



We Are BAT

Darlecio (Canguçu, South Brazil)

I don't know what my life would be without farming.

Khulilie (Johannesburg, South Africa)

I have a lot of hope. I never look at the glass half empty. I feel like sky's the limit on what you can achieve.

Abdul Mannan (Kushita, Bangladesh)

My great grandfather first settled in this village. / It has been a long time. / My grandfather, then my father, and now myself and our generation, / passing our lives here in this village.

Khai (London, England)

It's important for me to have purpose. Once I'd crossed the threshold of the building, the company was no longer a building anymore, it was the people inside it.

Jenni (Southampton, England)

Ever since I was little, I've really wanted to be a scientist. The science that I wanted to do might have changed a little bit over the years, but I've always known I wanted to be a scientist.

Darlecio

I've lived in this place since I was born. / My grandfather was a tobacco producer for the company Souza Cruz first. / Then he passed it to my father.

Khai

People want to know who we are as an organization. The stories that I have learned over the past year have shown that each individual person has the power to make change in the communities that we operate.

Abdul Mannan

This water filtration plant Probaho was handed over to us by British American Tobacco. / After the handover we are the owner of the plant, / and responsible for maintaining the plant.

Khulilie

What I love most about working with BAT is how we interact with each other. How we work as a team.

Pete (Southampton, England)

What I'm most proud of is being part of the project team that was responsible for launching BAT's first e-cigarette to market. I hope my work here can make a difference in the world.

Darlecio

I produce tobacco... / soy... / I own dairy cows. We grow corn. / And other crops that benefit our family.

Abdul Mannan

Ever since this Probaho plant was installed on my property... / the water that we are drinking is pure.
/ Iron free and arsenic free.

Jenni

If I look to the future now, I think that
It would be great to find something that suits everyone's needs and there are no health risks.

Khulilie

We need to as a company also showcase that we are a responsible company by making sure that we
inform our customers that we do not sell to underage individuals.

Khulilie

Because at the end of the day, it is British American Tobacco that is being looked at, and that is
something that we need to continuously maintain.

Khai

When I got offered the job of course I had to think about how I would feel about working for a
controversial multinational.

Jenni

I think it's really important that the people who want to use our products have the ability to make an
informed choice. And the best way to do that is to provide them data and information that means
something to them.

Abdul Mannan

When we went to school we were taught "water is life." / But now I understand it should be stated
as "pure water is life."

Khai

BAT has the potential to affect change. But it's going to take the consumers to look beyond that
corporate veil at the true intention of the people behind the company to really get behind that idea
and push for that change.

**For more information please visit
www.bat.com**

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