



Q1 2022 Earnings - Quarterly Metrics		
Smokeable	Q1 2022	△ vs. Q1 2021
Marlboro Price Gap (vs. Lowest Effective)	39%	
Marlboro Net Pack Price	\$8.04	\$0.39
Lowest Effective Price	\$5.79	\$0.19
<u>Discount Segment Retail Share</u>	<u>26.4%</u>	<u>1.0pp</u>
Major Manufacturer Branded Discount	15.0%	+0.1pp
Deep Discount	11.4%	+0.9pp
PM USA Menthol Retail Share	9.4%	(0.3pp)
Estimated Weighted Average State Excise Tax per pack	\$1.89	\$0.01
PM USA Cigarette Wholesale Inventory Estimates:	(in billion units)	
End of Q1 2022	2.4	
End of Q4 2021	2.5	
End of Q1 2021	2.6	
End of Q4 2020	3.0	
Cigarette Industry Wholesale Inventory:	(in billion units)	
End of Q1 2022	6.8	
End of Q4 2021	8.5	
End of Q1 2021	7.1	
End of Q4 2020	7.0	

Note: Wholesale inventory changes are one factor PM USA uses to estimate adjusted PM USA and industry volumes.

Oral Tobacco	Q1 2022	△ vs. Q1 2021
Copenhagen Price Gap (vs Leading Discount Brand)	16%	
Copenhagen Retail Price	\$5.93	\$0.37
Leading Discount Brand	\$5.12	\$0.34

Note: All Smokeable and Oral Tobacco prices reflect IRI restatement.

Other	Q1 2022	
Capital Expenditures	\$45 million	
Ongoing Depreciation and Amortization	\$52 million	

Smokeable Shipping Days					
	Q1	Q2	Q3	Q4	FY
2021	64	65	66	66	261
2022	64	65	66	65	260

Cigarette Industry Volume Decomposition Estimates

Twelve Months Ended

	6/30/21	9/30/21	12/31/21	3/31/22
Secular Decline Rate ¹	(2.5)%	(2.5)%	(2.5)%	(2.5)%
Cigarette Price Elasticity	(1.6)%	(1.7)%	(1.9)%	(1.8)%
Additional Cross Category Movement	(0.3)%	(0.2)%	(0.2)%	(0.1)%
Macroeconomic & Other Factors ²	2.9%	0.9%	(0.9)%	(1.6)%
Estimated Industry Decline	(1.5)%	(3.5)%	(5.5)%	(6.0)%

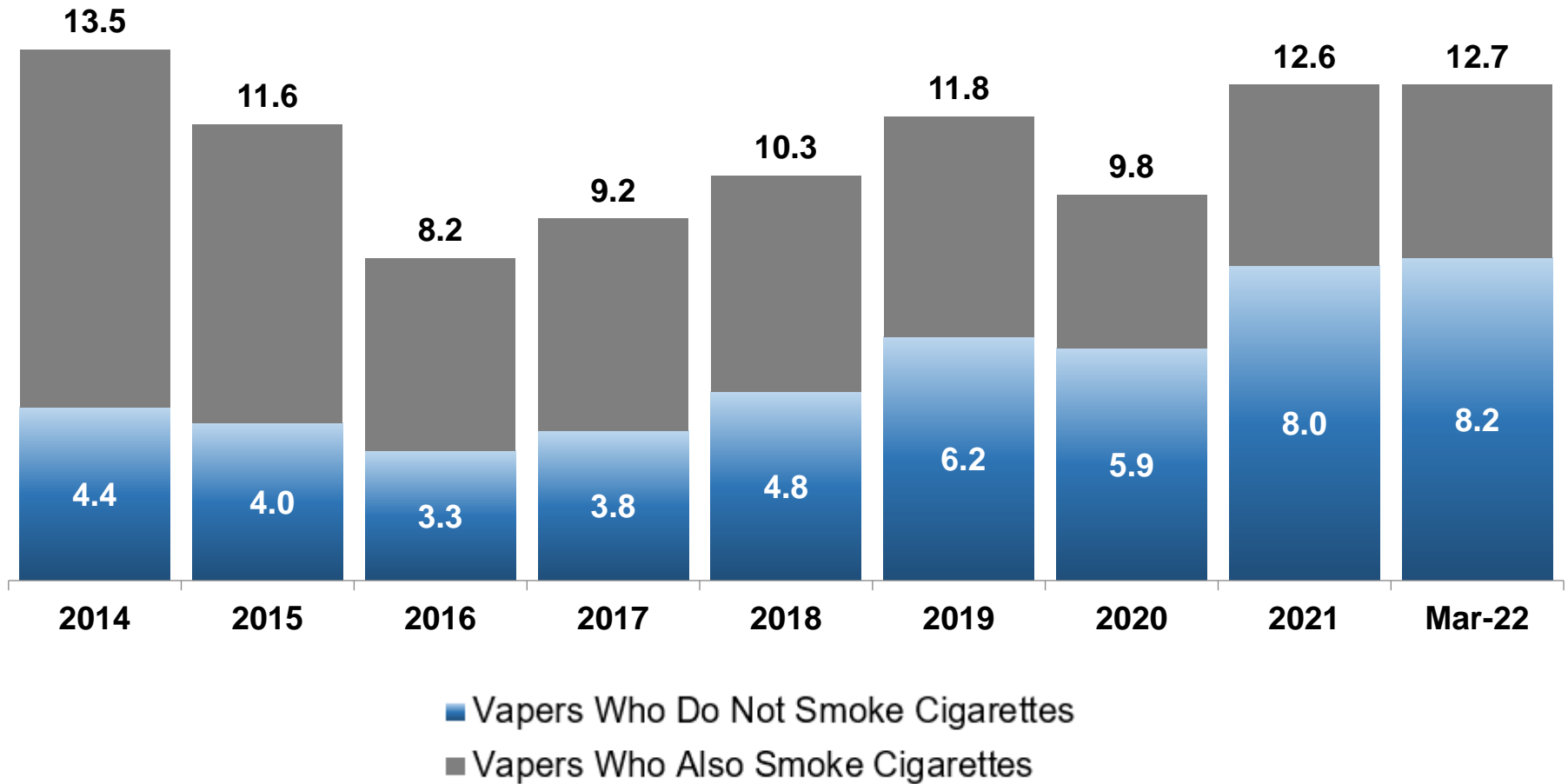
¹ Includes approximately 1% historical movement across tobacco categories

² Primarily driven by changes in adult smoker stay-at-home practices, impacting tobacco usage occasions and available tobacco discretionary spend

Source: AVI SCMI estimates

Adult Vapers 21+ - Past 30 Day Usage

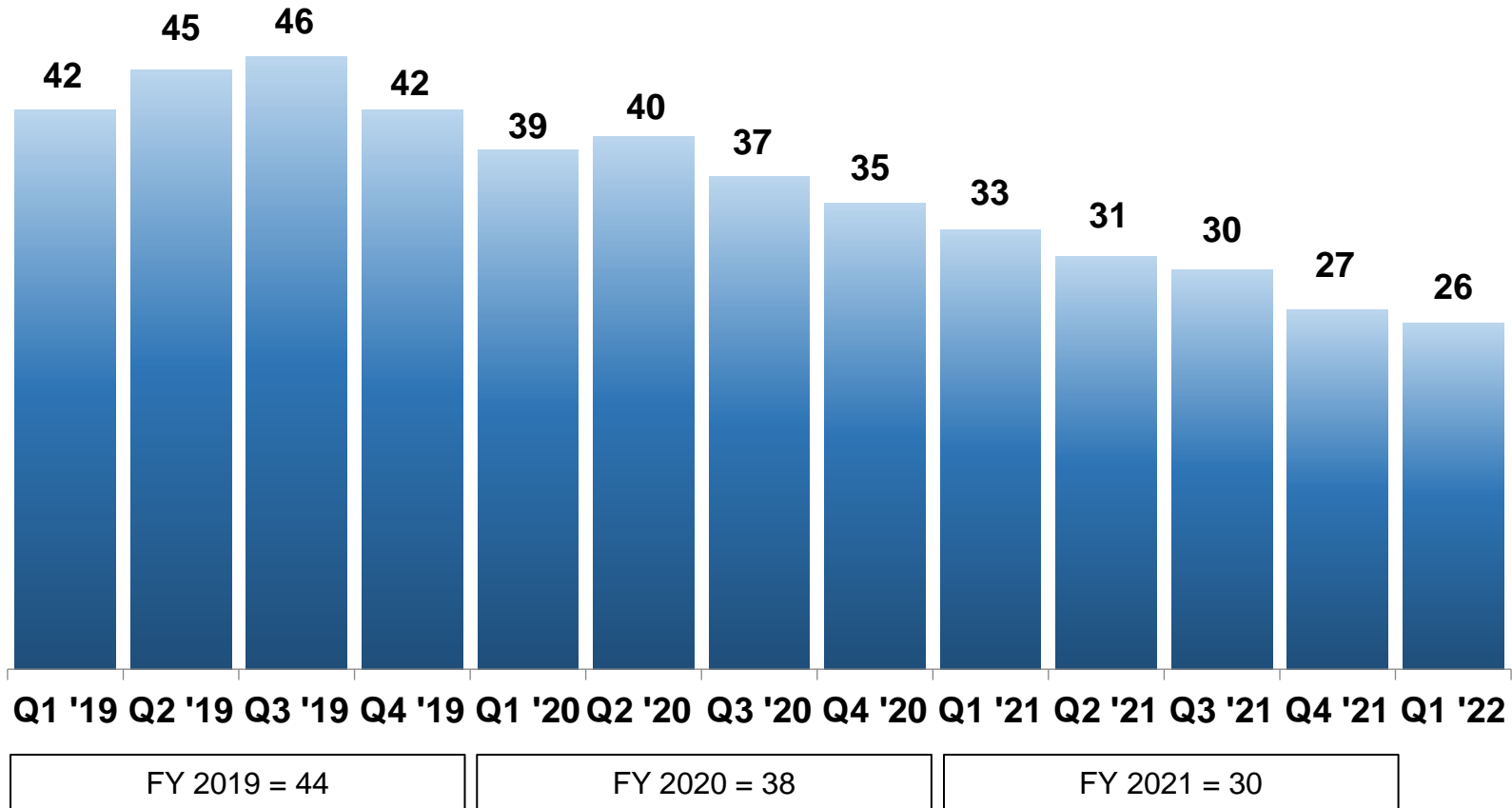
Twelve Months Ended (in millions)



Source: ATCT December 2014 to March 2022

JUUL Performance

Estimated Equivalized Volume Share of E-Vapor Category

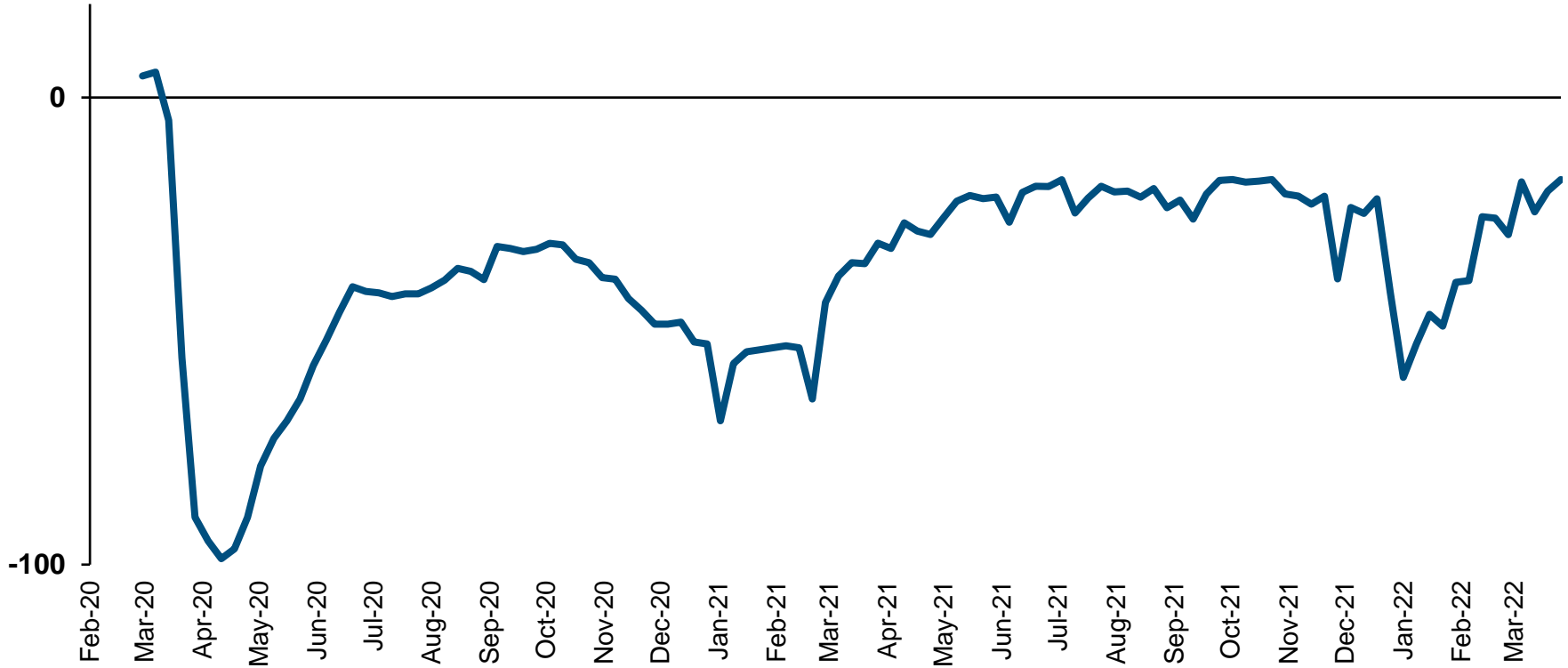


Source: AVI SCMI Estimates

Note: Share based on volume equivalized to cartridges (1 disposable = 1 cartridge = 1mL e-liquid) Estimated category volume and share are subject to revisions based on the latest available data

Consumer Mobility

Time Outside Home Index, Weekly



Source: Google COVID-19 Community Mobility Report; Indexed against maximum % change from January 2020