

CHIEF EXECUTIVE'S STATEMENT



“Our sustainability strategy is integral to the long-term success of our business and underpins our drive to create shared value for our stakeholders”

ALISON COOPER
Chief Executive

The global tobacco market is evolving as smokers switch from traditional combustible products to less harmful Next Generation Products (NGP). This represents a huge public health opportunity that is aligned with our purpose of creating something better for the world's smokers.

During the year we have refocused our sustainability strategy to more closely integrate it to our commercial strategy, including our expanding NGP business. Our sustainability strategy is integral to our long-term success; it reflects our drive to create value for our stakeholders and focuses on three key areas:

- NGP: providing smokers with alternative products that are less harmful to health
- Sustainable tobacco supply: maintaining sustainable agricultural practices to ensure consistent, quality supply of tobacco
- Responsible people and operations: behaving responsibly at all times and providing a safe and rewarding work environment for employees

These three pillars of our strategy set the framework for addressing our environmental, social and governance issues. From an environmental perspective, we are currently developing new long-term targets that are aligned to the UN Sustainable

Development Goals and the recommendations of the Taskforce on Climate-Related Financial Disclosure. Socially, we have a long track record of making a positive impact in the communities in which we operate and everything we do is underpinned by high standards of governance, ensuring that everyone who works for us, and with us, adheres to our values and Code of Conduct.

We take pride in running our business the right way – it's the right thing to do and supports the ongoing growth and development of Imperial Brands.



ALISON COOPER
Chief Executive