Altria

Q2 2026 Earnings - Quarterly Metrics

Smokeable	Q2 2026	△ vs. Q2 2025
Marlboro Retail Price	$10.15	$0.60
Discount Segment Retail Share	33.8%	2.6pp
Major Manufacturer Discount[1]	17.8%	+1.9pp
All Other Manufacturer Discount	16.0%	+0.7pp
PM USA Menthol Retail Share	7.9%	-
Estimated Weighted Average State Excise Tax per pack	$2.02	$0.09
PM USA Cigarette Wholesale Inventory Estimates:	(in billion units)	
End of Q2 2026	2.7	
End of Q1 2026	2.5	
End of Q2 2025	2.4	
End of Q1 2025	2.3	
Cigarette Industry Wholesale Inventory Estimates:	(in billion units)	
End of Q2 2026	6.6	
End of Q1 2026	7.0	
End of Q2 2025	6.3	
End of Q1 2025	6.8	

[1] Includes PM USA, Reynolds American Inc. and ITG Brands, LLC.

Note: Wholesale inventory changes are one factor PM USA uses to estimate adjusted PM USA and industry volumes.

Oral Tobacco	Q2 2026	△ vs. Q2 2025
Copenhagen Retail Price	$7.78	$0.56
on! Retail Price	$4.50	$0.39

Note: All Smokeable and Oral Tobacco prices reflect Circana restatement.

Other	Q2 2026	1H 2026
Capital Expenditures	$57 million	$150 million
Ongoing Depreciation and Amortization	$56 million	$112 million

Smokeable Shipping Days					
	Q1	Q2	Q3	Q4	FY
2025	64	65	66	66	261
2026	64	65	66	66	261

Cigarette Industry Volume Decomposition Estimates

Twelve Months Ended

	9/30/25	12/31/25	3/31/26	6/30/26
Secular Decline Rate[1]	(2.5)%	(2.5)%	(2.5)%	(2.5)%
Cigarette Price Elasticity[2]	(2.1)%	(2.1)%	(2.0)%	(1.9)%
Macroeconomic, Cross Category Movement and Other Factors	(3.9)%	(3.4)%	(2.5)%	(1.6)%[3]
Estimated Industry Decline	**(8.5)%**	**(8.0)%**	**(7.0)%**	**(6.0)%**

1 Impact to cigarette industry volume due to the net outflow of adult smokers 21+, excluding cross category movement.
2 Reflects a cigarette price elasticity coefficient of -0.35.
3 Cross category cigarette volume impacts are currently estimated at approximately 0.5%.

Source: *ALCS Enterprise Insights – Advanced Modeling Center estimates.*