

We are BAT LANCAR

Integrated by 34 countries, with a team of more than 4,200 employees with more than 28 nationalities. BAT LANCAR is made up of the end markets of Latin America North and the Caribbean, including countries such as Mexico, Colombia, Venezuela, Guyana, Jamaica and other countries of the Caribbean and Central America. Our operation seeks to captivate and satisfy more than 28.7 million cigarette consumers, covering more than 1670 sales areas in our geographies.

We are united by our Values and Business Principles which reflect our commitment to high standards of corporate conduct and ethics in all our business operations.

Policies, Principles and Standards

The guidelines that govern our business

This page does not reflect the full description of Group policies and standards, but offers an overview of those likely to be of particular interest to stakeholders, with links to the documents.

STANDARDS OF BUSINESS CONDUCT

[SoBC 2022 ENGLISH.pdf](#)

Our Standards of Business Conduct are a set of global policies of British American Tobacco, expressing the high standards of integrity we are committed to upholding. The Standards apply to all Group companies and employees and require high standards of behaviour and integrity wherever our businesses operate. Each operating company in the Group must adopt the SoBC, or its own standards reflecting them, and each employee and third party is expected to know and comply with their provisions. General Managers and Heads of Function formally confirm on an annual basis that their market or business unit has adequate procedures in place to support SoBC compliance, and continuous information on performance against the Standards is gathered and reported quarterly to the Board Audit Committee.

INTERNATIONAL MARKETING PRINCIPLES

[INTERNATIONAL MARKETING PRINCIPLES.pdf](#)

Our International Marketing Principles (IMP) set down detailed guidance on all aspects of our marketing of our conventional combustible tobacco products and our portfolio of reduced-risk*† products – from print, billboards and electronic media to promotional events, packaging and sponsorship. Central to the IMP is our long-held

commitment to ensuring that no marketing activity is directed at, or particularly appeals to, youth. The IMP are globally applicable and in some countries exceed the requirements of local laws. Adherence by our companies forms part of our regular internal audit process, supported by annual self-certification by management and Audit Committee review. We publicly report any instances of incomplete adherence each year.

SUPPLIER CODE OF CONDUCT

[BAT_SCoC_2022_EN.pdf](#)

Our Supplier Code of Conduct complements our Group Standards of Business Conduct by defining the minimum standards we expect our suppliers and other third parties to adhere to in order to supply goods or services to BAT and any BAT Group company. This builds upon our long-standing commitment to operating to high standards of corporate conduct for both our own business operations and our wider supply chain. It also supports our continuing commitment to respect human rights and uphold international standards, including the United Nations Guiding Principles on Business and Human Rights and the Organisation for Economic Cooperation and Development Guidelines for Multinational Enterprises.

PRIVACY NOTICE FOR SUPPLIERS AND CUSTOMERS OF BRITISH AMERICAN TOBACCO LATIN AMERICAN NORTH AND CARIBBEAN (BAT LANCAR)

[Privacy Notice for Suppliers and Customers LANCAR English VF - Copy.pdf](#)

The BAT Group respects your privacy and the importance of the information you provide us; therefore, we are committed to safeguarding the confidentiality of this, applying the corresponding security measures.

SUPPLY CHAIN COMPLIANCE PROCEDURE (SCCP)

[Illicit Trade - Appendix F \(1\).pdf](#)

This document provides an overview for our customers and contractors (together, **Supply Chain Entities**) on how we meet our commitments regarding illicit trade and tax evasion, also to help you understand the role it plays in ensuring that these procedures (**PCSC**) are respected. Our goal is to maintain robust supply chain controls and take appropriate action when there is a risk that our tobacco leaves and/or their products may be smuggled and/or that the respective taxes may be evaded.

GROUP SPEAK UP POLICY

Any worker, employee, business partner, customer, supplier (including its workers) who is concerned about actual or potential misconduct both past and current or likely

can use the "Speak Up" channel. to make your concerns known in the shortest possible time.

The use of the "Speak Up" channel guarantees total confidentiality to those who use it, as well as guarantees that there will be no retaliation in case the report does not result in misconduct.

How to SpeakUp?:

The "Speak Up" channel can be accessed through the link www.bat.com/speakup, which operates independently of the management of each market where the BAT Group operates.