INVESTOR HIGHLIGHTS 2016

GROW ADJUSTED DILUTED EPS¹

+8.2%

INCREASED THE DIVIDEND BY

+8.0%

REPRESENTING THE 50TH DIVIDEND INCREASE IN 47 YEARS

$5.5 BILLION IN DIVIDENDS PAID AND SHARES REPURCHASED

DELCERED A TOTAL SHAREHOLDER RETURN² OF

20.5%, THE 4TH CONSECUTIVE YEAR SHAREHOLDERS ENJOYED A RETURN OF MORE THAN 20%

1. For reconciliation of non-GAAP to GAAP measures visit altria.com
2. Source: Bloomberg Daily Return as of year end December 31. Assumes quarterly reinvestment of dividends as of ex-dividend date
3. 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 ending March 31, 2017
4. Source: Maxwell, MSAi Shipments, IRI/Capstone – Total Retail Panel; IRP IRIGroup/Capstone Projected Retail Panel; IRI/MSAi
5. Source: STARS and IRI InfoScan

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 tobacco businesses over the long term.

Marlboro has been the leading U.S. cigarette brand for over 40 years¹ and is the retail share leader in all 50 states.²

Nat Sherman, acquired in 2017, offers a portfolio of super premium cigarettes and premium cigar products.

Copenhagen and Skoal combined represent more than half the smokeless category.³

2 GROW new income streams with innovative tobacco products.

In heated tobacco, Altria has the exclusive rights to commercialize the IQOS system in the United States through an agreement with Philip Morris International.

MarkTen XL was the fastest growing e-vapor brand in Q4 of 2016.⁴

3 MANAGE diverse income streams and a strong balance sheet to deliver consistent financial performance.

Altria owns over 10% of AB InBev, the world’s first global brewer.

In 2016, Ste. Michelle Wine Estates grew adjusted OCI nearly 10%.⁵

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.
“We seek and value differences in our people, communities, and suppliers to drive our business success. We are diversifying our workforce at all levels and creating a more inclusive culture.”

—Marty Barrington, Altria Chairman, CEO and President

**OUR PEOPLE AND WORK CULTURE**

**OUR COMMITMENT TO OUR COMMUNITIES**

In 2016, Altria’s companies gave nearly $56 million in cash and in-kind contributions, benefiting both leading national causes and important non-profits working in our communities.

**OUR CORPORATE RESPONSIBILITY PROGRESS**

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

HELPING REDUCE UNDERAGE TOBACCO USE

In 2016, our tobacco companies invested over $22 million in leading youth-serving organizations, which help young people build life skills and avoid 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 with the FDA about them.

PROMOTING A SUSTAINABLE SUPPLY CHAIN

Our companies partner with diverse suppliers to deliver high-quality goods and services by communicating expectations, monitoring and assessing supplier performance and engaging with them and other stakeholders.