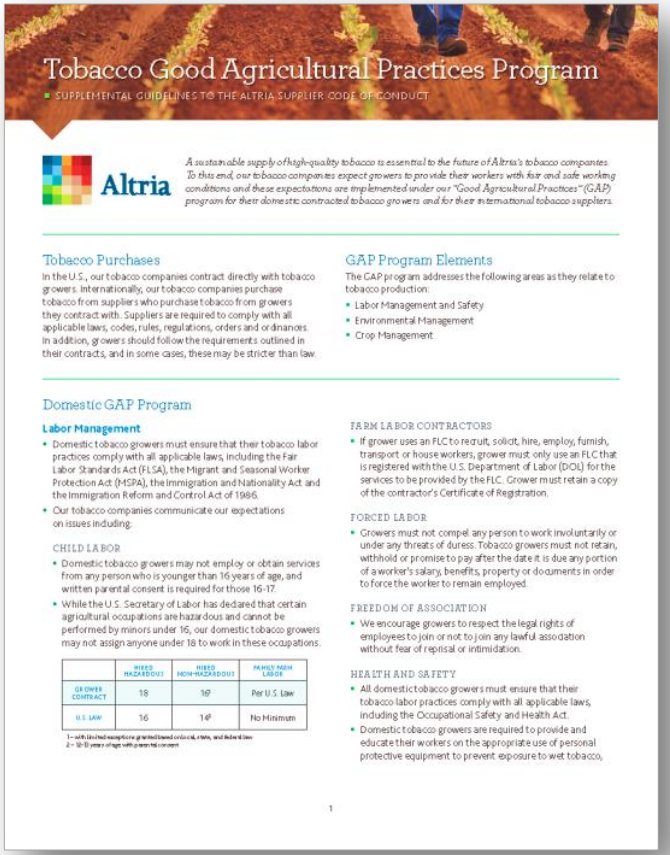

Tobacco Good Agricultural Practices Program

SUPPLEMENTAL GUIDELINES TO THE ALTRIA SUPPLIER CODE OF CONDUCT

Altria

A sustainable supply of high-quality tobacco is essential to the future of Altria's tobacco companies. To this end, our tobacco companies expect growers to provide their workers with fair and safe working conditions and these expectations are implemented under our "Good Agricultural Practices" (GAP) program for their domestic contracted tobacco growers and for their international tobacco suppliers.

Tobacco Purchases

In the U.S., our tobacco companies contract directly with tobacco growers. Internationally, our tobacco companies purchase tobacco from suppliers who purchase tobacco from growers they contract with. Suppliers are required to comply with all applicable laws, codes, rules, regulations, orders and ordinances. In addition, growers should follow the requirements outlined in their contracts, and in some cases, these may be stricter than law.

GAP Program Elements

The GAP program addresses the following areas as they relate to tobacco production:

- Labor Management and Safety
- Environmental Management
- Crop Management

Domestic GAP Program

Labor Management

- Domestic tobacco growers must ensure that their tobacco labor practices comply with all applicable laws, including the Fair Labor Standards Act (FLSA), the Migrant and Seasonal Worker Protection Act (MSPA), the Immigration and Nationality Act and the Immigration Reform and Control Act of 1986.
- Our tobacco companies communicate our expectations on issues including:

CHILD LABOR

- Domestic tobacco growers may not employ or obtain services from any person who is younger than 16 years of age, and written parental consent is required for those 16-17.
- While the U.S. Secretary of Labor has declared that certain agricultural occupations are hazardous and cannot be performed by minors under 16, our domestic tobacco growers may not assign anyone under 18 to work in these occupations.

	HIRED HAZARDOUS	HIRED NON-HAZARDOUS	FAMILY FARM LABOR
GROWER CONTRACT	18	16[1]	Per U.S. Law
U.S. LAW	16	14[2]	No Minimum

1 – with limited exceptions granted based on local, state, and federal law
2 – 12-13 years of age with parental consent

FARM LABOR CONTRACTORS

- If grower uses an FLC to recruit, solicit, hire, employ, furnish, transport or house workers, grower must only use an FLC that is registered with the U.S. Department of Labor (DOL) for the services to be provided by the FLC. Grower must retain a copy of the contractor's Certificate of Registration.

FORCED LABOR

- Growers must not compel any person to work involuntarily or under any threats of duress. Tobacco growers must not retain, withhold or promise to pay after the date it is due any portion of a worker's salary, benefits, property or documents in order to force the worker to remain employed.

FREEDOM OF ASSOCIATION

- We encourage growers to respect the legal rights of employees to join or not to join any lawful association without fear of reprisal or intimidation.

HEALTH AND SAFETY

- All domestic tobacco growers must ensure that their tobacco labor practices comply with all applicable laws, including the Occupational Safety and Health Act.
- Domestic tobacco growers are required to provide and educate their workers on the appropriate use of personal protective equipment to prevent exposure to wet tobacco,

1

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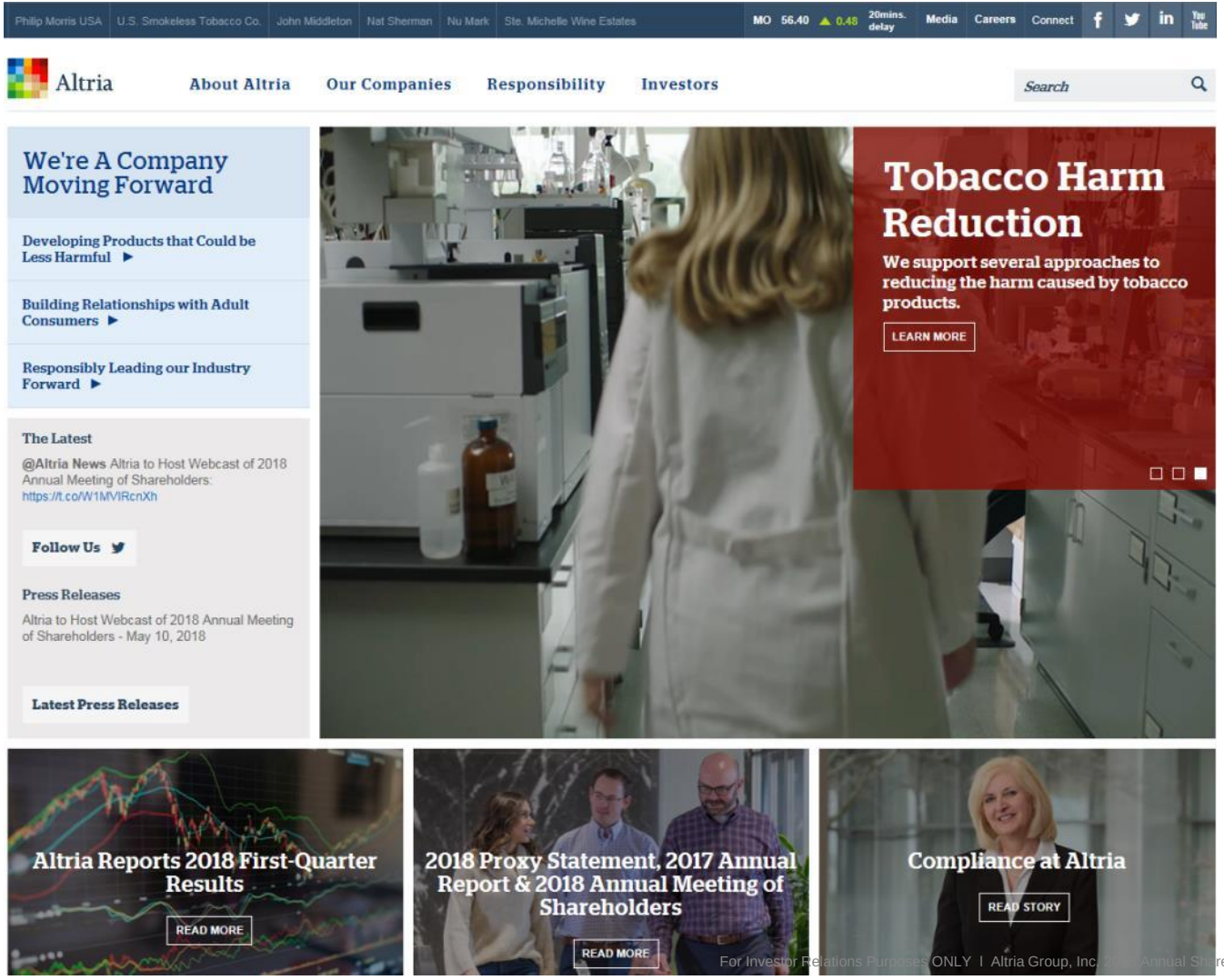
Philip Morris USA
U.S. Smokeless Tobacco Co.
John Middleton
Nat Sherman
Nu Mark
Ste. Michelle Wine Estates
MO 56.40 ▲ 0.48 20mins. delay
Media
Careers
Connect
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Developing Products that Could be Less Harmful ▶
Building Relationships with Adult Consumers ▶
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Tobacco Harm Reduction
We support several approaches to reducing the harm caused by tobacco products.
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Altria Reports 2018 First-Quarter Results
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2018 Proxy Statement, 2017 Annual Report & 2018 Annual Meeting of Shareholders
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Compliance at Altria
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External Recognition

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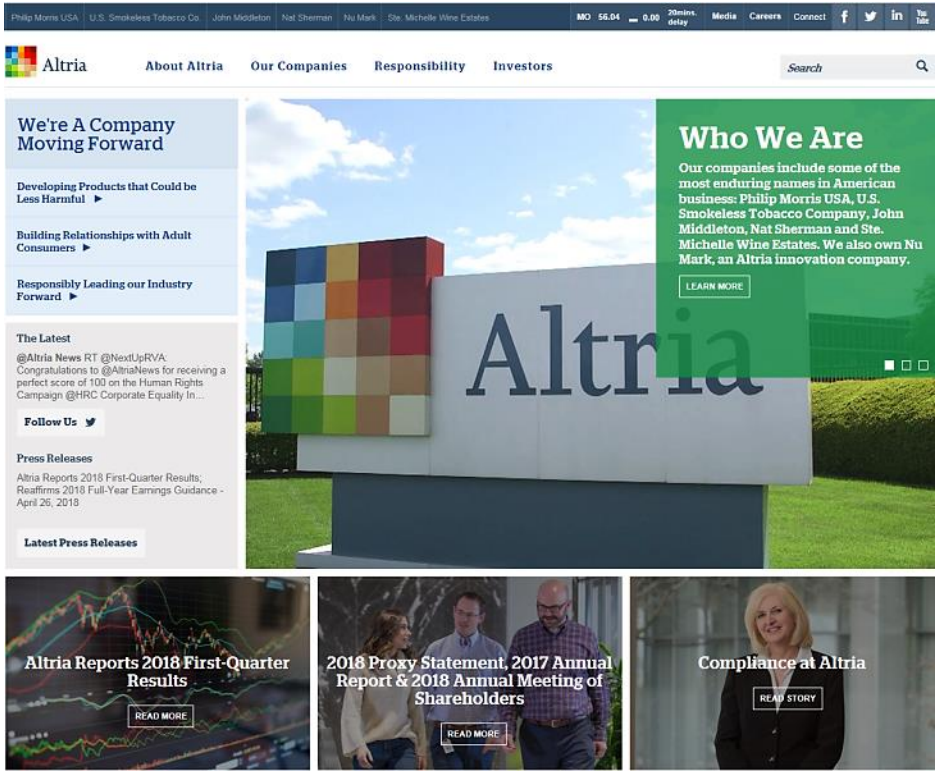
Regulation G Disclosure

- For reconciliations and further explanations of non-GAAP financial measures, visit: altria.com



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