Our Vision is to responsibly lead the transition of adult smokers to a smoke-free future.

Prevent Underage Use
2021 Progress

Scope	2025 Goals
• Responsible marketing • Underage access prevention • Positive youth development	• Lead the industry in preventing underage use of products intended for adults 21 and over. • Contribute to the healthy development of youth ages 12 – 18.

UN SDG Alignment: 3 GOOD HEALTH AND WELL-BEING

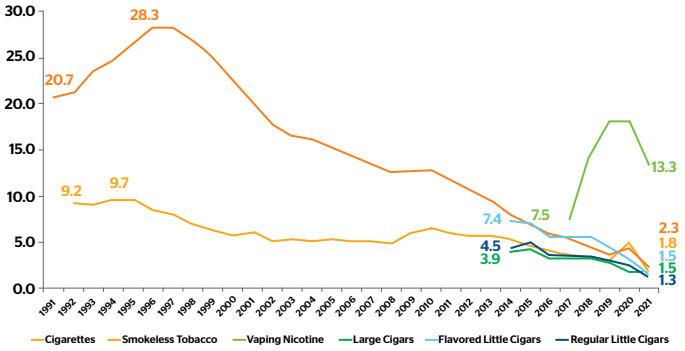
"We remain steadfastly committed to Underage Use Prevention as we work to achieve our Vision. At Altria, we acknowledge our responsibility to shape positive outcomes for youth in preventing use across a broad range of for-adult product categories in our operating companies and investment portfolios. While we are proud of the actions we've taken, we also know that we cannot and do not make this progress alone. It takes the efforts of many – including business, public health, parents, policymakers and youth-serving organizations — to continue to drive progress."

Jennifer Hunter
Senior Vice President, Corporate Citizenship and Chief Sustainability Officer Altria Client Services (ALCS)

Underage use at all time low

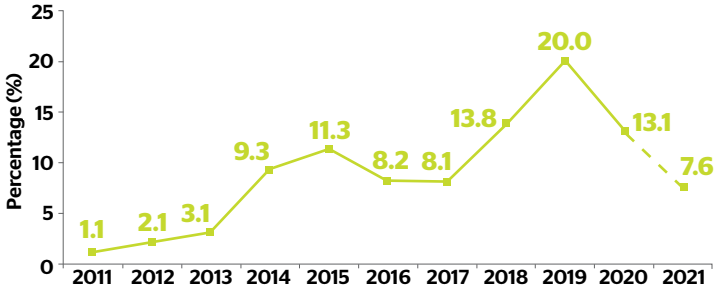
Today, underage use of conventional tobacco products is at the lowest levels in a generation. In fact, the 2021 Monitoring the Future study estimates youth smoking rates to be 2.3%, a nearly 92% reduction from its 1997 peak. This study also showed positive improvements in underage e-vapor usage trends. Both underage use of nicotine vaping products, and JUUL specifically, showed continued signs of decline. The data also shows that total underage nicotine vaping is down 27% from 2019 (JUUL underage usage is down 70% over the same period). While the methodologies vary, the 2021 National Youth Tobacco Survey data show a similar trend. We are encouraged by the progress and proud of our contributions to help support these outcomes - highlights of which are included in this snapshot.

Past 30-Day Tobacco Product Use Among 8th, 10th & 12th Grades Combined



Source: Monitoring the Future

Past 30-Day E-Cigarette Use Among Middle and High School Students Combined

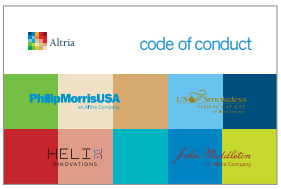


Source: National Youth Tobacco Survey
Note: Dashed lines from 2020-2021 represent differences in data collections procedure during the COVID-19 pandemic.

A dynamic and ever-evolving underage tobacco use landscape has underlined the importance of timely and relevant data. In addition to these government sources, we also monitor, gather and utilize foundational **research** through our own Underage Tobacco Use Survey to inform our underage use prevention strategies, align with stakeholder expectations and support regulatory requirements.

Responsible Marketing

To us, the "responsibly lead" in our Vision means we must limit reach, access and appeal to unintended audiences, including youth and adults who don't use tobacco.



We are led by our Code of Conduct, advertising, and **communication policies**.

100% of our Brand Management department, key personnel and marketing vendors/advertising agencies **received training** on our communication and marketing policies.

100% effectiveness in **quarterly third-party audits** that test electronic age-verification process to screen out persons under the minimum age from accessing our companies' branded tobacco websites.

Underage Access Prevention

Our companies' retail trade programs are designed to help prevent underage access to tobacco products while rigorously monitoring retail compliance. These programs include store clerk training, underage access prevention signage, and financial incentives to participate.

Over 197,000 stores - **96%** of our sales coverage - are contractually **obligated to have signage posted** as part of one or more of our companies' **retail trade programs.**

Note: Sales coverage includes workload store count with positive tobacco product shipments in 2021.

93% of contracted stores have *We Card*® or equivalent signs placed at **point of entry** and **89%** have underage prevention signs placed in another **prominent location**.

Note: Based on a 2021 quarterly survey methodology of a sample of retail stores.

173,191
pieces of *We Card*™ point of sale shipped

101,204
pieces of underage prevention point of sale shipped.

Policy Advocacy & Regulatory Engagement

Our ALCS Government Affairs and Regulatory Affairs departments actively engage with regulators and public policymakers to advocate increasing the legal age of purchase tobacco products to 21 to align with Federal law.

Move to 21	2020	2021
# of States Enacted	33 states + D.C. (+14 states)	39 states + D.C. (+6 states)
% of U.S. Population	73%	84%

For more information on our progress in Preventing Underage Use, please visit Altria.com/Responsibility

Many retailers, especially regional and national chains, have **custom training systems** designed to train retail employees **to prevent underage access**. For those that don't, Altria offers free *We Card*™ training through Altria Group Distribution Company's online retailer portal.

7,245
Altria-funded retail employee trainings through *We Card*™

+47%
from 2020

Responsible Retailing Incentive Program, encouraging retailer adoption of age-validation technology:

	2020	2021
# of Retail Stores Participating with Validated Adoption	~65,000	~104,000
Product Volume Represented	47% of PM USA Volume 58% of E-Vapor Volume	62% of PM USA Volume 76 % of E-Vapor Volume

Positive Youth Development

Research consistently shows that when young people have protective factors like positive relationships, are involved in constructive activities and are encouraged to make healthy decisions, they are less likely to engage in risky behavior including tobacco use. That is why we invest in proven-effective third-party programs to support positive youth development.

Success360°

$25 million invested in Success360° youth-serving organizations that collectively reach more than **17 million kids**. Success360° programs include mentoring, adolescent substance abuse prevention and tobacco cessation programs.

Supported prevention programs in **20 states** through LifeSkills Training, Caron Treatment Center program and 4-H Health Rocks!.

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