

Quality Policy Statement



Our commitment is to ensure that our products and services are the best in the market, reflecting our commitment to meeting the preferences of today's adult smokers while building a Better Tomorrow™ with a choice of reduced risk products.

The consumer is at the heart of our business, and we shall endeavor to excite our consumers through defect free products and services. We shall strive to achieve brand superiority and ensure that we champion informed consumer choice through:

- **A consumer-led, products & services-focused approach**
Continuously listen to our consumers to understand their needs and promptly implement sustainable improvements to constantly meet these needs.
- **Quality leadership**
Constantly re-learn our products and services and deliver to the consumer, a wide range of consumer-relevant innovations for a wide range of consumer moments.
- **Continuous improvement**
Continuously identify, define and execute necessary processes to meet or exceed consumer and customer expectations and for the continuous improvement of our Quality Management System.
- **End to end execution**
Achieve responsible and distinctive leadership for the consumer and customer by creating a flexible and efficient supply organisation.
- **A winning organisation**
Develop and empower our people and teams to deliver products and services which satisfy applicable requirements and meet consumer and customer needs, by investing time and energy to create a legacy of leaders.
- **Sustainability**
Shape a new deal with society and champion informed consumer choice while complying with statutory and regulatory requirements.
- **Quality first**
Uncompromised quality is at the heart of our strategy and is the foundation of our growth. Each employee is empowered to take necessary action to ensure that consumer and customer needs are met.
- **Digitization**
Utilise digital capabilities to improve our quality processes and connection to the business, suppliers, customers, and consumers.

This policy statement is compatible with our strategic direction and context and provides a framework for establishing specific quality objectives. It shall be reviewed and revised periodically to cater for changes in Quality Management Systems and other relevant practices. It will be communicated to all employees and stakeholders as applicable.

Signed: 
CRISPIN ACHOLA
EAM Cluster Director
3rd January 2023


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3rd January 2023


SOHEL RANA
Head of Leaf, BAT Kenya
3rd January 2023