



Video animation: Corporate behaviour

BUILDING TRUST

How are BAT working to build trust through your behaviour?

Conducting our affairs
with honesty, integrity and
transparency
is key if we are to continue to
develop
as a responsible, successful and
sustainable business.
Our focus on driving the right
culture and behaviour
across all aspects of our business
will ensure our future as a
trustworthy and sustainable
company.

www.bat.com/sustainability

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