

2014 INVESTOR HIGHLIGHTS



Our Mission

Our Mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with superior branded products.

Invest in Leadership



Satisfy Adult Consumers



Align with Society

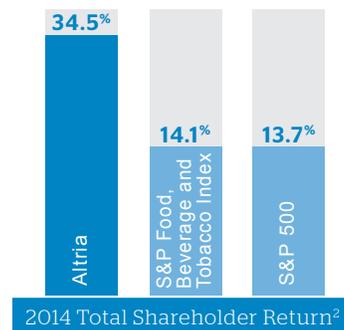
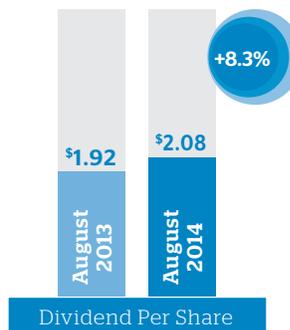
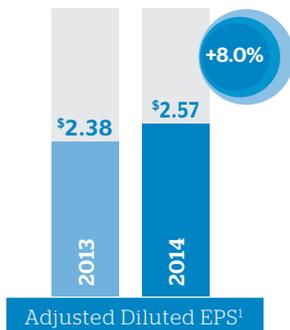


Create Substantial Value for Shareholders

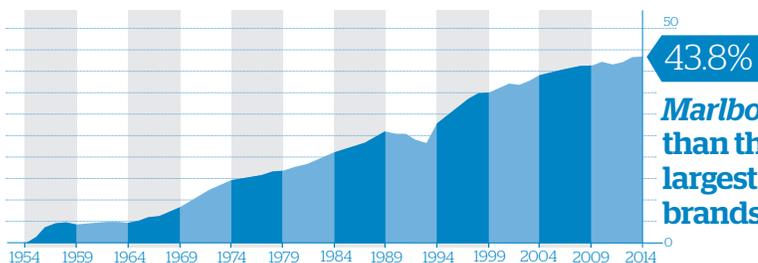


Financial Highlights

Altria increased its dividend by **8.3%** representing the **48th** dividend increase in **45 years**.



Marlboro Long-Term Retail Share Growth³



Marlboro is larger than the next 10 largest cigarette brands combined.

“Our core businesses grew their operating companies’ income and margins and maintained market leadership in their respective categories. Nu Mark continued to develop a robust pipeline of innovative tobacco products.”

—Marty Barrington
Altria Chairman, CEO and President

Copenhagen and Skoal

51.2%
Combined Retail Share³

NuMark

An Altria Innovation Company

Nu Mark, our newest operating company, is taking steps to lead the e-vapor category.

Long-Term Financial Goals

Grow

adjusted diluted EPS at an average annual rate of

7% to 9%



Maintain

a target dividend payout ratio of approximately

80% of adjusted diluted EPS



Strategies

1. Maximize income from core premium tobacco businesses over the long term.
2. Grow new income streams with innovative tobacco products.
3. Manage diverse income streams and a strong balance sheet to deliver consistent financial performance.

Our Operating Companies

Philip Morris USA
an Altria Company

U.S. Smokeless TOBACCO CO.
an Altria Company

John Middleton
an Altria Company

NuMark
An Altria Innovation Company

Steak Michelle
WINE ESTATES
an Altria Company

1. For reconciliation of non-GAAP to GAAP measures visit altria.com

2. Assumes quarterly reinvestment of dividends as of ex-dividend date. Source: Bloomberg Daily Return (Dec. 31, 2013 - Dec. 31, 2014)

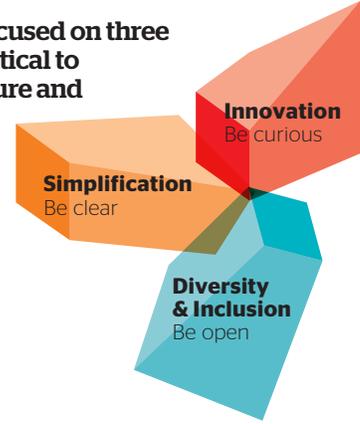
3. Source: IRI/MSAi and IRI InfoScan Smokeless

4. Forward-looking statement. Actual results may vary materially from estimates due to various factors. See “Cautionary Factors That May Affect Future Results” in Altria’s Quarterly Report on Form 10-Q for the period ended March 31, 2015.

Our People and Work Culture



We're focused on three areas critical to our culture and future success.



Our Commitment to Our Communities

Contributed more than **\$50 million** to non-profit organizations in our local communities in 2014



Employee fund donated **\$3 million+** to **100+** community organizations

Altria was named to The Civic 50 list of the most community-minded companies in America for 2014



Our Corporate Responsibility Progress

We actively participate in resolving societal concerns relevant to our businesses.



Helping Reduce Underage Tobacco Use

In 2014, our tobacco companies invested over \$20 million in our Success360° initiative, which promotes healthy development of middle school kids, academic achievement and avoidance of risky behaviors.



Reducing the Harm Caused by Tobacco Products

Our companies are developing tobacco products that may offer lower risk for adult tobacco consumers and engaging constructively with the FDA about that.



Promoting a Sustainable Supply Chain

Our companies have worked with tobacco and agriculture stakeholders around the globe to address issues such as child labor, grower and worker training and farm labor contractor compliance.



Altria ranked #25 on Corporate Responsibility magazine's annual list of the 100 Best Corporate Citizens.



Learn more about our corporate responsibility progress at www.altria.com/responsibility

Investor Relations Contacts

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