



## Standards for Underage Use Prevention



Altria's operating companies and service companies are committed to helping to reduce underage use of products intended for adults<sup>21</sup> and over.

Each operating company and service company works to identify, support, develop and execute programs to help reduce underage use of our companies' and investees products.

Over the course of a year, we will report to the Altria Group Board of Director's Nominating, Corporate Governance and Social Responsibility Committee and to the full Board of Directors on our companies' adherence to these Standards. Additionally, we will share annual progress on the Standards in our publicly released reports and via the [altria.com](http://altria.com) website.

Altria's Underage Use Prevention Steering Committee is comprised of leaders representing the operating companies and service companies accountable for the annual Underage Use Prevention Plan oversight, execution and outcomes.

The Standards below guide the operating companies and service companies in their efforts to help reduce underage use of products intended for adults. Each operating company is expected to meet these Standards, and we will regularly evaluate its performance against these Standards. Each service company is expected to provide appropriate services to the operating companies to help support their efforts to help reduce underage use. Altria Group investees are strongly encouraged to adhere to these Standards.

- Each operating company, supported by Altria Client Services, will develop an annual Underage Use Prevention plan outlining the concrete steps it will take to meet these Standards, both on its own and through the service companies. Senior management of the company will review each plan for adherence to these standards.
- Each operating company will communicate its commitment to reducing underage use of products intended for adults to its employees and its service company and will encourage them to identify additional methods to reduce underage use.
- Each operating company will continue to identify and adhere to applicable laws, principles and/or policies for marketing its products with the goal of responsibly marketing to the intended audience and limiting reach to underage audiences.
- Each operating company and service company trade program will incorporate appropriate elements to promote responsible retailing of its products.
- Each operating company's Underage Use Prevention plan will include appropriate monitoring, auditing, measurement and/or evaluation to track progress to promote continuous improvement.
- Each operating company and service company will document its efforts in carrying out its responsibilities under these Standards.

Altria will consider the underage use prevention practices of any potential strategic investment where underage use of the potential investee's products may be an issue. A commitment to adhere to underage use prevention standards will be necessary to pursue investment.