

RESOLVED, that shareholders request the Board of Directors commission a third-party report, at reasonable cost and omitting proprietary information, on

1. corporate adherence to Altria's vision to lead adult smokers to less harmful alternatives while discouraging the use of Altria's nicotine delivery products by young people and adult non-smokers,
2. any resulting public health impacts on communities,

and present the results of that report to shareholders.

Supporting Statement: We believe in full transparency around Altria's achievement of its stated goals of "taking action to transition millions of adult smokers away from cigarettes to potentially less harmful alternatives" and "limiting access to products to unintended audiences, including youth and adult non-smokers". The report we seek would assist shareholders in evaluating this.

Altria claims that 34% of its 53.2 million adult tobacco consumers exclusively use smoke-free products, including oral (chewing) tobacco, nicotine pouches, and e-vaper, with heated tobacco products in development^[1]. The Centers for Disease Control and Prevention (CDC) clearly states that no tobacco products, including e-cigarettes, are safe. E-cigarette aerosol can contain numerous harmful substances, including nicotine, cancer-causing chemicals, heavy metals, and tiny particles that can be inhaled deep into the lungs.^[2]

The negative health and productivity impacts from consumption of tobacco products impose \$1.2 trillion in social damage; tobacco's unpriced social burden amounts to almost 3 percent of global GDP annually.^[3]

In 2024, e-cigarettes were the most commonly used tobacco product among US middle and high school students, with 1.21 million high school and 410,000 middle school students currently using them. 67.4% of students who currently use e-cigarettes reported trying to quit in the last year. Most tobacco use, including vaping, starts and is established during adolescence. Among the factors associated with youth tobacco use the CDC lists are a) tobacco advertising that targets youth, b) product accessibility, and c) adolescent brain sensitivity to nicotine.^[4]

The Family Smoking Prevention and Tobacco Control Act, signed into law in 2009, restricts tobacco marketing and sales to youth, requires smokeless tobacco warning labels, ensures "modified risk" claims are supported by scientific evidence, and requires disclosure of ingredients in tobacco products. However, according to a study published in

the Oxford Journals, “Unlike combustible cigarette marketing, which is heavily restricted in the US, e-cigarette marketing is not regulated at the national level in the US.”^[5]

“Marketing is one of the key drivers of e-cigarette use. The 2021 US National Youth Tobacco Survey indicated that approximately 74% of youth who use social media had been exposed to content related to e-cigarettes.” The World Health Organization specifically recommends that countries regulate electronic nicotine delivery systems and that the regulations encompass “advertising, promotion, and sponsorship in an effort to prevent children and non-smokers from using e-cigarette products.”^[6]

[1]<https://www.altria.com/en/moving-beyond-smoking>

[2]<https://www.cdc.gov/tobacco/e-cigarettes/health-effects.html>

[3]https://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/index.htm

[4]E-Cigarette Use Among Youth | Smoking and Tobacco Use | CDC

[5]<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6610165/#:~:text=The%20new%20rule%20requires%20a,cigarette%20marketing%20beyond%20warning%20labels.>

[6]<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9967293/>