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NEWS RELEASE

29 OCTOBER 2018

BATSA investigates smuggling of its brands

British American Tobacco South Africa (BATSA) is aware of that one of its brands was among a consignment of cigarettes seized at the Lebombo border post following an attempt to smuggle them from Mozambique into South Africa.

BATSA has a zero-tolerance approach to the smuggling of our products and will cease supply to any wholesaler found be complicit in the smuggling of our brands.

We are grateful to SARS for this successful operation and have asked for samples of the product to identify its authenticity and try to trace it back to the wholesaler responsible.

We invite the manufacturers of the vast majority of illicit tobacco brands in South Africa to show a similar degree of diligence to put an end to illicit trade in the country.

ENDS

Editor's Note:

Please attribute the statement to a BATSA Spokesperson.