



Transcript – We're transforming tobacco

We're transforming tobacco

We're committed to leading change in our industry

new technology + evolving consumer preferences + changes in society

create a unique opportunity for us to deliver real change

by providing an ever-wider choice of products

with the potential for reduced risk

meeting the varied preferences of adult consumers

We're investing in R&D

changing the way we work

driving the growth of our Next Generation Products including

vapour products

tobacco heating products

and our oral tobacco and nicotine products

We've made real progress but this is just the beginning

our ambition is to offer adult consumers

a range of industry-leading alternatives

with the potential for reduced risk

more choice

more innovation

potentially less risk

leading the way in transforming tobacco.