

Putting the Adult Smoker at the Center

Brent Taylor, Managing Director, Consumer Marketplace
Insights & Innovation, Altria Client Services



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— FAMILY OF COMPANIES —



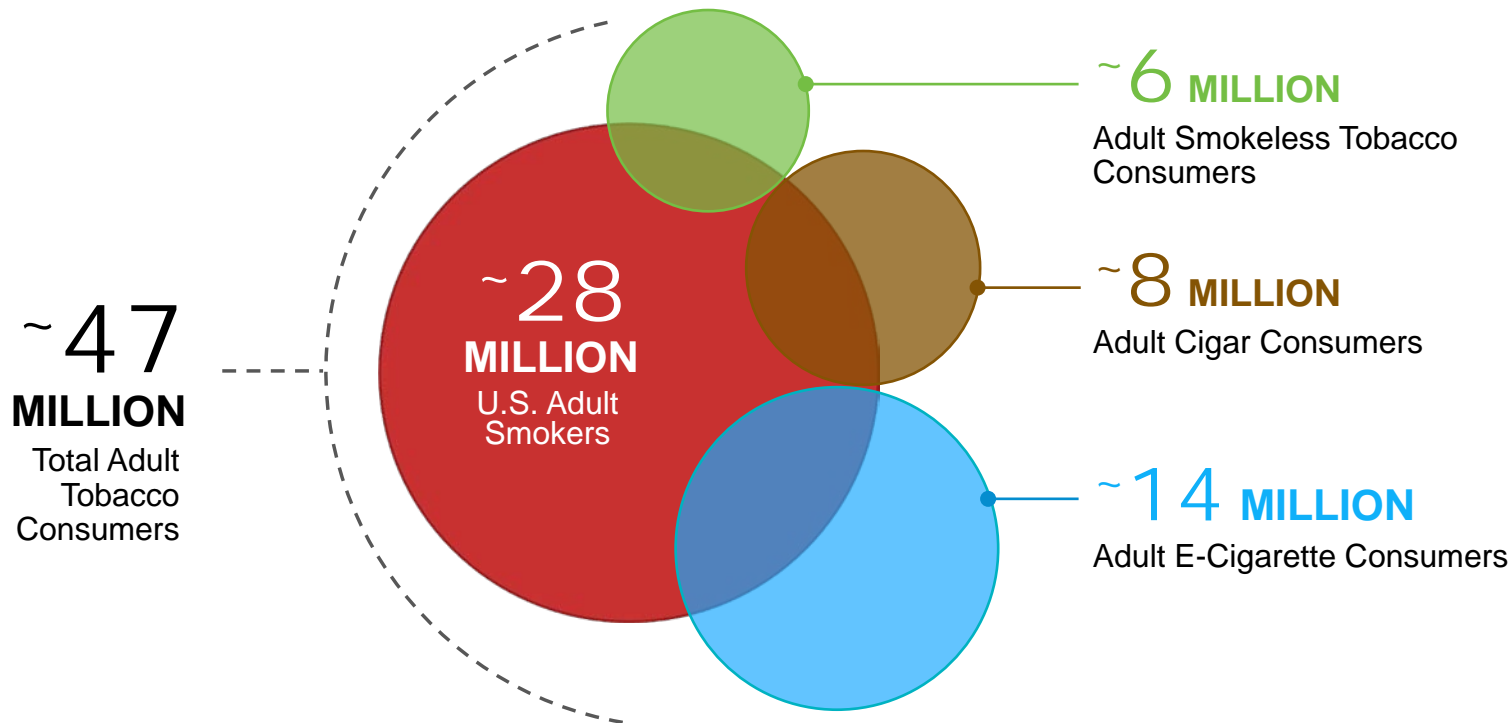


Putting Adults Who Smoke at the Center





Adult Smoker Population is Sizeable



ALCS Internal Estimates



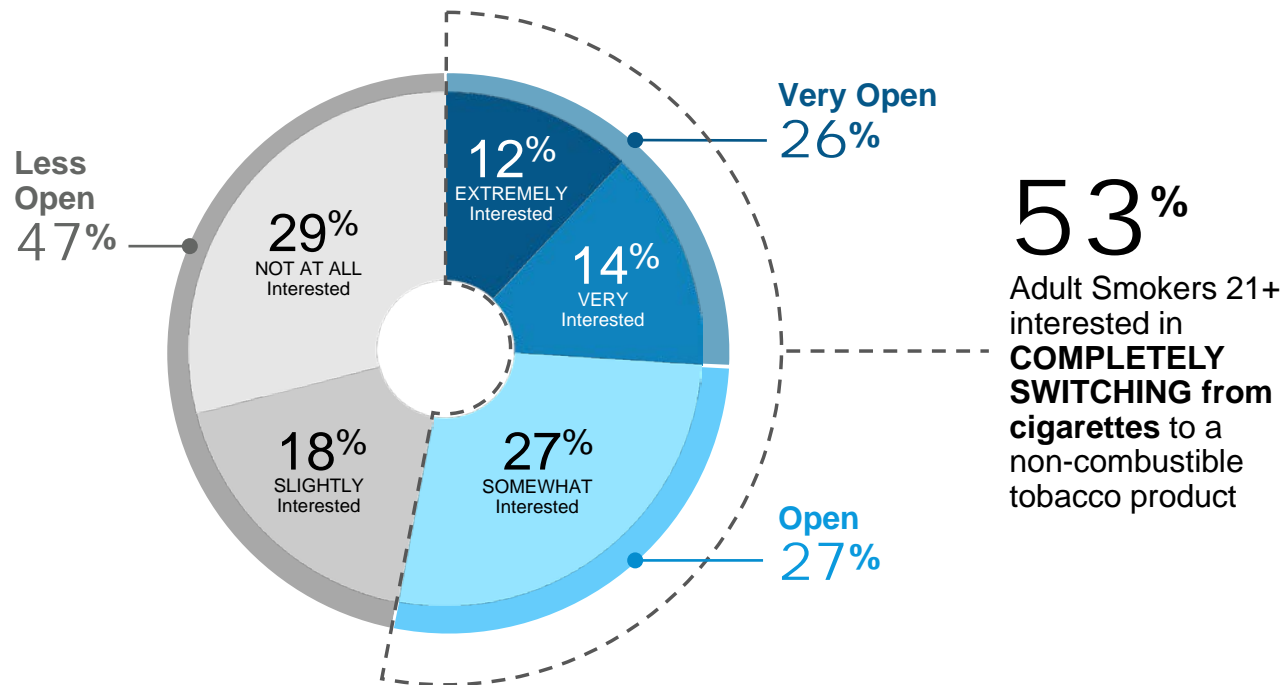
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There is Interest Among Adult Smokers 21+ in Completely Switching to Non-combustibles

? **ADULT
SMOKERS 21-54**
n=4037

In the next 6 months, how interested are you in **completely switching** all of your current cigarette usage occasions to a different tobacco product (such as e-vapor, smokeless tobacco, snus or nicotine pouches)?



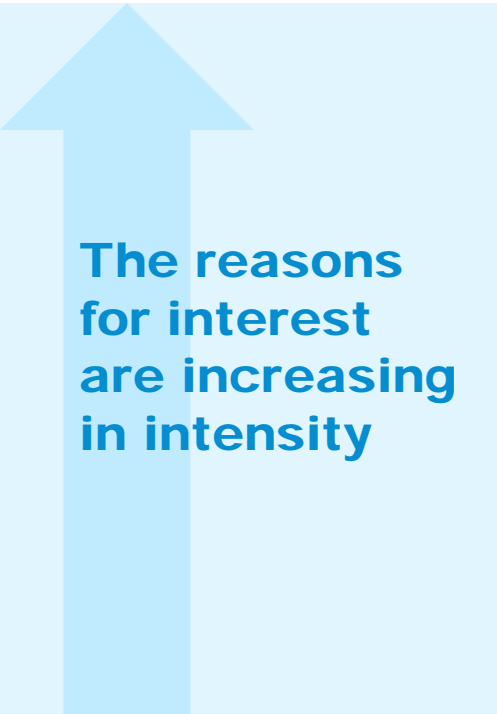
ALCS Consumer Market Insights Data



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Numerous Reasons Exist for Adult Smoker Interest in Smoke-free Tobacco Products



The reasons
for interest
are increasing
in intensity

1

Their adult friends
and family want
them to change
their smoking
behavior

2

They dislike the
smell of smoke

3

They dislike the
social judgement
associated with being
an adult smoker

4

They want to be
free from their
smoking behaviour

5

They are looking for
smoke-free tobacco
products

6

They are entering a
new stage of life and
smoking is discordant
with that stage

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MY JOURNEY

I was a smoker

**I transitioned to
smoke-free tobacco products**

**I wanted to bring my
experience to the organization**



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BUILDING EMPATHY

The highest form of knowledge is empathy.
It allows us to step into the shoes of others
so we can create real change.



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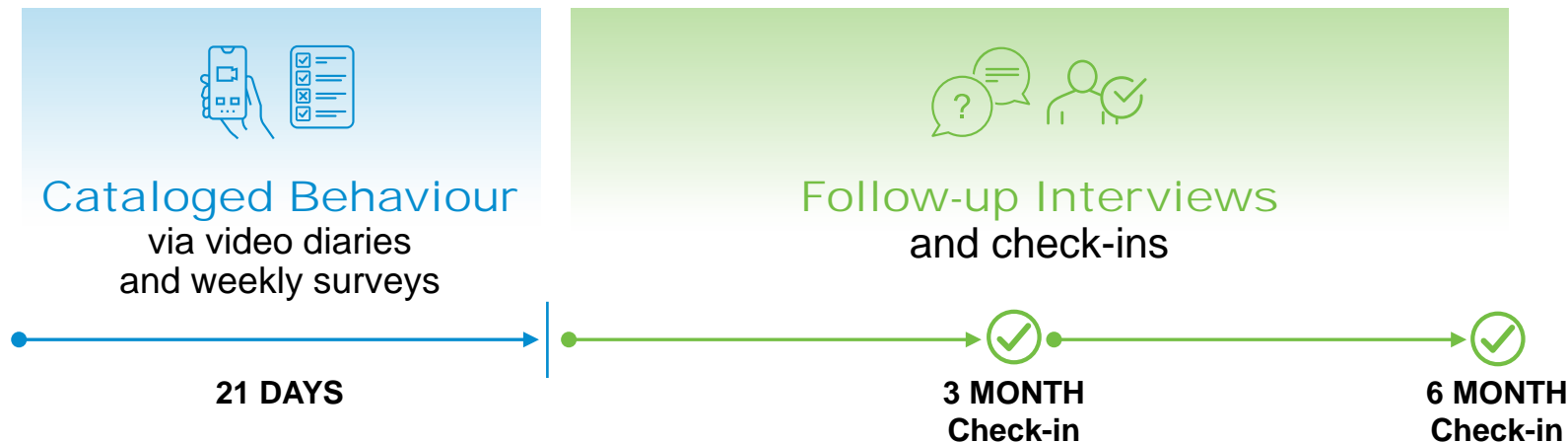
PROJECT 21

21 adults | 21 days



PROJECT 21 – Consumer Ethnographies

21 ADULT SMOKERS
interested in switching to smoke-free products







Accelerating Tobacco Harm Reduction



The Need for a Portfolio of Products Approach

Adult Tobacco Consumer Clusters

DIFFERENT MINDSETS

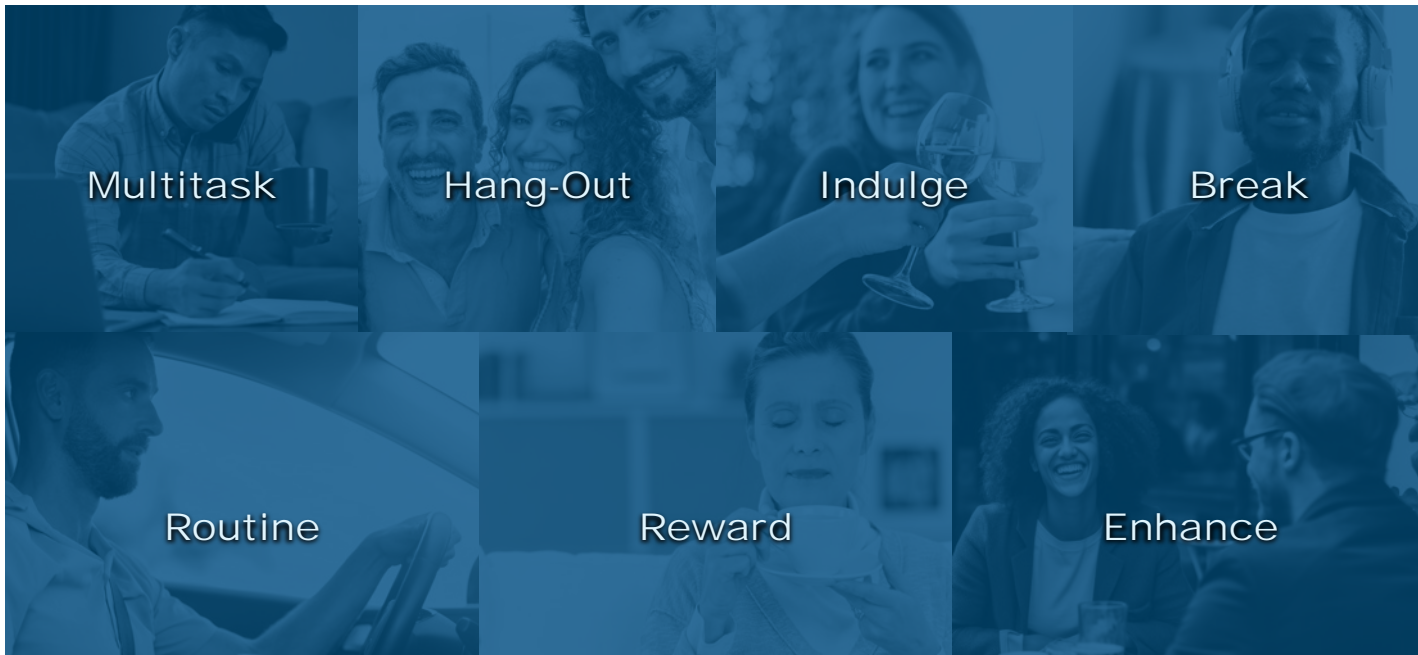




The Need for a Portfolio of Products Approach

Adult Tobacco Consumer Clusters

USAGE MOMENTS



The Need for a Portfolio of Products Approach

Adult Tobacco Consumer Clusters

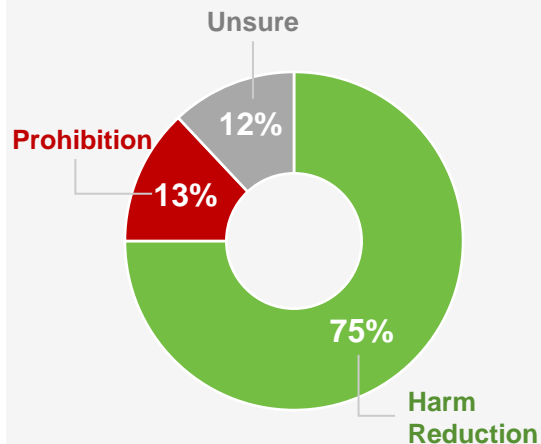
BARRIERS AND MOTIVATORS



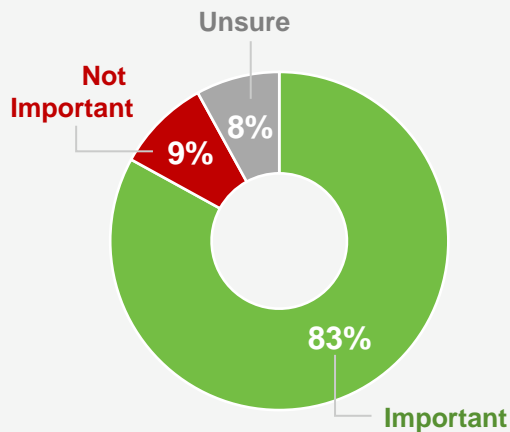


Consumer Voice

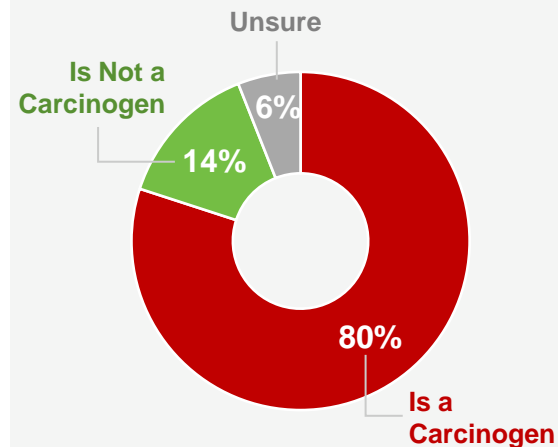
Support for Harm Reduction



Availability of Alternatives



Misperceptions of Nicotine



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Summary

BUILD EMPATHY WITH ADULTS WHO SMOKE

1

Deeply understand
what can help them
switch to smoke-free
tobacco products

2

Provide a portfolio
of authorized
smoke-free tobacco
products

3

Clarify nicotine
misperceptions

