

## **BAT France regrets discussions on a resolution presented today before the National Assembly, but which will have no normative effect**

**Paris – 26 November 2025** – This afternoon, the National Assembly voted on the draft resolution presented by Frédéric Valletoux on the implementation of the World Health Organisation (WHO) Protocol to fight illicit trade in tobacco products. A highly symbolic political move... but one with no real impact.

### **This resolution has no normative effect.**

Sébastien Charbonneau, Director of Public and Regulatory Affairs at BAT France, explains: *"This resolution does not change any public policy, does not create any new obligations and does not strengthen existing tools against the illicit trade in tobacco. The WHO Protocol is already in force, already applied and already recognised by French and European institutions."*

### **Why mobilise parliamentarians on a purely symbolic resolution when massive fraud is escaping the legislative radar?**

The illicit tobacco market is one of the most significant forms of tax fraud in France. According to a study on tobacco evading national taxation, published in 2025, 17.7% of tobacco consumed in 2023 — more than 8,000 tons — evaded national taxation, resulting in an estimated loss of revenue of €4.3 billion. Including measures to strengthen resources or sanctions to fight illicit tobacco trafficking in the draft bill to fight social and tax fraud would not be insignificant, but rather an act of consistency: this is where a substantial part of public revenue comes from.

**Between a declarative resolution and an operational law**, the order of priorities raises questions.

While the government is waiting for concrete responses to social, tax and customs fraud, the parliamentary agenda has devoted several hours to a text that has no effect.

The tools that are truly useful in fighting this fraud are still awaited, even though the effectiveness of the WHO Protocol relies on customs capacities, international cooperation and operational actions... and not on an additional resolution.

**At a time when the fight against trafficking – in tobacco and other products – requires concrete actions, today's debate appears to be a political gesture with no real impact.**

**END**

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### **About BAT**

BAT is a leading global multi-category consumer goods business. Underpinned by world-leading science and R&D, our purpose is to create A Better Tomorrow™ by Building a Smokeless World where, ultimately, cigarettes have become a thing of the past. BAT's purpose is backed by Omni™, an evidence-based manifesto for change which captures its commitment and progress.

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

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's portfolio is made up of a growing range of nicotine and smokeless tobacco products which include its Vapour brand Vuse; Heated Product brand glo; and Velo, its Modern Oral (nicotine pouch) brand. After only a decade of investment in these products, the Group has delivered New Category revenue of £3.4bn in 2024, with strong progress in profitability. BAT's portfolio reflects our commitment to meeting the evolving and varied preferences of today's adult consumers.

BAT is also reducing the use of natural resources, improving livelihoods, and delivering on its climate goals to be Net Zero across its value chain by 2050. BAT received a Triple A rating from CDP in 2024 for its disclosures on Climate Change, Water Security, and Forests, showcasing its commitment to environmental transparency and action.

*\*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.*

