

Altria's First-Quarter 2024 Earnings Conference Call

April 25, 2024



Altria

— FAMILY OF COMPANIES —

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 in the normal course of our public disclosure obligations. The risks and uncertainties relating to the forward-looking statements in this presentation include those described in Altria’s publicly filed reports, including our Annual Report on Form 10-K for the year ended December 31, 2023, and under the heading “Forward-Looking and Cautionary Statements” in our earnings press release, dated April 25, 2024.

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.

Responsibly lead
the transition of adult smokers
to a smoke-free future.

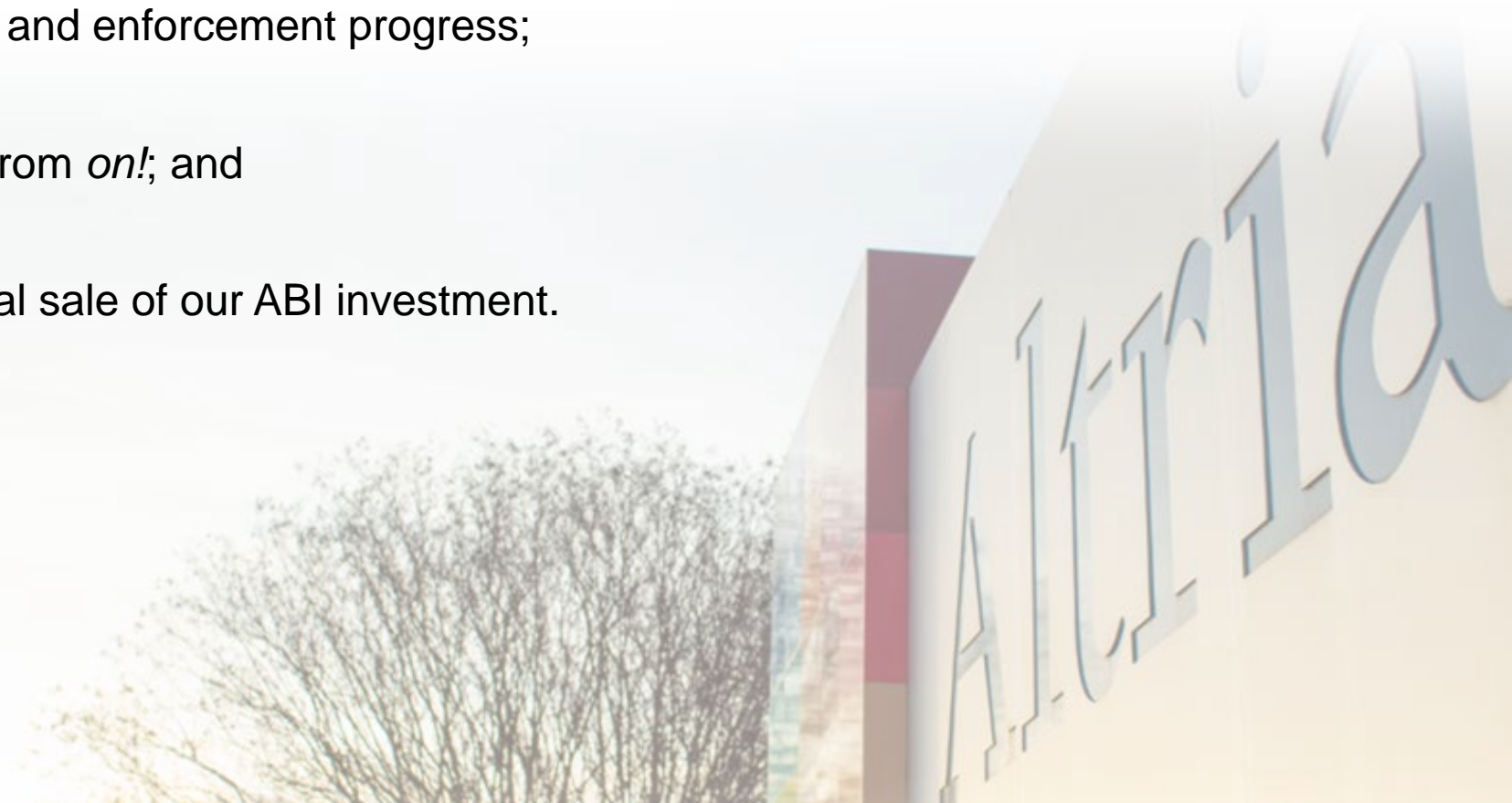
Moving beyond smoking™



Altria

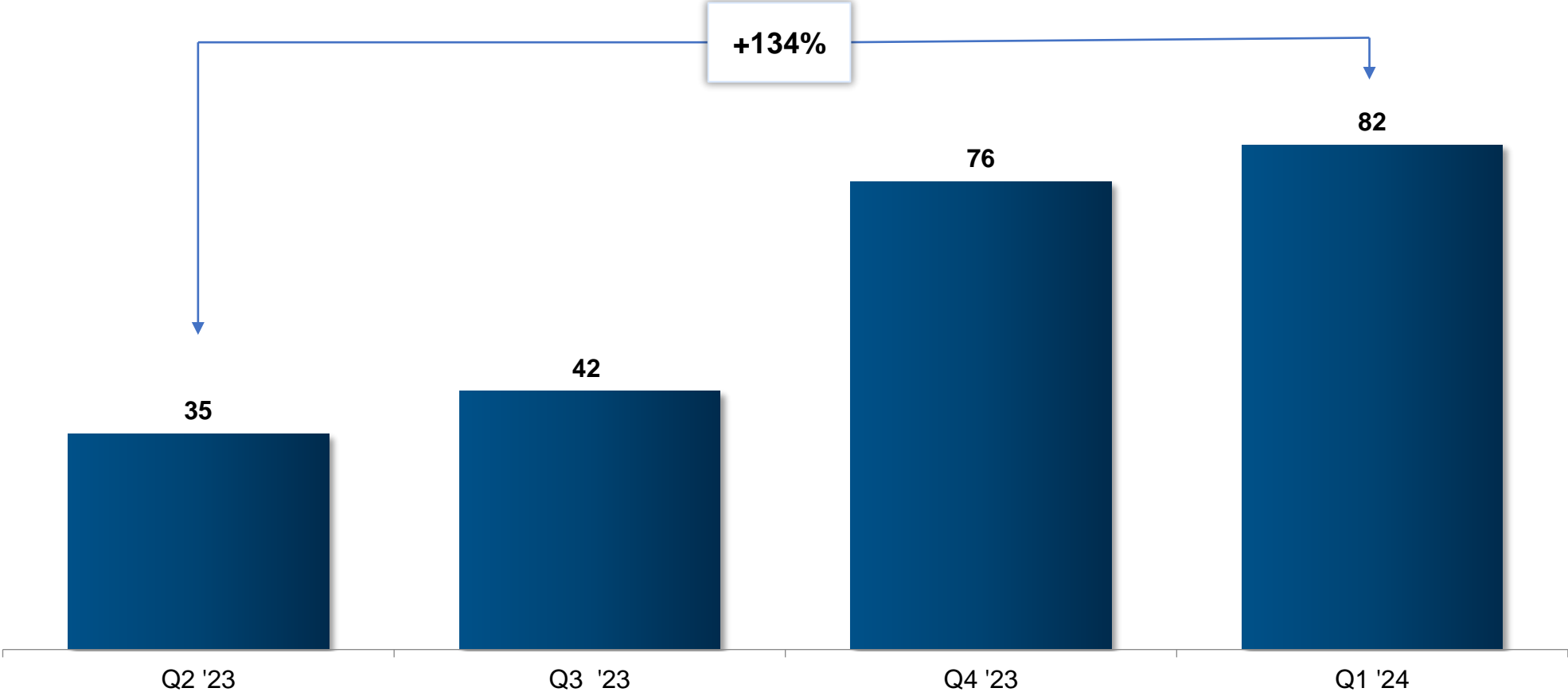
Agenda

- The continued early momentum behind *NJOY*'s commercialization;
- The state of the e-vapor category and enforcement progress;
- Encouraging first-quarter results from *on!*; and
- Our financial results and the partial sale of our ABI investment.



Continued *NJOY* Progress

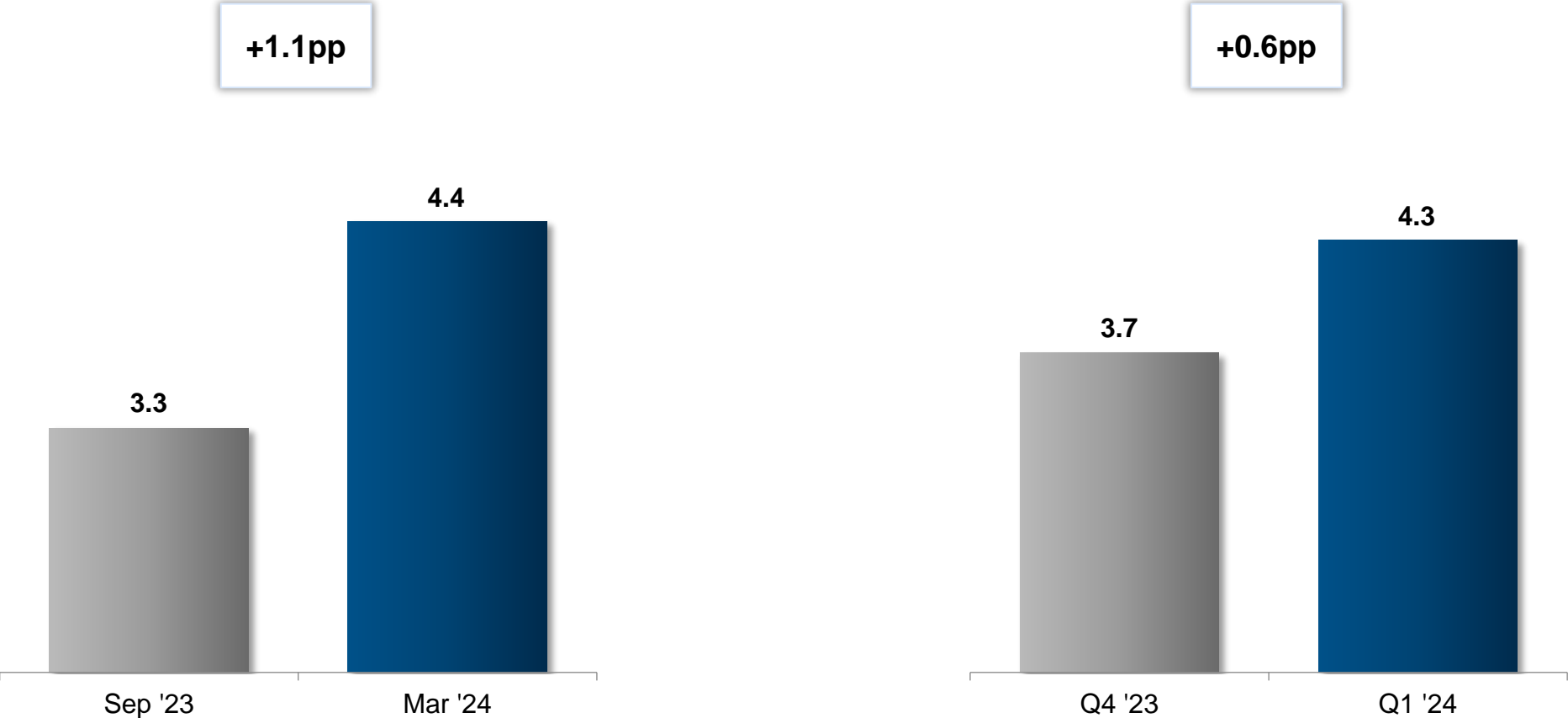
Cumulative Stores with Distribution
(in thousands)



Source: STARS week ending 3/31/24

NJOY Share Momentum

NJOY Consumables Retail Share (total U.S.)



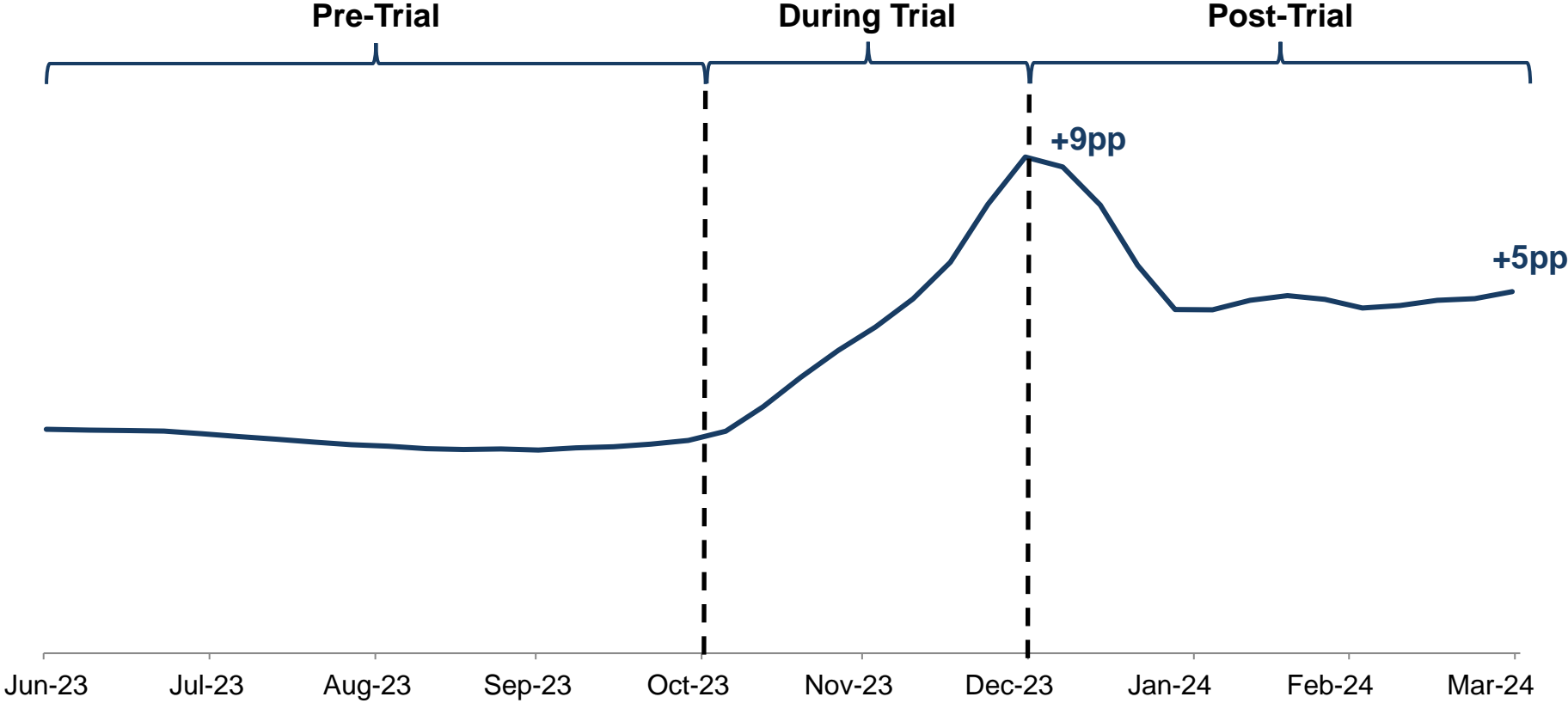
Source: Circana Projected Total U.S. MOC week ending 3/31/2024



Encouraging Initial *NJOY* Trial and Adoption Performance

NJOY Adoption Performance

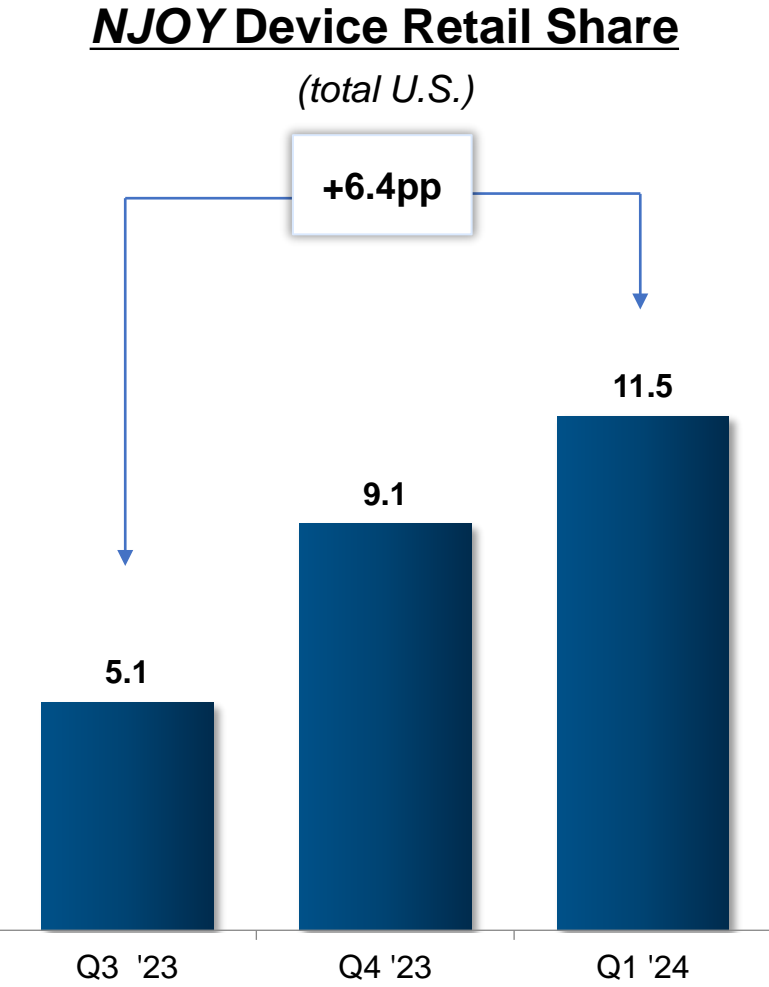
(one retail account example)



Source: Circana Non-Projected Total U.S. MOC week ending 3/31/2024



Compelling *NJOY* Device Share Performance



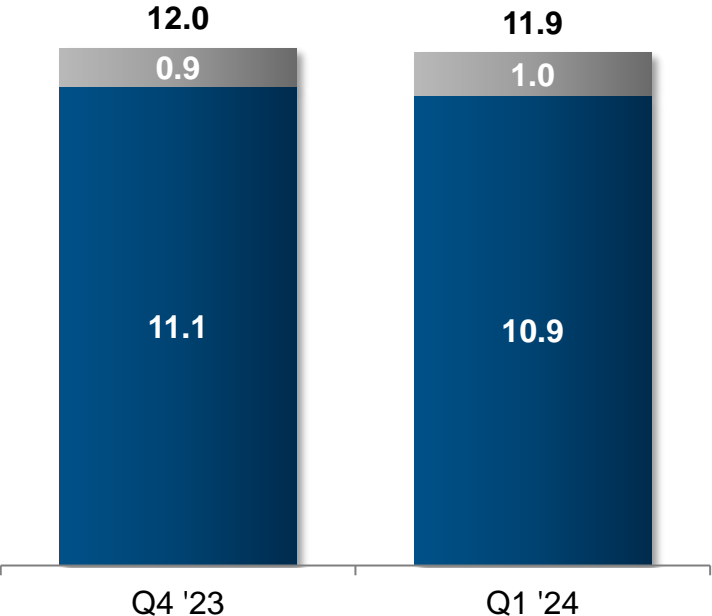
Source: Circana Projected Total U.S. MOC week ending 3/31/2024

NJOY Shipment Volume

NJOY Shipment Volume

(in millions)

■ Consumables ■ Devices



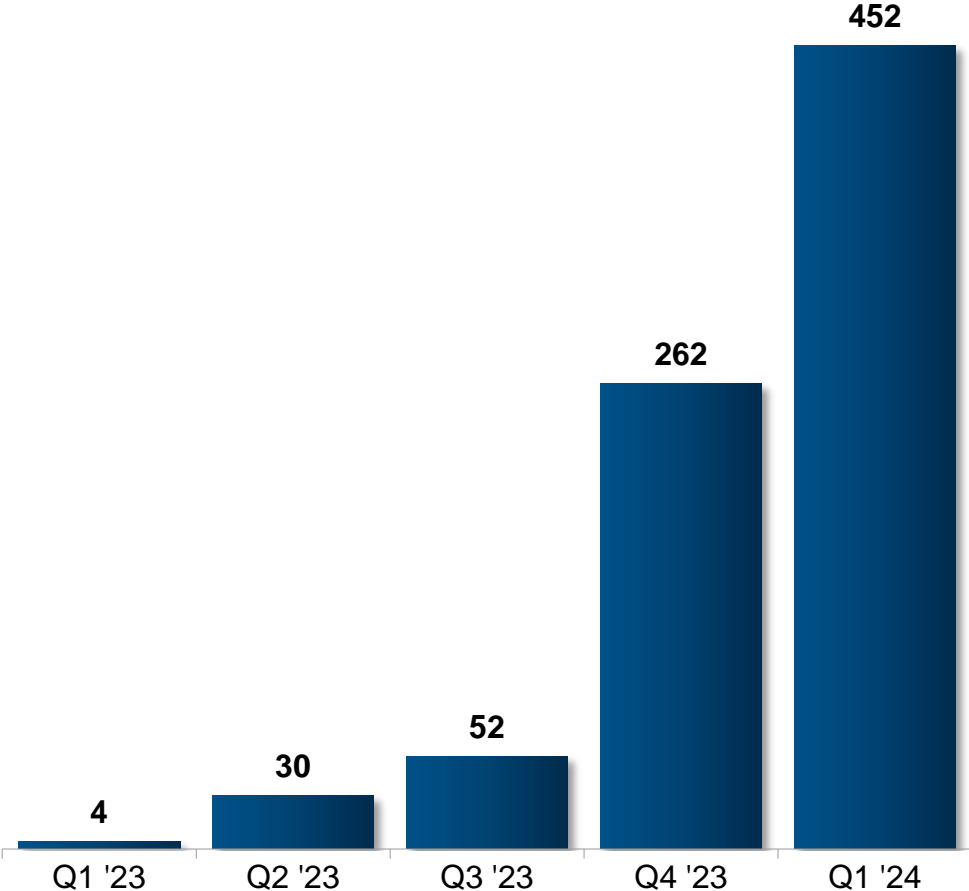
NJOY 2024 Plans for Awareness and Brand Affinity

- Improved positioning at retail;
- New equity campaign that emphasizes *NJOY*'s unique attributes and exceptional vaping experience;
- New adult-only event marketing infrastructure; and
- Our adult tobacco consumer database, which allows us to communicate to millions of age-verified U.S. adult tobacco consumers through various marketing channels.

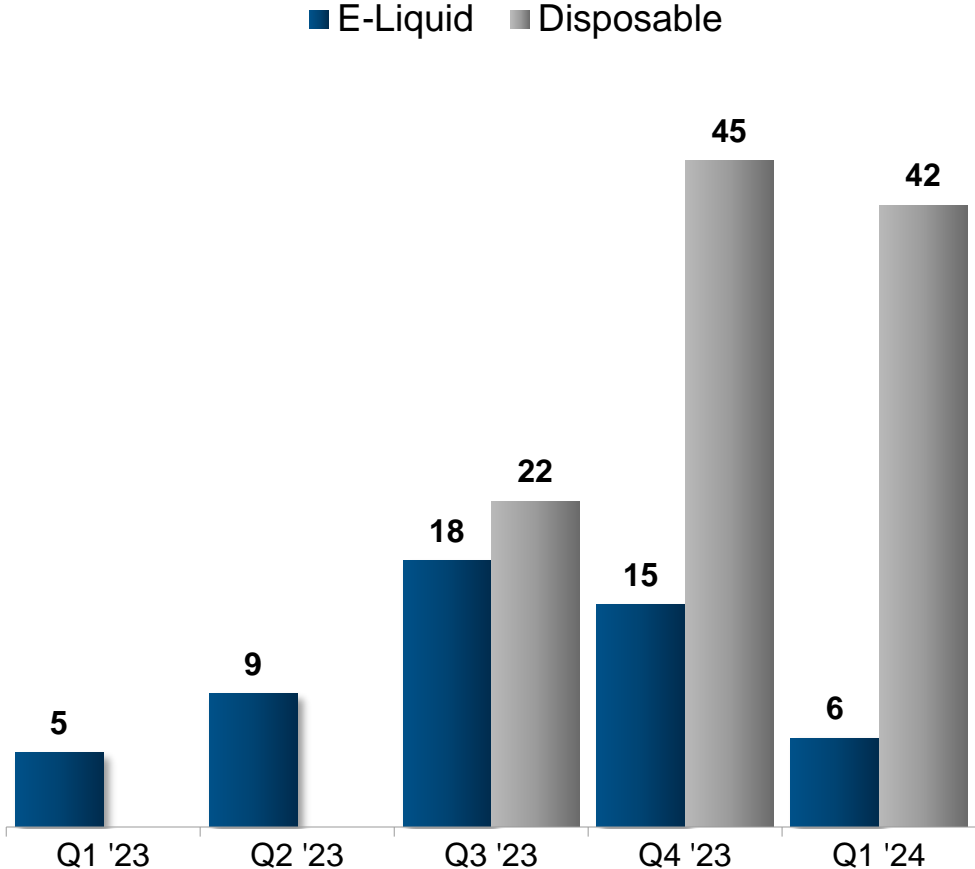


FDA E-Vapor Related Enforcement Actions

E-Vapor Related Import Refusals



Civil Monetary Penalties Issued for Unauthorized E-Vapor Products



Source: ALCS analysis of FDA, Compliance Dashboard, Import Refusals and FDA,CTP – Retailer – CMPS. Data as of 4/22/2024.

State of the E-Vapor Market

- We believe the FDA's enforcement approach is not of the scale or scope needed to bring about fundamental change in the marketplace.
- We identified to the Agency specific steps we believe they can take to build a more effective compliance and enforcement program to address the illicit market, including:
 - imposing direct liability on the larger manufacturers, importers and distributors of illicit products;
 - focusing on import prevention; and
 - clearing up widespread confusion in the marketplace about the FDA's enforcement priorities.

State of the E-Vapor Market

- We continue to work with state legislatures that have passed or are considering legislation requiring manufacturers to certify compliance with FDA requirements.
- We filed a new lawsuit against five manufacturers, four brick-and-mortar retailers and three online retailers of illicit *Elf Bar* e-vapor products in February in federal court in California.
- The City of New York filed a lawsuit against 11 wholesalers for their part in the illegal sale of flavored disposable e-vapor products.

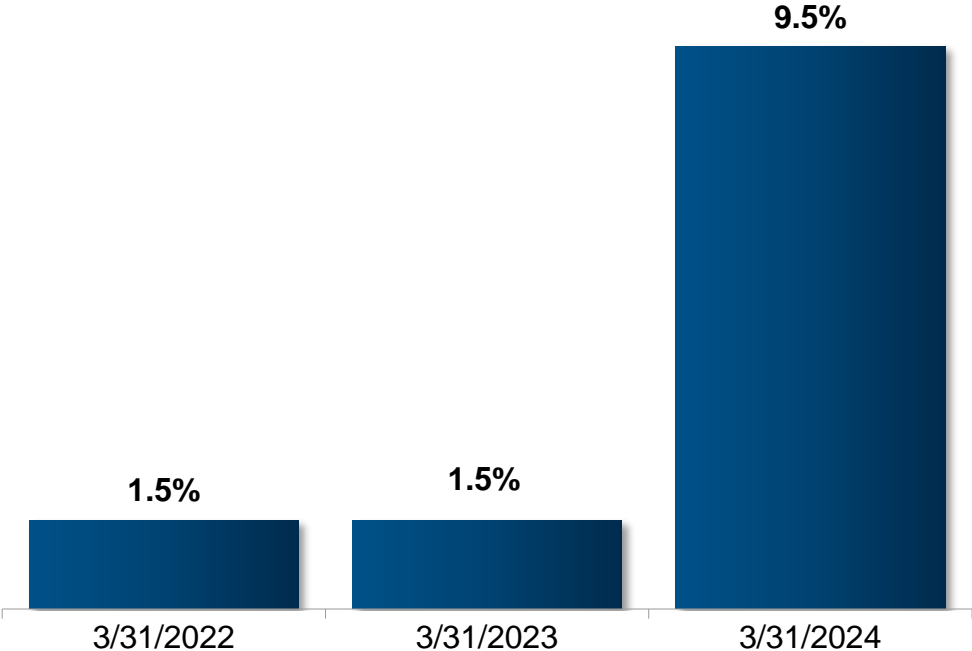


All third-party trademarks remain the property of their respective owners.

U.S. Oral Tobacco Category and *on!* Shipment Volume

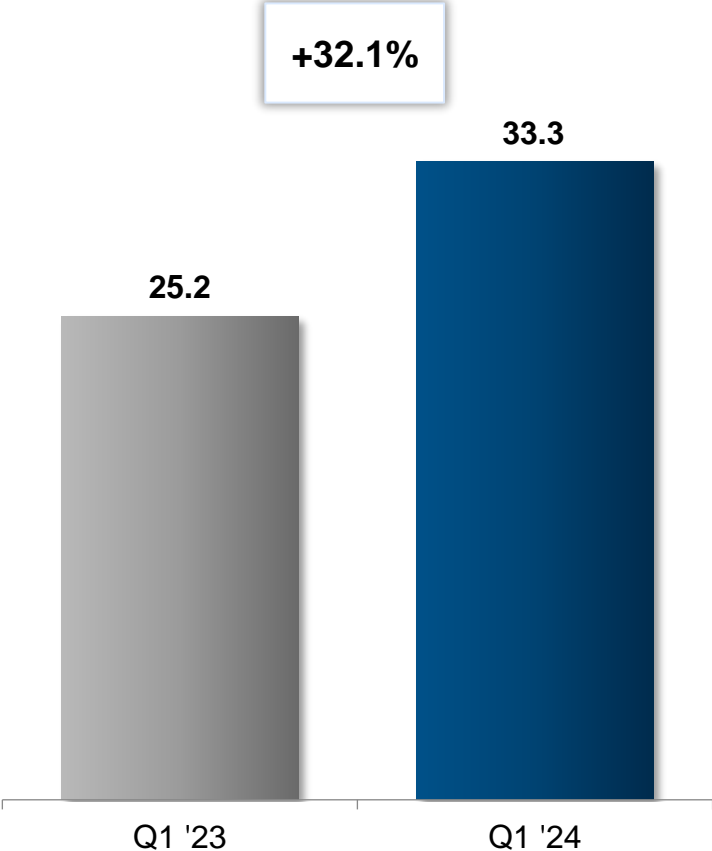
Oral Tobacco Industry Volume Growth

(estimates, six months ended)



on! Shipment Volume

(cans in millions)



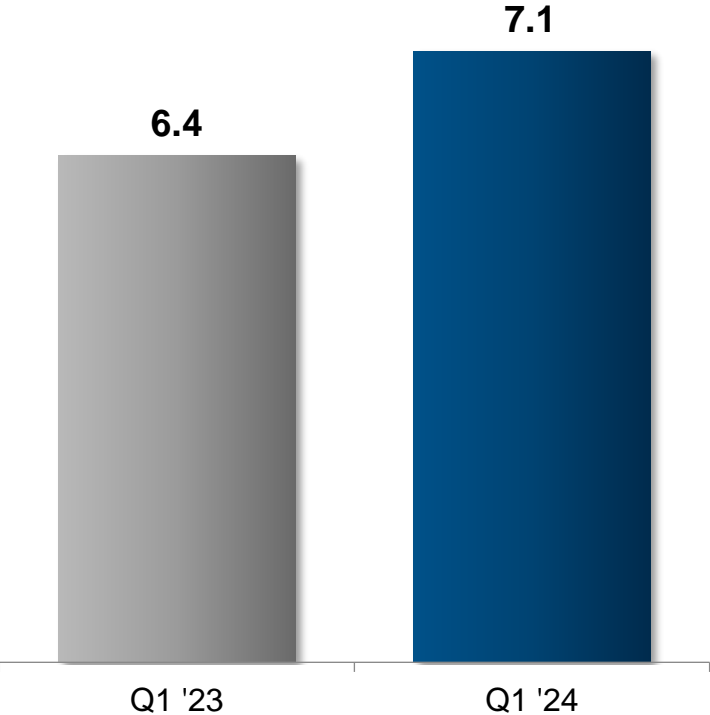
Source: ALCS CMI estimates. Rounded to the nearest 0.5%. Oral tobacco industry includes MST, snus and ONP products.

Continued *on!* Share Momentum

on! Share of Oral Tobacco Category

(total U.S.)

+0.7pp



Source: ALCS CMI estimates based on Circana Projected Total U.S. MOC data week ending 3/31/2024

2024 Financial Outlook

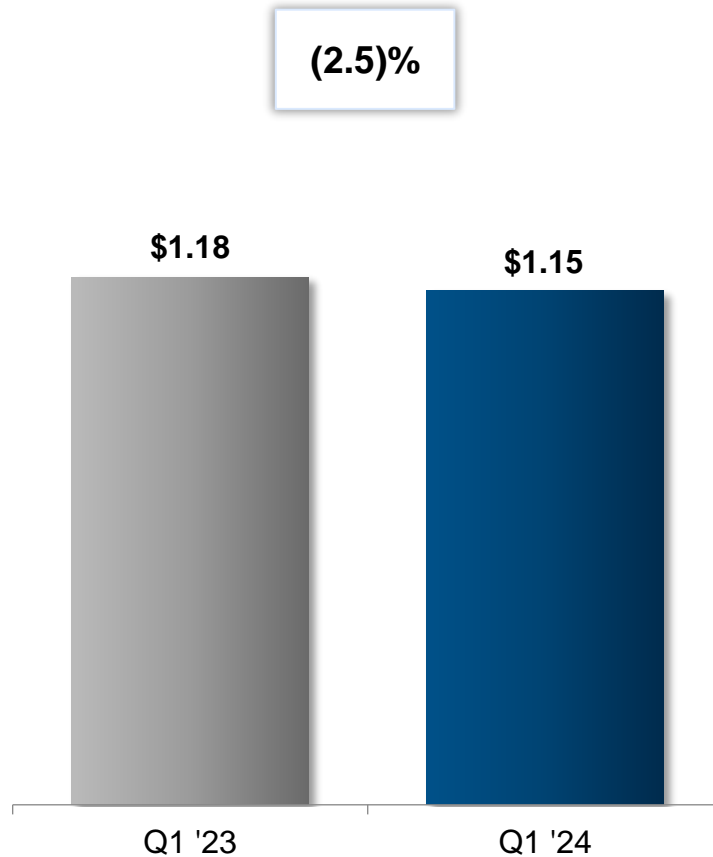
We reaffirm our guidance to deliver 2024 full-year adjusted diluted earnings per share (EPS)* in a range of \$5.05 to \$5.17. This range represents an adjusted diluted EPS growth rate of 2% to 4.5% from a base of \$4.95 in 2023.



**For reconciliations of non-GAAP to GAAP measures visit [altria.com](https://www.altria.com).*

2024 Financial Outlook

Q1 Adjusted Diluted EPS*



- We expect 2024 adjusted diluted EPS* growth to be weighted to the second half of the year due to:
 - the timing of the NJOY acquisition in 2023; and
 - the impact of two additional shipping days in the second half of the year.

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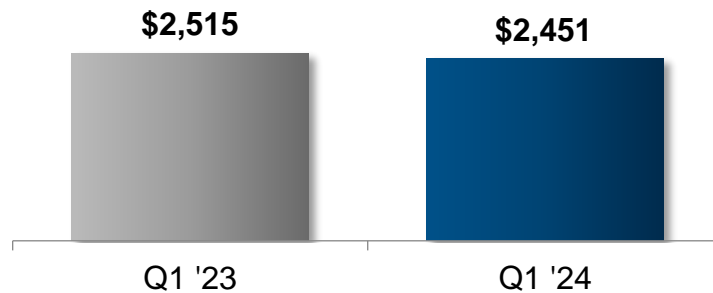
Smokeable Products Segment

Adjusted Operating Companies Income* (OCI) and Adjusted OCI Margins*

Adjusted OCI

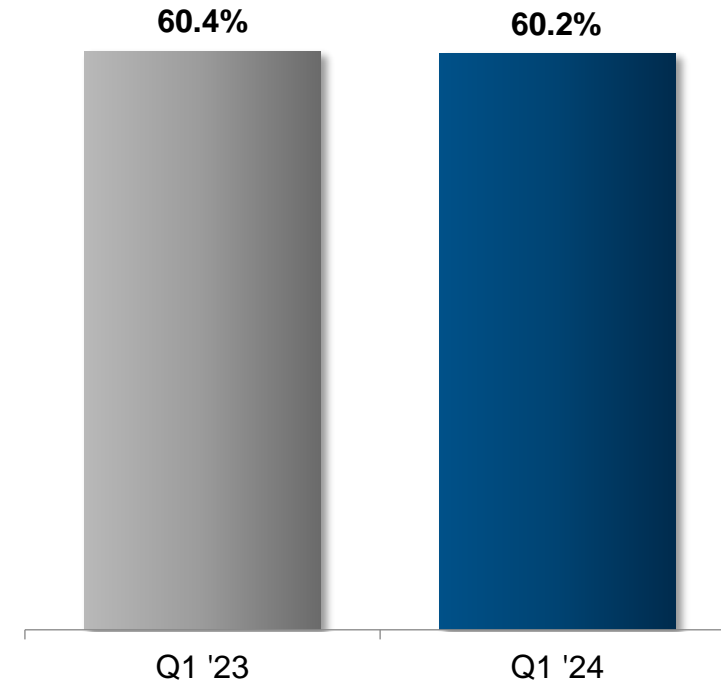
(\$ in millions)

(2.5)%



Adjusted OCI Margins

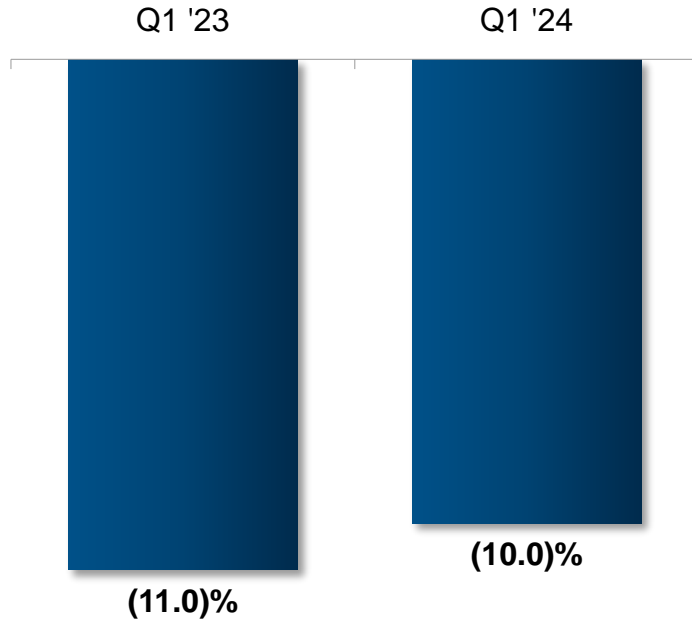
(0.2)pp



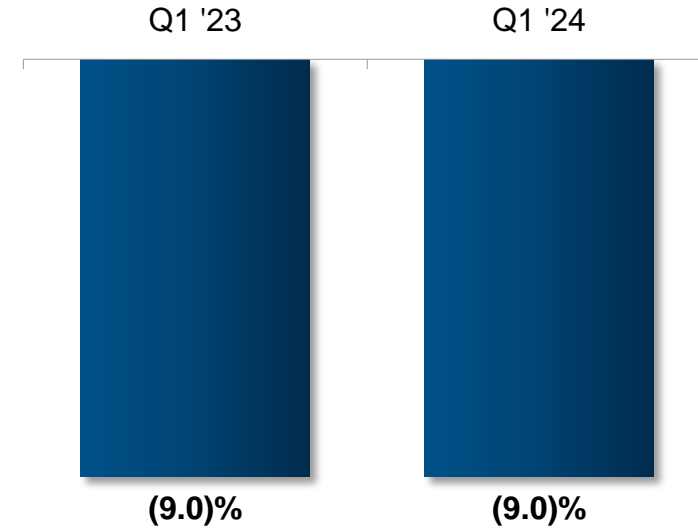
*For reconciliations of non-GAAP to GAAP measures visit altria.com.

Q1 Adjusted Cigarette Decline Rates

Smokeable Products Segment



Total Industry

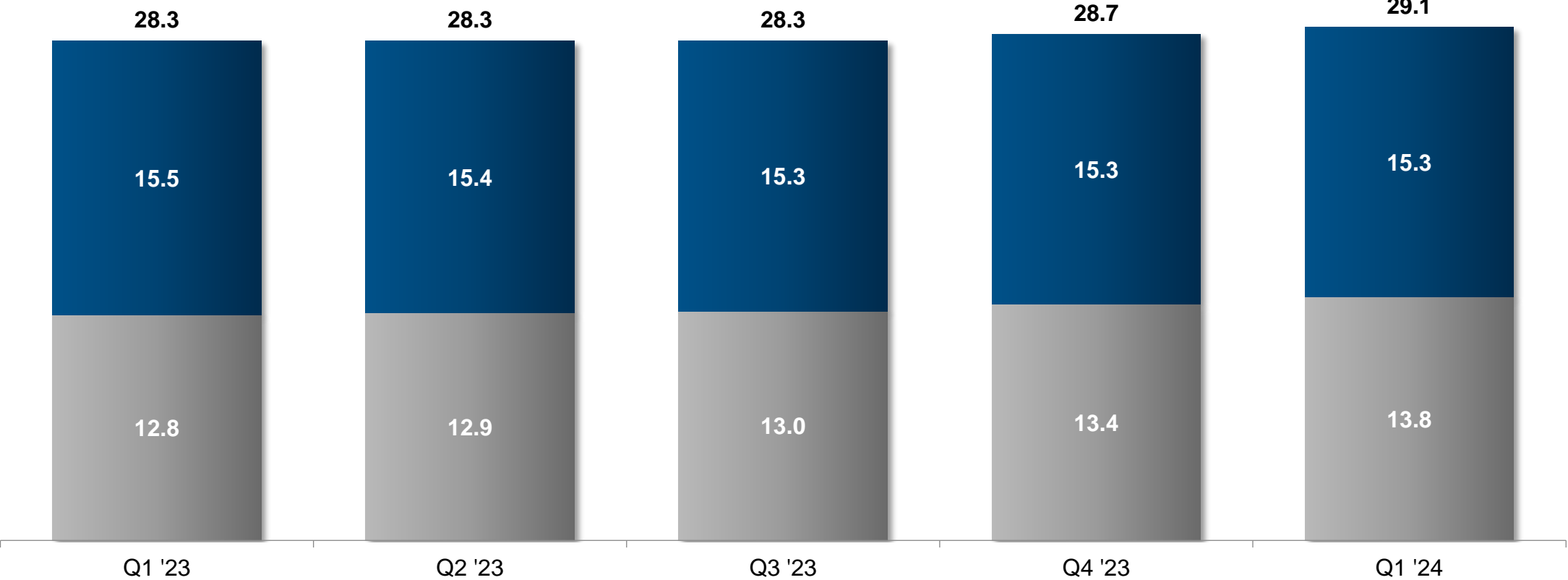


Source: ALCS CMI estimates. Rounded to the nearest 0.5%.

Note: Estimates are subject to revision due to wholesaler resubmission of inventory data.

Discount Retail Share

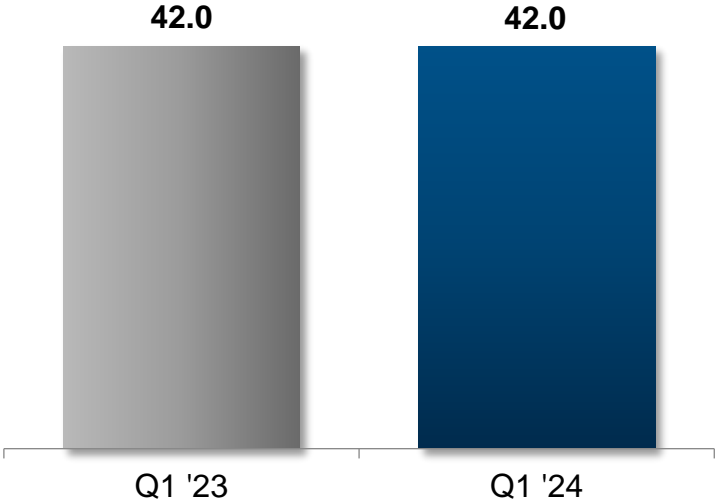
■ Branded Discount (Major Manufacturers) ■ Deep Discount (All Other)



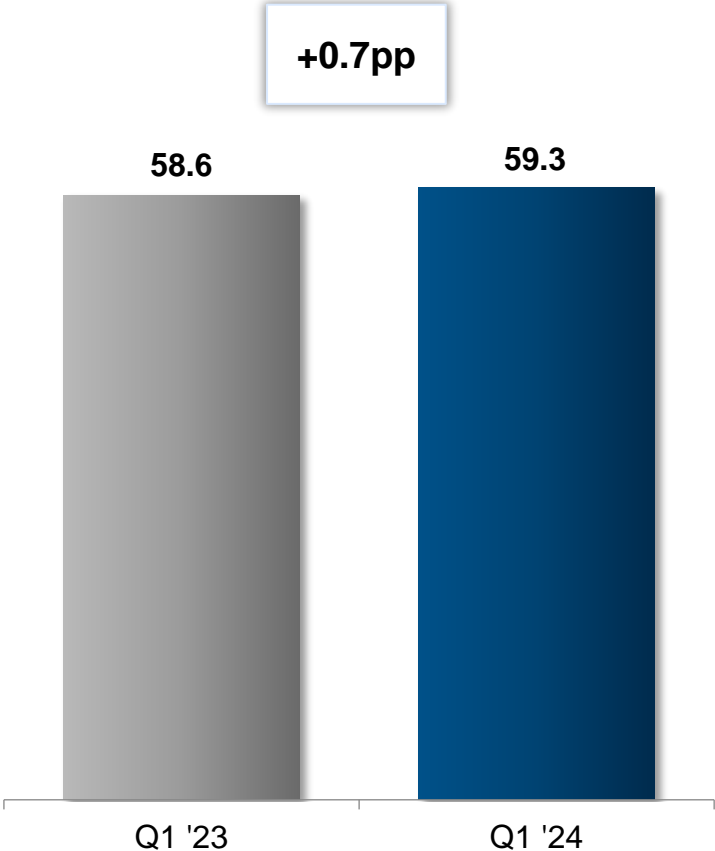
Source: Circana InfoScan Cigarette 2024-Blended, week ending 3/31/2024

Marlboro Retail Share and Share of Premium

Marlboro Retail Share



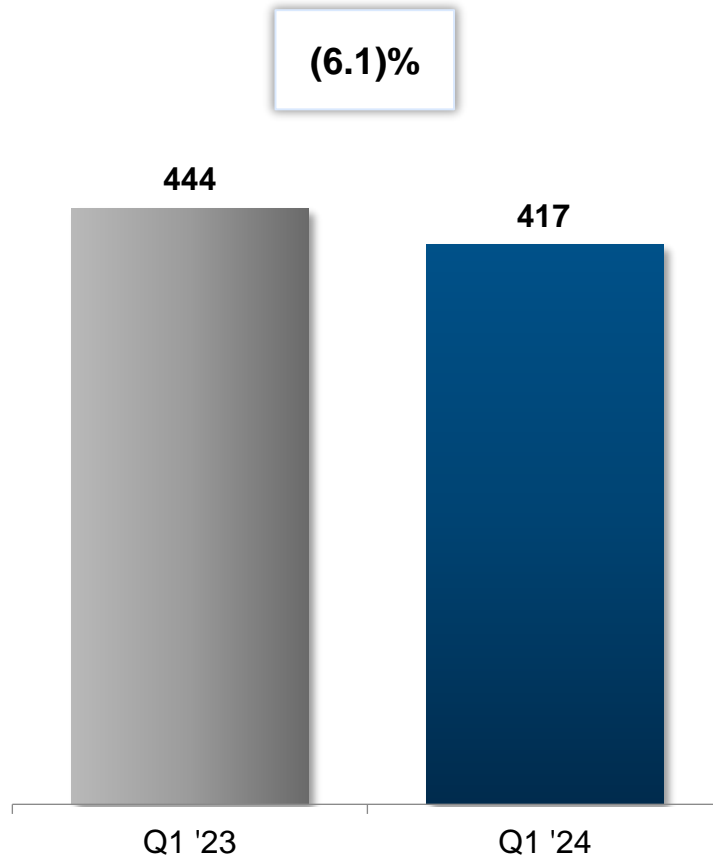
Marlboro Share of Premium



Source: Circana InfoScan Cigarette 2024-Blended, week ending 3/31/2024

John Middleton Cigars

Reported Shipment Volume



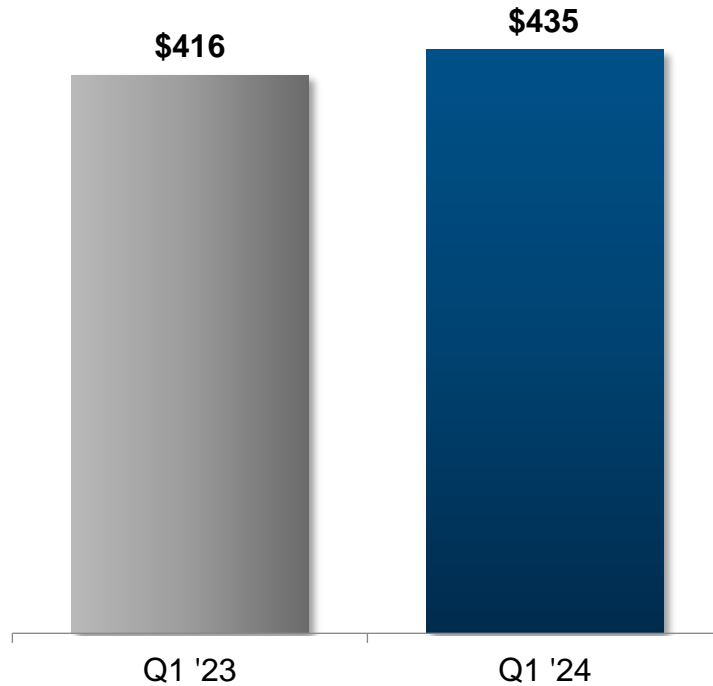
Oral Tobacco Products Segment

Adjusted OCI* and Adjusted OCI Margins*

Adjusted OCI

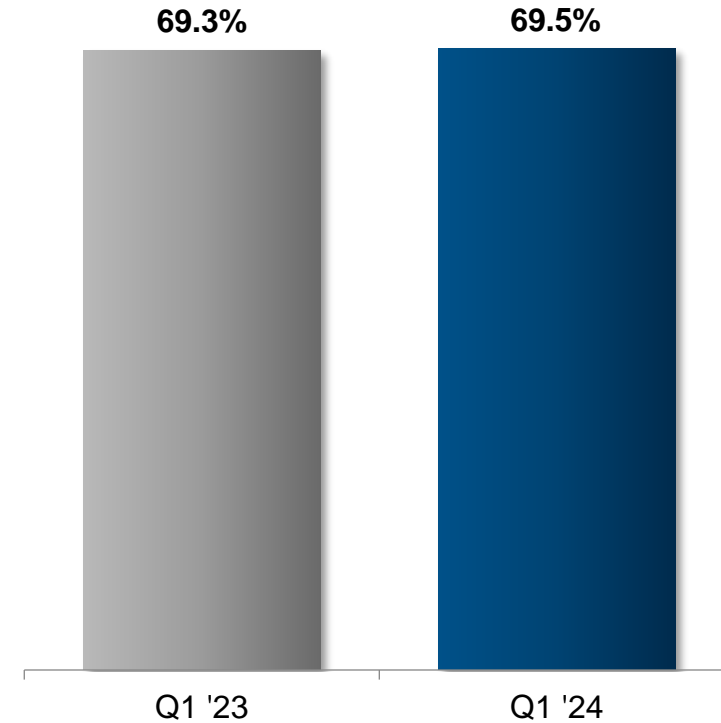
(\$ in millions)

+4.6%



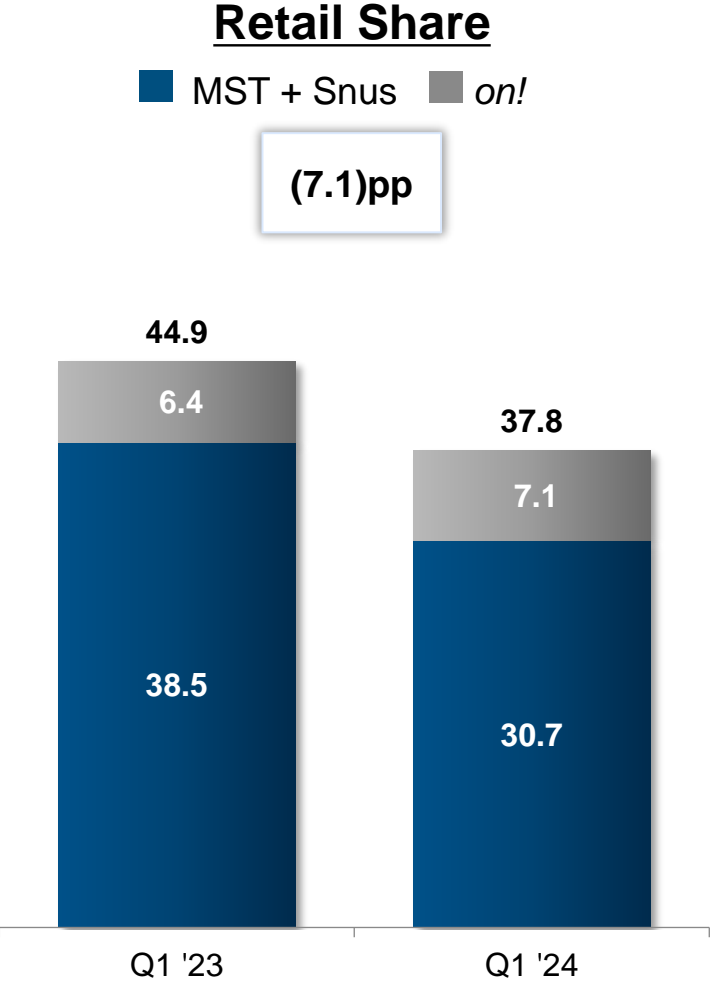
Adjusted OCI Margins

+0.2pp



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

Oral Tobacco Products Segment Retail Share



Source: Circana InfoScan Oral Tobacco 2024-Blended week ending 3/31/2024

Capital Allocation - ABI Investment



All third-party trademarks remain the property of their respective owners.

Capital Allocation - Dividends and Balance Sheet

Dividends

- Paid approximately \$1.7 billion in dividends in the first-quarter.

Debt

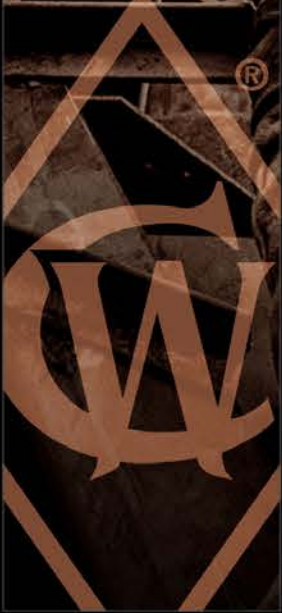
- Retired \$1.1 billion of notes that came due in the first-quarter.
- 2.1x debt-to-EBITDA* ratio as of March 31, 2024.

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

Marlboro



Black & Wild



oni
NICOTINE POUCHES



NICOTINE POUCHES
WARNING: This product contains nicotine. Nicotine is an addictive chemical.

on!
PLUS
NICOTINE POUCHES



SWIC



ploom



NJOY

NJOY