Quality Policy Statement

Our commitment is to ensure that our products and services are the best in the market, reflecting our ambition to meet the preferences of today's adult smokers to create a better tomorrow by building a smokeless world.

The consumer is at the heart of our business, and we shall endeavor to provide them with defect free products and services. We shall strive to achieve brand superiority and ensure that we champion informed consumer choice through:

A consumer led, products & services focused approach
Continuously listen to our consumers to understand their needs and promptly implement sustainable improvements to constantly meet these needs.

Quality leadership
Constantly innovate and improve our products and services and deliver to the consumer, a wide range of relevant product alternatives for a wide range of consumer moments.

Continuous improvement
Continuously identify, define and execute necessary processes to meet or exceed consumer and customer expectations including continuous improvement of our Quality Management System.

End to end execution
Achieve responsible and distinctive leadership for the consumer and customer by creating a flexible and efficient supply organisation.

A winning organisation
Develop and empower our people and teams to deliver products and services which satisfy applicable requirements and meet consumer and customer needs, by investing time and other resources to create a legacy of leaders.

Sustainability
Shape a new deal with society and champion informed consumer choice while complying with statutory and regulatory requirements.

Quality first
Uncompromised quality is at the heart of our strategy and is key to sustained growth. Each employee is empowered to take necessary action to ensure that consumer and customer needs are met.

Digitisation
Utilize digital capabilities to improve our quality processes and delivery for the business, suppliers, customers, and consumers.

This policy statement is compatible with our strategic direction and context and provides a framework for establishing specific quality objectives. It shall be reviewed and revised periodically to cater for changes in Quality Management Systems and other relevant practices. It will be communicated to all employees and stakeholders as applicable.

Signed:

SIDNEY WAFULA
Managing Director, BAT Kenya
16th June 2026

JUDITH NAGERY
Head of Operations, Kenya
16th June 2026