



BAT KENYA RAMPS UP EFFORTS TOWARDS SUSTAINABLE AGRICULTURE

BAT Kenya has stepped up efforts to enhance the livelihoods and food security of its farmers by providing them with subsistence crops. Informed by research and feedback from their farmers and stakeholders on local agricultural trends, the Company has this month issued over 15,500 avocado seedlings at a competitive price, to over 1,550 contracted farmers based in Migori, Homa Bay, Bungoma and Busia counties. BAT Kenya will also facilitate survival monitoring of the avocado trees and market linkage upon harvesting.



Mimi Mavuti, Head of Business Communication & Sustainability for BAT Kenya and East & Southern Africa remarked:

“BAT Kenya has a robust farmer livelihoods programme - THRIVE, through which we partner with our contracted tobacco farmers to drive various initiatives including crop diversification, to enhance food, environmental (soil health) and income security.

“We believe that crop diversification can help mitigate agricultural economic risk by reducing farmers’ dependency on tobacco as a single source of income. This is especially important on the back of climate change impacts. Further, given that the tobacco crop is in the ground for only six months in a year, the subsistence crops enable farmers to drive food security and earn extra income from the sale of surplus harvest, as well as improve soil health.”

For the sustainability of the programme, BAT Kenya will also provide its farmers with technical support and capacity building on sustainable agricultural practices. During the 2022 crop season, BAT Kenya issued its farmers with 13 tonnes of certified maize seeds at no cost, and over 17,000 avocado seedlings. As part of its Sustainable Farming programme, the Company also facilitates crop insurance for the tobacco crop to mitigate impacts of adverse weather and natural disasters.



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ABOUT BAT KENYA

BAT began operations in Kenya in 1907. BAT Kenya has been listed on the Nairobi Securities Exchange (NSE) since 1969. The Company has approximately 5,000 shareholders, around 4,000 of whom are local shareholders. BAT Kenya is in the business of tobacco farming, processing, manufacture and sale of tobacco and nicotine products without tobacco. The Company has a manufacturing plant in Nairobi and a Green Leaf Threshing Plant in Thika. This is a strategic manufacturing hub for the BAT Group, exporting more than 65% of its output to over thirteen countries in Africa. The Company's tobacco growing operations partner with approximately 1,700 contracted farmers in the counties of Bungoma, Busia, Migori and Homa Bay. BAT Kenya generates direct and indirect employment opportunities for more than 80,000 Kenyans through tobacco farming, tobacco processing, cigarette manufacturing, tobacco product distribution, urban and rural retailing, wholesale trade, transport, logistics and domestic procurement. BAT Kenya is a major contributor to Kenya's economic growth, including through our year-on-year investments and payments over the last six years of over KSh 107 billion to national revenue in the form of various taxes (Excise Duty, Value Added Tax (VAT), Pay as You Earn (PAYE) and Corporation Tax). BAT Kenya places sustainability at the front and center, and invests in various initiatives to reduce the impacts of its business and contribute to the development and protection of the communities and ecosystems in which it operates. The Company drives various programmes in Sustainable Agriculture and Environmental Conservation, including afforestation activities through which it has recorded over 54 million surviving trees planted since 1978. BAT Kenya has been certified six times in a row (2018, 2019, 2020, 2021, 2022, 2023), as a Top Employer in Kenya, Africa by the global Top Employers Institute. The Company is a member of the Kenya Business and Disabilities network (KBDN). KBDN is an organisation whose mandate is geared at championing workplace inclusivity for Persons with Disabilities.

Forward-looking statements

This release contains certain forward-looking statements. All such forward-looking statements involve estimates and assumptions that are subject to risks, uncertainties, and other factors. Any forward-looking statements reflect knowledge and information available at the date of preparation of this release and BAT undertakes no obligation to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise. Readers are cautioned not to place undue reliance on such forward-looking statements.