

Help us build a  
**Smokeless World.**

# Contents

---

Welcome to tomorrow	03	Meet our key smokeless brands of the future	09
Who we are, where we're going	05	Our values	11
What you might not know about us commercially	06	A culture of belonging	12
What you might not know about us from a people perspective	07	Sustaining our planet, together	13
Building a Smokeless World	08	Tips and tricks to help you shine	14



## Welcome to tomorrow A message from our CEO

---



“ At BAT, we are transforming our business to **Build a Smokeless World**, built on smokeless products where, ultimately, cigarettes have become a thing of the past. We are breaking new ground, taking a front-footed approach to reducing the health impact of our business. Giving people the freedom to choose smokeless alternatives. Our strong global brands are powered by insights, science, innovation, co-creation and talent. Our people and their passion to win make achieving our purpose of **A Better Tomorrow** possible. Join our team as we redefine our future as a truly consumer centric multi-category products business.”

Tadeu Marroco | Chief Executive

# Welcome to tomorrow

## A message from our CPO

---



“

We're committed to creating a workplace where everyone can thrive, grow, and feel valued. Our transformation rests on the diversity of our people and their individual talents. We invest in a culture that fosters innovation, collaboration, and well-being. By joining us, you will have the chance to carve your own story in our exciting transformation journey. We are committed to helping you develop your career and grow as part of the team. Please read this brochure for an overview of who we are and what we offer. Join us today, *Tomorrow can't wait.*”

Cora Koppe-Stahrenberg | Chief People Officer

”

## Who we are, where we're going

We've been busy over the last 122 years, but nothing feels as exciting as where we are today. And that's on the journey to fulfil our purpose of creating A Better Tomorrow™ by building a Smokeless World. In fact, our ambition is to be a predominately smokeless business by 2035, driving forward Tobacco Harm Reduction with more innovative smokeless products that will, ultimately, make cigarettes a thing of the past.



Hover over the years to know more >>>



1902 1912 1976 2013 2024 2030 2035 2050 >>>>

# Are you ready to come on the journey with us?

# What you might not know about us commercially



5

major product categories



34.1m

consumers of our smokeless products



50%

of revenue from non-combustible products by 2035

Find out more [here](#)



£25.6bn

in revenue



Best

performing FTSE100 stock for the last 50 years



140+

markets



## What you might not know about us from a people perspective



**4.0**

Glassdoor rating



**47k**  
employees globally



**137**  
nationalities at  
management level

**top**  
EMPLOYER

Global  
2026

FOR A BETTER WORLD OF WORK

for the 9th  
consecutive  
year.

# Building a Smokeless World

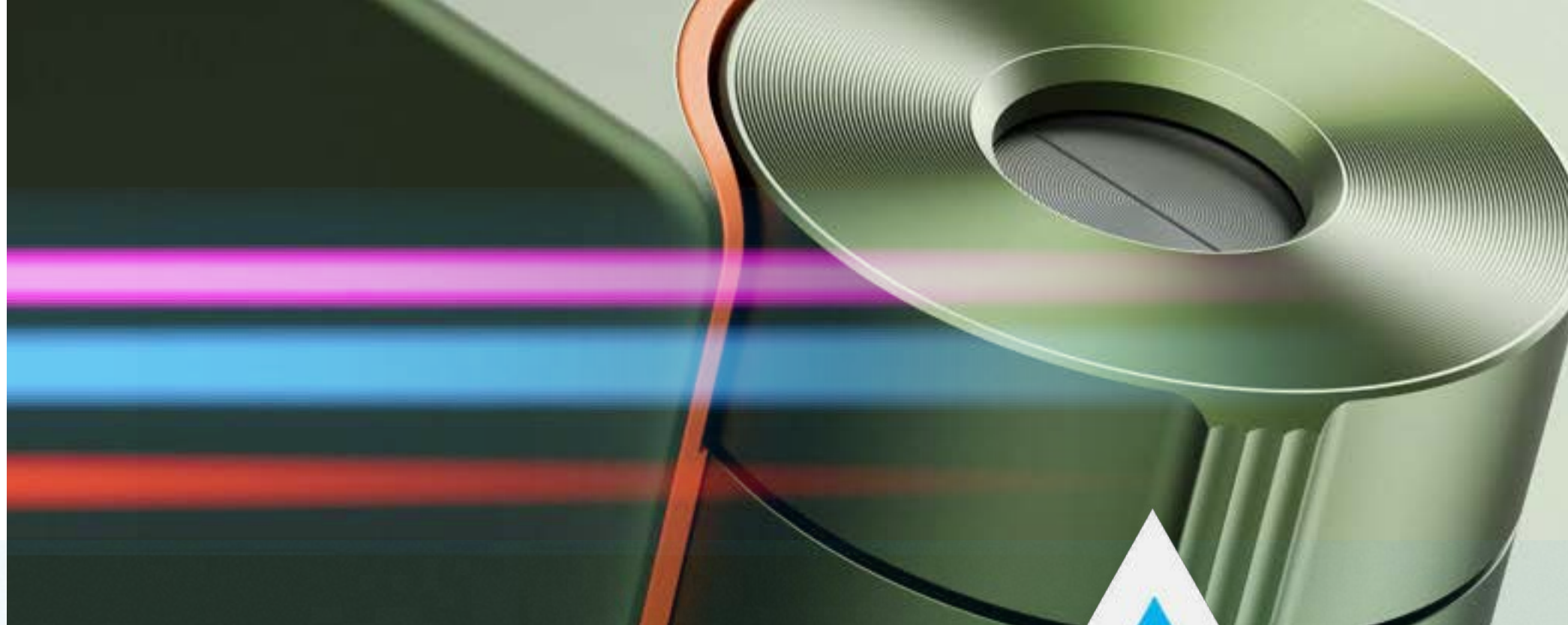
We're a leading consumer goods business because of talented people. Exceptional thinkers and doers that have created a global portfolio of brands with our shared purpose at its heart: **Creating A Better Tomorrow™** by Building a Smokeless World.

But we're not stopping there, as our recently-launched 'The Omni' can attest to. A robust, scientific resource and platform that makes an evidence-based case for Tobacco Harm Reduction. Learn more [here](#).

Whatever BAT location or function you join and whatever role you play, the work you do will contribute to turning our vision into reality.

“It’s exciting to see how fast our new product categories evolve. And we constantly hire talent with new capabilities to drive this transformation.”

Zoe Wu, HR Business Partner, Denmark



## Meet our key smokeless brands of the future

We're dedicated to meeting the evolving needs of our consumers. And our portfolio reflects that.

Our on-going investment in Research & Science continues to pioneer and power the latest cutting-edge technology for new product innovation - with our innovation centres in Southampton and Shenzhen being home to some of the most advanced break-throughs seen in the industry today.

Our global smokeless product brands:

- glo (Heated Product)
- Vuse (Vapour Product)
- Velo (Oral Nicotine Pouches)

Discover more about what we're achieving [here](#).

Candidate pack



## Combustible Tobacco

---

Our cigarette business is founded on understanding and meeting the preferences of adult smokers in all parts of the world. Our five global brands are Dunhill, Kent, Lucky Strike, Pall Mall and Rothmans.

We continue to be clear that combustible cigarettes pose serious health risks. And the only ways to avoid these risks are to not start or to quit smoking. But for those who would otherwise continue to smoke, we encourage them to switch to smokeless alternatives.

Learn more [here](#).

## Our values

---

“Every day, I’m empowered to be a positive, authentic change agent and share my voice.”

Cherise Mbaye, Senior Director Operations, US

At BAT, we know our most powerful asset is our people. All 47,000 of them. That’s why they are deeply reflected within our culture and values.

Our values help define how we show up for each other and our purpose, how we innovate, grow and achieve success while setting high standards for individual achievement and collective progress.

Our values are rooted in integrity and collaboration, and empower us to be pioneers of change in a world that never stands still.

[Flip/Click over our values to learn more >>>](#)

## A culture of belonging

“In a diverse workplace, you can uncover new perspectives, foster innovative ideas, and make better decisions using creative problem-solving techniques.”

Salma Brazanji, Tax Manager Kingdom of Saudi Arabia

### What you can expect if you join BAT.

We are a diverse and truly inclusive global workplace that values and celebrates everyone’s differences.

We’re incredibly proud of where we are now, but we’ll never stop striving to making sure our organisation is as representational as possible.

It’s our unique community of curious, agile and diverse experts that powers our ability to keep on innovating.

It’s also what sets us apart from the competition.

[Learn more](#) about our D&I initiatives.



**44%**

of all management roles globally are held by women



**UNITED.**

Our LGBTQIA+ Employee Resource Group



CERTIFIED

Certification offering pay equity regardless of gender or ethnicity



**38%**

of senior leadership roles are held by women



Women in **BAT**  
Our Female Employee Resource Group



Our portfolio of benefits and wellbeing initiatives



We are listed in the Financial Times Diversity Leaders

## Sustaining our planet, together

As we transition to A Better Tomorrow™, we are committed to doing so responsibly – by reducing our reliance on natural resources, managing our environmental impact and respecting human rights across our business operations and supply chain.

“As the external sustainability landscape evolves, our operating model, data, and digital capabilities will enable us to navigate and adapt with confidence.”

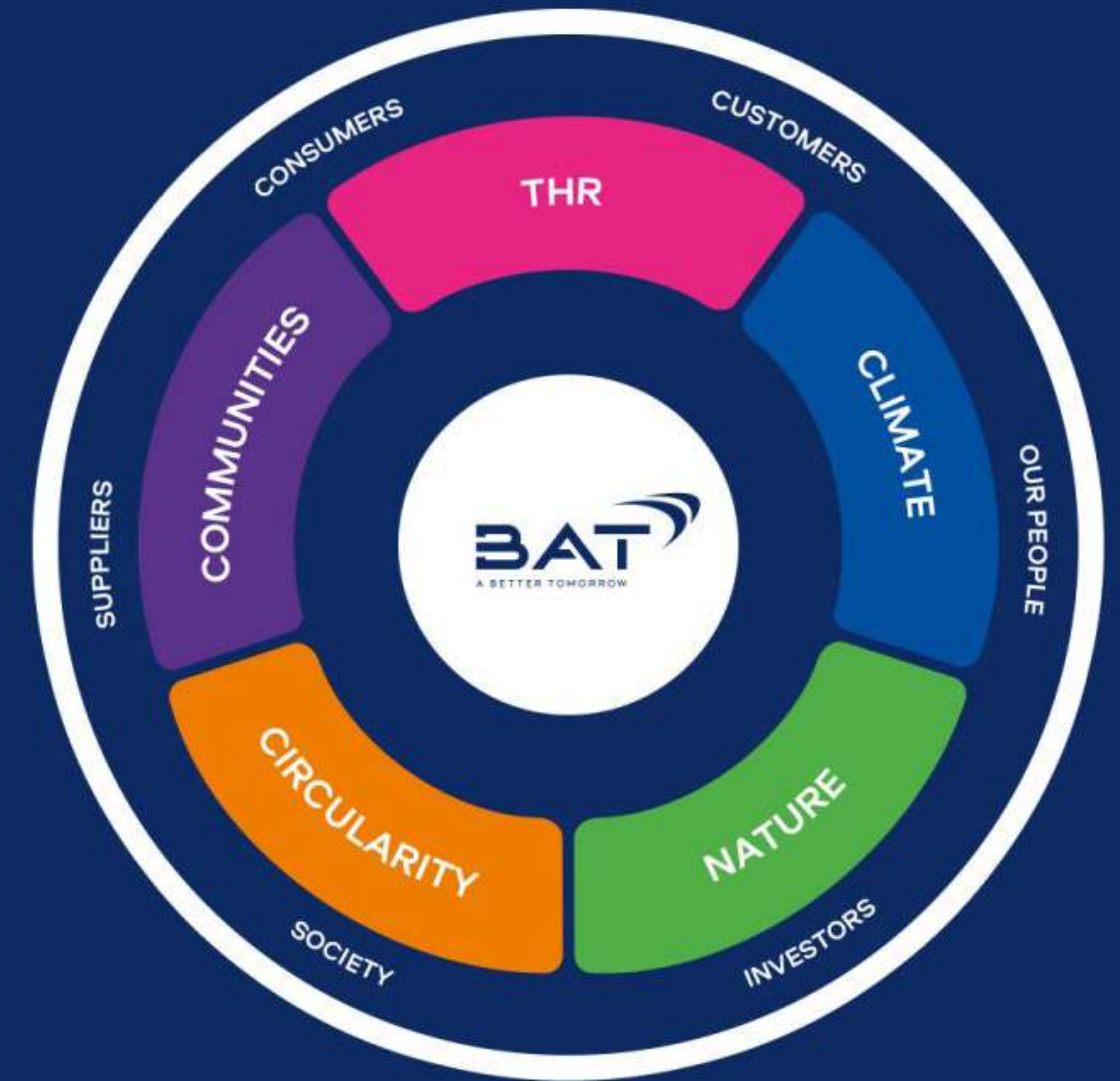
Jonathan Upward, Chief Sustainability Officer

Discover what else we're doing [here](#).

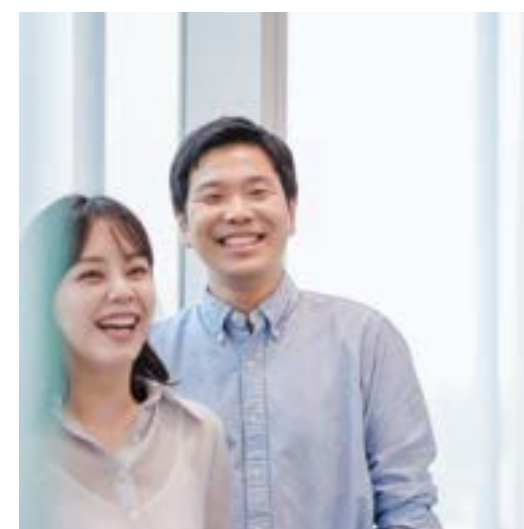
Candidate pack

We continue to embed sustainability across the business as a strategic lever, driving performance, enhancing resilience, and enabling long-term growth.

To achieve this, we have a sustainability strategy anchored in four interconnected impact areas beyond THR: Climate, Nature, Circularity, and Communities.



## Tips and tricks to help you shine



The application process will be different depending on the role, but here are some overall tips to help you be successful. Don't forget that your recruiter will also be happy to answer any questions you may have.

# Good luck, you've got this!

Hover over the phases to know more >>>

To learn more visit [here](#).

Candidate pack





Tomorrow Can't Wait  
for you to join us

[careers.bat.com](https://careers.bat.com)

**BAT**  
A BETTER TOMORROW

Tomorrow can't wait