

Group Quality Policy Statement



Our Group Quality Policy Statement formalises how we strive to deliver defect-free products, processes and capabilities that create sustainable value for our brands while exceeding the expectations of adult consumers.

To achieve this objective BAT will:

- Strive to exceed consumer needs and expectations by delivering superior quality in our products and services.
- Continually improve and sustain our quality performance through an effective Quality Management System, robust supplier relationship management, compliance with relevant laws and regulations, and the application of BAT's Integrated Work System.
- Utilise digital capabilities to improve our quality processes and connection to the business, suppliers, customers, and consumers.
- Collaborate and inspire engagement, ownership, and promotion of quality responsibilities amongst all employees and third parties through leadership, required standards, development of capabilities, coaching, and effective communication.

It is the responsibility of the BAT leadership team at all levels of BAT to ensure the understanding and implementation of this policy by providing the necessary processes, practices, procedures, resources, and training.

BAT's Quality Policy will be reviewed periodically to assure its continued applicability and effectiveness and all revisions will be published by BAT and communicated to all employees and relevant stakeholders.

A handwritten signature in black ink that reads 'Zafar Aslam Khan'. The signature is written in a cursive style and is positioned above a horizontal line.

Zafar Aslam Khan
Group Operations Director
25 August 2021