

Our Sustainability Milestones

Find our defined terms[†] for Sustainability on pages 94 to 127 of the Combined Annual and Sustainability Report and our Sustainability Performance Data Book 2025 at bat.com/reporting

As our current 2025 targets reach maturity, we have highlighted the key milestones achieved over the last five years, paving the way for further progress in 2026 and beyond.

Link to impact areas | **TOBACCO HARM REDUCTION (THR)** | CLIMATE | NATURE | CIRCULARITY | COMMUNITIES

<h3>Advanced our Commitment to Responsible Vaping Products</h3> <p>We have made progress on our goals while maintaining our dedication to high product quality and responsible product stewardship.</p> 	 <h3>Omni™</h3> <p>introduced in 2024 and recognised at the Global Platinum PR Awards, marking our efforts to reframe Tobacco Harm Reduction.</p>	<h3>Age-verification</h3> <p>-enabled Vapour products launched in three markets in 2025.</p>
<h3>Digital Sustainability Control Tower</h3> <p>We started its implementation in 2025, built on the Microsoft Sustainability Manager. The system centralises climate-related data, supporting regulatory compliance and better decision-making.</p> 	<h3>21%</h3> <p>reduction in Scope 1, 2, and 3 GHG emissions between 2020 and 2024, equivalent to 1,323 ktCO₂e.</p>	 <h3>Triple-A</h3> <p>rating from CDP for our 2024 and 2025 disclosures on Climate Change, Water Security and Forest.</p>
<h3>Regenerative Agriculture Framework</h3> <p>We rolled out our Regenerative Agriculture Framework across key tobacco sourcing regions. The outcomes of ongoing pilot initiatives will inform our strategic direction to 2030.</p> 	 <h3>100%</h3> <p>Alliance for Water Stewardship (AWS) certification across all our manufacturing sites achieved in 2025.</p>	<h3>50.8%</h3> <p>reduction in water withdrawn in 2025 (versus 2017 baseline), surpassing our target of 35% which was achieved two years ahead of schedule in 2023.</p>
<h3>Investing in eco-design</h3> <p>We launched our premium Vapour device with a removable battery, Vuse Ultra, marking a key step toward extending product life and helping to facilitate recycling.</p> 	<h3>0.85%</h3> <p>of our operational waste going to landfill achieved in 2025.</p>	 <h3>30.4%</h3> <p>reduction in absolute volume of operational waste generated in 2025 (versus 2017 baseline), surpassing our target of 25% two years ahead of schedule in 2023.</p>
<h3>Achieved our labour audit target</h3> <p>We met our 2025 target for 100% of product materials and Higher-Risk Indirect Suppliers[†] to have undergone at least one independent labour audit within a three-year cycle.</p> 	 <h3>93.5%</h3> <p>of our farmers in the Thrive Supply Chain[†] were reported to have diversified crops in 2025.</p>	<h3>1%</h3> <p>pay gap between permanent BAT male and female employees maintained since 2021.</p>

Concluding our current sustainability targets

This page and the next present a selection of our current targets and our performance against them. Our performance against the complete set of current sustainability targets is reported in our 2025 Sustainability Performance Data Book.

Our THR targets extend beyond 2025, they remain central to tracking our performance against our long-term ambition to build a Smokeless World.

Similarly, while our current climate targets run through 2030, the progress we have already made against them has enabled us to enhance our commitments beyond our current Science Based Targets initiative (SBTi) target.

Together with our progress across our impact areas, these targets strengthen the foundation for sustainable growth.

Concluding our current 2025 targets marks a key milestone in our sustainability journey.

We are proud of our achievements to date, making significant progress in reducing our GHG emissions, achieving all of our water targets and some of our operational waste reduction targets.

We recognise that further progress still needs to be made. We remain focused on closing the gaps and addressing challenges as they evolve.

Our new and updated 2030 targets are detailed in the 'What's Next?' sections of this report.

7 For a full description of key terms[†] and definitions, refer to the **BAT 'Reporting Criteria'** in our **2025 Sustainability Performance Data Book** at bat.com/reporting

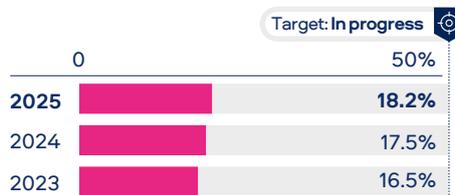
Key

	Achieved	Target met
	Not achieved	Target not met
	In progress	The target end date extends beyond 2025
	Ongoing focus area	Applicable to our child labour ambition. Continued progress is required to achieve the overarching ambition.

THR

50% of our revenue from Smokeless products by 2035

% of revenue from Smokeless products



50 million Smokeless product consumers by 2030

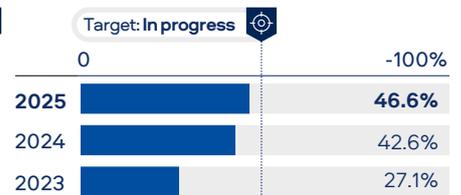
Number of consumers[†] (millions)¹



CLIMATE

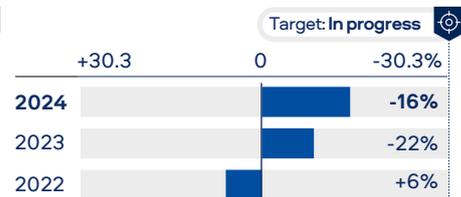
50% absolute reduction in Scope 1 and 2 GHG emissions by 2030 versus 2020 baseline^{2,3}

% change in emissions relative to baseline



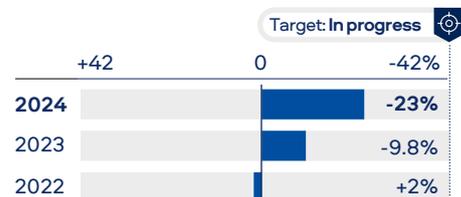
30.3% absolute reduction in Scope 3 Forest, Land and Agriculture (FLAG) GHG emissions by 2030 versus 2020 baseline^{2,3}

% change in emissions relative to baseline



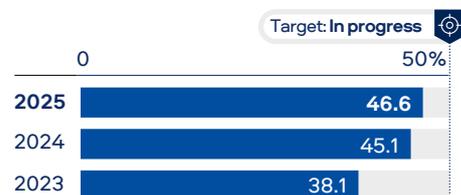
42% absolute reduction in Scope 3 Industrial (non-FLAG) GHG emissions by 2030 versus 2020 baseline^{2,3}

% change in emissions relative to baseline



50% renewable energy use^{2,4} by 2030

Renewable energy as a percentage of direct energy use



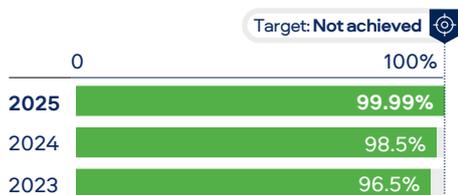
Notes:

- The revision from 29.1 million to 29.4 million users in 2024 reflects survey methodology enhancements. In Germany, moving from telephonic to web-based interviews has a net impact of +0.4mn and the introduction of Track in Finland has an impact of -0.03mn. 2025 market research assumptions have been applied to previous years to prevent any trend breaks. 2023 data excludes Russia and Belarus.
- Environmental, health and safety data in relation to our own operations is reported for the period 1 December 2024 to 30 November 2025.
- Compared to a 2020 baseline. Our current near-term 2030 science-based targets comprise a 50% reduction in Scope 1 and 2 GHG emissions. We have set an updated corporate target of 60% reduction in Scope 1 and 2 GHG emissions, reflecting our ambition to go beyond our current Science-Based Target. The Scope 3 industrial (non-FLAG) GHG emissions target includes purchased goods and services, upstream transportation and distribution, use of sold products, and end-of-life treatment of sold products. The Scope 3 FLAG GHG emissions target includes FLAG emissions and removals. Combined, these targets comprised 77% of Scope 3 emissions in 2020. Due to the complexity of consolidating Scope 3 data from our suppliers and value chain, we report Scope 3 data one year behind other metrics. Refer to the BAT 'Reporting Criteria' for our full methodology: bat.com/reporting.
- Renewable energy includes: Energy generated from renewable fuels at our sites (e.g. wood fuel, biomass fuels) and in fleet vehicles, owned or leased (e.g. biodiesel); Purchased renewable electricity, hot water and steam; and Renewable energy generated on site using non-fuel technology (e.g. with photovoltaic installations or solar water heaters).

NATURE

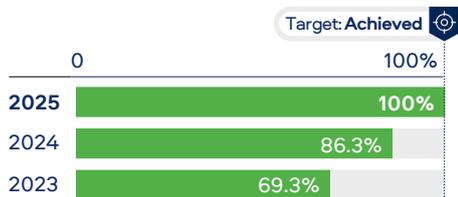
Deforestation and Conversion Free tobacco supply chain by 2025

% wood used in our Thrive Supply Chain[†] with Deforestation and Conversion Free (DCF) Status



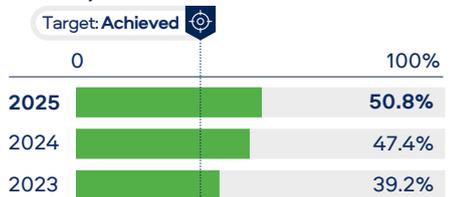
Deforestation Free pulp and paper supply chain by 2025

% of pulp and paper materials sourced with low risk of deforestation



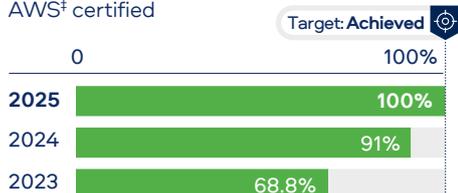
35% reduction in water withdrawn in our own operations by 2025 versus 2017 baseline²

% reduction in water withdrawal relative to base year



100% of operations sites to be Alliance for Water Stewardship (AWS)[†] certified by 2025

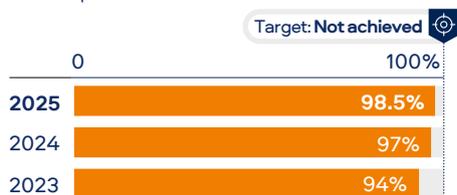
% of operations sites that are AWS[†] certified



CIRCULARITY

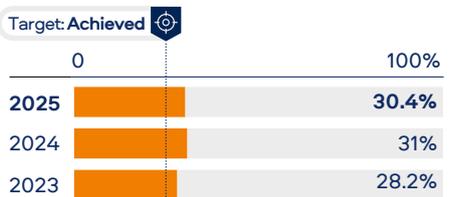
100% of our packaging to be reusable, recyclable or compostable where facilities exist by 2025⁵

% of packaging reusable, recyclable or compostable



25% reduction in waste generated in own operations by 2025 versus 2017 baseline²

% reduction in operational waste generated



Less than 1% of our operational waste going to landfill by 2025²

% of operational waste going to landfill



90% recycling rate of total waste generated across our own operations by 2025²

% waste recycled



COMMUNITIES

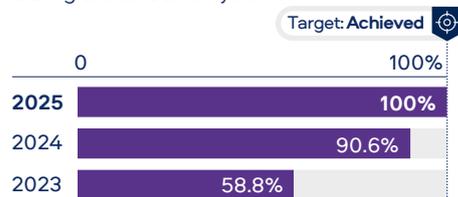
Aiming for zero child labour incidents in our tobacco supply chain by 2025

% of incidents of child labour identified and reported as resolved by end of the growing season



100% of product materials and Higher-Risk Indirect Suppliers[†] having an independent labour audit within a three-year cycle by 2025

% suppliers undergoing labour audits during the last three years



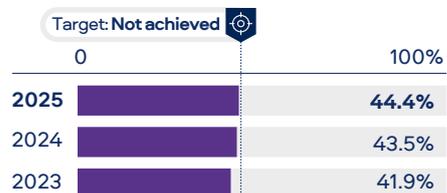
Increase the proportion of women on Senior Leadership teams[†] to 40% by 2025⁶

% female representation on Senior Leadership teams[†]



Increase the proportion of women in Management[†] roles to 45% by 2025⁶

% female representation in Management[†] roles



Notes:

- 5. Our calculation excludes about 1.7% of total material used in our packaging, representing exclusions due to regulatory requirements in certain markets and adhesives used in packaging.
- 6. These Group-wide targets do not represent quotas. For each vacancy, the most suitable candidate, regardless of their gender or ethnicity, should be hired. We also recognise that there may be local requirements or other circumstances that need to guide our hiring practices in various locations where we operate. For example, Reynolds American Inc. does not establish or work towards achieving representation targets.