

BAT Reinforces Commitment to Preventing Underage Access to Tobacco and Nicotine Products on World No Tobacco Day

- **BAT reaffirms its commitment to preventing underage access to tobacco and nicotine products and emphasises that these products are for adults only.**
- **BAT advocates for progressive regulation that allows adult smokers, who would otherwise continue to smoke, to switch completely to smokeless nicotine and tobacco products, while preventing underage access through strong safeguards.**
- **BAT supports collaboration between regulators, manufacturers, retailers, and public health organisations to prevent underage use.**

Paris – 30 May 2025 - On World No Tobacco Day, BAT reiterates its commitment to preventing underage access to tobacco and nicotine products. We support public health efforts and advocate for regulations that ensure these products are kept out of the hands of underage users. Much has changed since the World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC) was first ratified twenty years ago.

BAT calls for global collaboration to accelerate progress towards Building a Smokeless World.

Countries adopting these products, such as Japan, New Zealand, Sweden, the U.K., and the U.S., have seen a greater reduction in smoking prevalence.

Sweden demonstrates that Tobacco Harm Reduction is effective. Over the last 30 years, many people in Sweden have switched from smoking to using snus—a traditional oral tobacco product. More recently, other smokeless products have been introduced, and these are more affordable than cigarettes because they are taxed based on their lower risk profiles. With a smoking prevalence of just 5.4%—the lowest in the EU—it also reports the lowest mortality rates for smoking-related cancers. Scientists estimate that 3.5 million lives could be saved over the next decade if the EU achieved similar outcomes¹.

Regulators should ensure that adult smokers have access to smokeless products and accurate information about their risk profiles relative to smoking. It is, however, equally important that measures are implemented to ensure that those who are underage cannot buy any tobacco or nicotine product.

Key principles to prevent underage access

- **Prohibit underage use:** Outlaw the sale and use of tobacco and nicotine products by and to underage individuals.
- **Age verification:** Mandatory age verification mechanisms at the point of purchase or delivery.
- **Flavour restrictions and responsible marketing:** Allow adult-oriented flavours and prohibit flavours, descriptors, and packaging uniquely appealing to underage individuals.
- **Robust enforcement and sanctions:** Prioritisation of effective enforcement underpinned by robust and tailored sanctions for those who break the rules.

Sebastien Charbonneau, Director of Corporate and Regulatory Affairs, BAT France, said:

“On World No Tobacco Day, we stand alongside those calling for stronger protections to prevent underage access to tobacco and nicotine products. We have implemented responsible practices across our business and advocate for wider change. Well-thought-out regulation can help France achieve its smoke-free ambitions by encouraging more adult smokers, who would otherwise continue to smoke, to switch completely to smokeless alternatives, while preventing underage use.”

Dr James Murphy, Director of Research & Science, BAT Group, added:

“Twenty years ago, the only means to address the health impacts associated with smoking cigarettes was tobacco control. Today, adult smokers, who would otherwise continue to smoke, should have the opportunity to switch to reduced-risk profile alternatives. The scientific evidence supporting this harm reduction approach is compelling, and we believe progress towards Building a Smokeless World can be accelerated by implementing harm reduction strategies.”

BAT recognises the harm associated with smoking cigarettes and is committed to reducing the health impact of its business by offering adult smokers, who would otherwise continue to smoke, a portfolio of smokeless products with a lower risk profile than cigarettes. Our ambition is to become a predominantly smokeless business by 2035.

BAT believes that Tobacco Harm Reduction represents one of the most significant public health opportunities. If implemented with well-thought-out regulation, tobacco control and harm reduction measures can work in concert to reduce tobacco harm.

END

CONTACT

Romain BAYLE
+33 620 497 554
romain_bayle@bat.com
www.batfrance.com

About BAT

BAT is a leading global multi-category consumer goods business whose aim is to build A Better Tomorrow™ by Building a Smokeless World, while reducing the health impact of its business by offering a greater choice of enjoyable and less risky products to adult consumers.

The company continues to make it clear that smoking poses serious health risks and that the only way to avoid these risks is not to start or to stop. BAT encourages those who, would continue to smoke, to switch completely to scientifically based alternatives and reduced risk *† .

To achieve this, BAT is transforming itself into a truly consumer-centric, multi-category consumer products company. BAT's aim is to have 50 million adult consumers of its Smokeless products by 2030 and generate 50% of its revenue from Smokeless products by 2035. BAT is also reducing the use of natural resources, improving livelihoods of communities where it operates, and delivering on its climate goals to be Net Zero across its value chain by 2050.

BAT employs more than 48,000 people and, in 2024, generated revenue of £25.9bn, with an adjusted profit from operations of £11.9bn.

The company's strategic portfolio consists of its global cigarette brands, a growing range of tobacco and nicotine reduced-risk*† products. These include vaping products, heated tobacco and tobacco-free nicotine pouches. At the end of 2023, we have 26.4 million consumers of our non-fuel products, an increase of 1.5 million compared to 2022.

**Based on the weight of evidence and assuming complete cessation of smoking. These products are not risk-free and are addictive.*

†Our products as sold in the United States, including Vuse, Velo, Grizzly, Kodiak and Camel Snus, are subject to FDA regulation and no reduced risk claims will be made regarding these products without FDA clearance.

ⁱ Human D., et al, Saving Lives Like Sweden. Smoke Free Sweden, 2023. Available at: https://smokefreesweden.org/wp-content/themes/smokefreesweden/assets/pdf/reports/Report_SAVING%20LIVES%20LIKE%20SWEDEN.pdf