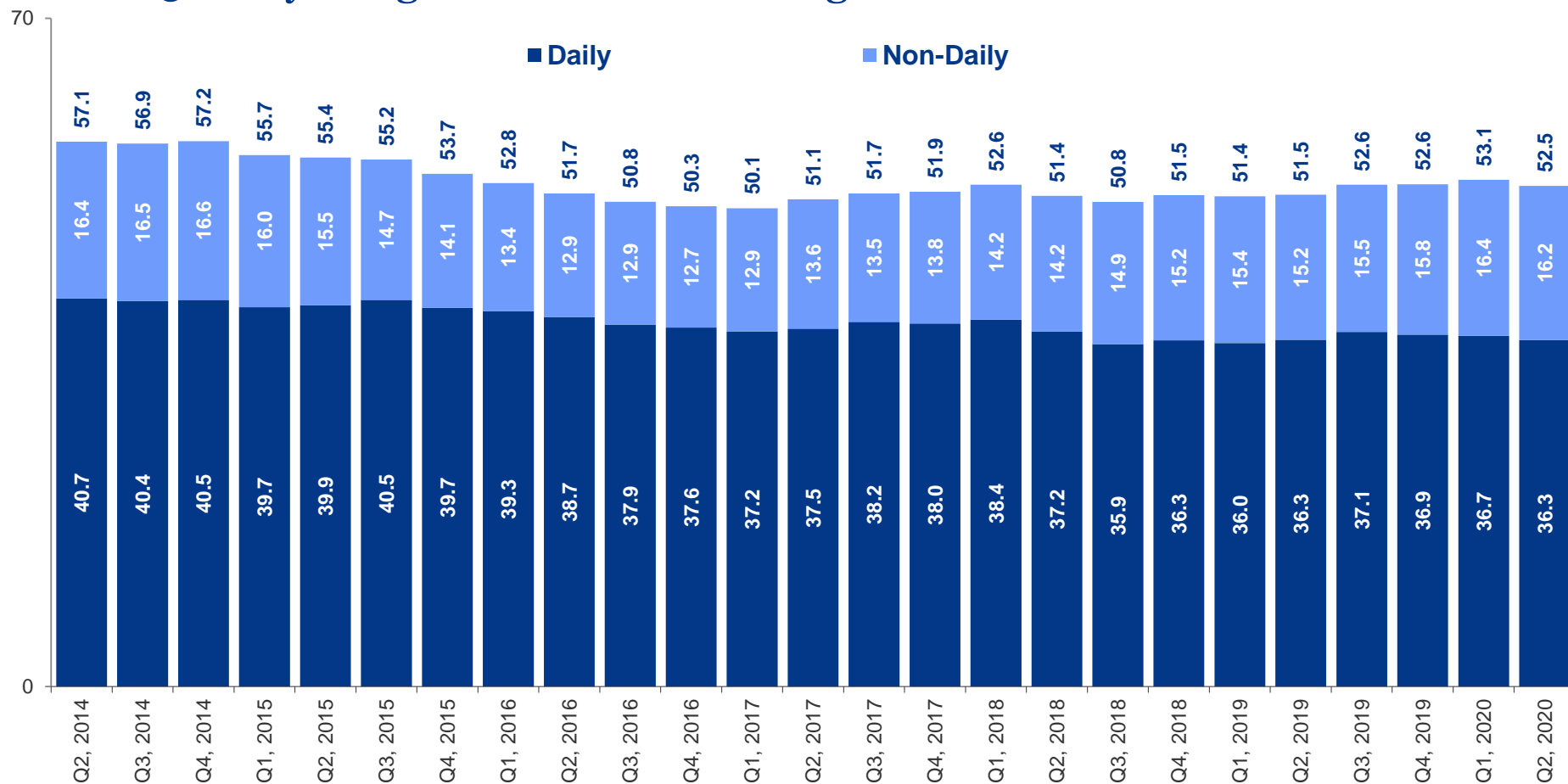


Number of Adult* Tobacco Consumers

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

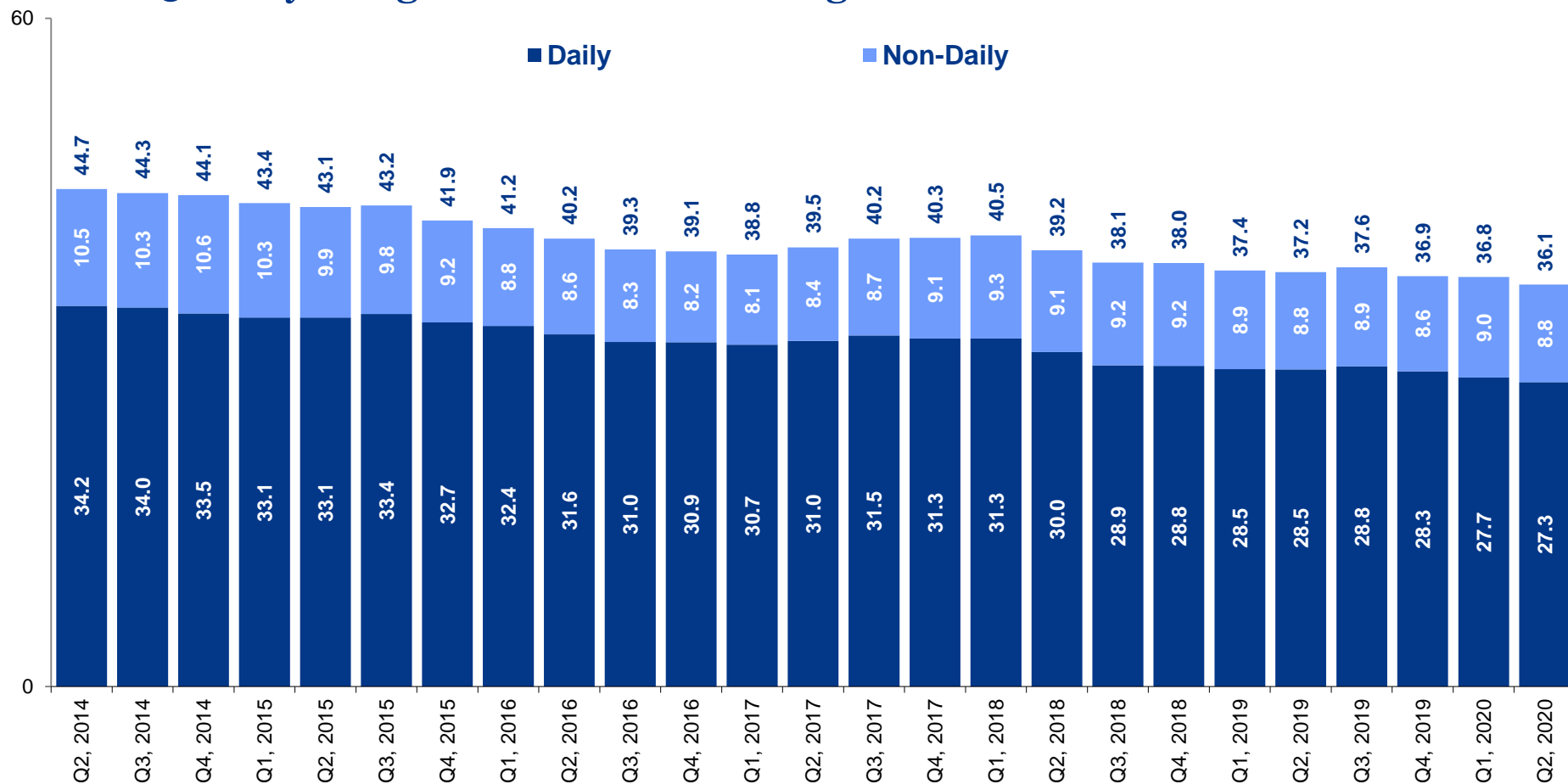
*Age 21 or older

[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

Note: Estimates are based on self-reported any use of tobacco products in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.

Number of Adult* Cigarette Smokers

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

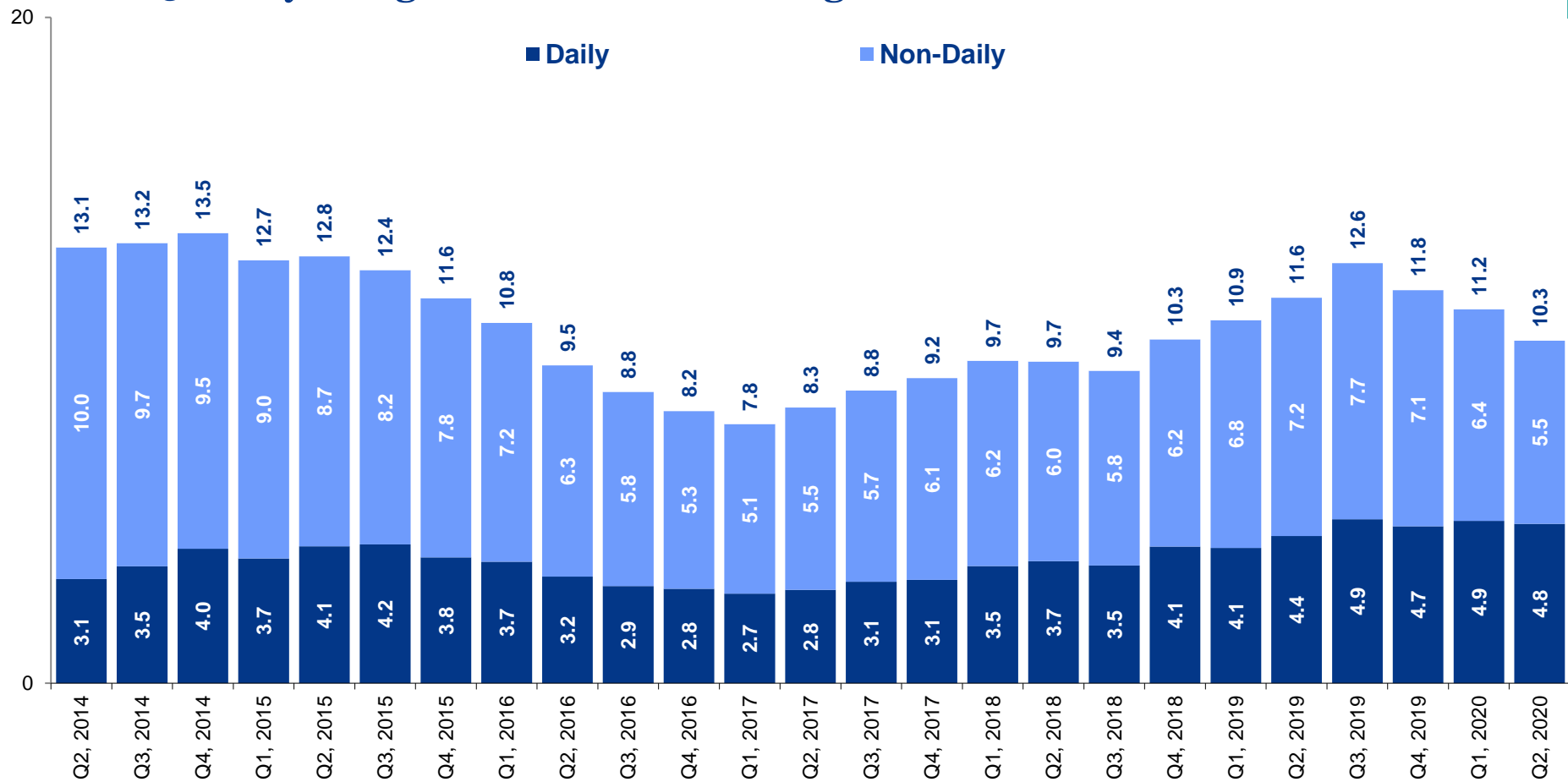
*Age 21 or older

[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

Note: Estimates are based on self-reported use of cigarettes in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.

Number of Adult* E-Vapor Users

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

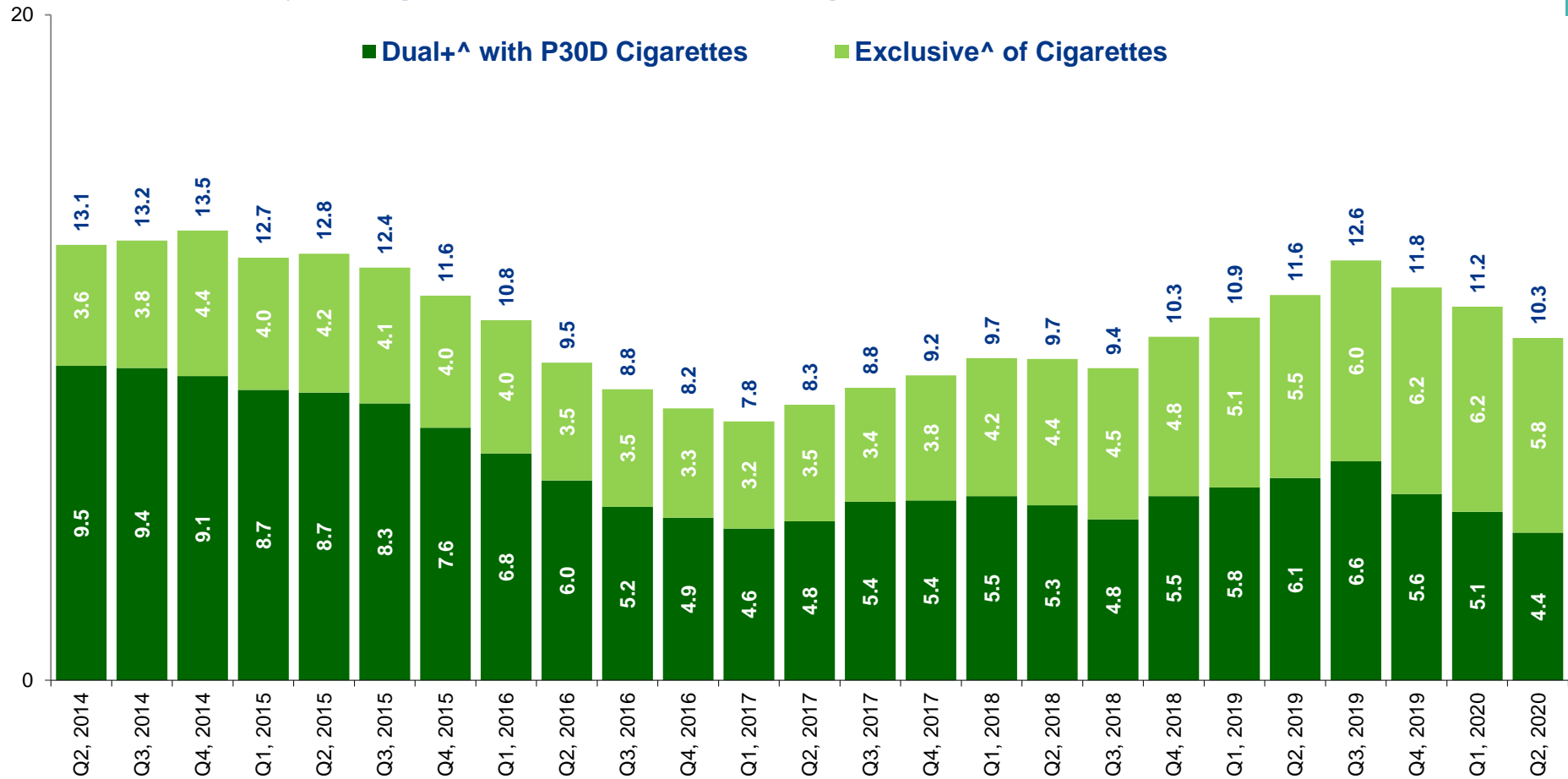
*Age 21 or older

[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

Note: Estimates are based on self-reported use of e-vapor in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.

P30D E-Vapor Number by Cigarette Usage*

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

*Age 21 or older

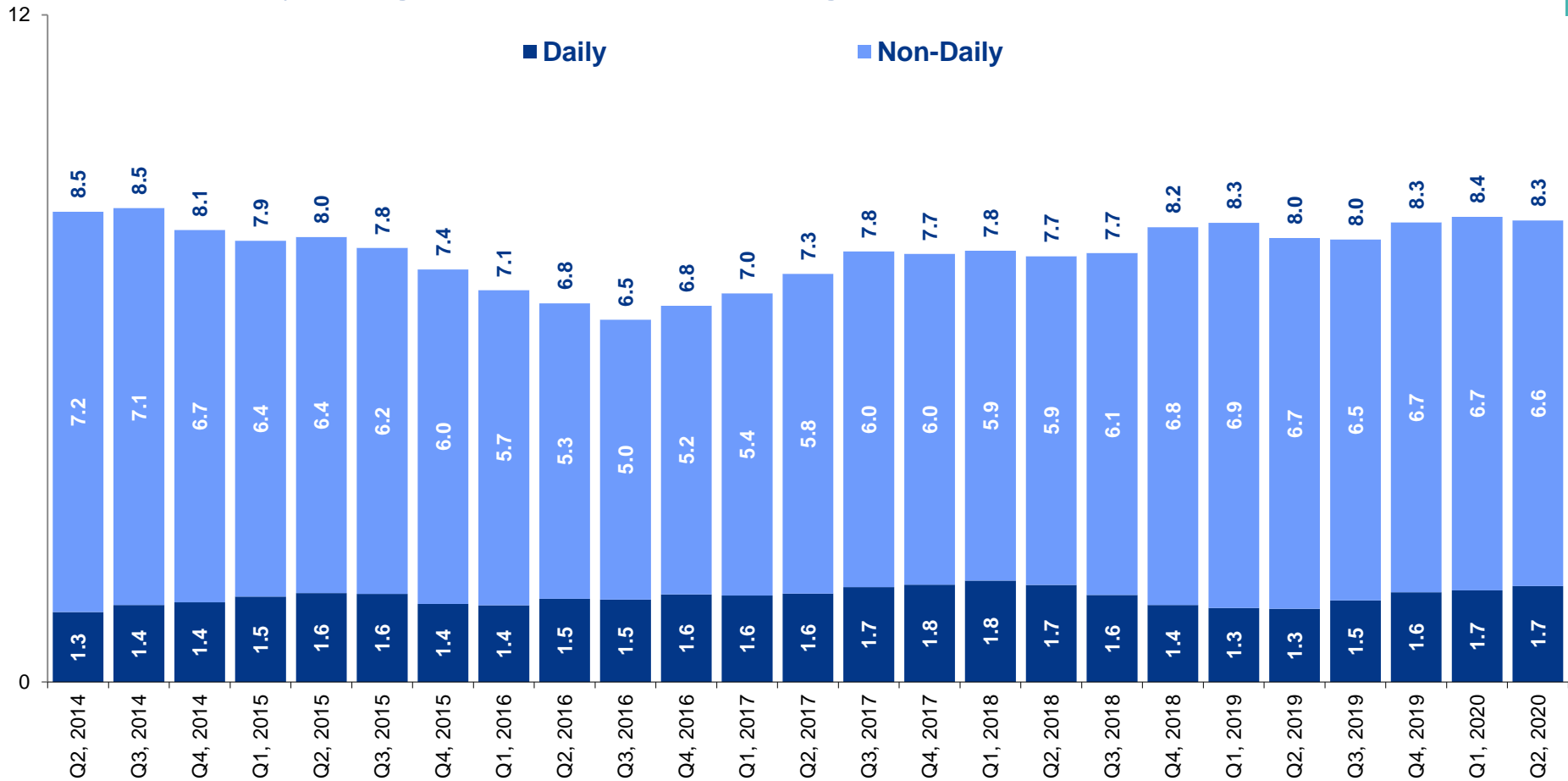
[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

[^] May use other tobacco products

Note: Estimates are based on self-reported use of cigarette and e-vapor in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.

Number of Adult* Cigar Smokers

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

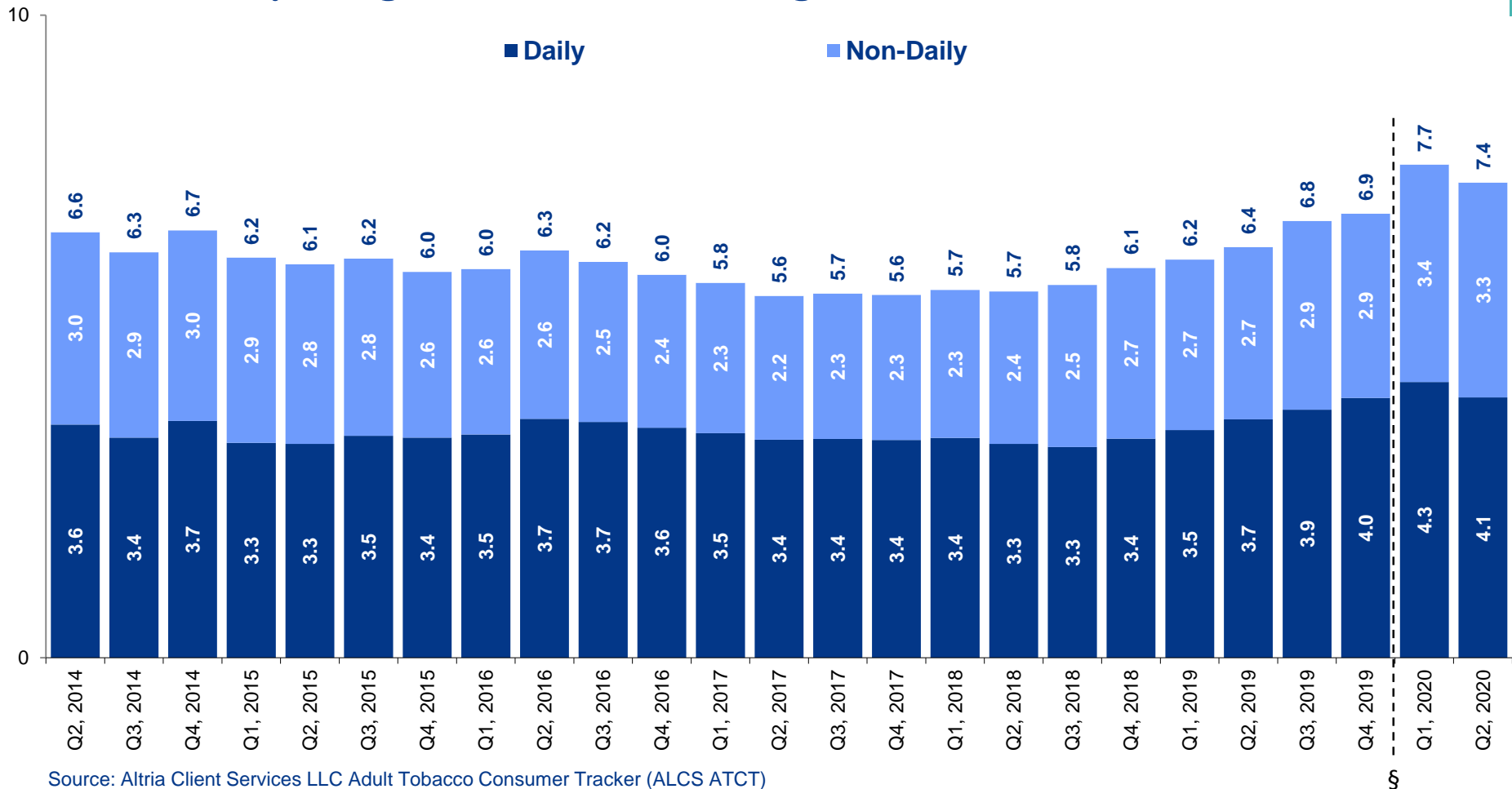
*Age 21 or older

[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

Note: Estimates are based on self-reported use of cigar in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.

Number of Adult* Smokeless

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

*Age 21 or older

[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

[§] We began to include oral nicotine products in the smokeless tobacco category in Q1, 2020.

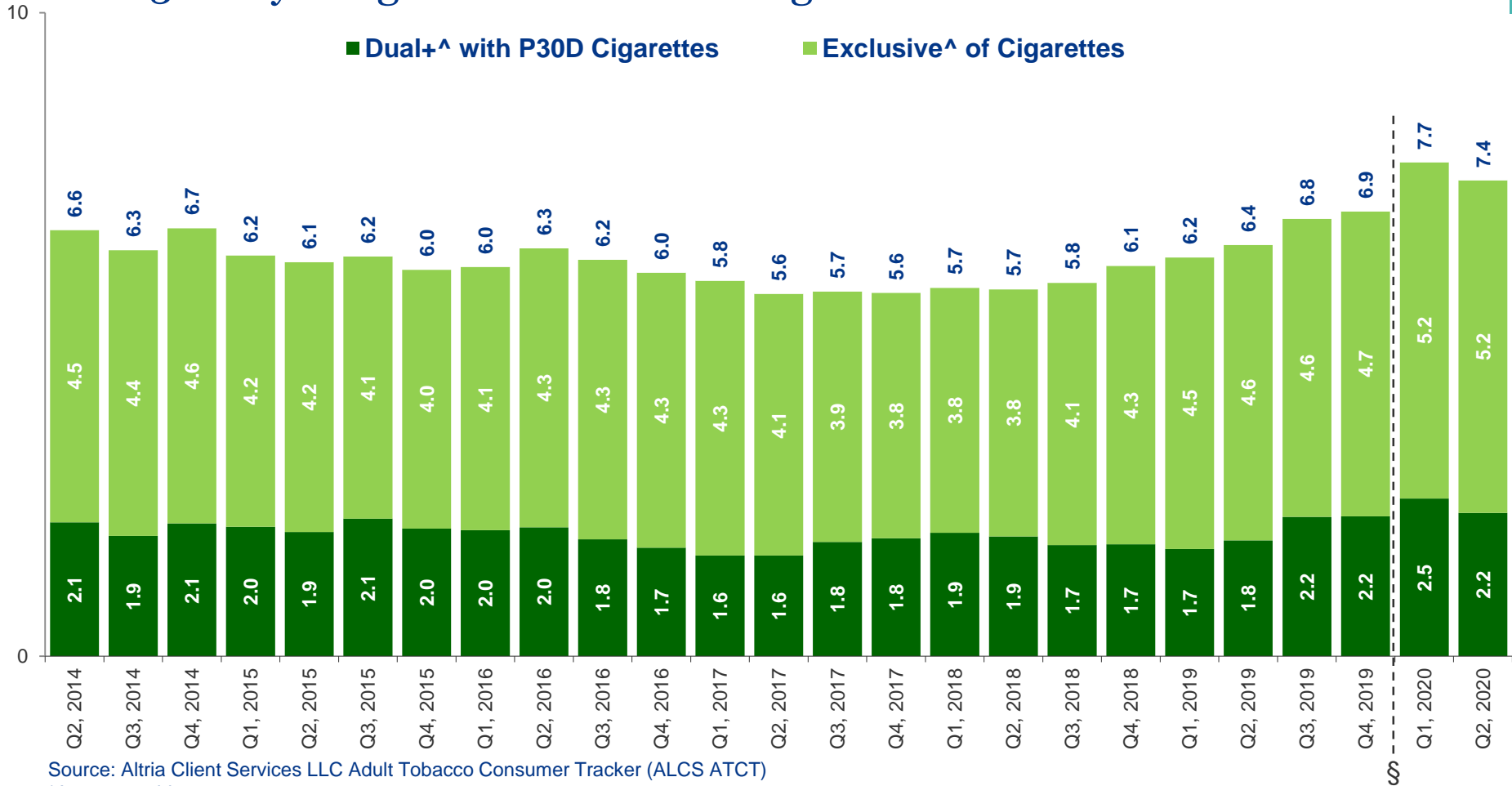
Smokeless tobacco products include moist smokeless tobacco, snus and chewing tobacco during the reporting period of Q2, 2014 to Q4, 2019.

Smokeless tobacco products include moist smokeless tobacco, snus, chewing tobacco and oral nicotine products since Q1, 2020.

Note: Estimates are based on self-reported use of smokeless in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.

P30D Smokeless Number by Cigarette Usage*

Past 30-Day Usage based on 12 Moving-Months[†] – in millions



Source: Altria Client Services LLC Adult Tobacco Consumer Tracker (ALCS ATCT)

*Age 21 or older

[†] Estimates reported at each quarter are made by combining data from the most recent 12 months up to the end of the reporting quarter. Results are based on population weights. Numbers may not foot due to rounding.

[^] May use other tobacco products

[§] We began to include oral nicotine products in the smokeless tobacco category in Q1, 2020.

Smokeless tobacco products include moist smokeless tobacco, snus and chewing tobacco during the reporting period of Q2, 2014 to Q4, 2019.

Smokeless tobacco products include moist smokeless tobacco, snus, chewing tobacco and oral nicotine products since Q1, 2020.

Note: Estimates are based on self-reported use of smokeless in the past 30 days. Self-reported product use trends may not correspond with changes in sales or shipment volume.