



Q3 2025 Earnings - Quarterly Metrics		
Smokeable	Q3 2025	△ vs. Q3 2024
Marlboro Retail Price <sup>1</sup>	\$9.74	\$0.66
<u>Discount Segment Retail Share</u>	<u>32.2%</u>	<u>2.4pp</u>
Major Manufacturer Discount <sup>2</sup>	16.7%	+1.4pp
All Other Manufacturer Discount	15.5%	+1.0pp
PM USA Menthol Retail Share	8.0%	(0.1pp)
Estimated Weighted Average State Excise Tax per pack	\$2.01	\$0.08
PM USA Cigarette Wholesale Inventory Estimates:	(in billion units)	
End of Q3 2025	2.5	
End of Q2 2025	2.4	
End of Q3 2024	2.2	
End of Q2 2024	2.2	
Cigarette Industry Wholesale Inventory Estimates:	(in billion units)	
End of Q3 2025	7.8	
End of Q2 2025	6.2	
End of Q3 2024	7.6	
End of Q2 2024	6.0	

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

<sup>1</sup>Previously Marlboro Net Pack Price

<sup>2</sup>Includes PM USA, Reynolds American Inc. and ITG Brands, LLC.

Oral Tobacco	Q3 2025	△ vs. Q3 2024
Copenhagen Retail Price	\$7.37	\$0.48
on! Retail Price	\$3.79	\$0.06

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

Other	Q3 2025	YTD 2025
Capital Expenditures	\$54 million	\$124 million
Ongoing Depreciation and Amortization	\$70 million	\$212 million

Smokeable Shipping Days					
	Q1	Q2	Q3	Q4	FY
2024	65	65	66	66	262
2025	64	65	66	66	261

# Cigarette Industry Volume Decomposition Estimates

## Twelve Months Ended

	12/31/24	3/31/25	6/30/25	9/30/25
Secular Decline Rate <sup>1</sup>	(2.5)%	(2.5)%	(2.5)%	(2.5)%
Cigarette Price Elasticity <sup>2</sup>	(2.1)%	(2.0)%	(2.1)%	(2.1)%
Macroeconomic, Additional Cross Category Movement & Other Factors	(4.4)%	(4.5)%	(3.9)%	(3.9)% <sup>3</sup>
<b>Estimated Industry Decline</b>	<b>(9.0)%</b>	<b>(9.0)%</b>	<b>(8.5)%</b>	<b>(8.5)%</b>

1 Impact to cigarette industry volume due to decline in adult smokers 21+, excluding cross category movements.

2 Reflects a cigarette price elasticity coefficient of -0.35.

3 Cross category cigarette volume impacts are currently estimated at 3% to 4%, primarily driven by illicit flavored disposable e-vapor products.

Source: ALCS EI – AMC estimates.