



MEDIA RELEASE

FOR IMMEDIATE DISSEMINATION

BAT TO POWER CONTINUOUS GROWTH FOR DUNHILL

Kuala Lumpur, 28 July 2025 – British American Tobacco (Malaysia) Berhad (BAT Malaysia) today announced its financial results for the second quarter ended 30 June 2025 (Q2FY2025).

Q2FY2025 Financial Highlights:

- Profit from operations saw a 38.5% increase, at RM78 million compared with RM56 million in the same period last year.
 - Revenue for the quarter stood at RM625 million compared with RM640 million compared to the same period last year.
 - The Board of Directors has declared a second interim ordinary dividend of 12 sen per ordinary share amounting to RM34.3 million payable on 4 September 2025 to shareholders.
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Revenue for the quarter stood at RM625 million. The Group's strategic decision to transition out Vuse enabled more effective cost management and portfolio focus, which saw a 38.5% increase in profit from operations to RM78 million compared to RM56 million in the same period last year. In addition, for the quarter under review, Dunhill strengthened its market leadership by gaining 0.3 percentage points in market share.

In comparison to the previous quarter, the Group shifted its focus on strengthening its combustibles portfolio in Q2FY2025, particularly through its flagship brand, Dunhill. This led to a 94% increase in revenue from RM322 million to RM625 million in the current quarter, demonstrating a strong direction towards recovery.

The Board of Directors has declared a second interim ordinary dividend of 12 sen per ordinary share amounting to RM34.3 million, payable on 4 September 2025 to shareholders.

Nedal Salem, Managing Director of BAT Malaysia, said, "Our second quarter results demonstrate the resilience of our combustibles portfolio, even in a highly competitive market environment, signalling that we are heading in the right strategic direction."

"Dunhill continues to stand out as the leading brand in Malaysia, gaining further momentum this quarter. This leadership reflects not only the strength of our portfolio, but also our unwavering commitment to stand out in quality, continuous innovation and brand heritage built over 60 years. It is this focus that enables Dunhill to earn and



maintain the trust of our consumers in Malaysia.”

“The tobacco black market also saw a decline of 0.4 percentage point at 54.4% in Q2FY2025, compared to the previous quarter. This was largely contributed by the work done by the Royal Malaysians Customs Department and we continue to applaud their efforts in combating illicit trade in Malaysia,” **Nedal** concluded.

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About British American Tobacco (Malaysia) Berhad

British American Tobacco (Malaysia) Berhad is the leading tobacco company in Malaysia and a subsidiary of the BAT Group, which is driving its corporate purpose of building A Better Tomorrow™ by reducing the health impact of our business through a multicategory portfolio. BAT Malaysia's portfolio includes world-famous brands like DUNHILL, PETER STUYVESANT, ROTHMANS, KYO, LUCKIES and VUSE. BAT Malaysia employs over 280 employees who are involved in a wide spectrum of disciplines, from generating insights, developing brands and making these available on a national level. In addition, we also set leading edge talent development practices

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