



ANNUAL MEETING OF SHAREHOLDERS

Thursday, May 20, 2021
9:00 a.m. (Eastern Time)

RULES OF CONDUCT

Welcome to Altria Group, Inc.'s 2021 Annual Meeting of Shareholders ("Annual Meeting"). It is our goal to conduct a fair and informative Annual Meeting, and we ask that you kindly observe the following Rules of Conduct:

1. The business of the Annual Meeting is as set forth in the Agenda.
2. Voting and Closing of the Polls: Only shareholders as of the close of business on March 29, 2021, the record date for the Annual Meeting, or their duly authorized proxies, are entitled to vote during the Annual Meeting. Shareholders may vote until the polls close. The polls will close following the presentation of Agenda Item 4 – Presentation of Proposals. You must have a valid 16-digit control number to vote during the Annual Meeting.
3. Shareholder Proposals: Shareholder Proponents will have four (4) minutes to introduce their proposal when called upon. When presenting a proposal, Shareholder Proponents should not raise unrelated matters.
4. Director nominations and proposals for other business made during the Annual Meeting that were not previously submitted properly under SEC Rule 14a-8 or the Company's By-Laws, as applicable, will not be accepted.
5. Question and Answer Session: We welcome questions from shareholders. You must have a 16-digit control number to submit a question during the Annual Meeting. If you are interested in asking a question, you may do so by selecting "Q&A" on the virtual meeting platform screen, typing your question into the "Submit a question" field and clicking submit. Questions may be submitted beginning at 8:30 a.m. (Eastern Time) on the day of the Annual Meeting. The Question and Answer Session will be limited to 30 minutes and will be guided by the following:
 - The Company does not intend to answer questions that:
 - a. do not relate directly to the business of the Company;
 - b. contain derogatory references to individuals or that are otherwise disrespectful or profane;
 - c. relate to a personal grievance; or
 - d. are matters of individual concern that are not matters of interest to shareholders generally.
 - Questions will be answered in the order in which they are received.
 - We will try to answer all questions during the 30-minute period; however, if multiple questions are submitted on the same topic, we will summarize those questions and respond collectively in the interest of time.
 - If a question violates these Rules of Conduct, it will not be answered.

It is possible that a large number of questions will be submitted. In order to give as many shareholders as possible the opportunity to ask questions, we respectfully ask that you please limit yourself to one (1) question. Questions should be as brief and to the point as possible.

In the event we reach the time limit and questions relevant to the Annual Meeting and otherwise consistent with these Rules of Conduct remain unanswered, we plan to respond to those questions (if appropriate) by contacting the shareholder directly using the contact information provided during the login process.

6. In the event of technical difficulties or other issues that disrupt the Annual Meeting, we may adjourn, recess or expedite the Annual Meeting, or take such other action that we determine is appropriate in light of the circumstances.
7. Recording of the Annual Meeting is prohibited. A webcast replay will be available 24-hours following the adjournment of the Annual Meeting at:
 - www.virtualshareholdermeeting.com/ALTRIA2021; and
 - www.altria.com/investors

Should you encounter any technical difficulties during the check-in or the meeting, please call the support number that will be posted on the virtual meeting login page.