



# GOLDEN TOUCH

*A Special report on Executives and teams of outstanding success in Kenya*



## BAT Kenya on a journey to transform tobacco

By Beverley Spencer-Obatoyinbo,  
Managing Director, BAT Kenya



British American Tobacco Kenya plc has a proud heritage spanning over 110 years in Kenya. We've manufactured here for over 60 years and, next year, we celebrate our 50th anniversary on the Nairobi Securities Exchange.

As a business, we're committed to selling quality products, manufactured to high standards and marketed responsibly. The adult consumer is at the centre of everything we do, and it's their preferences, both domestically and in our export markets, that we are always focussed on.

Having been appointed as Managing Director in May 2017, I arrived here at a particularly challenging time. Consumer affordability was adversely impacted by a slowdown in trading activity, high inflation and the prolonged election

period in Kenya. Access to cash became a challenge for the consumer, who cut back on spending.

However, through the hard work and determination of everyone in my team, we have turned the corner in 2018 – although concerns remain, notably the rise in the illegal market of cigarettes, denying government much needed revenue. That is why greater enforcement measures and a sustainable tax environment are sorely needed.

It is the people who work with me, alongside the strong brands we have, that give BAT Kenya the edge in the market and what stands us in such good stead to continue delivering sustainable results. As we begin looking at new innovations and nicotine products, it's the people who will enable the transformation of the business.

With the Government's focus on manufacturing as part of its Big Four agenda, I believe the future is bright for the country and for BAT Kenya. That's why, alongside the transformation of the business, we are investing in a 21st century vision of having the best office in Africa. We're in the process of refurbishing our manufacturing headquarters situated along the busy Industrial Area of Likoni Road, signalling our commitment to the country as a top employer, manufacturer and tax payer.

In parallel with our transformative ambitions, this refurbishment will create a world-class, modern office space that is welcoming, open, and inspiring – ensuring that BAT Kenya is a great place to work and providing an environment that is energising, facilitates collaboration and drives agility.

Where do I see BAT Kenya in two or three years' time? I see us as being an even stronger company – at the forefront of manufacturing, continuing to adapt to consumer and market changes with innovative tobacco and nicotine products while attracting and retaining the very best people. In essence, transforming tobacco.



BAT Kenya employees.

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Architectural impressions of the 'new look' BAT Kenya offices.

