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**This document should be read as a whole.**

If you have sold or transferred all of your shares in British American Tobacco p.l.c. please pass this document, together with the accompanying documents, to the purchaser or transferee, or to the person who arranged the sale or transfer so that they can pass these documents to the person who now holds the shares.

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**BRITISH AMERICAN  
TOBACCO**

**British American Tobacco p.l.c.**  
(incorporated and registered in England and Wales under number 3407696)

**NOTICE OF ANNUAL GENERAL MEETING 2016**

**to be held at Milton Court Concert Hall,  
Silk Street, London EC2Y 9BH  
on Wednesday 27 April 2016 at 11.30am**

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The Notice of the Annual General Meeting is set out on pages 10 to 13.

A proxy form or voting instruction form (as appropriate) for use in connection with the Annual General Meeting is enclosed with this Notice.

The following documents are available to be viewed at or downloaded from the British American Tobacco website:

Annual Report 2015 [www.bat.com/annualreport](http://www.bat.com/annualreport)  
Performance Summary 2015 [www.bat.com/annualreport](http://www.bat.com/annualreport)  
Notice of Annual General Meeting 2016 [www.bat.com/AGM](http://www.bat.com/AGM)

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## LETTER FROM THE CHAIRMAN

Globe House  
4 Temple Place  
London  
WC2R 2PG

22 March 2016

Dear Shareholder

### Annual General Meeting

#### Introduction

The 2016 Annual General Meeting of British American Tobacco p.l.c. (the “Meeting” or the “AGM”) will be held at 11.30am on Wednesday 27 April at Milton Court Concert Hall, Silk Street, London EC2Y 9BH.

The Notice of Meeting is set out on pages 10 to 13 of this document.

If you would like to vote on the Resolutions but cannot come to the Meeting, you can appoint a proxy or proxies to exercise all or any of your rights to attend, vote and speak at the Meeting by using one of the methods set out in Appendix 1 of this document.

Voting at the Meeting will be conducted by way of a poll.

#### Explanation of the AGM Resolutions

The following paragraphs explain, in summary, the Resolutions to be proposed at the Meeting.

#### Resolution 1: Receipt of the 2015 Report and Accounts

The Directors must present the Company’s annual report and accounts to the Meeting and shareholders may raise any questions on the reports and financial statements under this Resolution.

#### Resolution 2: Directors’ remuneration policy

#### Resolution 3: Directors’ remuneration report

In accordance with the provisions of the Companies Act 2006 (the “2006 Act”), the Directors’ remuneration report (the “Remuneration Report”) in the Company’s annual report and accounts for the year ended 31 December 2015 (the “Annual Report 2015”) consists of:

- (1) the annual statement by Kieran Poynter, Chairman of the Remuneration Committee;
- (2) the Directors’ remuneration policy in relation to future payments to the Directors and former Directors (the ‘Policy Report’); and
- (3) the Annual Report on Remuneration, which sets out the remuneration paid to the Company’s Directors during the year ended 31 December 2015.

Resolution 2, as an ordinary resolution, requests shareholders to approve the Policy Report which sets out the Company’s forward-looking policy on Directors’ remuneration (including the approach to recruitment and exit payments to Directors) which is subject to a binding shareholder vote by ordinary resolution at least every three years. Once the Policy Report is approved the Company will not be able to

make a remuneration payment to a current or future Director or a payment for loss of office to a current or past Director, unless that payment is consistent with the remuneration policy or has been approved by a resolution of the members of the Company. Details of the proposed changes to the current approved remuneration policy are summarised in the Remuneration Report on pages 72 and 73 of the Annual Report 2015.

Resolution 3 is an ordinary resolution to approve the Remuneration Report, other than the part containing the Policy Report described above. Resolution 3 is an advisory resolution and is not specific to individual levels of remuneration and does not affect the future remuneration paid to any Director.

#### **Resolution 4: Declaration of the final dividend for 2015**

A final dividend can be paid only after it has been approved by the shareholders. A final dividend of 104.6p per ordinary share for the year ended 31 December 2015 is recommended by the Directors for payment to shareholders who were on the main register and/or the South Africa branch register as at the close of business on 18 March 2016.

If approved, the final dividend will be paid on 5 May 2016.

#### **Resolution 5: Reappointment of the Auditors**

The Company is required to appoint auditors at each general meeting at which accounts are presented, to hold office until the conclusion of the next such meeting. This Resolution, on the recommendation of the Audit Committee, proposes the reappointment of KPMG LLP as auditors of the Company.

#### **Resolution 6: Authority for the Audit Committee to agree the Auditors' remuneration**

This Resolution authorises the Audit Committee to approve the terms of engagement of and to set the remuneration of the Company's auditors.

#### **Resolutions 7 to 17: Re-election of Directors**

The Directors believe that the Board continues to maintain an appropriate balance of skills, independence and knowledge of the Company and that all the Non-Executive Directors are independent in character and judgement. This follows a process of formal evaluation which confirms that each Director makes an effective and valuable contribution to the Board and demonstrates commitment to their roles including making sufficient time for Board and Committee meetings and other duties.

The Non-Executive Directors come from a broad range of industry and professional backgrounds, with varied experience and expertise aligned to the needs of the business. This is reflected in the Board's continuing policy of Board refreshment and succession planning the success of which is illustrated in the table below showing the date of appointment and length of service (as at the date of the Meeting) of each of the Non-Executive Directors seeking re-election at the AGM:

<u>Non-Executive Director</u>	<u>Date of Appointment</u>	<u>Length of service at 2016 AGM (Years/Months)</u>
Sue Farr . . . . .	2 February 2015	1.2
Ann Godbehere . . . . .	3 October 2011	4.7
Savio Kwan . . . . .	6 January 2014	2.3
Pedro Malan . . . . .	2 February 2015	1.2
Christine Morin-Postel . . . . .	1 October 2007	8.7
Gerry Murphy . . . . .	13 March 2009	7.1
Dimitri Panayotopoulos . . . . .	2 February 2015	1.2
Kieran Poynter . . . . .	1 July 2010	5.10

With reference to the requirements of Provision B.2.3 of the Governance Code, Non-Executive Directors who serve for a total of more than six years are subject to a particularly rigorous review. This year, the Board has given full consideration to the length of service of both Gerry Murphy and Christine Morin-Postel — over seven years and eight years respectively at the date of the AGM.

In 2015, the Board underwent a significant refreshment process with the appointment of Sue Farr, Pedro Malan and Dimitri Panayotopoulos as new Non-Executive Directors. In addition, the Company also refreshed its Committee composition during 2015 with Christine Morin-Postel replacing Kieran Poynter as Chair of the Audit Committee and Kieran Poynter becoming Chairman of the Remuneration Committee in

place of Gerry Murphy. In order to provide continuity and stability throughout this period of change, it is considered prudent that Christine Morin-Postel should remain on the Board and she is considered to remain independent notwithstanding her length of service.

In accordance with Provision B.7.1 of the Governance Code, all directors of FTSE 350 companies should be subject to election or re-election by their shareholders every year. The Company continues this practice for this year's AGM, with the exceptions of Karen de Segundo and Richard Tubb, each of whom will retire as a Director at the conclusion of the AGM and will therefore not be seeking re-election. Brief biographies of all the Directors are set out below and also appear on pages 48 and 49 of the 2015 Annual Report and on the Company's website.

Separate Resolutions will be proposed for each Director seeking re-election and the Board recommends to shareholders the proposed re-election of the Directors set out in Resolutions 7 to 17.

#### **Resolution 7: Richard Burrows**

**Position:** Chairman since November 2009; Non-Executive Director since September 2009; Chairman of the Nominations Committee.

**Nationality:** Irish

**Age:** 70

**Key appointments:** Non-Executive Director and member of the Remuneration and Nominations Committees of Rentokil Initial plc; Supervisory Board member, member of the Audit Committee and Chairman of the Remuneration Committee at Carlsberg A/S.

**Skills and experience:** Richard brings considerable consumer goods and international business experience to the Board, having been Chief Executive of Irish Distillers and Co-Chief Executive of Pernod Ricard. Prior to joining the Board, Richard was Governor of the Bank of Ireland. Richard is a Fellow of the Institute of Chartered Accountants of Ireland.

#### **Resolution 8: Nicandro Durante**

**Position:** Chief Executive since 2011.

**Nationality:** Brazilian/Italian

**Age:** 59

**Key appointments:** Non-Executive Director and member of the Nomination and Remuneration Committees of Reckitt Benckiser Group plc.

**Skills and experience:** Nicandro has extensive leadership skills developed in various senior international roles within the Group. He joined Souza Cruz in Brazil in 1981, rising to become President of that company. Nicandro joined the Management Board in 2006 as Regional Director for the Africa and Middle East region and joined the Board in 2008 as Chief Operating Officer.

#### **Resolution 9: Sue Farr**

**Position:** Non-Executive Director since February 2015; member of the Corporate Social Responsibility and Nominations Committees.

**Nationality:** British

**Age:** 60

**Key appointments:** Special Advisor, Chime Group; Non-Executive Director, member of the Audit, Nomination and Remuneration Committees and Chair of the Corporate Social Responsibility Committee of Dairy Crest Group plc; Non-Executive Director and member of the Remuneration and Nominations Committees of Millennium & Copthorne Hotels plc; Non-Executive Director and member of the Audit and Nominations & Remuneration Committees of Accsys Technologies PLC.

**Skills and experience:** Sue brings considerable expertise in marketing, branding and consumer issues to the Board. Sue is a former Chairwoman of both the Marketing Society and the Marketing Group of Great Britain. Prior to joining the Chime Group in 2003, where she was Director, Strategic and Business Development until 2015, Sue's career in corporate communications included roles with the BBC and Vauxhall Motors.

#### **Resolution 10: Ann Godbehere**

**Position:** Non-Executive Director since 2011; member of the Audit, Nominations and Remuneration Committees.

**Nationality:** Canadian/British

**Age:** 60

**Key appointments:** Non-Executive Director, member of the Nominations Committee and Chair of the Audit Committee of Rio Tinto plc and Rio Tinto Limited; Non-Executive Director, member of the Audit

Committee and Chair of the Compensation Committee of UBS Group AG and UBS AG; Non-Executive Director, member of the Nomination and Risk Committees and Chair of the Audit Committee of Prudential plc.

**Skills and experience:** Ann has more than 25 years' experience in the financial services industry. She spent ten years at Swiss Re Group, latterly as Chief Financial Officer from 2003 to 2007. From 2008 until 2009 she was Chief Financial Officer of Northern Rock during the initial phase of its public ownership. Ann is a Fellow of the Certified General Accountants of Canada and Fellow of the Chartered Professional Accountants.

#### **Resolution 11: Savio Kwan**

**Position:** Non-Executive Director since January 2014; member of the Corporate Social Responsibility and Nominations Committees.

**Nationality:** British

**Age:** 68

**Key appointments:** Co-Founder and CEO of A&K Consulting Co Ltd, advising entrepreneurs and their start-up businesses in China; Visiting Professor at Henley Business School; Member of APAC Advisory Board of UBS Wealth Management, UBS AG Hong Kong Branch; Non-Executive Director of The Hong Kong Entrepreneur Fund.

**Skills and experience:** Savio brings significant business leadership experience of Greater China and Asia to the Board. During his extensive career he has worked broadly in technology for General Electric, BTR plc and Alibaba Group, China's largest internet business, where he was both Chief Operating Officer and, later, a Non-Executive Director.

#### **Resolution 12: Pedro Malan**

**Position:** Non-Executive Director since February 2015; member of the Corporate Social Responsibility and Nominations Committees.

**Nationality:** Brazilian

**Age:** 73

**Key appointments:** Chairman of the International Advisory Board of Itaú Unibanco; Member of the Advisory Board of EDP — Energias do Brasil SA; Non-Executive Director of Mills Estruturas e Servicos de Engenharia SA; Trustee of the Thomson Reuters Trust Principles; member of the Temasek International Panel.

**Skills and experience:** Pedro has extensive experience of Brazilian trade and industry and an in-depth knowledge of the international economy. Pedro was Minister of Finance for Brazil from 1995 to 2002, having been President of the Central Bank of Brazil from 1993 to 1994, and before that Chief External Debt Negotiator for Brazil from mid-1991 to 1993. He was a former Chairman of Unibanco and was Non-Executive Director of Souza Cruz SA from 2010 to 2015.

#### **Resolution 13: Christine Morin-Postel**

**Position:** Senior Independent Director since 2013; Non-Executive Director since 2007; Chair of the Audit Committee and member of the Nominations and Remuneration Committees.

**Nationality:** French

**Age:** 69

**Key appointments:** Non-Executive Director and member of the Nomination and Remuneration Committee of Groupe Bruxelles Lambert S.A.; Non-Executive Director and Chair of the Nomination and Remuneration Committee of Hightech Payment Systems S.A.; Member of the Investment Committee of Capmezzanine 2 private equity fund.

**Skills and experience:** Christine has extensive international board experience and has held a number of senior management positions, including Chief Executive of Société Générale de Belgique, Executive Vice-President and member of the Executive Committee of Suez and Chairman and CEO of Crédisuez S.A.

#### **Resolution 14: Gerry Murphy**

**Position:** Non-Executive Director since 2009; member of the Audit and Nominations Committees.

**Nationality:** Irish

**Age:** 60

**Key appointments:** Chairman of the Executive Committee of The Blackstone Group International Partners LLP; Chairman of Ideal Shopping Direct; and Supervisory Board member of Intertrust N.V. and Jack Wolfskin.

**Skills and experience:** Gerry brings wide-ranging senior board level and general management experience to the Board. He was Chief Executive Officer of Kingfisher plc, Carlton Communications plc, Exel plc and Greencore Group plc, and held senior operating roles at Grand Metropolitan plc (now Diageo plc).

#### **Resolution 15: Dimitri Panayotopoulos**

**Position:** Non-Executive Director since February 2015; member of the Nominations and Remuneration Committees.

**Nationality:** Greek/Tanzanian

**Age:** 64

**Key appointments:** Senior Advisor at The Boston Consulting Group; Non-Executive Director and member of the Compensation Committee of Logitech International S.A.

**Skills and experience:** Dimitri has extensive general management and international sales and brand building expertise. He was Vice Chairman and Advisor to the Chairman and CEO of Procter & Gamble (“P&G”), where he started his career in 1977. During his time at P&G Dimitri led on significant breakthrough innovations and continued to focus on this, speed to market and scale across all of P&G’s businesses while Vice Chairman of all the Global Business Units.

#### **Resolution 16: Kieran Poynter**

**Position:** Non-Executive Director since 2010; Chairman of the Remuneration Committee; member of the Audit and Nominations Committees.

**Nationality:** British

**Age:** 65

**Key appointments:** Non-Executive Director and member of the Audit and Compliance and Safety Committees of International Consolidated Airlines Group S.A.; Chairman and Chair of the Nominations, Audit and Compliance and Risk and Remuneration Committees of F&C Asset Management plc.

**Skills and experience:** Kieran brings a wealth of financial and international experience to the Board. He was Chairman and Senior Partner of PricewaterhouseCoopers from 2000 to his retirement in 2008, having started as a graduate trainee in 1971; and he is a former Chairman of Nomura International PLC. Kieran served on the President’s Committee of the Confederation of British Industry and as member of an advisory committee for the Chancellor of the Exchequer. Kieran is a Chartered Accountant.

#### **Resolution 17: Ben Stevens**

**Position:** Finance Director since 2008.

**Nationality:** British

**Age:** 56

**Key appointments:** No external appointments.

**Skills and experience:** Ben joined the Group in 1990 and has broad international experience spanning both senior finance and general management roles. He was Head of Merger Integration following the merger with Rothmans and Chairman and Managing Director of both Pakistan Tobacco Company and British American Tobacco Russia. Ben was appointed to the Management Board in 2001 as Development Director and became Director, Europe in 2004.

#### **Resolution 18: Renewal of the Directors’ authority to allot shares**

#### **Resolution 19: Renewal of the Directors’ authority to disapply pre-emption rights**

The Board currently has in place the following authorities, each granted by shareholders for a one year period (until the next following Annual General Meeting) at the Annual General Meeting held on 29 April 2015:

- (a) authority under section 551 of the 2006 Act to allot relevant securities up to the amount representing two-thirds of the Company’s then issued ordinary share capital (excluding treasury shares), of which approximately one-third can only be allotted pursuant to a rights issue (the “Allotment Authority”); and
- (b) authority under section 570 of the 2006 Act to allot shares for cash in certain circumstances otherwise than pro rata to all shareholders (the “Pre-emption Authority”).

Both the Allotment Authority and the Pre-emption Authority are due to expire at the conclusion of this year’s Meeting and, in keeping with best practice, shareholders will continue to have the opportunity to vote on the renewal of these authorities each year so that the authorities may be up-to-date and continue to be of equal duration, giving the Company certainty and flexibility in its financing arrangements.

The Investment Association (“IA”) has in place certain share capital management guidelines (the “IA Guidelines”) which state that IA members will permit, and treat as routine, resolutions seeking authority to allot shares representing up to one-third of a company’s issued share capital. In addition they will treat as routine a request for authority to allot shares representing an additional one-third of a company’s issued share capital provided that it is only used to allot shares pursuant to a fully pre-emptive rights issue.

Having regard to these guidelines, the Board considers it appropriate that Directors be granted authority to allot shares in the capital of the Company up to a maximum nominal amount of £310,705,147 representing the guideline limit of approximately two-thirds of the Company’s issued ordinary share capital (excluding treasury shares) as at 14 March 2016 (the latest practicable date prior to publication of this letter). Of this amount £155,352,573 representing approximately one-third of the Company’s issued ordinary share capital (excluding treasury shares), can only be allotted pursuant to a rights issue.

Although the Directors have no present intention of exercising this authority, it provides them with an appropriate level of authority for on-going purposes and the Directors consider it appropriate to maintain the flexibility that this authority provides. The authority proposed in Resolution 18 will expire at the conclusion of the 2017 Annual General Meeting, or if earlier, 27 July 2017, unless previously revoked, varied or extended by the Company in general meeting. The Company held 162,645,590 ordinary shares in treasury, representing 8.02% of the issued ordinary share capital of the Company as at the close of business on 14 March 2016 (the latest practicable date prior to publication of this letter).

Resolution 19 is a special resolution and will give the Directors authority to allot shares in the capital of the Company for cash pursuant to the authority granted under Resolution 18 above or by way of sale of treasury shares without complying with the pre-emption rights in the 2006 Act in certain circumstances. This authority will permit the Directors to allot:

- (a) shares up to a nominal amount of £310,705,147 representing two-thirds of the Company’s issued share capital, on an offer to existing shareholders on a pre-emptive basis. However, unless the shares are allotted pursuant to a rights issue (rather than an open offer), the Directors may only allot shares up to a nominal amount of £155,352,573 representing one-third of the Company’s issued share capital (in each case subject to any adjustments, such as for fractional entitlements and overseas shareholders, as the Directors see fit); and
- (b) shares up to a maximum nominal value of £23,302,886 representing approximately 5% of the issued ordinary share capital of the Company (excluding treasury shares) as at 14 March 2016 (the latest practicable date prior to publication of this letter), otherwise than in connection with an offer to existing shareholders.

The Directors have no present intention of exercising this authority. The Directors confirm their intention to follow the provisions of the Pre-Emption Group’s Statement of Principles (the “Principles”) regarding cumulative usage of authorities within a rolling three year period. The Principles provide that companies should not issue shares for cash representing more than 7.5% of a company’s issued share capital (excluding treasury shares) in any rolling three year period, other than to existing shareholders and without prior consultation with shareholders.

The authority contained in Resolution 19 will expire upon the expiry of the general authority conferred by Resolution 18, save that the Company shall be entitled to make offers or agreements before the expiry of such power which would or might require equity securities to be allotted after such expiry and the Directors shall be entitled to allot equity securities pursuant to any such offer or agreement as if the power conferred hereby had not expired.

#### **Resolution 20: Authority for the Company to purchase its own shares**

Under the 2006 Act the Company requires authorisation from a general meeting if it is to purchase its own shares. The Company’s share buy-back programme was suspended with effect from 30 July 2014 and the present authority for the Company to purchase its own shares (granted at the 2015 Annual General Meeting) will expire at the 2016 Annual General Meeting. The Directors are seeking a fresh authority for the Company to purchase its ordinary shares in order that the appropriate mechanisms are in place to enable the share buy-back programme to be reinstated at any time when, in the opinion of the Directors, the exercise of the authority would result in an increase in the Company’s earnings per share and would be in the interest of its shareholders generally.

Resolution 20 seeks to renew the authority given at the Annual General Meeting on 29 April 2015. This special resolution authorises the Company to purchase up to a maximum of 186.4 million ordinary shares, representing approximately 10% of its issued ordinary share capital (excluding treasury shares)



as at the close of business on 14 March 2016 (the latest practicable date prior to the publication of this letter), subject to the limitations in paragraphs (b) and (c) of the Resolution on the maximum and minimum prices that may be paid. The authority given by this Resolution will expire at the conclusion of the Annual General Meeting in 2017 unless renewed, varied or revoked at that or any earlier general meeting of shareholders.

The Company will have the option either of holding in treasury or cancelling any shares purchased under this authority. It is the Company's practice to place all repurchased shares in treasury and this policy is expected to continue for any shares purchased under this authority. Treasury shares can be sold quickly and cost effectively, for cash, giving the Company additional flexibility in the management of its funding requirements.

Whilst in treasury no dividends are paid on the shares and they have no voting rights. There is no statutory limit on the percentage of share capital that the Company is permitted to hold as treasury shares. However, in keeping with the IA Guidelines, the Company will continue to limit the number of shares that it holds as treasury shares to no more than 10% of its issued share capital.

In the absence of the necessary practical arrangements, this Resolution has not been extended so as to enable the Company to purchase its own shares on the Johannesburg Stock Exchange (JSE Limited) in South Africa.

As at 14 March 2016 (the latest practicable date prior to publication of this letter), there were no outstanding warrants for equity shares in the Company and the total number of option rights to subscribe for equity shares was 812,934. These rights are equivalent to 0.043% of the issued share capital (excluding treasury shares) as at that date and would represent 0.096% of the issued share capital of the Company (excluding treasury shares) if the full authority to purchase its own shares in accordance with this Resolution and the existing authority to purchase taken at last year's Annual General Meeting (which expires at the end of this year's Annual General Meeting) were to be exercised by the Company.

#### **Resolution 21: Authority to establish the British American Tobacco 2016 Long-Term Incentive Plan**

The Directors are seeking shareholders' approval to establish the 2016 Long-Term Incentive Plan (the "LTIP 2016"). The LTIP 2016 is to replace the current Long-Term Incentive Plan 2007, which expires in April 2017. The proposal follows a comprehensive review of the Company's long-term incentive arrangements in the context of a proposed new remuneration policy (see Resolution 2 above). This review process included consultation with a number of the Company's largest shareholders from late 2015 to early 2016.

A summary of the LTIP 2016 and its principal provisions is set out in Appendix 2.

It is proposed that the long-term incentive awards to be granted in 2016 will be granted under the LTIP 2016 following its approval by shareholders.

A copy of the rules of the LTIP 2016 will be available for inspection during normal business hours on any weekday (Saturdays, Sundays and public holidays excepted) at the registered office of the Company up to the time of the Meeting. Copies will also be available at Milton Court Concert Hall, Silk Street, London EC2Y 9BH from at least 15 minutes in advance of and during the Meeting.

#### **Resolution 22: Authority to establish the British American Tobacco 2016 Sharesave Scheme**

The current British American Tobacco Sharesave Scheme is set to expire in April 2017. Resolution 22 seeks shareholders' approval for the adoption of a new 2016 Sharesave Scheme (the "Sharesave Scheme 2016") which is open to all UK employees of British American Tobacco who are eligible employees on the relevant eligibility date each year. Under the Sharesave Scheme 2016, options are granted to be exercisable in conjunction with either a three year or five year savings contract, up to a statutory monthly limit (currently £500). Options may be granted at a discount of up to 20% to the market price at the time of invitation.

A summary of the Sharesave Scheme 2016 and its principal provisions is set out in Appendix 2.

A copy of the rules of the Sharesave Scheme 2016 will be available for inspection during normal business hours on any weekday (Saturdays, Sundays and public holidays excepted) at the registered office of the Company up to the time of the Meeting. Copies will also be available at Milton Court Concert Hall, Silk Street, London EC2Y 9BH from at least 15 minutes in advance of and during the Meeting.

### **Resolution 23: Authority to make donations to political organisations and to incur political expenditure**

The Company and its subsidiaries are prohibited by the 2006 Act from making donations to any EU political party or other EU political organisation or to any independent election candidate in the EU of more than £5,000 in total in any period of twelve months, and from incurring EU political expenditure, unless they have been authorised to do so in advance by the Company's shareholders.

At its Annual General Meeting in April 2015, the Company and its subsidiaries were granted authority to make donations to EU political organisations and to incur political expenditure. This authority was granted for a period of one year and was subject to caps of £100,000 on donations to EU political organisations and of £100,000 on political expenditure during that period. The authority will expire on 27 April 2016.

What constitutes a political donation, a political party, a political organisation, or political expenditure is not always clear, as the legislation is capable of wide interpretation. Sponsorship, subscriptions, payment of expenses, paid leave for employees fulfilling public duties, and support for bodies representing the business community in policy review or reform, may potentially fall within this wide definition.

The Company reported a total amount of £25,804 (2014: £3,214) of political contributions made by the following subsidiary companies in 2015:

- (1) British American Tobacco Japan Limited reported contributions totaling Japanese Yen 1,910,000 (£10,324) for the full year. This expenditure was reported as a political contribution although it related specifically to the purchase of tickets to receptions or dinners hosted by Members of Parliament (MPs). Representatives from British American Tobacco Japan Limited engaged with these MPs at the receptions on local tobacco tax issues.
- (2) British American Tobacco Colombia S.A.S. reported contributions totaling Colombian Peso \$65,000,000 (£15,480) for the period from 1 July to 31 December 2015. This expenditure related specifically to donations made to five different political parties in Colombia in order to contribute to public and democratic debates on issues affecting that company.

No other political donations were reported.

Therefore, notwithstanding that the Company has no current intention of making any donation to, or incurring any political expenditure in respect of, any EU political party or independent electoral candidate in the EU, the Board has decided to put forward Resolution 23 to seek shareholders' authority to make political contributions and to incur political expenditure within the EU. This will allow the Company to continue to support the community and put forward its views to wider business and government bodies without running the risk of being in breach of the law.

In keeping with best practice, this proposed authority from shareholders will be for the duration of one year at a level of £100,000. As such, this authority will cover the period from the date this Resolution 23 is passed until the end of the next AGM of the Company or, if earlier, on 27 April 2017. Further, as permitted under the 2006 Act, Resolution 23 also covers any political donations made, or political expenditure incurred, by any subsidiaries of the Company.

### **Resolution 24: Notice period for General Meetings**

Resolution 24 is a special resolution to allow the Company to hold general meetings, other than Annual General Meetings ("AGMs"), on 14 days' notice.

The Company's articles of association include a provision which allows general meetings of the Company to be called on the minimum notice period provided for in the 2006 Act. Under the 2006 Act, the minimum notice period for general meetings of listed companies is 21 days, however it is possible to reduce this period to 14 days (other than for AGMs) provided that two conditions are met. The first condition is that a company offers facilities for shareholders to submit proxy appointments by electronic means. The second condition is that there is an annual resolution of shareholders approving the reduction in the minimum notice period from 21 days to 14 days.

Following shareholder approval at the 2015 Annual General Meeting, the Company is currently able to call general meetings (other than AGMs) on 14 clear days' notice and would like to preserve this ability by seeking a renewal of this authority at the Meeting.

The Board is therefore proposing Resolution 24 as a special resolution to approve 14 days as the minimum period of notice for all general meetings of the Company other than AGMs. The approval will be effective until the Company's next AGM, when it is intended that the approval be renewed. The shorter

notice period would not be used as a matter of routine. Rather the Board will consider on a case by case basis whether the use of the flexibility offered by the shorter notice period is merited, taking into account the circumstances, including whether the business of the meeting is time sensitive, and is thought to be to the advantage of shareholders as a whole. Further, the shorter notice period would not be used unless both of the conditions as stated above are met.

#### **Directors' recommendations**

The Board considers that the Resolutions will promote the success of the Company and are in the best interests of the Company and its shareholders as a whole. The Directors unanimously recommend shareholders to vote in favour of Resolutions 1 to 24 as they intend to do in respect of their own beneficial shareholdings.

#### **Voting documentation**

Please refer to Appendix 1 for guidance notes on the completion and return of the proxy form and other applicable voting documentation.

Yours sincerely

**Richard Burrows**  
Chairman



**NOTICE IS HEREBY GIVEN that the ANNUAL GENERAL MEETING** of British American Tobacco p.l.c. will be held at 11.30am on Wednesday 27 April 2016 at Milton Court Concert Hall, Silk Street, London EC2Y 9BH to consider and, if thought fit, to pass Resolutions 1 to 18 and 21 to 23 as ordinary resolutions and Resolutions 19, 20 and 24 as special resolutions:

#### **Report and Accounts**

1. To receive the accounts and the reports of the Directors and Auditors for the year ended 31 December 2015.

#### **Remuneration Report**

2. To approve the Directors' remuneration policy in the form set out in the Directors' remuneration report in the Company's annual report and accounts for the year ended 31 December 2015.
3. To approve the Directors' remuneration report, other than the part containing the Directors' remuneration policy, in the form set out in the Company's annual report and accounts for the year ended 31 December 2015.

#### **Dividend**

4. To declare a final dividend of 104.6p per ordinary share in respect of the year ended 31 December 2015, payable on 5 May 2016 to shareholders on the register at the close of business on 18 March 2016.

#### **Auditors**

5. To reappoint KPMG LLP as the Company's auditors until the conclusion of the next Annual General Meeting of the Company.

#### **Auditors' remuneration**

6. To authorise the Audit Committee to agree the auditors' remuneration.

#### **Re-election of Directors**

To re-elect the following as Directors:

7. Richard Burrows
8. Nicandro Durante
9. Sue Farr
10. Ann Godbehere
11. Savio Kwan
12. Pedro Malan
13. Christine Morin-Postel
14. Gerry Murphy
15. Dimitri Panayotopoulos
16. Kieran Poynter
17. Ben Stevens

### **Authority to allot shares**

18. That the Directors be and they are hereby generally and unconditionally authorised in accordance with section 551 of the Companies Act 2006 to exercise all the powers of the Company to allot shares in the Company and to grant rights to subscribe for, or to convert any security into, shares in the Company (“Rights”):

- (a) up to an aggregate nominal amount of £155,352,573; and
- (b) up to a further aggregate nominal amount of £155,352,573 provided that: (i) they are equity securities (within the meaning of section 560(1) of the Companies Act 2006); and (ii) they are offered by way of a rights issue to holders (“shareholders”) of ordinary shares of 25p each in the capital of the Company (“ordinary shares”) on the register of members at such record dates as the Directors may determine where the equity securities respectively attributable to the interests of the shareholders are proportionate (as nearly as may be practicable) to the respective numbers of ordinary shares held or deemed to be held by them on any such record dates, subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with treasury shares, fractional entitlements or legal or practical problems arising under the laws of any overseas territory or the requirements of any regulatory body or stock exchange or by virtue of shares being represented by depositary receipts or any other matter,

provided that this authority shall expire on the date of the next Annual General Meeting of the Company after the passing of this Resolution or, if earlier, on 27 July 2017 save that the Company shall be entitled to make offers or agreements before the expiry of such authority which would or might require shares to be allotted or Rights to be granted after such expiry and the Directors shall be entitled to allot shares and grant Rights pursuant to any such offer or agreement as if this authority had not expired; and all unexercised authorities previously granted to the Directors to allot shares and grant Rights be and are hereby revoked.

### **Authority to disapply pre-emption rights**

19. That the Directors be and they are hereby empowered pursuant to sections 570 and 573 of the Companies Act 2006 to allot equity securities (within the meaning of section 560 of that Act) for cash either pursuant to the authority conferred by Resolution 18 above or by way of a sale of treasury shares as if section 561(1) of that Act did not apply to any such allotment, provided that this power shall be limited to:

- (a) the allotment of equity securities in connection with an offer of securities (but in the case of the authority granted under paragraph (b) of Resolution 18 by way of rights issue only) in favour of the holders (“shareholders”) of ordinary shares of 25p each in the capital of the Company (“ordinary shares”) on the register of members at such record dates as the Directors may determine where the equity securities respectively attributable to the interests of the shareholders are proportionate (as nearly as may be practicable) to the respective numbers of ordinary shares held or deemed to be held by them on any such record dates, subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with treasury shares, fractional entitlements or legal or practical problems arising under the laws of any overseas territory or the requirements of any regulatory body or stock exchange or by virtue of shares being represented by depositary receipts or any other matter; and
- (b) the allotment (otherwise than pursuant to paragraph (a) of this Resolution 19) to any person or persons of equity securities up to an aggregate nominal amount of £23,302,886,

and shall expire upon the expiry of the general authority conferred by Resolution 18 above, save that the Company shall be entitled to make offers or agreements before the expiry of such power which would or might require equity securities to be allotted after such expiry and the Directors shall be entitled to allot equity securities pursuant to any such offer or agreement as if the power conferred hereby had not expired.

### **Authority to purchase own shares**

20. That the Company be and is hereby generally and unconditionally authorised for the purposes of section 701 of the Companies Act 2006 to make market purchases (within the meaning of section 693(4) of that Act) of ordinary shares of 25p each in the capital of the Company (“ordinary shares”) provided that:
- (a) the maximum number of ordinary shares that may be purchased is 186.4 million representing approximately 10% of the issued ordinary share capital of the Company as at 14 March 2016;
  - (b) the minimum price that may be paid for an ordinary share is 25p;
  - (c) the maximum price that may be paid for an ordinary share is an amount equal to 105% of the average of the middle-market prices shown in the quotation for an ordinary share as derived from the London Stock Exchange Daily Official List for the five business days immediately preceding the day on which the ordinary share is contracted to be purchased;
  - (d) this authority shall expire at the conclusion of the next Annual General Meeting of the Company after the passing of this Resolution unless previously renewed, varied or revoked by the Company in general meeting; and
  - (e) the Company may enter into a contract to purchase its ordinary shares under this authority prior to its expiry, which contract will or may be executed wholly or partly after such expiry, and may purchase its ordinary shares in pursuance of any such contract.

### **Authority to establish the British American Tobacco 2016 Long-Term Incentive Plan**

21. To approve the rules of the British American Tobacco 2016 Long-Term Incentive Plan (the “LTIP 2016”), in the form produced at the AGM and initialled by the Chairman of the AGM for the purposes of identification (a summary of which is set out in Appendix 2 to the Notice of AGM); and to authorise the Directors of the Company to establish further plans based on the LTIP 2016 for the benefit of Directors and employees of the Company and/or its subsidiaries who are located outside the United Kingdom, with such modifications as may be necessary or desirable in order to take account of local tax, exchange control or securities laws as they consider appropriate provided that any ordinary shares made available under such plans shall be treated as counting against any individual or overall limits contained in the LTIP 2016.

### **Authority to establish the British American Tobacco 2016 Sharesave Scheme**

22. To approve the rules of the British American Tobacco 2016 Sharesave Scheme (the “Sharesave Scheme 2016”) in the form produced at the AGM and initialled by the Chairman of the AGM for the purposes of identification (a summary of which is set out in Appendix 2 to the Notice of AGM); and to authorise the Directors of the Company to establish further plans based on the Sharesave Scheme 2016 for the benefit of Directors and employees of the Company and/or its subsidiaries who are located outside the United Kingdom, with such modifications as may be necessary or desirable in order to take account of local tax, exchange control or securities laws as they consider appropriate provided that any ordinary shares made available under such plans shall be treated as counting against any individual or overall limits contained in the Sharesave Scheme 2016.

### **Authority to make donations to political organisations and to incur political expenditure**

23. That in accordance with sections 366 and 367 of the Companies Act 2006, the Company and all companies which are subsidiaries of the Company during the period when this Resolution 23 has effect, be generally and unconditionally authorised to:
- (a) make political donations to political parties or independent election candidates not exceeding £100,000 in total;
  - (b) make political donations to political organisations other than political parties not exceeding £100,000 in total; and
  - (c) incur political expenditure not exceeding £100,000 in total,
- (as such terms are defined in the Companies Act 2006) during the period beginning with the date of the passing of this Resolution and ending at the conclusion of the Annual General Meeting to be held in 2017 or, if earlier, on 27 April 2017, provided that the authorised sum referred to in

paragraphs (a), (b) and (c) above, may be comprised of one or more amounts in different currencies which, for the purposes of calculating the said sum, shall be converted into pounds sterling at the exchange rate published in the London edition of the Financial Times on the date on which the relevant donation is made or expenditure incurred (or the first business day thereafter) or, if earlier, the day on which the Company enters into any contract or undertaking in relation to the same and provided that, in any event, the aggregate amount of political donations and political expenditure made or incurred by the Company and its subsidiaries pursuant to this Resolution shall not exceed £100,000.

#### **Notice period for General Meetings**

24. That a general meeting, other than an annual general meeting, may be called on not less than 14 clear days' notice.

By Order of the Board

**Nicola Snook**

Secretary

22 March 2016

Registered Office:

Globe House

4 Temple Place

London

WC2R 2PG

Registered in England and Wales No. 3407696

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Notes:

1. A shareholder is entitled to appoint another person as his/her proxy to exercise all or any of his/her rights to attend and to speak and vote at the Meeting in his/her place. A proxy need not be a shareholder of the Company.
2. Please refer to Appendix 1 for further information about voting at the Annual General Meeting (including the submission of proxy forms and voting instructions) and for certain other additional information relating to the Meeting.

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## APPENDIX 1: VOTING

### Shareholders entitled to attend the Annual General Meeting

1. Only shareholders, their attorneys, proxies and authorised representatives of corporations which are shareholders are entitled to attend, speak and vote at the Meeting.

### Voting: in person (or by attorney)

2. Shareholders, or their attorneys, who plan to attend the Meeting are requested, if possible, to arrive at the venue at least 30 minutes prior to the time designated for the Meeting so that their holding may be checked against the Company's share register and attendances recorded. Attorneys should bring with them an original or certified copy of the power of attorney under which they have been authorised to attend and vote at the Meeting.

### Voting: by corporate representatives

3. A corporate shareholder may authorise a person or persons to act as its representative(s) at the Annual General Meeting. In accordance with the provisions of the 2006 Act, each such representative may exercise (on behalf of the corporation) the same powers as the corporation could exercise if it were an individual shareholder in the Company, provided that they do not do so in relation to the same shares.

### Voting: (1) proxy form; and (2) proxy form — South Africa

4. The guidance notes in this section are applicable to both: (1) shareholders with a proxy form; and (2) those certificated shareholders on the South Africa branch register with a proxy form — South Africa ("PFSA"). The particular procedures applicable to a proxy form and a PFSA are set out in the following paragraphs.
5. **A shareholder entitled to attend and vote is entitled to appoint one or more proxies to exercise all or any of his rights to attend, speak and vote at the Meeting. A shareholder may appoint more than one proxy in relation to the Meeting provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that shareholder. If multiple proxies are to be appointed then a separate proxy form or PFSA must be completed for each proxy appointment. If you intend appointing additional proxies, please contact Computershare Investor Services PLC (on 0800 408 0094 or +44 370 889 3159) or Computershare Investor Services Proprietary Ltd (on 0861 100 950 or by fax on +27 11 688 5238) to obtain (an) additional form(s). Alternatively, you may photocopy the enclosed proxy form or PFSA.**
6. The appointment of the proxy may specify the proportion or the number of votes that the proxy may exercise. Where the appointment does not specify the proportion or number of the shareholder's votes each proxy may exercise, then the proxy is deemed to be authorised for the whole of the shareholder's holding (or in the case of a shareholder with designated accounts, the whole of the holding in the designated account).
7. A proxy need not be a shareholder of the Company but must attend the Meeting to represent you. Your proxy can be either an individual (such as the Chairman or another Director of the Company or another person who has agreed to represent you) or a body corporate. Your proxy will vote as you instruct and must attend the Meeting for your vote to be counted.  
  
Appointing a proxy does not preclude you from attending the Meeting and voting in person.
8. If a proxy is not directed how to vote on an item of business the proxy may vote, or abstain from voting, as they think fit. A proxy shall have authority to demand or join in demanding a poll at the Meeting.
9. Should any resolution, other than those specified in this Notice of Meeting, be proposed at the Meeting, a proxy may vote on that resolution as they think fit.
10. If a proxy is instructed to abstain from voting on an item of business, they are directed not to vote on the shareholder's behalf on the poll and the shares that are the subject of the proxy appointment will not be counted in calculating the required majority.
11. Shareholders who return their proxy forms or PFSA's with a direction on how to vote, but do not nominate the identity of their proxy, will be taken to have appointed the Chairman of the Meeting

as their proxy to vote on their behalf. Proxy appointments in favour of the Chairman of the Meeting, the Secretary or any Director that do not contain a direction on how to vote will be used where possible to support each of the Resolutions proposed in this Notice of Meeting.

12. Completed proxy forms or PFSA's should be sent to the Company's share registrars using the pre-addressed envelope provided with this Notice of Meeting.
13. To be effective, proxy forms must be lodged by 11.30am (UK local time) on Monday 25 April 2016 for shareholders registered on the main register of members in the United Kingdom. Proxy forms lodged after this time will be invalid.
14. To be effective, PFSA's must be lodged by the close of business (South Africa local time) on Wednesday 20 April 2016 for certificated shareholders registered on the branch register in South Africa. PFSA's lodged after this time will be invalid.
15. Proxy forms may be lodged using one of the following methods:
  - (1) by returning a completed proxy form by post to:

The Registrar for British American Tobacco p.l.c.  
Computershare Investor Services PLC  
The Pavilions  
Bridgwater Road  
Bristol BS99 6ZZ  
United Kingdom

or
  - (2) by recording the proxy appointment electronically via the internet at [www.eproxyappointment.com](http://www.eproxyappointment.com) or by scanning the QR code at the top of the proxy form with your Smartphone. Full details of the procedure are given on that website and your Control Number, Shareholder Reference Number (SRN) and PIN can be found on your proxy form or email notification. Electronic proxy appointments must be received by Computershare Investor Services PLC no later than 11.30am (UK local time) on Monday 25 April 2016.
16. PFSA's may be lodged by using one of the following methods:
  - (1) by returning a completed PFSA by post to:

The Registrar for British American Tobacco p.l.c.  
Computershare Investor Services Proprietary Ltd  
70 Marshall Street  
Johannesburg 2001  
(PO Box 61051, Marshalltown 2107)  
South Africa

or
  - (2) by recording the proxy appointment electronically via the internet at [www.eproxyappointment.com](http://www.eproxyappointment.com).

Full details of the procedure are given on that website and your Control Number, Shareholder Reference Number (SRN) and PIN can be found on your PFSA or email notification. Electronic proxy appointments must be received by close of business (South Africa local time) on Wednesday 20 April 2016.

A completed PFSA may also be lodged by:

  - (1) a faxed copy to Computershare Investor Services Proprietary Ltd on +27 11 688 5238; or
  - (2) a scanned copy by email to Computershare Investor Services Proprietary Ltd at [proxy@computershare.co.za](mailto:proxy@computershare.co.za).
17. The proxy form or PFSA must be signed by the shareholder or the shareholder's attorney. A proxy form or PFSA must be completed by, or on behalf of, the shareholder making the appointment. A corporation may execute a proxy form or PFSA either under its common seal or under the hand of a duly authorised officer(s). Where the appointment of a proxy is signed by the appointer's attorney, a certified copy of the power of attorney, or the power itself, must be received by Computershare Investor Services PLC or Computershare Investor Services Proprietary Ltd (as appropriate) by the deadlines stated in paragraphs 13 and 14 respectively.

18. In the case of joint holders, any one holder may sign the proxy form or PFSA. The vote of the senior holder who tenders a vote will be counted to the exclusion of the votes of the other joint holders. For this purpose seniority is determined by the order in which the names appear on the register of shareholders.
19. Shareholders who return a proxy form or PFSA or register the appointment of a proxy electronically will still be able to attend the Meeting and vote in person if they so wish. If you attend the Meeting in person and vote, then your proxy appointment will automatically be terminated.
20. A copy of this Notice has been sent for information only to persons who have been nominated by a member to enjoy information rights under section 146 of the 2006 Act (“nominated persons”). The right to appoint a proxy does not apply to nominated persons. However, nominated persons may have a right under an agreement with the registered shareholder who holds the shares on their behalf to be appointed (or to have someone else appointed) as a proxy.

Alternatively, if nominated persons do not have such a right, or do not wish to exercise it, they may have a right under such an agreement to give instructions to the person holding the shares as to the exercise of the voting rights. Nominated persons should also remember that their main point of contact in terms of their investment in the Company remains the shareholder who nominated the nominated person to enjoy information rights (or, perhaps, the custodian or broker who administers the investment on their behalf). Nominated persons should continue to contact that shareholder, custodian or broker (and not the Company) regarding any changes or queries relating to the nominated person’s personal details and interest in the Company (including any administrative matter). The only exception to this is where the Company expressly requests a response from a nominated person.

#### **Voting: the CREST electronic proxy appointment service**

21.
  - (a) Shareholders who are CREST members with shares held in uncertificated form who wish to appoint a proxy or proxies are encouraged to use the CREST electronic proxy appointment service by using the procedures described in the CREST Manual on the Euroclear website ([www.euroclear.com/CREST](http://www.euroclear.com/CREST)). CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.
  - (b) In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a “CREST Proxy Instruction”) must be properly authenticated in accordance with Euroclear UK & Ireland Limited’s specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by the issuer’s agent (ID 3RA50) by the latest time for receipt of proxy appointments specified in paragraph 13 above. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer’s agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST.
  - (c) CREST members and, where applicable, their CREST sponsors or voting service provider(s), should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will, therefore, apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In connection with this, CREST members and, where applicable, their CREST sponsors or voting service provider(s) are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
  - (d) The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

## **Voting: voting instruction form for owners of shares dematerialised into Strate**

22. **Beneficial owners of ordinary shares on the South Africa branch register which are dematerialised through Strate (other than those referred to in paragraph 23 below) should promptly provide their Central Securities Depository Participant (“CSDP”) or broker with their voting instructions under the terms of the custody agreement entered into between the beneficial owner and CSDP or broker. The enclosed Voting Instruction Form may be used for this purpose.**
23. Beneficial owners who appointed Computershare Limited as their CSDP, with the instruction that their ordinary shares are to be registered in the electronic sub-register of members in their own names, must complete the voting instruction form and return it no later than the close of business (South Africa local time) on Wednesday 20 April 2016 to:

The Registrar for British American Tobacco p.l.c.  
Computershare Investor Services Proprietary Ltd  
70 Marshall Street  
Johannesburg 2001  
(PO Box 61051, Marshalltown 2107)  
South Africa

A completed voting instruction form may also be faxed to Computershare Investor Services Proprietary Ltd on +27 11 688 5238. A voting instruction form lodged after the close of business (South Africa local time) on Wednesday 20 April 2016 will be deemed to be invalid. The voting instruction form must be signed by the shareholder or the shareholder’s attorney. The voting instruction form must be completed by, or on behalf of, the shareholder giving the instructions. A corporation may execute the voting instruction form either under its common seal or under the hand of a duly authorised officer(s). Where the voting instruction is signed by an attorney, a certified copy of the power of attorney, or the power itself, must be received by Computershare Investor Services Proprietary Ltd at the address above or by facsimile to +27 11 688 5238 by the close of business (South Africa local time) on Wednesday 20 April 2016. If facsimile transmission is used the power of attorney must be certified.

Holders of dematerialised ordinary shares who appointed Computershare Limited as their CSDP with the instruction that their ordinary shares are to be registered in the electronic sub-register of members in their own name and who wish to register an electronic appointment of proxy, may do so at [www.eproxyappointment.com](http://www.eproxyappointment.com). Full details of the procedure are given on that website and your Control Number, Shareholder Reference Number (SRN) and PIN can be found on your Voting Instruction Form. Electronic proxy appointments must be received by the close of business (South Africa local time) on Wednesday 20 April 2016.

24. Beneficial owners of ordinary shares which are dematerialised through Strate (including those who have ‘own name’ registration) wishing to attend the Meeting in person should promptly contact their CSDP or broker to obtain a letter of representation to enable them to do so.
25. Voting instructions and requests for letters of representation must be submitted by the relevant CSDP or broker no later than the close of business (South Africa local time) on Wednesday 20 April 2016 so that they may be collated and verified by Strate prior to the Meeting. Beneficial owners should therefore submit their voting instruction form or request for a letter of representation to their CSDP or broker within the time period required by the CSDP or broker or as stipulated in the agreement between the beneficial owner and the CSDP or broker.

## **Employee Share Ownership Plan — form of direction**

26. Participants in the Company’s Employee Share Ownership Plan (the “Plan”) may direct the trustee of the Plan (the “Trustee”) to vote on their behalf by registering their vote electronically (see paragraph 15(2) above) with the Trustee no later than 11.30am on Thursday 21 April 2016.

## **Vested Share Account**

27. Individuals who are or were employed by a company in the British American Tobacco Group and who have deposited ordinary shares in the Company with Computershare Company Nominees Limited (the “Nominee”) in connection with the Vested Share Account may exercise their voting rights in respect of those shares by registering their vote electronically (see paragraph 15(2) above) with the Nominee no later than 11.30am on Thursday 21 April 2016.

### **Shareholders who are entitled to vote**

28. Pursuant to regulation 41 of the Uncertificated Securities Regulations 2001 the Company gives notice that the time by which a person must be entered on the register of members (the main register/the South Africa branch register) in order to attend or vote at the Meeting or adjourned Meeting (and for calculating the number of votes such a person may cast) is 6.00pm (UK local time), in the case of the main register, and, in the case of the South Africa branch register, the close of business (South Africa local time) on the date which is two days prior to the Meeting or adjourned Meeting. Changes to entries on the register of securities after the relevant time will be disregarded in determining the rights of any person to attend or vote (and the number of votes they may cast) at the Meeting or adjourned Meeting.

### **Conduct of the Meeting**

29. The quorum for the Meeting will be two persons entitled to vote upon the business to be transacted, each being a shareholder, or a proxy for a shareholder, or a duly authorised representative of a corporation which is a shareholder.
30. The Company must cause to be answered at the Meeting any question relating to the business being dealt with at the Meeting which is put by a member attending the Meeting, except (i) if to do so would interfere unduly with the preparation for the Meeting or involve the disclosure of confidential information, (ii) if the answer has already been given on a website in the form of an answer to a question, or (iii) if it is undesirable in the interests of the Company or the good order of the Meeting that the question be answered.

### **Notice of Meeting**

31. If you have sold or transferred all of your shares, this Notice of Meeting should be passed on to the person through whom the sale or transfer was effected for transmission to the purchaser or transferee.
32. A copy of this Notice and the other information required by section 311A of the 2006 Act can be found on the Company's website ([www.bat.com](http://www.bat.com)).
33. You may not use any electronic address provided in this Notice of Meeting to communicate with the Company for any purposes other than those expressly stated.

## **APPENDIX 2: SUMMARY OF THE NEW EMPLOYEE SHARE PLANS**

The terms of the proposed British American Tobacco 2016 Long-Term Incentive Plan (the “LTIP 2016”) and the British American Tobacco 2016 Sharesave Scheme (the “Sharesave Scheme 2016”, and together with the LTIP 2016 the “New Employee Share Plans”) are summarised below.

### **British American Tobacco 2016 Long-Term Incentive Plan**

#### ***Administration***

Awards may be granted, and the LTIP 2016 will be administered, by the Board, or by a duly authorised committee of the Board: the Remuneration Committee or the Employee Share Schemes Committee, as appropriate.

In the case of awards to Executive Directors of the Company (“Executive Directors”) and those for members of the Group’s Management Board (“Management Board”), it will always be the case that these awards will be administered and granted by the Remuneration Committee. Therefore the focus of this summary of the LTIP 2016 is the exercise of the powers and responsibilities (including the exercise of discretion) by the Remuneration Committee under the LTIP 2016 as being carried out in respect of those participants.

#### ***Eligibility***

Awards may be granted to any of the employees of the Company or its subsidiaries, including the Executive Directors.

#### ***Executive Directors***

Participation by the Executive Directors shall, unless and until approved otherwise by shareholders, be in accordance with the terms of the Company’s Directors’ remuneration policy as approved by shareholders from time to time.

#### ***Form of awards***

Under the LTIP, awards will take the form of either:

- (1) a conditional right to receive ordinary shares in the Company (“Shares”) which will be automatically transferred to the award holder following vesting (referred to as a “conditional award”);
- (2) a nil or nominal-cost option, exercisable by the award holder following vesting during a permitted exercise period (extending not later than the tenth anniversary of the date of award) (referred to as an “option”); or
- (3) an interest in Shares which will be held on behalf of the award holder until vesting (referred to as a “forfeitable share award”). The award holder will not be entitled to call for or otherwise deal in the Shares subject to a forfeitable share award prior to vesting.

#### ***Individual limit***

The maximum market value of the Shares over which an employee may be granted awards under the LTIP 2016 in any financial year shall not exceed an amount equal to 500% of the employee’s gross annual basic salary as at the date of the award which ordinarily shall be such salary as at the first day of the financial year. The LTIP 2016 may, in addition, be used to facilitate “buy-out” awards granted on the recruitment of an eligible employee. For Executive Directors, award levels will always be in accordance with the Company’s Directors’ remuneration policy as approved by shareholders from time to time.

#### ***Performance conditions***

The Remuneration Committee will determine the performance conditions which will apply to awards and which will be measured over a period (the “performance period”) of not less than three years. The Remuneration Committee may specify a shorter performance period where an award is granted in connection with the recruitment of an eligible employee. There will be no provision for re-testing. In determining the extent to which the performance conditions are met, the Remuneration Committee may override the formulaic outcomes, either positively or negatively, to ensure a fair outcome for both participants and shareholders.

The Remuneration Committee may alter the performance conditions attaching to an award if events happen after the date of grant that cause the Remuneration Committee to consider that any element of

the performance conditions is no longer a fair measure of the Company's performance, provided that the revised target is not considered to be materially less challenging than was intended in setting the original conditions. Performance conditions for Executive Directors will be set in line with the Company's Directors' remuneration policy, and will be set out in the Annual Report on Remuneration.

### ***Vesting***

Awards will normally vest either:

- (1) on the third anniversary of the date of award; or
- (2) where the Remuneration Committee determines that an extended vesting period shall apply, on the fifth anniversary of the date of award.

The Remuneration Committee may specify a shorter vesting period only where an award is granted in connection with the recruitment of an eligible employee. Awards will vest to the extent that the relevant performance conditions have been met.

If the Remuneration Committee so determines, an award may be satisfied in whole or in part by a cash payment as an alternative to the issue or transfer of Shares.

### ***Dividend equivalents***

On vesting, the Remuneration Committee may determine that holders of conditional awards and options shall receive a cash payment equal to the dividends which would have been paid during the vesting period on the number of Shares that vest. The Remuneration Committee will determine whether holders of forfeitable share awards will be entitled to receive any dividends paid in respect of Shares subject to their forfeitable share awards or whether a dividend equivalent may instead be paid on vested Shares.

### ***Leavers***

An award will normally lapse where the award holder ceases to hold office or employment with the British American Tobacco group of companies (the "Group"). Awards will not lapse where the cessation of office or employment with the Group is due to injury, disability, ill-health, redundancy, the transfer of the award holder's employment in connection with a business sale, the company with which the award holder holds office or employment ceasing to be a member of the Group, or any other reason if the Remuneration Committee so determines (a "Good Leaver").

Where an award holder ceases employment for a Good Leaver reason before the normal vesting date of an award (being normally either the third or fifth anniversary of grant), the award will continue and vest on its normal vesting date, although the Remuneration Committee may determine that the award will instead vest on or at any time following the date of cessation. An award in the form of an option will be exercisable during a period of six months (or such other period as the Remuneration Committee may determine) from the date on which it vests.

Where an award holder ceases employment for a Good Leaver reason after the normal vesting date an award in the form of an option will be exercisable during a period of six months (or such other period as the Remuneration Committee may determine) from the day following the date of cessation. On the death of an award holder, an award shall immediately vest and will be exercisable for a period of 12 months.

### ***Corporate actions***

In the event of a change of control, awards will normally vest and options will be exercisable for a period of six months. In the event of the passing of a resolution for the voluntary winding-up of the Company, awards will vest and options will be exercisable for a period of two months. In the event of a demerger of a substantial part of the Group's business, a special dividend or a similar event affecting the value of the Shares to a material extent, awards may be adjusted as set out below or the Remuneration Committee may allow awards to vest, in which case options will be exercisable for a period of two months, or such other period as the Remuneration Committee may permit. Where the corporate action forms part of an internal re-organisation, unless the Remuneration Committee determines otherwise, an award shall not vest, and instead will be replaced with an award of equivalent value over shares in the new controlling company.

### ***International transfers***

If an award holder is transferred to work in another country as a result of which the award holder or any Group Company may suffer a tax disadvantage or the award holder may become subject to restrictions

on his ability to receive or deal in Shares, or to exercise an option, the Remuneration Committee may determine that an award will vest and may be exercised prior to the date of such transfer.

### ***Extent of vesting***

Awards will only vest (including for leavers, international transfers or on a corporate action) to the extent that the relevant performance conditions have been met. Where an award vests prior to the end of the performance period, the Remuneration Committee will assess performance using such information as it determines to be appropriate.

Where, prior to the end of the performance period, an award holder ceases employment for a Good Leaver reason, an award vests by reason of an international transfer or there is a corporate action, the number of Shares in respect of which an award vests will, unless the Remuneration Committee determines otherwise, be pro-rated on the basis of the proportion of the performance period which has elapsed to the date of cessation, transfer or the corporate action (as applicable), provided that, in the case of a leaver in the first six months of the performance period, the award shall instead lapse in full unless the Remuneration Committee determines otherwise.

### ***Clawback***

The Remuneration Committee may apply clawback under the LTIP 2016 at any time within the period of five years from the date on which an award was granted if it determines that there has been a material misrepresentation in relation to the performance of any Group Company, relevant business unit and/or the award holder which resulted in the number of Shares in respect of which the award vested or became capable of vesting being more than it should have been. The Remuneration Committee may also apply a clawback if it determines that the award holder committed at any time prior to the vesting of the award, including prior to grant, an act or omission which the Remuneration Committee determines would justify, or would have justified, summary dismissal or termination of office or employment on the grounds of misconduct.

A clawback may be satisfied in a number of ways, including by reducing the amount of any future bonus, by reducing the vesting of any subsisting or future awards or options, by reducing the number of Shares under any unexercised option and/or by either one or both of a requirement to make a cash payment or transfer of Shares to the Company.

The clawback provisions will not apply following the occurrence of a takeover or similar corporate event.

### ***British American Tobacco Sharesave Scheme 2016***

The Sharesave Scheme 2016 is a UK tax-advantaged all-employee save-as-you-earn (“SAYE”) option plan governed by relevant statutory provisions.

### ***Administration***

Options may be granted, and the Sharesave Scheme 2016 will be administered, by the Board, or a duly authorised committee of the Board: the Employee Share Schemes Committee.

For ease of reference this summary therefore refers to the exercise of the powers and responsibilities under the Sharesave Scheme 2016 as being carried out by the Employee Share Schemes Committee, save that the Employee Share Schemes Committee may not exercise any of the powers specifically reserved to the Board or Remuneration Committee. This includes the granting of options to Executive Directors and the Management Board which may be made only as approved by the Remuneration Committee.

### ***Eligibility***

The Sharesave Scheme 2016 will be open to all employees of the Company, including Executive Directors, and any of its subsidiaries which the Employee Share Schemes Committee selects for participation, who meet the eligibility criteria. All eligible employees who are chargeable to income tax as a UK resident must be invited to participate.

### ***Savings arrangements***

Employees who apply for an option must enter into HMRC approved savings arrangements. Under these arrangements, the employee will agree to make monthly savings contributions of a fixed amount within statutory limits (currently of up to a maximum of £500 per month). Shares may only be acquired on the



exercise of the option using the repayment of accrued savings under the savings arrangements. Such repayment may be taken as including any bonus (interest) payable, if any, under the savings arrangements if the Employee Share Schemes Committee so decides.

### ***Exercise price***

The price payable for each Share under option will be determined by the Employee Share Schemes Committee prior to the date of grant provided that it must not be less than 80% of the market value of a Share at that time.

### ***Exercise of options***

An option may not normally be exercised until the option holder has completed making contributions under his savings arrangements (which will be either three or five years from the date of entering into those savings arrangements) and then not more than six months thereafter. The Employee Share Schemes Committee will determine whether three- and/or five-year savings arrangements will be offered.

### ***Leavers***

Options will normally lapse where the option holder ceases to hold office or employment with the Group prior to the third anniversary of grant. Options will not lapse where the cessation of office or employment with the Group is due to death, injury, disability, redundancy, retirement, the transfer of the option holder's employment in connection with a business sale, or the company with which the option holder holds office or employment ceasing to be a member of the Group (a "Good Leaver").

Where the option holder ceases to hold office or employment with the Group on or after the third anniversary of grant, options will not lapse unless the reason for leaving is dismissal for gross misconduct, serious breach or non-observance of his contract of employment or failure or refusal to carry out the duties assigned to him thereunder.

Where an option holder ceases employment in circumstances where the option does not lapse, the option will be capable of exercise, for a period of six months (or 12 months in the case of death), only to the extent of accrued savings and interest, if any, to the date of exercise.

### ***Corporate actions***

Options may be exercised in the event of a change of control, a court sanctioning a compromise or arrangement of the Company, or a winding-up of the Company. In such circumstances, options may be exercised, for a period of up to six months, to the extent of accrued savings and interest, if any, to the date of exercise.

In the event of a change of control of the Company, an acquiring company may offer replacement options over shares in the acquiring company, subject to complying with the statutory requirements.

## **Provisions common to both of the New Employee Share Plans**

### ***Timing of grant of awards***

Awards and options under the LTIP 2016 may, save in exceptional circumstances or in connection with the recruitment of an eligible employee, only be granted and, in relation to the Sharesave Scheme 2016, invitations for options made, within a period of 42 days from the dealing day following the date of announcement by the Company of its interim or final results (or as soon as practicable thereafter if the Company is restricted from being able to grant awards or options, or make invitations, during such period). The Sharesave Scheme 2016 invitations may also be made following the publication of a new prospectus in relation to certified SAYE savings arrangements. Awards and options may also be granted within 42 days of adoption of the LTIP 2016 and the Sharesave Scheme 2016 at the 2016 AGM.

Awards and options under the New Employee Share Plans may not be granted more than ten years after the date of approval by shareholders.

### ***Non-transferable and non-pensionable***

Awards and options are non-transferable, save to personal representatives following death, and do not form part of pensionable earnings.

### ***Plan limits***

Shares may be newly issued, transferred from treasury or market purchased for the purposes of the New Employee Share Plans.

The number of Shares subject to outstanding awards or options granted within the previous 10 years and when added to the number of Shares issued for the purpose of awards and options granted within the previous 10 years shall not exceed 10% of the Company's ordinary share capital in issue immediately prior to the proposed date of grant under all employees' share schemes adopted by the Company.

The number of Shares subject to outstanding awards or options granted within the previous 10 years when added to the number of Shares issued for the purpose of awards and options granted within the previous 10 years shall not exceed 5% of the Company's ordinary share capital in issue immediately prior to the proposed date of grant under all discretionary employees' share schemes adopted by the Company.

These limits do not include rights to Shares which have been released, lapsed or otherwise become incapable of exercise or vesting.

Treasury shares will count as new issue shares for the purpose of these limits for so long as institutional investor bodies consider that they should be so counted.

### ***Variation of share capital***

The number of Shares subject to awards and options may be adjusted, in such manner as the Board or a duly authorised committee of the Board may determine, following any variation of share capital of the Company or, in the case of the LTIP, a demerger of a substantial part of the Group's business, a special dividend or a similar event affecting the value of Shares to a material extent.

### ***Alterations***

The Board or a duly authorised committee of the Board may amend the rules of the New Employee Share Plans as it considers appropriate, subject to any relevant legislation, provided that no modification may be made which confers any additional advantage on award or option holders relating to eligibility, plan limits, the basis of individual entitlement, the price payable for the acquisition of Shares and the provisions for the adjustment of awards and options without prior shareholder approval, except in relation to performance conditions or for amendments which are minor amendments to benefit the administration of the New Employee Share Plans, to take account of a change in legislation, or to obtain or maintain favourable tax, exchange control or regulatory treatment for award or option holders or the Company (or other Group companies).

### ***Overseas plans***

Each of the New Employee Share Plans contains provisions which permit the Board or a duly authorised committee of the Board (the Employee Share Schemes Committee or Remuneration Committee (as appropriate)) to establish further plans for the benefit of overseas employees based on the relevant New Employee Share Plan but modified as necessary or desirable to take account of overseas tax, exchange control or securities laws. Any new Shares issued under such plans would count towards the individual and overall plan limits outlined above.

### ***Employee Trust***

The Company may use its existing employee trust, or may establish a new employee trust, to operate in conjunction with the New Employee Share Plans and otherwise to benefit employees and former employees of the Company and its subsidiaries.

The Company and its subsidiaries may fund the Employee Trust by loan or gift to acquire Shares by market purchase, by subscription or from treasury. Any Shares acquired by the Employee Trust (where the trust does not acquire such Shares by market purchase) will be treated as counting against the plan limits contained in the rules of the New Employee Share Plans.

The Employee Trust is, or will be, constituted by a trust deed between the Company and an offshore independent professional trustee. The power to appoint and remove the trustee rests with the Company. The Employee Trust will not, without prior shareholder approval, be able to make an acquisition of Shares where it would then hold more than 5% of the Company's issued share capital from time to time.

## **APPENDIX 3: ADDITIONAL STATUTORY AND REGULATORY INFORMATION**

### **Contracts of service**

1. Copies of the contracts of service between each Executive Director and the Company and the letters of appointment of the Non-Executive Directors and the Chairman setting out the terms and conditions of their appointment are available for inspection during normal business hours on any weekday (Saturdays, Sundays and public holidays excepted) at the registered office of the Company up to the time of the Meeting. These, together with the register of Directors' interests in the shares of the Company and its subsidiaries, will be available for inspection at Milton Court Concert Hall, Silk Street, London EC2Y 9BH on the morning of the Meeting from 11.00am until its conclusion.

### **Statement of voting rights**

2. As at 14 March 2016 (being the latest practicable date prior to publication of this document), the Company's issued share capital consisted of 1,864,230,885 ordinary shares of 25p each with voting rights. As at 14 March 2016 the Company held 162,645,590 ordinary shares in treasury.

### **Auditors**

3. Shareholders satisfying the threshold requirements set out in section 527 of the 2006 Act can require the Company to publish a statement on its website setting out any matter relating to: (a) the audit of the Company's accounts (including the auditors' report and the conduct of the audit) that are to be laid before the Meeting; or (b) any circumstances connected with an auditor of the Company ceasing to hold office since the last Annual General Meeting, that the shareholders propose to raise at the Annual General Meeting. Where the Company is required to publish a statement on its website, it must: (a) send a copy of the statement to the Company's auditors no later than the time it makes that statement available on the website; and (b) include the matters set out in the statement in the business of the Annual General Meeting.

### **Financial Reporting Standard 101 ("FRS 101")**

4. On 1 January 2015, a new reporting regime known as the FRS 101 Reduced Disclosure Framework was introduced. This permits entities that otherwise apply the recognition, measurement and disclosure requirements of International Financial Reporting Standards to adopt a reduced level of disclosure for their individual financial statements. The Company has adopted FRS 101 for financial years beginning on and after 1 January 2015, with a restatement of comparatives.

The Company's accounts will still be prepared to meet the requirements of the Companies Act 2006 including giving a true and fair view of the Company's assets, liabilities, financial position and profit or loss. This means the Company will therefore always be required to include in its accounts all information relevant to shareholders and necessary to show a true and fair view.

The Company is required to inform its shareholders and to provide a reasonable opportunity for its shareholders to object to the use of FRS 101. A shareholder or shareholders holding in aggregate 5% or more of the total allotted shares in British American Tobacco p.l.c. may object to the Company applying the FRS 101 Reduced Disclosure Framework to its individual financial statements by notifying the Company Secretary in writing at the address of the Company given on page 1 of this document by the close of business on Friday 22 April 2016.

## **APPENDIX 4: TRAVEL AND MEETING INFORMATION**

The venue for the 2016 Annual General Meeting is Milton Court Concert Hall, Silk Street, London EC2Y 9BH ([www.gsmd.ac.uk/about\\_the\\_school/milton\\_court](http://www.gsmd.ac.uk/about_the_school/milton_court))

### **By underground**

Moorgate, Barbican, Liverpool Street, St. Paul's

### **By bus**

4, 21, 43, 56, 76, 100, 141 and 153

### **By train**

Moorgate, Liverpool Street or Farringdon

### **By car**

Barbican Centre Car Parks, Beech Street/Silk Street EC2Y 8DS

### **Information**

You are advised to obtain up-to-date travel information from Transport for London at [www.tfl.gov.uk](http://www.tfl.gov.uk) (tel: 0343 2221234) before you travel.

### **At the Meeting**

Refreshments will be provided before the Meeting from 10.30am in the Level 1 Foyer of the venue.

For your personal safety and security there will be checks and bag searches of everyone attending the Meeting. We recommend that you arrive in time to allow for these procedures.

Recording equipment, cameras and other items that might interfere with the good order of the Meeting will not be permitted in the auditorium. You are requested to turn off all mobile devices.

There will be facilities for shareholders who are in wheelchairs. Anybody accompanying a shareholder as a carer will be admitted to the Meeting.

A hearing induction loop will be available for those who wish to use it.

## **APPENDIX 5: SHAREHOLDER INFORMATION**

### **Listings and Shareholder Services**

#### **Premium listing**

London Stock Exchange (Share Code: BATS; ISIN: GB0002875804)

#### **United Kingdom Registrar**

Computershare Investor Services PLC  
The Pavilions  
Bridgwater Road  
Bristol BS99 6ZZ, UK  
tel: 0800 408 0094; +44 370 889 3159  
web-based enquiries: [www.investorcentre.co.uk/contactus](http://www.investorcentre.co.uk/contactus)

#### **British American Tobacco p.l.c.**

##### **Registered Office**

Globe House  
4 Temple Place  
London WC2R 2PG, UK  
tel: +44 20 7845 1000

##### **Secondary listing**

JSE (Share Code: BTI)  
Shares are traded in electronic form only and transactions settled electronically through Strate.

#### **South Africa Registrar**

Computershare Investor Services Proprietary Ltd  
PO Box 61051  
Marshalltown 2107  
South Africa  
tel: 0861 100 925; +27 11 870 8222  
email enquiries: [web.queries@computershare.co.za](mailto:web.queries@computershare.co.za)

#### **British American Tobacco p.l.c.**

##### **Representative Office in South Africa**

34 Alexander Street  
Stellenbosch 7600  
South Africa  
(PO Box 631, Cape Town 8000, South Africa)  
tel: +27 21 888 3194

#### **American Depositary Receipts**

NYSE MKT (Symbol: BTI; CUSIP No. 110448107)  
British American Tobacco sponsors an American Depositary Receipt (ADR) programme in the United States. Each ADR represents two of the Company's ordinary shares. Enquiries regarding ADR holder accounts and payment of dividends should be directed to:  
Citibank Shareholder Services  
PO Box 43077  
Providence  
Rhode Island  
02940-3077, USA  
tel: 1-888 985 2055 (toll-free) or +1 781 575 4555  
email enquiries: [citibank@shareholders-online.com](mailto:citibank@shareholders-online.com)  
website: [www.citi.com/dr](http://www.citi.com/dr)

## Publications

Copies of current and past Annual Reports are available on request. Copies of the Group corporate brochure, *We are BAT*, are also available. Highlights from these publications can be produced in alternative formats such as Braille, audio tape and large print, contact:

British American Tobacco Publications  
Unit 80, London Industrial Park, Roding Road  
London E6 6LS  
tel: +44 20 7511 7797; facsimile: +44 20 7540 4326  
email: bat@team365.co.uk

Alternatively contact the British American Tobacco p.l.c. Representative Office in South Africa using the contact details shown on page A-13.

## Final Dividend 2015 — dates in 2016

In compliance with the requirements of the London Stock Exchange (LSE) and Strate, the electronic settlement and custody system used by the JSE Limited (JSE), the following are the salient dates for the payment of the final dividend.

25 February	Dividend announced (including amount of dividend per share in both sterling and rand, applicable exchange rate and conversion date — 23 February 2016; plus additional applicable information as required in respect of South Africa Dividends Tax — see below)
25 February-18 March	From the commencement of trading on 25 February to 18 March 2016 (inclusive), no removal requests in either direction between the UK main register and the South Africa branch register will be permitted
11 March	Last day to trade (JSE)
14-18 March	From the commencement of trading on 14 March 2016 to 18 March 2016 (inclusive), no transfers between the UK main register and the South Africa branch register; no shares may be dematerialised or rematerialised
14 March	Ex-dividend date (JSE)
17 March	Ex-dividend date (LSE)
18 March	Record date (LSE and JSE)
13 April	Last date for receipt of Dividend Reinvestment Plan (DRIP) elections (UK main register only)
5 May	Payment date (sterling and rand)

## Final Dividend 2015 — key information and data

### Recommendation

On 25 February 2016 the Company announced a recommended final dividend of 104.6p per ordinary share of 25p for the year ended 31 December 2015.

As the British American Tobacco Group reports in sterling, dividends are declared and payable in sterling except for shareholders on the branch register in South Africa whose dividends are payable in rand. A rate of exchange of £:R = 21.32780 as at 23 February 2016 (the closing rate on that date as quoted by Bloomberg), results in an equivalent final dividend of 2,230.88788 SA cents per ordinary share.

### South Africa Branch Register: Dividends Tax Information

South Africa Dividends Tax of 334.63318 SA cents per ordinary share will be withheld from the gross final dividend paid to shareholders on the South Africa branch register at the rate of 15% unless a shareholder qualifies for an exemption. After Dividends Tax has been withheld, the net dividend will be 1,896.25470 SA cents per ordinary share. The final dividend is regarded as a 'foreign dividend' for the purposes of the South Africa Dividends Tax.

At the close of business on 23 February 2016 (the latest practicable date prior to the date of the recommendation of the final dividend), British American Tobacco p.l.c. (the "Company") had a total of 1,864,228,895 ordinary shares in issue (excluding treasury shares). The Company held 162,645,590 ordinary shares in treasury giving a total issued share capital of 2,026,874,485 ordinary shares.

British American Tobacco p.l.c. is registered with the South African Revenue Service (SARS) with tax reference number 9378193172.

For the avoidance of doubt, Dividends Tax and the information provided above is of direct application only to shareholders on the South Africa branch register. Shareholders on the South Africa branch register should direct any questions regarding the application of Dividends Tax to Computershare Investor Services Proprietary Ltd, contact details for which are given above.

#### **Financial Calendar 2016**

26 April	Interim Management Statement <i>(This represents a change to the previously reported date due to the closure of the JSE on a national holiday in South Africa on 27 April 2016)</i>
27 April	Annual General Meeting, Milton Court Concert Hall, Silk Street, London EC2Y 9BH
28 July	Half-Yearly Report
26 October	Interim Management Statement

