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## BATSA VINDICATED AS COURT RULES AGAINST TOBACCO BAN

**British American Tobacco South Africa (BATSA) has been vindicated in its view that the disastrous ban on tobacco sales was unjustified and unconstitutional, after the Western Cape High Court ruled in its favour.**

The five-month ban on tobacco and vapour products sales was ill-considered, unlawful and has worsened the illicit trade in cigarettes and vapour products in the country. South Africa has the largest illicit tobacco market in the world.

BATSA renews its call for South Africa to urgently ratify the World Health Organization (WHO) Illicit Trade Protocol in order to eradicate the illegal sale of cigarettes. This is the only way for the country to claw back tax losses resulting from the explosion in illicit trade that occurred during the ban on tobacco and vapour products.

Ends