

**Reconciliations of the non-GAAP financial measures presented in the remarks by Billy Gifford, Altria Group, Inc.'s (Altria) Chief Executive Officer, during Altria's 2020 Third-Quarter Earnings Call.**

**Non-GAAP Financial Measures<sup>1</sup>**

While Altria reports its financial results in accordance with U.S. generally accepted accounting principles (GAAP), Altria's management also reviews certain financial results, including operating companies income (OCI), (which is defined as operating income before general corporate expenses and amortization of intangibles) and OCI margins on an adjusted basis, which excludes certain income and expense items that management believes are not part of underlying operations. These items may include, for example, restructuring charges, asset impairment charges, acquisition-related costs, charges associated with tobacco and health litigation items, COVID-19 special items and resolutions of certain non-participating manufacturer (NPM) adjustment disputes under the Master Settlement Agreement (such dispute resolutions are referred to as NPM Adjustment Items). Altria's management does not view any of these special items to be part of Altria's underlying results as they may be highly variable, may be unusual or infrequent, are difficult to predict and can distort underlying business trends and results. Altria's management also reviews revenues net of excises taxes per 1000 units as the measurement of net price realization.

Altria's management believes that adjusted financial measures provide useful additional insight into underlying business trends and results, including the impact of pricing actions, and provide a more meaningful comparison of year-over-year results. Altria's management uses adjusted financial measures for planning, forecasting and evaluating business and financial performance, including allocating resources and evaluating results relative to employee compensation targets. These adjusted financial measures are not required by, or calculated in accordance with GAAP and may not be calculated the same as similarly titled measures used by other companies. These adjusted financial measures should thus be considered as supplemental in nature and not considered in isolation or as a substitute for the related financial information prepared in accordance with GAAP. Reconciliations of historical adjusted financial measures to corresponding GAAP measures are provided below.

<b>Altria and Consolidated Subsidiaries, Selected Financial Data for Smokeable Products</b>		
(\$ in millions)		
	<b>Third Quarter</b>	
	<b>2020</b>	<b>2019</b>
<b>Net revenues</b>	<b>\$ 6,313</b>	<b>\$ 6,049</b>
Excise taxes	(1,407)	(1,406)
<b>Revenues net of excise taxes</b>	<b>\$ 4,906</b>	<b>\$ 4,643</b>
<b>Reported OCI</b>	<b>\$ 2,789</b>	<b>\$ 2,561</b>
Asset impairment, exit and implementation costs	—	4
Tobacco and health litigation items	34	3
<b>Adjusted OCI</b>	<b>\$ 2,823</b>	<b>\$ 2,568</b>

<b>Altria and Consolidated Subsidiaries, Selected Financial Data for Oral Tobacco Products</b>		
(\$ in millions)		
	<b>Third Quarter</b>	
	<b>2020</b>	<b>2019</b>
<b>Net revenues</b>	\$ 640	\$ 620
Excise taxes	(33)	(33)
<b>Revenues net of excise taxes</b>	\$ 607	\$ 587
<b>Reported OCI</b>	\$ 436	\$ 417
Asset impairment, exit, implementation and acquisition-related costs	4	5
<b>Adjusted OCI</b>	\$ 440	\$ 422

<b>Altria and Consolidated Subsidiaries, Selected Financial Data for Smokeable &amp; Oral Tobacco Products</b>		
(\$ in millions)		
	<b>Third Quarter</b>	
	<b>2020</b>	<b>2019</b>
Revenues net of excise taxes - Smokeable Products	\$4,906	\$4,643
Revenues net of excise taxes - Oral Tobacco Products	607	587
<b>Revenues net of excise taxes - Combined</b>	\$5,513	\$5,230
Adjusted OCI - Smokeable Products	\$2,823	\$2,568
Adjusted OCI - Oral Tobacco Products	440	422
<b>Adjusted OCI - Combined</b>	\$3,263	\$2,990
<i>Growth Rate</i>	9.1 %	
<b>Adjusted OCI Margins<sup>2</sup> - Combined</b>	59.2 %	57.2 %
<i>Change</i>	2.0pp	

**Altria and Consolidated Subsidiaries, Selected Financial Data for Smokeable Products**

(\$ in millions)

	Third Quarter			Nine Months Ended September 30,		
	2020	2019	Change	2020	2019	Change
<b>Net revenues</b>	<b>\$ 6,313</b>	<b>\$ 6,049</b>		<b>\$ 17,522</b>	<b>\$ 16,837</b>	
Excise taxes	(1,407)	(1,406)		(3,950)	(3,998)	
<b>Revenues net of excise taxes</b>	<b>\$ 4,906</b>	<b>\$ 4,643</b>		<b>\$ 13,572</b>	<b>\$ 12,839</b>	
<b>Shipment volume (units in millions)<sup>3</sup></b>	<b>28,090</b>	<b>28,160</b>		<b>78,916</b>	<b>79,921</b>	
<b>Revenues net of excise taxes per 1000 units<sup>4</sup></b>	<b>\$ 174.65</b>	<b>\$ 164.88</b>	<b>5.9 %</b>	<b>\$ 171.98</b>	<b>\$ 160.65</b>	<b>7.1 %</b>

<sup>1</sup> Reconciliations of other non-GAAP financial measures can be found in today's earnings release.

<sup>2</sup> Adjusted OCI margins are calculated as adjusted OCI divided by revenues net of excise taxes.

<sup>3</sup> Cigarettes volume includes units sold as well as promotional units, but excludes units sold for distribution to Puerto Rico, and units sold in U.S. Territories, to overseas military and by Philip Morris Duty Free Inc., none of which, individually or in the aggregate, is material to the smokeable products segment.

<sup>4</sup> Revenues net of excise taxes per 1000 units are calculated as revenues net of excise taxes divided by shipment volume multiplied by 1000.