

Our global business | BAT at-a-glance



As at 31 December 2020 (unless otherwise stated)

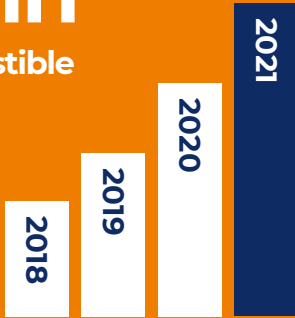
>180
markets in which we operate



55,000+
employees with 139 nationalities at management level



16.1mn
Non-combustible product consumers*



| Year | Consumers (mn) |
|------|----------------|
| 2018 | ~1.5 |
| 2019 | ~2.5 |
| 2020 | ~4.5 |
| 2021 | ~16.1 |

*As at 30 June 2021

Innovation
1,500+
R&D specialists



£25,776mn
2020 revenue



£426mn
Additional investment in New Category products in 2020



19
Years on Dow Jones Sustainability Indices



79
BAT-owned manufacturing facilities



In more detail



About BAT

We've been around since **1902** and have evolved into one of the world's leading consumer goods companies. We have strong foundations and are excited about our transformation journey to build A Better Tomorrow™.

We operate in more than **180** markets globally, across **four** regions: Americas and Sub-Saharan Africa, Europe and North Africa, Asia-Pacific and Middle East and the U.S.

bat.com/aboutus

Our purpose: to build A Better Tomorrow™

We have a clear purpose to build A Better Tomorrow™ by reducing the health impact of our business.

We aim to have **50mn** consumers of our non-combustible products by **2030** and to accelerate the growth of our New Category revenue at a faster rate than our total revenue, reaching **£5bn** in 2025.

bat.com/strategy

Our brands

Our consumer-centric brand portfolio contains reduced-risk product brands† **Vuse** (vapour), **glo** (tobacco heating product) and **Velo** (modern oral). Our non-combustible portfolio also contains **Grizzly** and **Camel Snus** (traditional oral).

Our main combustibles brands are Dunhill, Kent, Lucky Strike, Pall Mall and Rothmans. Key brands in the US include Newport, Natural American Spirit and Camel.

bat.com/brands

2020 results highlights

- Group revenue* **+3.3%**
- New Category revenue** **+15%**
- Adjusted profit from operations** **+4.8%**
- Adjusted diluted earnings per share** **+5.5%**
- Dividends paid **£4.7bn**
- Additional New Category investment **£426mn**
- Non-combustible products Consumers **135mn**

bat.com/latestresults

* On an adjusted, constant rate basis.

** At constant rates

For full reconciliation of the financials, see [Annual Report 2020](#)

Our ESG targets



30%
Reduce our absolute Scope 1 and Scope 2 CO2e emissions**



35%
Reduce the total amount of water withdrawn**



100%
of plastic packaging to be reusable, recyclable or compostable



Carbon neutrality
across our value chain by 2050



30%
of our direct energy from renewable sources

Find out more about how ESG is front and centre of our business:
bat.com/esgreport

** from our 2017 baseline.

See forward looking statement overleaf

† Based on the weight of evidence and assuming a complete switch from cigarette smoking. These products are not risk free and are addictive. Our products as sold in the US, including Vuse, Velo, Grizzly, Kodiak, and Camel Snus, are subject to Food and Drug Administration (FDA) regulation and no reduced-risk claims will be made as to these products without FDA clearance.

Forward-looking statements



This document contains certain forward-looking statements, including "forward-looking" statements made within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements are often, but not always, made through the use of words or phrases such as "believe," "anticipate," "could," "may," "would," "should," "intend," "plan," "potential," "predict," "will," "expect," "estimate," "project," "positioned," "strategy," "outlook", "target" and similar expressions. These include statements regarding our customer target ambition, New Categories revenue targets and our ESG targets.

All such forward-looking statements involve estimates and assumptions that are subject to risks, uncertainties and other factors. It is believed that the expectations reflected in this document are reasonable but they may be affected by a wide range of variables that could cause actual results to differ materially from those currently anticipated. A review of the reasons why actual results and developments may differ materially from the expectations disclosed or implied within forward-looking statements can be found by referring to the information contained under the headings "Forward-looking statements" and "Group Principal Risks" in the 2020 Annual Report and Form 20-F of British American Tobacco p.l.c. (BAT).

Additional information concerning these and other factors can be found in BAT's filings with the U.S. Securities and Exchange Commission ("SEC"), including the Annual Report on Form 20-F and Current Reports on Form 6-K, which may be obtained free of charge at the SEC's website, <http://www.sec.gov> and BAT's Annual Reports, which may be obtained free of charge from the British American Tobacco website www.bat.com.

Past performance is no guide to future performance and persons needing advice should consult an independent financial adviser. The forward-looking statements reflect knowledge and information available at the date of preparation of this release and BAT undertakes no obligation to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise. Readers are cautioned not to place undue reliance on such forward-looking statements.