Q4 2023 Earnings - Quarterly Metrics

Smokeable		Q4 2023	△ vs. Q4 2022
Marlboro Price Gap (vs. Lowest Effective)		44%	
Marlboro Net Pack Price		$8.93	$0.46
Lowest Effective Price		$6.20	$0.23
Discount Segment Retail Share		28.6%	0.9pp
Major Manufacturer Discount[1]		15.2%	(0.2pp)
All Other Manufacturer Discount[2]		13.4%	+1.1pp
PM USA Menthol Retail Share		8.4%	(0.8pp)
Estimated Weighted Average State Excise Tax per pack		$1.91	$0.02
PM USA Cigarette Wholesale Inventory Estimates:		(in billion units)	
	End of Q4 2023	2.5	
	End of Q3 2023	2.2	
	End of Q4 2022	2.4	
	End of Q3 2022	2.5	
Cigarette Industry Wholesale Inventory Estimates:		(in billion units)	
	End of Q4 2023	7.6	
	End of Q3 2023	7.8	
	End of Q4 2022	8.1	
	End of Q3 2022	7.3	

Note: Wholesale inventory changes are one factor PM USA uses to estimate adjusted PM USA and industry volumes.
[1]Previously labeled "Major Manufacturer Branded Discount." Includes PM USA, Reynolds American Inc. and ITG Brands, LLC.
[2]Previously labeled "Deep Discount."

Oral Tobacco	Q4 2023	△ vs. Q4 2022
Copenhagen Retail Price	$6.57	$0.38
on! Retail Price	$3.77	$1.22

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

Other	Q4 2023	YTD 2023
Capital Expenditures	$53 million	$196 million
Ongoing Depreciation and Amortization	$78 million	$272 million

Smokeable Shipping Days

	Q1	Q2	Q3	Q4	FY
2023	65	65	65	65	260
2024	65	65	66	66	262

Altria Client Services LLC
6601 West Broad Street, Richmond, VA 23230

Cigarette Industry Volume Decomposition Estimates

Twelve Months Ended

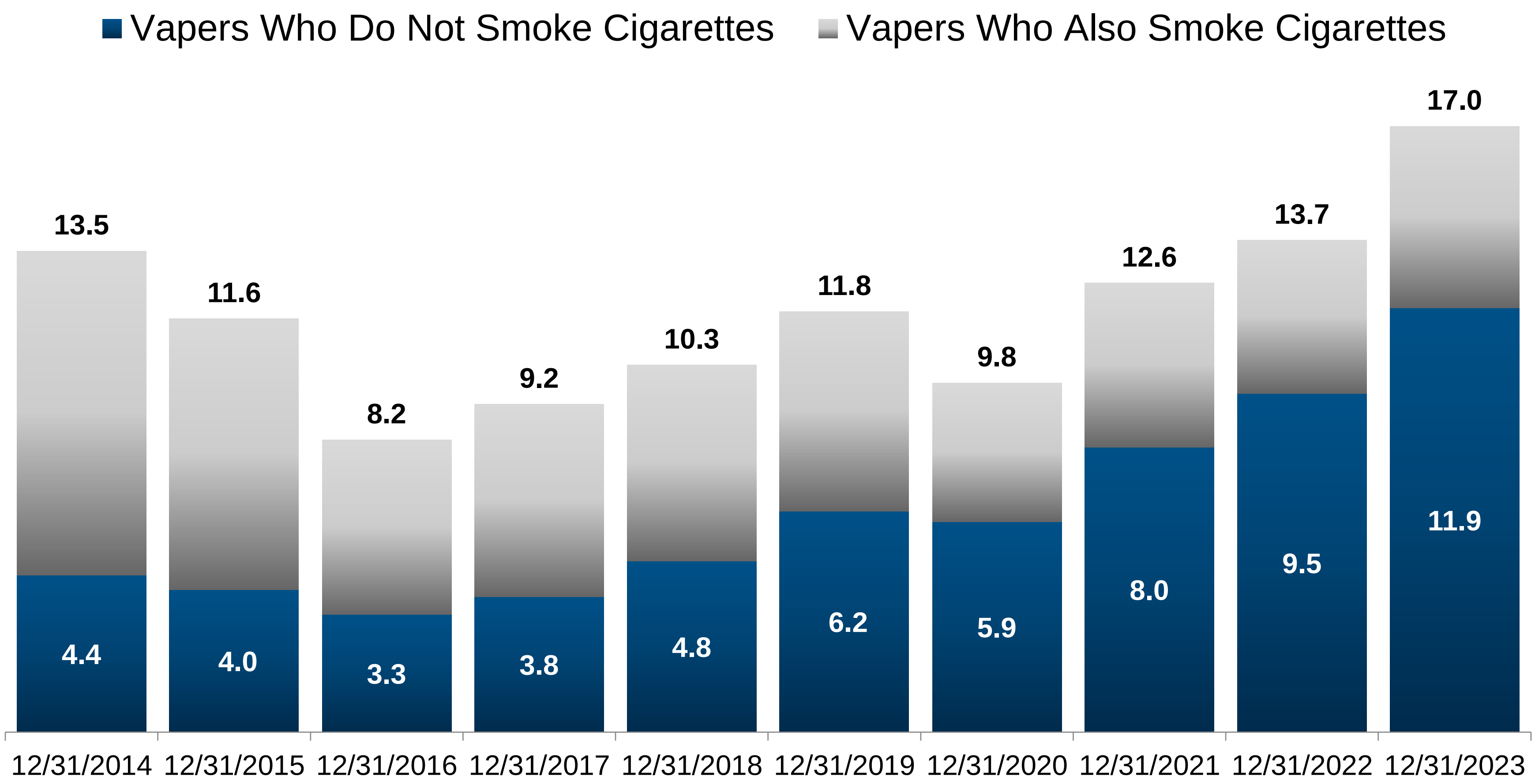
	3/31/23	6/30/23	9/30/23	12/31/23
Secular Decline Rate[1]	(2.5)%	(2.5)%	(2.5)%	(2.5)%
Cigarette Price Elasticity[2]	(2.0)%	(1.9)%	(1.9)%	(1.9)%
Macroeconomic, Additional Cross Category Movement & Other Factors[3]	(4.0)%	(4.1)%	(4.1)%	(3.6)%
Estimated Industry Decline	(8.5)%	(8.5)%	(8.5)%	(8.0)%

1 Includes approximately 1% historical movement across tobacco categories.
2 Reflects a cigarette price elasticity coefficient of -0.35.
3 Includes approximately 1.5% to 2.5% of cross category movement from cigarettes to e-vapor, primarily driven by illicit flavored disposable e-vapor products.

Source: ALCS Advanced Analytics estimates

Adult Vapers 21+ - Past 30-Day Usage

Twelve Months Ended (in millions)



Source: ATCT December 2014 to December 2023

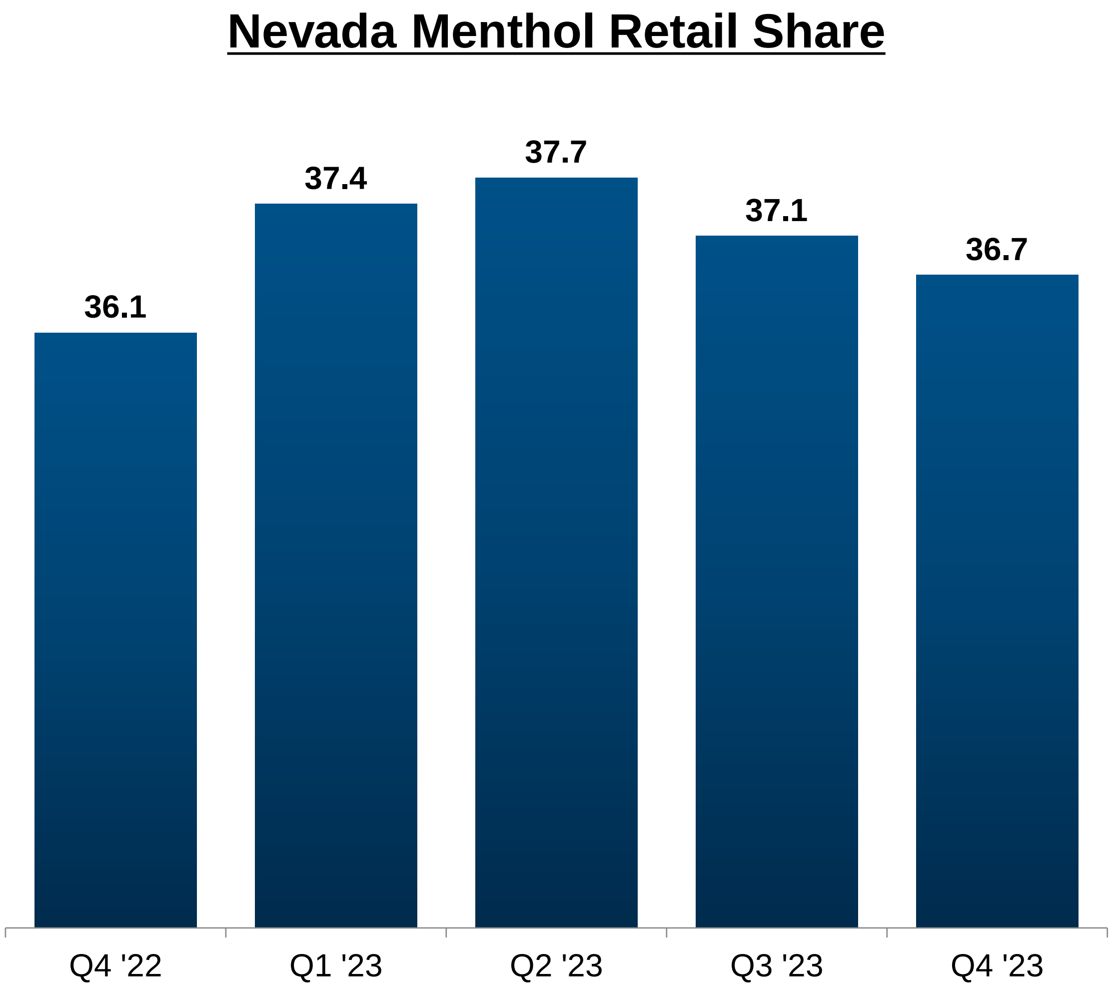
California Market Dynamics

	2023 vs. 2022	
	CA	**Total U.S.**
Cigarette Industry Shipments to Retail	(15.0)%	(8.0)%
Large Mass Cigars Industry Shipments to Retail	(12.8)%	(5.1)%
PM USA Retail Share	+4.3 pp	(0.9) pp
Marlboro Retail Share	+4.3 pp	(0.2) pp
*Retail share reflects multi-outlet and convenience channels. It is for comparison purposes only and does not tie to Circana blended share reported in our financial statements.		
Oral Tobacco Products Industry Shipments to Retail	(1.8)%	+5.3%
Altria Oral Tobacco Products Segment Retail Share	(6.4) pp	(3.7) pp
Copenhagen Retail Share	(4.8) pp	(3.5) pp
on! Retail Share	+1.1 pp	+1.8 pp

*Retail share reflects multi-outlet and convenience channels. It is for comparison purposes only and does not tie to Circana blended share reported in our financial statements.

Source: Unify (STARS); Circana Projected CA MOC, Circana, Inc. and Circana Group, L.P. through week ending 12/31/23.

California Flavor Ban & Market Dynamics



Source: Circana Info Scan Cigarette 2023 – MOC, week ending 12/31/23.