



BAT Kenya rolls out KShs 10 million Rural Women's Development Programme

BAT Kenya has launched a KShs 10 million Rural Women's Development Programme (RuWDeP), as part of its commitment to create shared value in the communities it operates.

Launched during this year's International Women's Day, the RuWDeP aims to empower more than 1,600 women from the Oyani and Malakisi tobacco leaf growing communities in Migori and Bungoma counties respectively, who are either women farmers contracted by BAT Kenya or spouses of contracted farmers.



Through the programme which will run for an initial period of three years, BAT Kenya aims to champion women's rights and welfare, capacity building on sustainable agriculture and business management, as well as entrepreneurship development.

Head of Communication and Sustainability for BAT Kenya and East & Southern Africa Markets, Mimi Mavuti, said:

"Women play a pivotal role in the socio-economic development of our communities. As part of our Environment, Social and Governance (ESG) platform *Ustawi*, BAT Kenya is committed to delivering a positive impact by working with various stakeholders to empower Kenyans in its value chain. We believe that this Rural Women's Development Programme is an ideal vehicle to not only transform the lives of our farmers, but also support them to build sustainable livelihoods."

"The RuWDeP will be rolled out in three phases, with the first phase kicking off with 285 women, and extending to 1,387 women in subsequent phases."

ENDS

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ABOUT BAT KENYA

BAT began operations in Kenya in 1907. BAT Kenya has been listed on the Nairobi Securities Exchange (NSE) since 1969. The Company has approximately 5,000 shareholders, around 4,000 of whom are local shareholders. BAT Kenya is in the business of tobacco farming, processing, manufacture and sale of tobacco and nicotine products without tobacco. The Company has a

manufacturing plant in Nairobi and a Green Leaf Threshing Plant in Thika. This is a strategic manufacturing hub for the BAT Group, exporting more than 65% of its output to over thirteen countries in Africa. The Company's tobacco growing operations partner with approximately 1,700 contracted farmers in the counties of Bungoma, Busia, Migori and Homa Bay. BAT Kenya generates direct and indirect employment opportunities for more than 80,000 Kenyans through tobacco farming, tobacco processing, cigarette manufacturing, tobacco product distribution, urban and rural retailing, wholesale trade, transport, logistics and domestic procurement. BAT Kenya is a major contributor to Kenya's economic growth, including through our year-on-year investments and payments over the last six years of over KShs 107 billion to national revenue in the form of various taxes (Excise Duty, Value Added Tax (VAT), Pay as You Earn (PAYE) and Corporation Tax). BAT Kenya places sustainability at the front and center, and invests in various initiatives to reduce the impacts of its business and contribute to the development and protection of the communities and ecosystems in which it operates. The Company drives various programmes in Sustainable Agriculture and Environmental Conservation, including afforestation activities through which it has recorded over 54 million surviving trees planted since 1978. BAT Kenya has been certified six times in a row (2018, 2019, 2020, 2021, 2022, 2023), as a Top Employer in Kenya, Africa by the global Top Employers Institute. The Company is a member of the Kenya Business and Disabilities network (KBDN). KBDN is an organisation whose mandate is geared at championing workplace inclusivity for Persons with Disabilities.

Forward-looking statements

This release contains certain forward-looking statements. All such forward-looking statements involve estimates and assumptions that are subject to risks, uncertainties, and other factors. Any forward-looking statements reflect knowledge and information available at the date of preparation of this release and BAT undertakes no obligation to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise. Readers are cautioned not to place undue reliance on such forward-looking statements.