



ANNUAL MEETING OF SHAREHOLDERS

Thursday, May 14, 2026
9:00 a.m. (Eastern Time)

RULES OF CONDUCT

Welcome to the 2026 Annual Meeting of Shareholders (“Annual Meeting”) of Altria Group, Inc. (“we,” “our” or “us”). It is our goal to conduct a fair and informative Annual Meeting, and we ask that you observe the following Rules of Conduct:

1. The business of the Annual Meeting is as set forth in the Agenda.
2. Voting and Closing of the Polls:
 - Shareholders who voted prior to the start of the Annual Meeting do not need to vote again, unless they wish to revoke their proxy or change their vote.
 - Only shareholders as of the close of business on March 25, 2026, the record date for the Annual Meeting, or their duly authorized proxies, are entitled to vote during the Annual Meeting. Shareholders may vote until the polls close. The polls will close following the presentation of Agenda Item 4 – Presentation of Proposals. You must have a valid 16-digit control number to vote during the annual meeting. Control numbers are included on the proxy card, Notice of Internet Availability of Proxy Materials, voting instruction form or e-delivery notification sent to shareholders.
3. Director nominations and proposals for other business made during the Annual Meeting that were not previously submitted properly under Rule 14a-8 of the Securities Exchange Act of 1934, as amended, or our Amended and Restated By-Laws, as applicable, will not be accepted.
4. Question and Answer Session: We welcome your questions. You must have a 16-digit control number to submit a question during the Annual Meeting. If you are interested in asking a question, you may do so by typing your question into the “Ask a Question” field on the virtual meeting platform screen and clicking submit. Questions may be submitted beginning at 8:30 a.m. (Eastern Time) on the day of the Annual Meeting. The Question and Answer Session will be limited to 30 minutes and will be guided by the following:
 - We do not intend to answer questions that:
 - a. do not relate directly to our business;
 - b. contain derogatory references to individuals or that are otherwise disrespectful or profane;
 - c. relate to a personal grievance; or
 - d. are matters of individual concern that are not matters of interest to shareholders generally.
 - Questions will be answered in the order in which they are received.
 - We will try to answer all questions during the 30-minute period; however, if multiple questions are submitted on the same topic, we will summarize those questions and respond collectively in the interest of time.
 - If a question violates these Rules of Conduct, it will not be answered.

In order to give as many shareholders as possible the opportunity to ask questions, please limit yourself to one (1) question. In the interest of permitting as many questions as possible, a 1,000 character limit has been applied to the “Ask a Question” field on the virtual meeting platform screen.

In the event we reach the time limit and questions relevant to the Annual Meeting and otherwise consistent with these Rules of Conduct remain unanswered, we plan to respond to those questions (if appropriate) by contacting the shareholder directly using the contact information provided during the login process. We will also publish our responses to those questions on our website (www.altria.com) as soon as practicable after the Annual Meeting. We will summarize questions submitted on the same topic and publish a single response.

You may also send questions in writing following the conclusion of the Annual Meeting to Investor Relations, Altria Client Services LLC, 6601 West Broad Street, Richmond, VA 23230 or via our website at www.altria.com/contact-us/investors.

5. In the event of a technical or other issue that prevents our ability to convene the meeting within 30 minutes from the time for which the meeting was called, we will announce through a press release and our website (www.altria.com) a later date and time for convening the Annual Meeting.
6. In the event of technical difficulties or other issues that disrupt the Annual Meeting, we may adjourn or expedite the Annual Meeting, or take such other action that we determine is appropriate considering the circumstances. If we adjourn or expedite the Annual Meeting, please visit our website (www.altria.com) for updates.
7. Recording of the Annual Meeting is prohibited. A webcast replay will be available 24 hours following the adjournment of the Annual Meeting on our website (www.altria.com).

Should you encounter any technical difficulties accessing the virtual Annual Meeting, please call the support number that will be posted on the virtual meeting login page.

Thank you for your cooperation and for joining the Altria Group, Inc. 2026 Annual Meeting of Shareholders.