

Altria Group, Inc. (MO)

Consumer Defensive / Tobacco · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE	MARKET CAP	52-WK HIGH	TRAILING PE	GROSS MARGIN	ROE	PIOTROSKI	1-YR RETURN
\$75.11	\$125.4B	\$77.06	15.8	69.9%	-265%	8/9	+16.9%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	9.2M	\$54.70	5.94	37.8%	37%	5.2	+168.0%

Operating across the United States through its subsidiaries, Altria Group, Inc. is a prominent manufacturer and marketer of both combustible and oral tobacco items. Its portfolio features cigarettes, primarily under the iconic Marlboro brand, alongside cigars and pipe tobacco mainly offered as Black & Mild. The enterprise further provides an assortment of moist smokeless tobacco products, including Copenhagen, Skoal, Red Seal, and Husky, in addition to its on! brand of oral nicotine pouches. Altria distributes its merchandise chiefly to wholesale partners, such as independent distributors, and directly to substantial retail organizations, including major chain stores. The corporation, founded in 1822, maintains its principal offices in Richmond, Virginia.

SECTOR Consumer Defensive INDUSTRY Tobacco EXCHANGE NYSE MARKET CAP \$125.4B EMPLOYEES 5,900 (SEC-filed) CEO Salvatore Mancuso IPO 1985-07-01
COUNTRY US
6601 West Broad Street, Richmond, VA 23230 · Tel 804 274 2200 · altria.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

65 / 100

Street mean \$59.00 (2 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

TWO-WAY FLOW

\$0.1M buys against \$2.4M sells / 6 mo

2 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE
65
OF 100

Score Breakdown

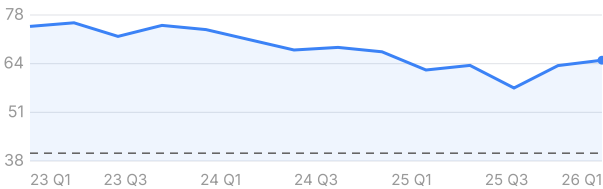
Profitability	80/100
Growth	50/100
Momentum	64/100
Quality	74/100
Earnings Quality	90/100
Balance Sheet	38/100
Value	53/100
Risk (safety)	100/100
Overall	65.4/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
PM	77
BUD	71
MNST	78
PEP	69
MDLZ	53
CL	61
MO	65

IS Score Trend — quarterly



14 quarters, 23 Q1 to 26 Q2. Peak 76 in 23 Q2, latest 65 — -10 since. Fell in 1 of the last 4 quarters. Dashed line marks 40 on the 0-100 scale.

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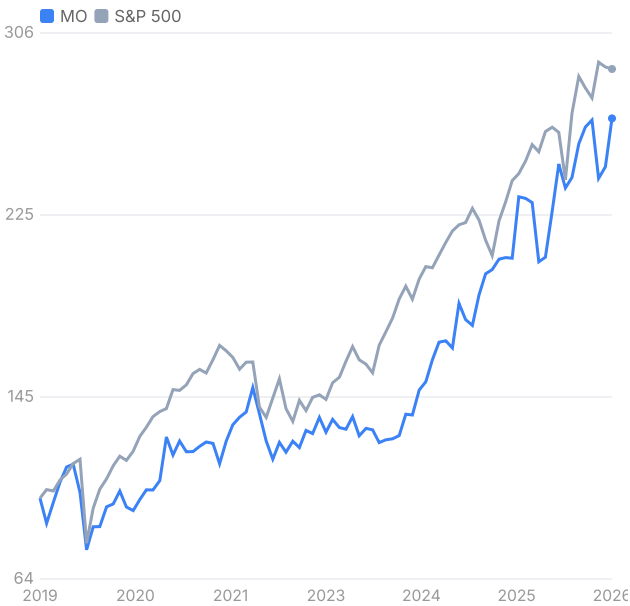
3 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · MO +16.9% · S&P 500 +15.9% · spread +1.0pp



7 Years vs S&P 500 · MO +168.0% · S&P 500 +189.9% · spread -21.9pp



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

4 TWO READINGS

business vs price

BUSINESS QUALITY

65 / 100

IS Score 65.4 / 100 · -10.2 from peak of 76



Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BULLISH

Technical Score 90 / 100 · Power +80 · 22 of 22 indicator votes bullish



Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 65 and price structure at 90 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 65.4	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 64 → 58 → 64 → 65	the direction matters more than the level
Technical vote share back above 50%	now 100%	price structure no longer broken
Institutional holder count rises two quarters running	peak 2,558 → now 2,558	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

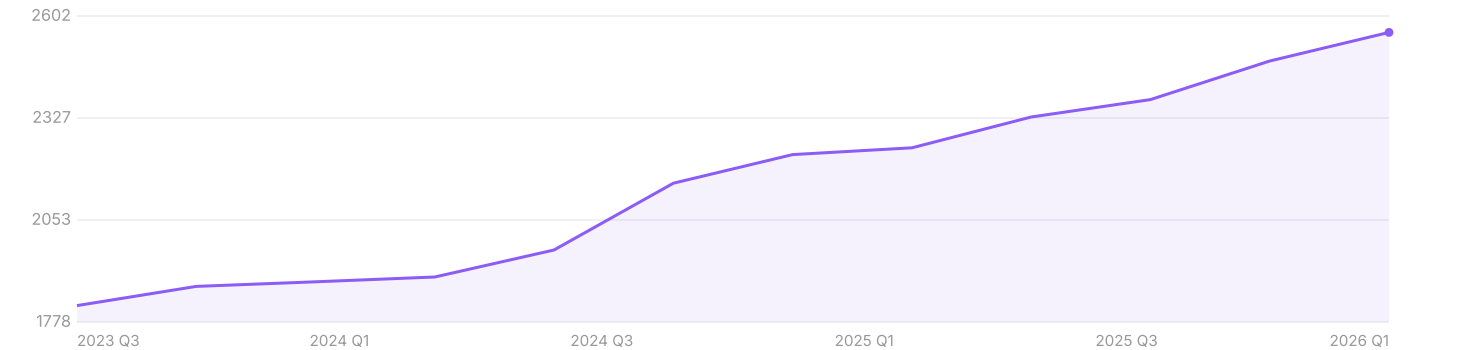
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6 SMART MONEY CONFLUENCE				EDGE · disclosure sources
SITE CONVERGENCE SCORE 4 of 4 top 0% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 1 buys 2026-09-04	INSIDER BUYS (180D) 1 \$0.1M	
ETF FUNDS (30D) 945 up / 720 down net +225 funds	INSTITUTIONS ADDED (13F) 77 managers opening or increasing			

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND	13F · filed 45 days after quarter end
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Institutions holding — 12 quarters



Peak 2,558 · latest 2,558 (+0 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	2,558	1128.6M	\$80.0B	67.5%
2026 Q1	2,481	1039.4M	\$68.0B	62.2%
2025 Q4	2,377	1046.2M	\$59.6B	62.6%
2025 Q3	2,330	1030.9M	\$67.5B	61.7%
2025 Q2	2,247	1031.0M	\$60.0B	61.7%
2025 Q1	2,229	1053.6M	\$62.5B	63.0%
2024 Q4	2,152	1022.9M	\$52.7B	61.2%
2024 Q3	1,972	1016.0M	\$51.2B	60.8%
2024 Q2	1,899	1010.9M	\$45.2B	60.5%
2024 Q1	1,886	1050.9M	\$45.0B	62.9%
2023 Q4	1,874	1009.3M	\$40.6B	60.4%
2023 Q3	1,822	1035.2M	\$43.7B	61.9%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

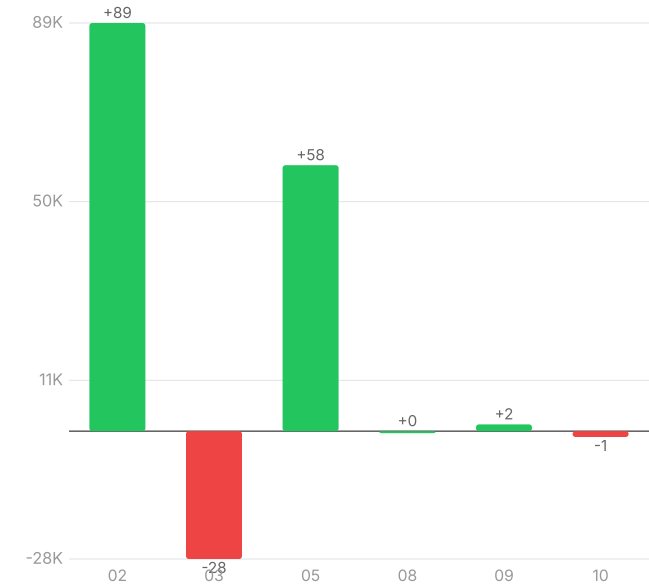
8 INSIDER ACTIVITY							live Form 4 data
INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED	
Patterson Katie F	Vice President and Controller	2026-10-14	TAX W/H	1,268	\$0.09M	16,245	
Mcquade Kathryn B.	director	2026-09-09	BUY	1,500	\$0.10M	114,929	
Kelly Ennis Debra J	director	2026-05-26	SELL	5,790	\$0.42M	73,809	
Strahlman Ellen R	director	2026-05-26	SELL	2,000	\$0.15M	25,102	
Strahlman Ellen R	director	2026-05-14	A-Award	2,571	—	27,102	
Stoddart Richard S	director	2026-05-14	A-Award	2,571	—	6,010	
Clarke Ian L.T.	director	2026-05-14	A-Award	2,571	—	18,618	
Connelly Marjorie Mary	director	2026-05-14	A-Award	2,571	—	19,936	

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9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARYEDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	3	35,698	\$2.4M	Counted
P — Open-market purchases	1	1,500	\$0.1M	Counted
F — Tax withholding	8	123,577	\$8.6M	None — compensation

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL	OPEN-MARKET SELLS	OPEN-MARKET BUYS	CLUSTER
Two-Way Flow	\$2.4M 3 txns / 6 mo	\$0.1M 1 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINElive EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-05-26	Kelly Ennis Debra J	5,790	\$0.4M
2026-05-26	Kelly Ennis Debra J	5,790	\$0.4M
2026-05-26	Ellen R. Strahlman	2,000	\$0.1M
2026-03-05	Whitaker Charles N.	27,908	\$1.9M
Trailing 12 mo	5 filings	69,396	\$4M

11 13D / 13G STAKESCOND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change

12 CONGRESSIONAL TRADINGEDGE · STOCK Act

MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-04	2026-10-09
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-08-10	2026-09-07
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-01-13	2026-02-10
David Perdue	Senate	SELL	\$1,001 - \$15,000	2020-04-14	2021-05-02
David Perdue	Senate	SELL	\$1,001 - \$15,000	2020-04-14	2021-05-01
David Perdue	Senate	SELL	\$1,001 - \$15,000	2020-04-14	2021-05-01

HOUSE 12-MO 3 trades 2 purchases	SENATE 12-MO 0 trades None purchases	COVERAGE STOCK Act filings 30-45 day disclosure lag	
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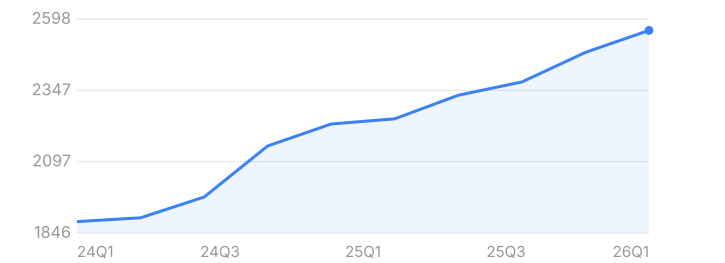
13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 2,481	13F SHARES 1.04B 62.2% of shares out	NEW / CLOSED 253 / 105 positions, QoQ	INCREASED / REDUCED 1,001 / 880 positions, QoQ	
PUT/CALL (13F) 0.89 option positions	FREE FLOAT 99.8% 1.67B sh			

2.8 · Largest Reporting 13F Managers

MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	1.8M	\$118M
Wealth Enhancement Advisory Servic	915,427	\$64M
Vontobel Holding Ltd.	488,619	\$33M
Czech National Bank	479,758	\$32M
Wedge Capital Management L L P/Nc	390,245	\$26M
First Citizens Bank & Trust Co	319,651	\$22M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

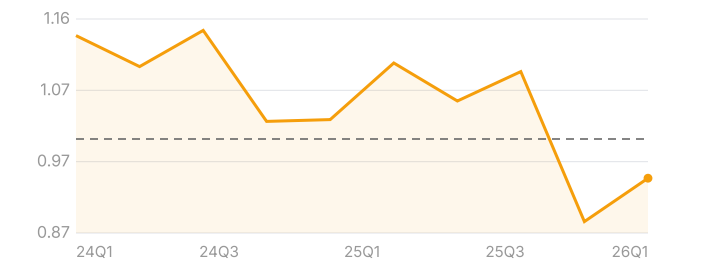
13F Filers Holding MO — quarterly



2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.2%	\$3.6B
VTSAX	0.2%	\$3.6B
VTI	0.2%	\$3.6B
VSMPX	0.2%	\$3.6B
SCHD	3.1%	\$3.4B
VFFSX	0.2%	\$3.0B

Institutional Put/Call — quarterly



14 SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

73%

56%

40%

23%

07-23

08-10

08-26

09-14

09-30

LATEST SESSION

2026-10-15

46.4%

20-DAY AVG

50-day 50.5%

52.4%

TREND

20d vs 50d

Rising

BY MARKET CENTER

Q: 46% · N: 51% · B: 45%

latest session

Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

15

DARK POOL ACTIVITY

EDGE · live ATS data

Weekly Notional (\$B)

Date	Notional (\$B)
06-15	0.32
06-22	0.45
06-29	0.38
07-06	0.52
07-13	0.48
07-20	0.88
07-27	0.68
08-03	0.58
08-10	0.75
08-17	0.48

Where MO Trades in the Dark

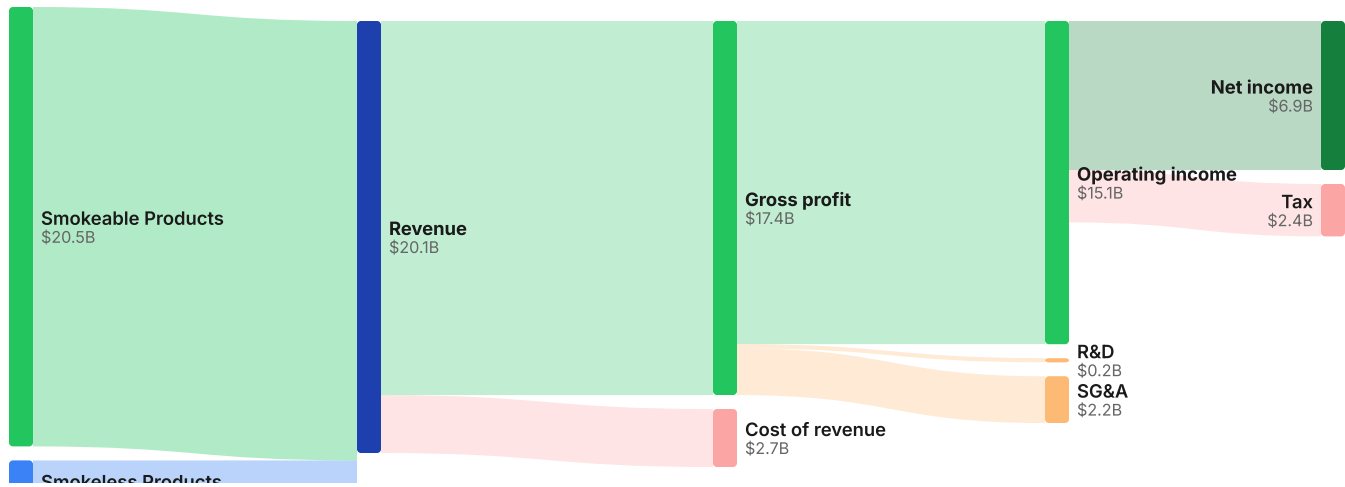
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	7.3M	72 sh
Ubsa Ubs Ats	5.2M	55 sh
Ebxl Level Ats	4.6M	38 sh
Mstx Ms Trajectory Cross (Ats-1)	4.3M	81 sh
Mlix Instinct X	3.0M	115 sh
Sgmt Sigma X2	2.8M	67 sh

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REVENUE FLOW — FY2025

live segmentation + income data

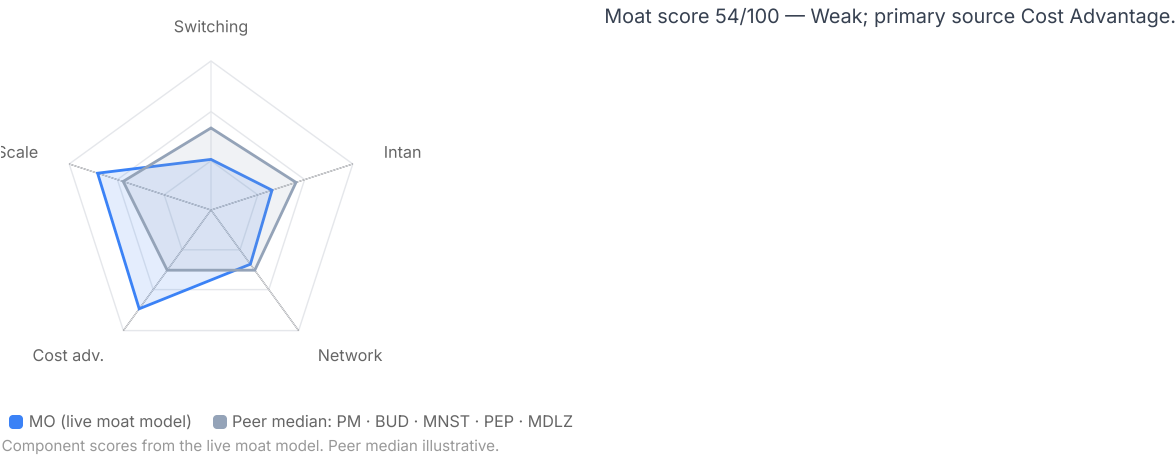


Where a dollar of Altria Group, Inc. revenue goes. All values FY2025 filings, live.

17

MOAT & COMPETITIVE POSITION

LIVE MODEL · 54/100 WEAK



3.8 · Employees (SEC filings)



18

CORPORATE INFORMATION — KEY OFFICERS

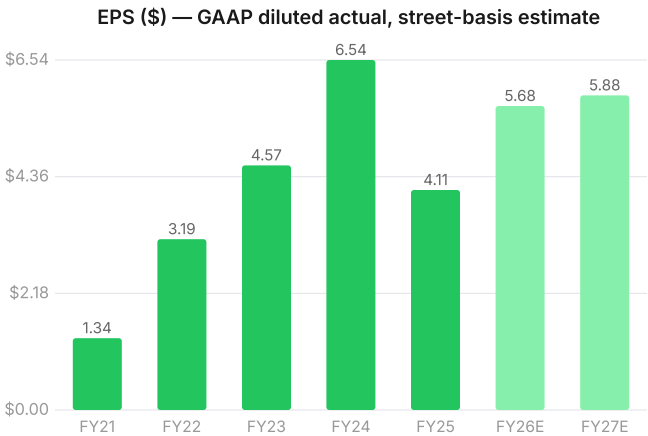
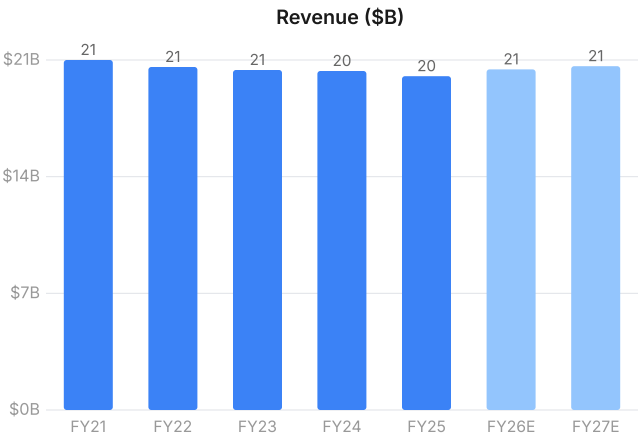
5,900 employees

OFFICER	TITLE
William F. Gifford Jr.	Consultant
Salvatore Mancuso	Chief Executive Officer & Director
Jody L. Begley	Executive Vice President & Chief Operating Officer
Charles N. Whitaker	Senior Vice President, Chief Human Resources Officer & Chief Compliance Officer

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19 REVENUE & EPS — HISTORY AND ESTIMATES

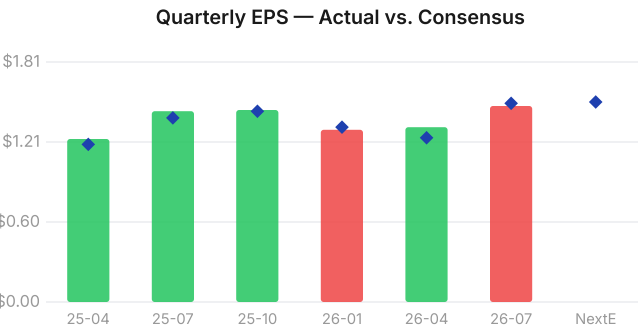
live consensus



Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

20 ESTIMATE VS. ACTUAL & SURPRISES

live data



BEATS (>2%)
3 of 6
recent quarters

AVG SURPRISE
+1.9%

NEXT REPORT
2026-10-29

INCOME QUALITY
1.11
OCF + net income

21 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

BEAT RATE
—%
0 of 0 quarters

CURRENT STREAK
0
longest 0

AVG EPS SURPRISE
—%
median —%

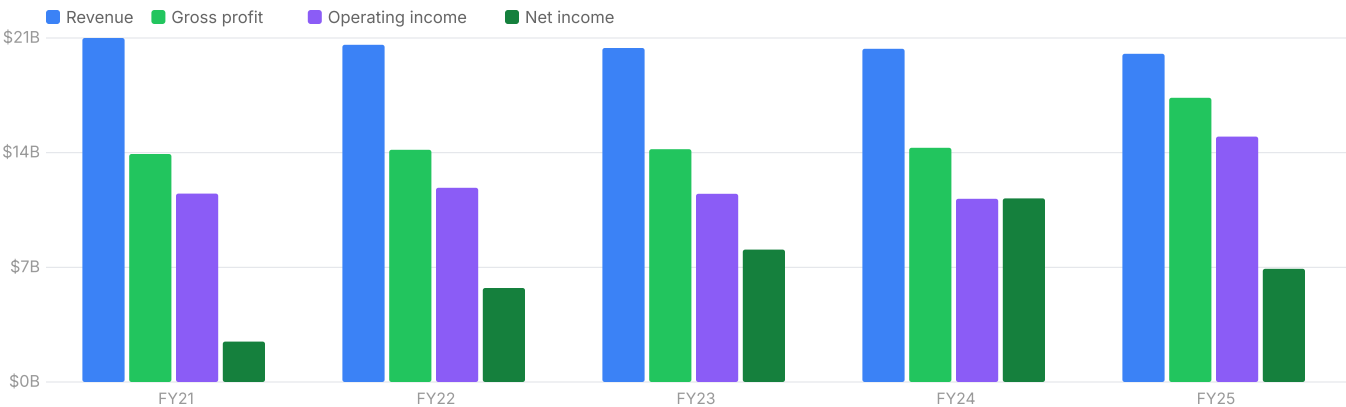
SURPRISE TREND
—
last 4 vs prior 4

PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

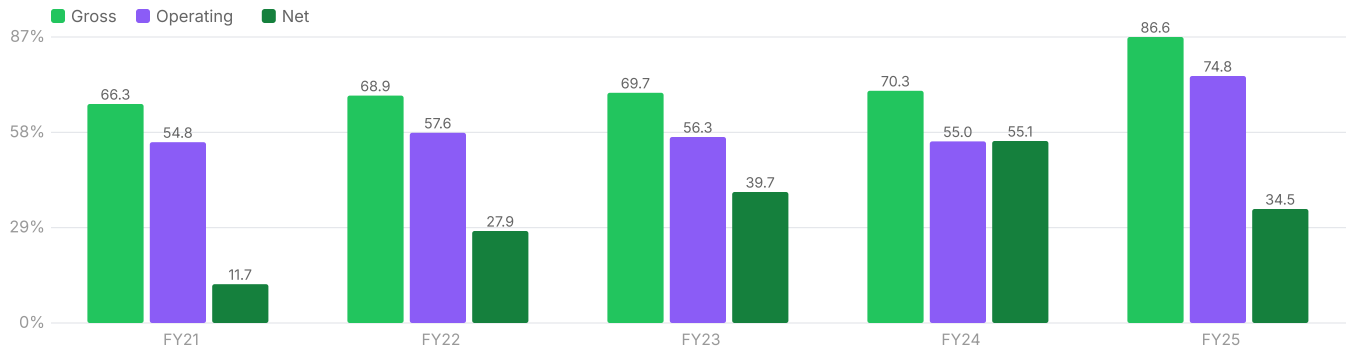
INCOME TRENDS — 5 YEAR

live financials

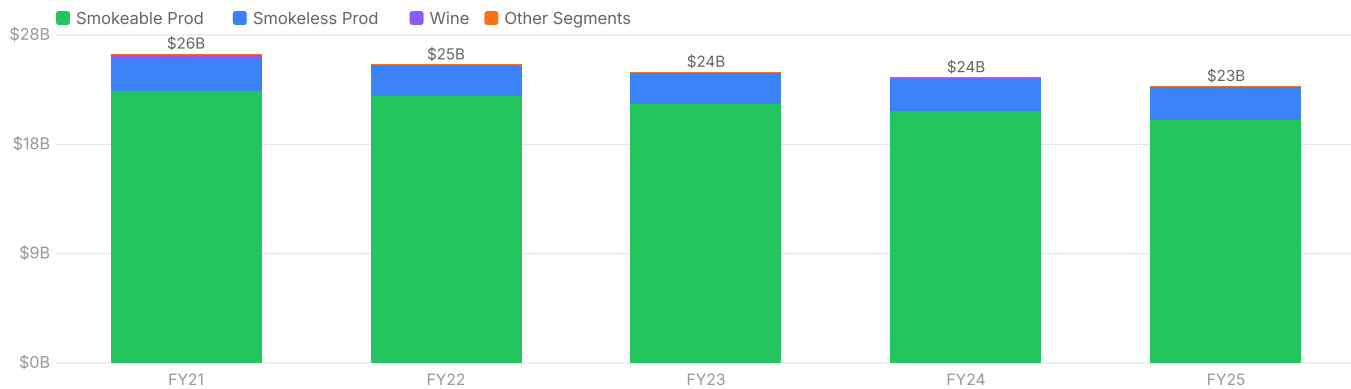


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Profit Margins (%)



Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+1.3%	-2.0%	-0.9%	-0.3%	-1.5%
Gross profit	+7.4%	+1.8%	+0.3%	+0.6%	+21.4%
Operating income	+6.3%	+3.1%	-3.1%	-2.7%	+34.0%
Net income	-44.6%	+132.9%	+41.0%	+38.5%	-38.3%

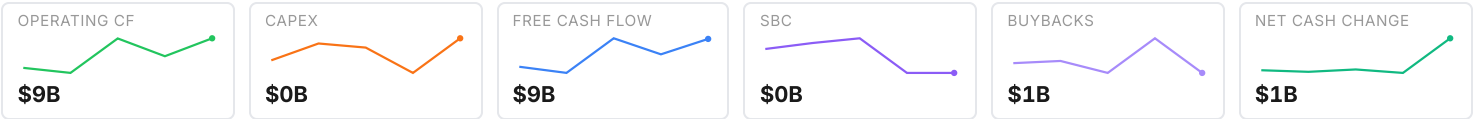
22 INCOME STATEMENT — FULL

live financials

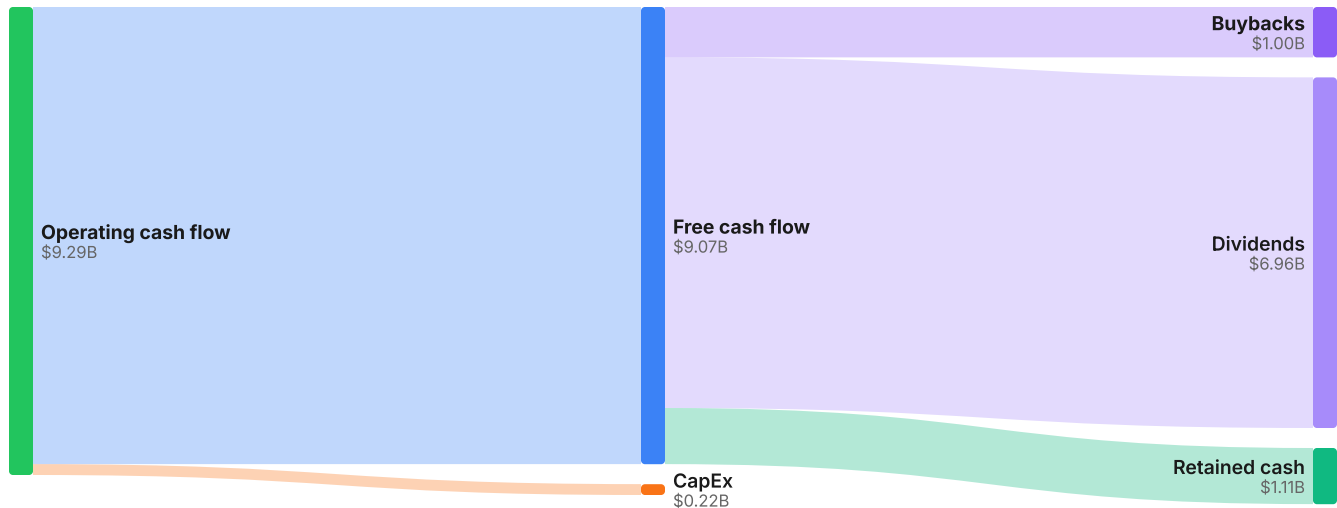
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	21.1	20.7	20.5	20.4	20.1	
Cost of revenue	7.1	6.4	6.2	6.1	2.7	
Gross profit	14.0	14.2	14.3	14.4	17.4	
R&D expense	0.0	0.0	0.0	0.2	0.2	
SG&A expense	2.4	2.3	2.7	2.7	2.2	
Operating income	11.6	11.9	11.5	11.2	15.1	
EBITDA	5.3	8.7	12.3	15.1	10.8	
D&A	0.2	0.2	0.3	0.3	0.3	
Pretax income	3.8	7.4	10.9	13.7	9.4	
Income tax	1.3	1.6	2.8	2.4	2.4	
Net income	2.5	5.8	8.1	11.3	6.9	
Diluted EPS (\$)	1.34	3.19	4.57	6.54	4.11	
Diluted shares (M)	1,845	1,804	1,777	1,718	1,677	

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CASH FLOW TRENDS live data



WHERE THE CASH WENT — FY2025 cash Sankey, live data



Balance Sheet — Full

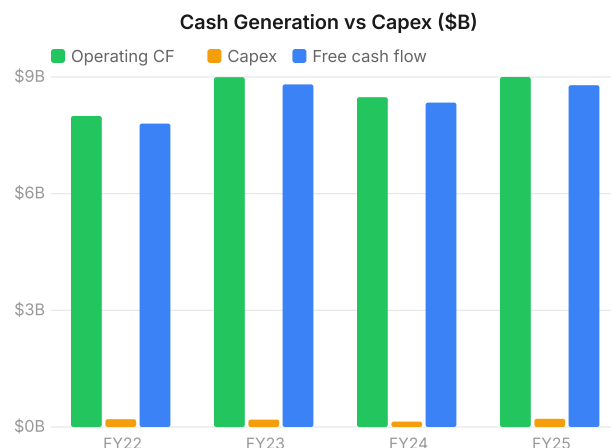
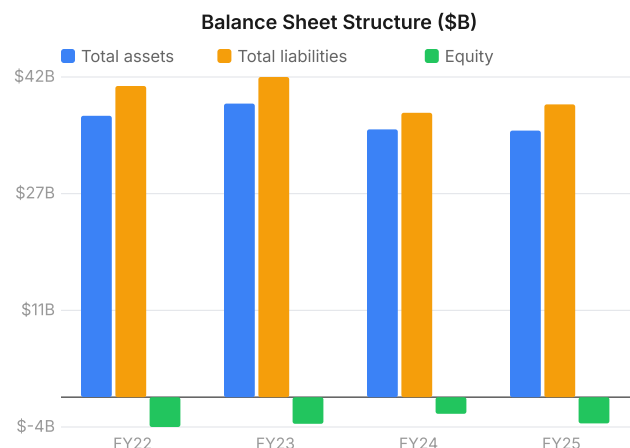
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	4.0	3.7	3.1	4.5	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	1.9	0.6	0.3	0.3	
Total current assets	7.2	5.6	4.5	5.5	
PP&E (net)	1.6	1.7	1.6	1.7	
Goodwill + intangibles	17.6	20.5	19.9	17.7	
Total assets	37.0	38.6	35.2	35.0	
Accounts payable	0.6	0.6	0.7	0.8	
Short-term debt	1.6	1.1	1.5	1.6	
Deferred revenue	2.7	2.7	0.0	0.0	
Total current liabilities	8.6	11.3	8.8	9.2	
Long-term debt	25.1	25.1	23.4	24.1	
Total liabilities	40.9	42.1	37.4	38.5	
Shareholders' equity	-3.9	-3.5	-2.2	-3.5	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	5.8	8.1	11.3	6.9	
D&A	0.2	0.3	0.3	0.3	
Stock-based compensation	0.1	0.1	0.0	0.0	
Working capital change	(0.6)	(0.0)	0.2	0.2	
Operating cash flow	8.3	9.3	8.8	9.3	
Capital expenditures	(0.2)	(0.2)	(0.1)	(0.2)	
Investing cash flow	0.8	(1.3)	2.2	(0.3)	
Buybacks	(1.8)	(1.0)	(3.4)	(1.0)	
Dividends paid	(6.6)	(6.8)	(6.8)	(7.0)	
Debt issuance / (repay)	(1.1)	(0.6)	(1.1)	0.4	
Financing cash flow	(9.5)	(8.4)	(11.5)	(7.6)	
Free cash flow	8.1	9.1	8.6	9.1	

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Left: what the balance sheet is made of — the gap between the assets bar and the liabilities bar is book equity. Right: whether the capex bar is covered by the operating-cash bar; where it is not, the difference was funded externally and free cash flow goes negative.

23 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	401.5%	-206.6%	-216.4%	-389.9%	-242.1%	-265%	
ROA	5.7%	15.1%	21.5%	30.5%	19.8%	23.9%	
ROIC	34.2%	49.8%	45.2%	47.4%	41.3%	36.7%	
Gross margin	66.3%	68.9%	69.7%	70.3%	86.6%	69.9%	
Operating margin	54.8%	57.6%	56.3%	55.0%	74.8%	58.0%	
Net margin	11.7%	27.9%	39.7%	55.1%	34.5%	37.8%	
EBITDA margin	24.9%	42.3%	60.2%	73.7%	53.8%	55.9%	
FCF margin	39.0%	38.9%	44.3%	42.1%	43.4%	—	
VALUATION							
P/E	26.00	11.38	7.68	7.47	13.92	15.8	
P/B	-40.06	-16.51	-17.63	-37.61	-27.61	-47.1	
P/S	3.05	3.17	3.04	4.12	4.63	5.94	
P/FCF	7.81	8.15	6.87	9.78	10.66	15.1	
EV/EBITDA	16.71	10.09	6.88	7.03	11.02	12.5	
EV/Revenue	4.16	4.27	4.14	5.18	5.64	7.0	
Earnings yield	3.8%	8.8%	13.0%	13.4%	7.2%	6.35%	
FCF yield	12.8%	12.3%	14.6%	10.2%	9.4%	6.62%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	0.71	0.84	0.49	0.51	0.61	0.44	
Quick ratio	0.57	0.70	0.39	0.39	0.49	0.30	
Debt / equity	-17.46	-6.72	-7.41	-11.14	-7.34	-9.21	
Debt / assets	71.0%	72.2%	68.0%	70.9%	73.4%	73.6%	
Net debt / EBITDA	4.47	2.59	1.83	1.45	1.98	1.88	
Interest coverage	4.31	8.05	12.21	14.25	9.70	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.49	0.54	0.54	0.55	0.60	0.63	
Receivables turnover	229.47	23.40	22.88	164.87	95.03	69.0	
DSO (days)	2	16	16	2	4	5	
DPO (days)	21	28	33	39	42	39	
Cash conversion cycle	61	54	53	33	24	27	
GROWTH (YoY)							
Revenue growth	1.3%	-2.0%	-0.9%	-0.3%	2.3%	—	
Net income growth	-44.6%	132.9%	41.0%	38.5%	-38.3%	—	
EPS growth	-43.8%	138.4%	42.8%	44.6%	-37.7%	—	
FCF growth	1.0%	-2.2%	12.9%	-5.3%	5.4%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	1.35	3.22	4.60	6.65	4.14	4.77	
Book value / share	-0.88	-2.22	-2.00	-1.32	-2.09	-1.57	
Revenue / share	11.52	11.56	11.59	12.07	12.47	12.63	
FCF / share	4.50	4.50	5.14	5.08	5.41	4.97	
Cash / share	2.48	2.25	2.08	1.85	2.67	1.42	
SHAREHOLDER RETURN & SCORES							
Buyback yield	2.6%	2.8%	1.6%	4.0%	1.0%	0.75%	
Altman Z-Score	2.90	3.37	3.41	4.59	2.97	5.2	
Piotroski F-Score	6	8	7	7	6	8/9	
Beneish M-Score	-3.88	32.84	-3.24	-2.65	-2.71	-2.33	

24 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	8 / 9	Strong		
Altman Z-Score	5.2	Safe (>2.99)	Safe	
Income quality	1.11	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.33	Non-manipulator	vs -2.22 threshold	

25 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.77	Revenue stability	0.01
Interest burden		0.90	Earnings stability	0.52
Operating margin		52.4%	Earnings persistence	0.96
Asset turnover		0.67×	Revenue CAGR 3y	1.9%
Financial leverage		-11.09×	EPS CAGR 3y	7.6%
= ROE		-269%	FCF CAGR 3y	-1.1%

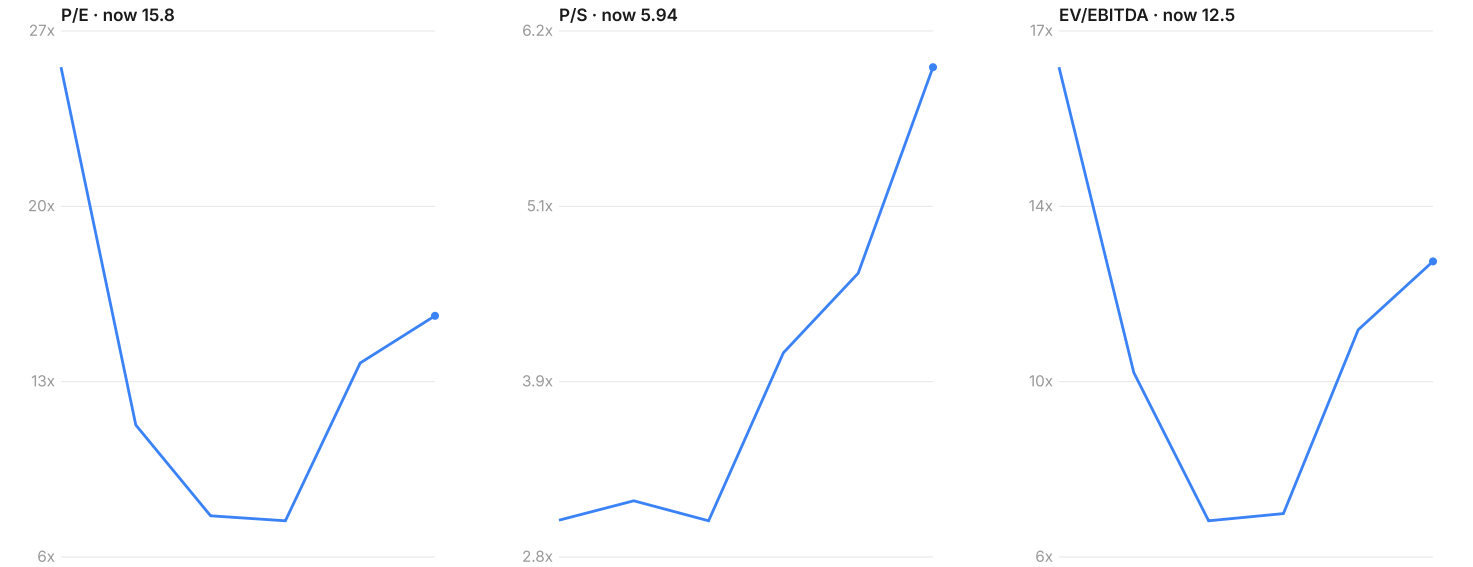
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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 0.75%	DIVIDEND YIELD 5.71%	TOTAL SHAREHOLDER RETURN 6.42% cash yield	SBC / REVENUE 0.0% dilution pressure
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26 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



27 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
PM	\$319.8B	29.5	-106%	25.2%	+9.1%	8/9	+31.4%
BUD	\$163.3B	13.9	19%	19.8%	+2.9%	8/9	+34.4%
MNST	\$89.6B	42.0	26%	23.0%	+20.4%	7/9	+30.4%
PEP	\$179.2B	16.5	52%	12.1%	+6.4%	9/9	-13.0%
MDLZ	\$81.6B	23.4	13%	16.5%	+6.9%	6/9	—
CL	\$75.0B	37.0	434%	12.9%	+5.2%	8/9	—
TGT	\$70.1B	15.9	26%	7.1%	+2.0%	6/9	—
DEO	\$52.9B	30.6	39%	-2.8%	-2.2%	5/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

28 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

26 Analysts



MEAN TARGET (QTR) \$59.00 2 targets	TARGET VS. PRICE -21.4% last-quarter mean	NEXT REPORT 2026-10-29 street \$1.51
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$20.54B	\$20.78B / \$20.31B	\$5.68	\$5.72 / \$5.65	7
FY2027	\$20.74B	\$20.96B / \$20.20B	\$5.88	\$5.99 / \$5.70	9
FY2028	\$20.95B	\$21.52B / \$20.66B	\$6.09	\$6.38 / \$5.69	5

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29 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$60.00	-20.1%	1
Last Quarter	\$59.00	-21.4%	2
Last Year	\$66.94	-10.9%	16
All Time	\$57.77	-23.1%	41

Rolling mean of published targets vs. last close \$75.11. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

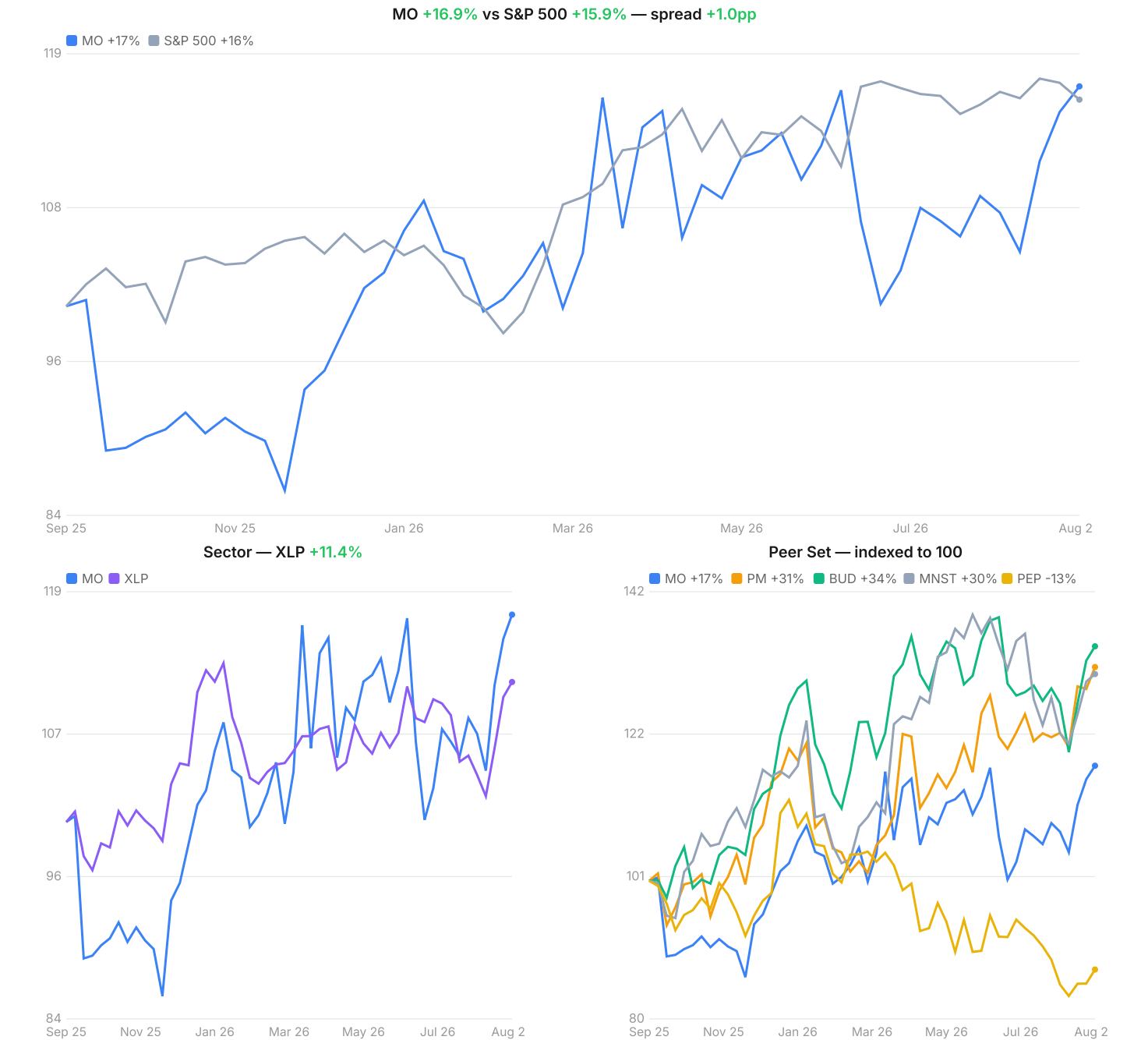
B-

DCF4/5ROE1/5ROA5/5DEBT/EQ1/5P/E3/5P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

30 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$69.88	+5.23	+7.48%	Above
SMA 50	\$68.41	+6.70	+9.79%	Above
SMA 200	\$67.85	+7.26	+10.70%	Above
EMA 9	\$72.18	+2.93	+4.06%	Above
EMA 21	\$70.57	+4.54	+6.43%	Above
EMA 50	\$69.61	+5.50	+7.90%	Above
EMA 200	\$67.50	+7.61	+11.27%	Above

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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31 TECHNICAL POWER SCORE

EDGE · site engine · 90/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +80

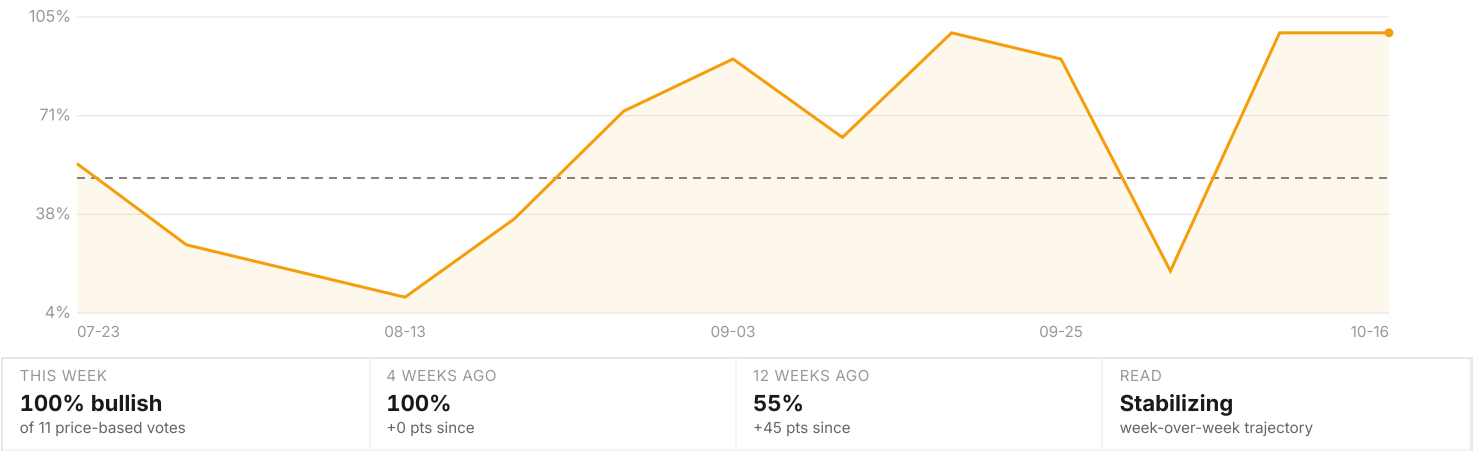
22 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%		100
Momentum 25%		100
Volume 20%		88
Volatility 10%		100
Patterns 15%		50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



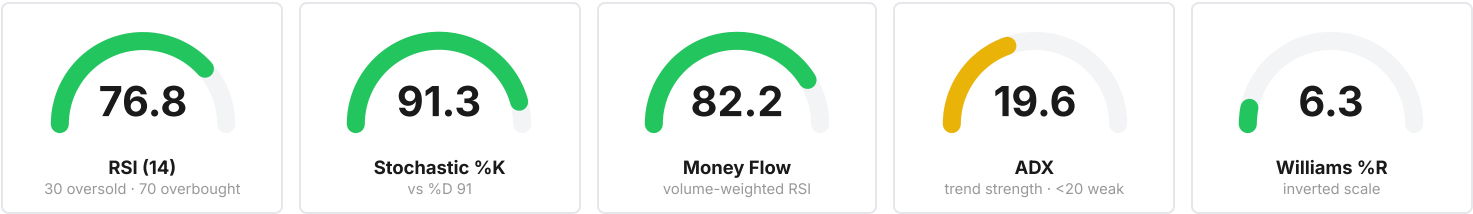
INDICATOR VOTE GRID

22 bull / 0 bear

● Price vs SMA 20	\$69.88	● Price vs SMA 50	\$68.41	● Price vs SMA 200	\$67.85
● EMA 9/21 Cross	72.2/70.6	● SMA 50/200	Golden	● ADX Direction	ADX 20
● Supertrend	\$70	● Parabolic SAR	\$69	● SMA Slope	0.280
● RSI	76.8	● Stochastic K/D	91/91	● StochRSI K/D	100/99
● Williams %R	-6	● CCI	176	● TSI vs Signal	29.5
● CMO	53.5	● ROC	11.52%	● OBV Signal	Accum
● Chaikin MF	0.150	● MFI	82	● Force Index	6M
● Elder Ray Bull	4.63				

INDICATOR GAUGES

site technicals-tab style



32 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$74.36 / \$75.22 / \$76.60	S1 / S2	\$72.98 / \$72.12
Bollinger (20,2)	\$65.38 – \$74.37	Squeeze	Off
52-wk range	\$54.70 – \$77.06	Off 52-wk high	-2.5%
ATR (14)	\$1.44 (1.9%)	Historical vol	18.2%

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33 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

+1.4% Jan 60%	+1.0% Feb 60%	+2.6% Mar 67%	+0.7% Apr 70%	+1.2% May 60%	-0.7% Jun 40%	+1.8% Jul 60%	+1.3% Aug 65%	-1.3% Sep 45%	+2.5% Oct 70%	+1.2% Nov 65%	+1.1% Dec 60%
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Sample: 20 years — treat short histories as suggestive, not statistical.

34 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	MO	S&P 500
Weekly volatility (σ , 1y)	4.38%	1.83%
Best / worst week (1y)	+11.5% / -11.5%	—
Max drawdown (5y, monthly)	-32.9%	—
1-week VaR (95%)	-8.6%	—
Beta (5y)	0.49	1.00

35 EQUITY WEATHER & MARKET REGIME

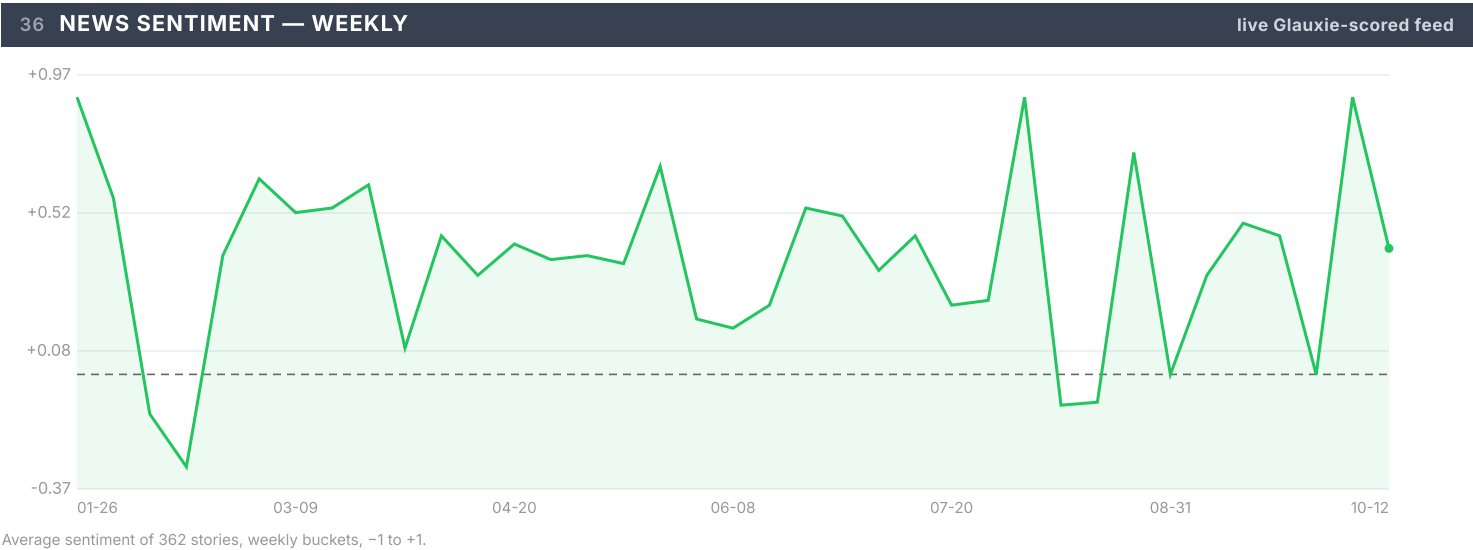
EDGE · live weather engine

MO EQUITY WEATHER (LIVE)
PARTLY CLOUDY · +34

Trend		+50
Momentum		+76
Volume		+55
Volatility		-60
Breadth		-22

MARKET REGIME (2026-10-16)
NEUTRAL

VIX 19.99 Normal	DOW THEORY Confirmed Bearish	SPY / QQQ TSI 7.2 / 4.7 trend strength	SECTOR STRENGTH 46/100 breadth average
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37 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL	TREND	MOMENTUM	VOLUME
+33.8 +52.4 vs industry	+49.7 +69.8 vs industry	+76.2 +83.9 vs industry	+55.3 +78.3 vs industry

READING	MO	TOBACCO N=71	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	+33.8	-18.5	-15.7	-20.5
Trend	+49.7	-20.1	-19.0	-21.3
Momentum	+76.2	-7.7	-6.2	-15.8
Volume	+55.3	-23.0	-5.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

38 EXECUTIVE COMPENSATION

live proxy data · FY2025

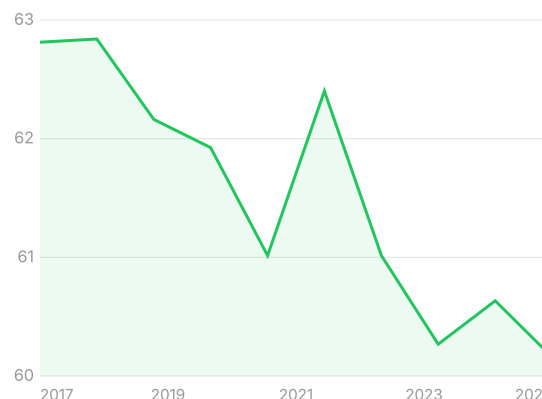
EXECUTIVE	TOTAL COMP	STRUCTURE
William F. Gifford, Jr., Chief Executive Off	\$24.6M	73% equity+incentive
Jody L. Begley, Executive Vice President and	\$10.8M	44% equity+incentive
Salvatore Mancuso, Executive Vice President	\$7.6M	69% equity+incentive
Heather A. Newman, Senior Vice President, Ch	\$6.2M	70% equity+incentive
Charles N. Whitaker, Senior Vice President,	\$6.0M	66% equity+incentive

39 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	59
Social	55
Governance	69
Composite ESG	61

Composite ESG Trend



40 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-10-09	Material Agreement; Exhibits	1.01,9.01
2026-08-28	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-07-30	Earnings Release; Exhibits	2.02,9.01
2026-05-18	Officer/Director Change; Shareholder Vote; Exhibits	5.02,5.07,9.01
2026-04-30	Earnings Release; Exhibits	2.02,9.01
2026-01-29	Results of Operations and Financial Condition; Departure/Election of D	2.02,5.02,9.01
2026-01-29	Other Events; Financial Statements and Exhibits	8.01,9.01
2025-12-11	Departure/Election of Directors; Appointment of Officers; Regulation F	5.02,7.01,9.01

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41 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

42 DISCLOSURES

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43 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-10-30 to 2026-07-30
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	111 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-05-14 to 2026-10-14
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	1 rows · 2026-03-26
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.