

ENGAGING STAKEHOLDERS

Our business model creates value for a broad range of stakeholders.

Building and maintaining trust with our stakeholders underpins the success and reputation of Imperial Brands. Through stakeholder collaboration we aim to grow the business, minimise our environmental impact, make a positive social contribution and uphold high standards of governance.

Regular engagement with consumers, shareholders, suppliers, retailers, employees, governments and non-governmental organisations is not only the right thing to do, it also helps us make better business decisions.



CONSUMERS

MILLIONS OF ADULTS WORLDWIDE CHOOSE TO ENJOY OUR PRODUCTS

We want smokers to switch to potentially less harmful alternatives to cigarettes and welcome opportunities to highlight the leading-edge science that underpins our Next Generation Products.



SHAREHOLDERS

£12 billion

PAID TO OUR SHAREHOLDERS SINCE 2010

We seek to maximise sustainable returns for our shareholders and have a strong track record of creating wealth for the people directly and indirectly invested in our business.



SUPPLIERS

WE ARE COMMITTED TO PURCHASING TOBACCO FROM RESPONSIBLE SUPPLIERS

We engage with our tobacco leaf suppliers to ensure they work with farmers to maximise their yields and eliminate child labour.





RETAILERS

OUR PRODUCTS ARE SOLD IN A DIVERSE RANGE OF OUTLETS WORLDWIDE

We focus on developing strong partnerships that support the commercial goals of retailers, while working with them to ensure they only ever sell our products to adults.



EMPLOYEES

32,700

WE ARE PROUD OF THE DIVERSE NATURE OF OUR WORKFORCE

The dynamic combination of our international scale, clear purpose and entrepreneurial spirit offers our people exciting career development opportunities.



GOVERNMENTS

£17 billion

RETURNED TO GOVERNMENTS EACH YEAR

We comply with all national and international laws on corporate and tobacco taxation and engage constructively with authorities worldwide to help combat illicit trade.



NON-GOVERNMENTAL ORGANISATIONS

WORKING TOGETHER TO ADDRESS CHALLENGES AND REALISE OPPORTUNITIES

We are transparent about the way we run our business and welcome the opportunity to engage with a broad range of non-governmental organisations, no matter what their views on tobacco.

