

## Strategic Management

## ESG Front and Centre

**Our Sustainability Agenda is integral to our Group strategy and purpose to build A Better Tomorrow™.** It reflects our commitment to reducing the health impact of our business as our principal focus area, while achieving excellence across environmental, social and governance (ESG) matters relevant to our business.

Our strategic approach is driven by extensive stakeholder engagement. In 2022, we undertook our first Double Materiality Assessment (DMA) through an independent, third-party consultant.

Through this robust process, we engaged with key stakeholder groups to understand the ESG matters most material for our business, complemented by our wider and ongoing stakeholder engagement processes (see page 20).

 For more on our Double Materiality Assessment process, see [pages 46 to 48](#)

This has supported our efforts to keep pace with emerging topics and stakeholder expectations.

Outlined below are the priority areas that form the core of our Sustainability Agenda, reviewed and updated in 2022 through our DMA. These are backed by clear and measurable goals and targets, as detailed in our ESG Roadmap.

 Find details of our ESG Roadmap on [page 6](#)

Going forward, we will continue to reflect and consult on our goals and targets, to ensure that they are sufficient and future-focused. As part of our regular review of the DMA, we will consider both impact and financial materiality (see page 46).

 More details on all our sustainability reporting and ESG disclosures can be found online [www.bat.com/sustainability](http://www.bat.com/sustainability)

## Our Sustainability Agenda



 Read more on each of our Sustainability Agenda Material Topics [across pages 50 to 93](#)