

CORPORATE PROFILE



BRITISH AMERICAN TOBACCO (MALAYSIA) BERHAD

British American Tobacco (Malaysia) Berhad (BAT Malaysia) is the leading tobacco company in the country with a 51.7% share of the legal market.

(Source: IPSOS Retail Audit Dec 2020)

The Company, with 397 direct employees and 1,808 indirect employees, has been listed on the Malaysian stock exchange since 1961.

Our proud legacy provides a great platform for our purpose to build **A Better Tomorrow™**. We will build A Better Tomorrow™ by reducing the health impact of our business through the offering of a greater choice of enjoyable and less risky products to our consumers. The Group has developed new categories of potentially reduced-risk alternatives to smoking and BAT Malaysia wishes to pursue discussions with the government to establish a regulatory framework for nicotine vaping.

Together with our subsidiaries - Commercial Marketers and Distributors Sdn. Bhd., Rothmans Brands Sdn. Bhd., Tobacco Importers and Manufacturers Sdn. Berhad, Commercial Marketers and Distributors Sdn. Bhd. (Brunei), we currently offer high-quality tobacco brands such as Dunhill, Peter Stuyvesant, Rothmans, KYO, Pall Mall, Kent, and Benson & Hedges.

BAT Malaysia is part of British American Tobacco p.l.c. Group's investment in Malaysia, which also includes the British American Tobacco Asia Pacific Finance Shared Services, the British American Tobacco Asia Pacific Regional Product Centre, and the British American Tobacco Global Services Delivery.

PURPOSE & STRATEGY

OUR PURPOSE

Our purpose is to build A Better Tomorrow™ for all our stakeholders.



OUR STRATEGY

Our business is on a transformation journey. Today, we see new opportunities to capture consumer moments which have, over time, become limited by societal and regulatory shifts, and to satisfy evolving consumer preferences.

We have evolved our strategy to put a sharper focus on our New Category products, fuelled by investment from the continued delivery of our traditional tobacco business.

Our strategy is about anticipating and aiming to satisfy the ever-evolving consumer: providing pleasure, reducing risk, offering an increasing choice and stimulating the senses of adult consumers worldwide.



Scan this QR Code which explains more about our commitment to building A Better Tomorrow™

DUNHILL

Peter
Stuyvesant

Rothmans

YO

glo™ neo™

PALL MALL

BENSON & HEDGES

OVERVIEW OF BAT MALAYSIA

At BAT Malaysia, we stand for being more than just the leading tobacco company in Malaysia.

We are recognised as a respectable corporate citizen with an excellent track record in corporate governance and are known as a leading employer with a multitude of awards and recognition for best-in-class talent development. We also understand the importance of community development.

BAT Malaysia has been an active contributor to the community we operate in through various corporate social investments since our inception.

Years of History in Malaysia

100+

Earnings Per Share (sen)

85

Employees

397

Market Share

51.7%

Certified Top Employer



RESULTS AT A GLANCE

Revenue

RM 2,315 MILLION

Profit Before Tax

RM 329 MILLION

Net Profit

RM 242 MILLION

Net Dividend Per Share

83 SEN

Shareholder's Fund

RM 373 MILLION

Net Returns on Shareholder's Fund

65%