

## BAT France Confirms the Discontinuation of Sales of Its Nicotine Pouch Products in France

**Paris, April 2<sup>nd</sup>, 2026** – In accordance with the decree<sup>1</sup> of September 5<sup>th</sup> 2025, which entered into force on April 1<sup>st</sup>, BAT France has ended the sale of its nicotine pouch products in France. This decree now prohibits the production, manufacturing, transport, import, export, possession, offering, transfer, acquisition, and use of oral nicotine products, including portioned pouches.

BAT France acknowledges this decision and fully complies with it.

However, the company regrets that such a ban was adopted through regulatory means, without parliamentary debate, even though the issue calls for a thorough public discussion in light of public health considerations, regulatory coherence, and economic freedom. This decision also comes at a time when the European framework is still under discussion, particularly regarding the revision of the Tobacco Excise Directive (TED) and the evaluation of the Tobacco Products Directive (TPD). It appears misaligned with France's ambition to achieve a smoke-free generation by 2032.

By restricting adult smokers' access to combustion-free products, this ban weakens an approach based on harm reduction, which distinguishes products according to their characteristics and risk profiles.

BAT France continues to call for a more coherent, more transparent, and fully science-based approach<sup>2</sup> that avoids unintended consequences such as the growth of an illicit market.

As part of the Group's ongoing transformation to create *"A Better Tomorrow™"*, BAT France intends to continue developing its vaping products intended for adult smokers, guided by responsibility, innovation, and harm reduction.

In this context, BAT France will continue to advocate to public authorities for a clear, balanced, and science-based regulatory environment for tobacco alternatives.

**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.

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<sup>1</sup> <https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000052197959>

<sup>2</sup> <https://www.anses.fr/fr/content/les-produits-du-tabac-et-produits-connexes>

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.

