



News Release

BAT recognised as Global Top Employer for fifth consecutive year

20 January 2022

- BAT accredited as a Global Top Employer for 2022 in three regions – Africa, Asia Pacific and Europe
- BAT also named a Top Employer in 33 countries across Europe, Latin America, Asia Pacific, Africa and Middle East
- BAT building A Better Tomorrow™ for its employees as part of its transformation journey

BAT is proud to announce that it has been named a Global Top Employer for the fifth year running by the Top Employers Institute.

BAT is one of just 11 companies to receive Global Top Employer certification for 2022, which is based on an extensive review of employer practices across six HR domains and 20 topics, including People Strategy, Work Environment, Talent Acquisition, Learning, Well-being, Diversity & Inclusion and more.

In addition to recognition as a Global Top Employer, BAT has also been named Top Employer in 33 countries across Africa, Asia Pacific, Europe, the Middle East, and Latin America. Top Employer status recognises BAT's commitment to attracting the best talent, investing in its people and being a great place to work.

Hae In Kim, Director, Talent, Culture and Inclusion at BAT, said:

“Being named as a Global Top Employer for the fifth year in a row is a recognition of BAT's inclusive, engaging culture and innovative working environment. We are continually striving to maintain a workplace where employees feel empowered and well-supported and we are delighted this has been recognised.

“Our employees are our most important asset. This has never been more apparent than during the past two years as they have continued to demonstrate remarkable resilience, commitment and flexibility despite the difficulties of the pandemic. They are powering our continued strong performance as we transform our business.

“Our people play a crucial role in our purpose to build A Better Tomorrow and we're proud to be recognised for our commitment to build a purpose-driven organisation.”

BAT is committed to building A Better Tomorrow™ by reducing the health impact of its business through providing a range of enjoyable and less risky products*†. Sustaining a culture where employees are encouraged to develop, grow and innovate in a diverse and inclusive

environment has always been important to BAT and is playing an important role in accelerating this transformation.

BAT has been certified as a Top Employer in various regions around the world since 2009 and the ongoing recognition reflects its continued efforts to develop and foster the potential of its 52,000 employees globally.

David Plink, CEO of the Top Employers Institute, says:

“Reflecting on the demanding year that has, like the year before it, impacted organisations across the world, our global Top Employers have continued to prioritise going above and beyond to maintain their excellent people practices in the workplace.

As a global Top Employer, BAT has proved their unwavering commitment to their employees on an international level that spans numerous countries. They join a small group of companies that have achieved a global certification through the Top Employers Programme. We are excited to celebrate and applaud them for their achievement in 2022.”

The Top Employer certification process is conducted annually by the Top Employers Institute, an independent organisation that studies the employee offerings of major employers around the world. Certification recognises employers that provide best-in-class employment practices, allowing employees to develop themselves personally and professionally, while driving business results.

Participating companies undergo a rigorous assessment process which includes an extensive review of employer practices. Several validation sessions are held where evidence of these practices is provided, and an independent audit of the findings is also carried out.

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* 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.

About Top Employers 2022

BAT has been recognised as a Top Employer in the following countries:

- Europe: Austria, Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Netherlands, Poland, Russia, Spain, Switzerland, Turkey, Ukraine and United Kingdom.
- Africa: Angola, Kenya, Mozambique, Nigeria, South Africa, Uganda, Zambia and Zimbabwe.
- Latin America: Argentina, Brazil and Chile.
- Asia-Pacific: Kazakhstan, Malaysia, Singapore, Sri Lanka and Uzbekistan.
- Middle East: Saudi Arabia

Global Top Employers status is based on a detailed assessment, centred on reviews of six human resources domains and 20 areas, such as Talent Acquisition, Diversity and Inclusion, Well being and Leadership Development.

More information can be found at <https://www.top-employers.com/en/> .

Forward-looking statements

This release 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 release 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.