

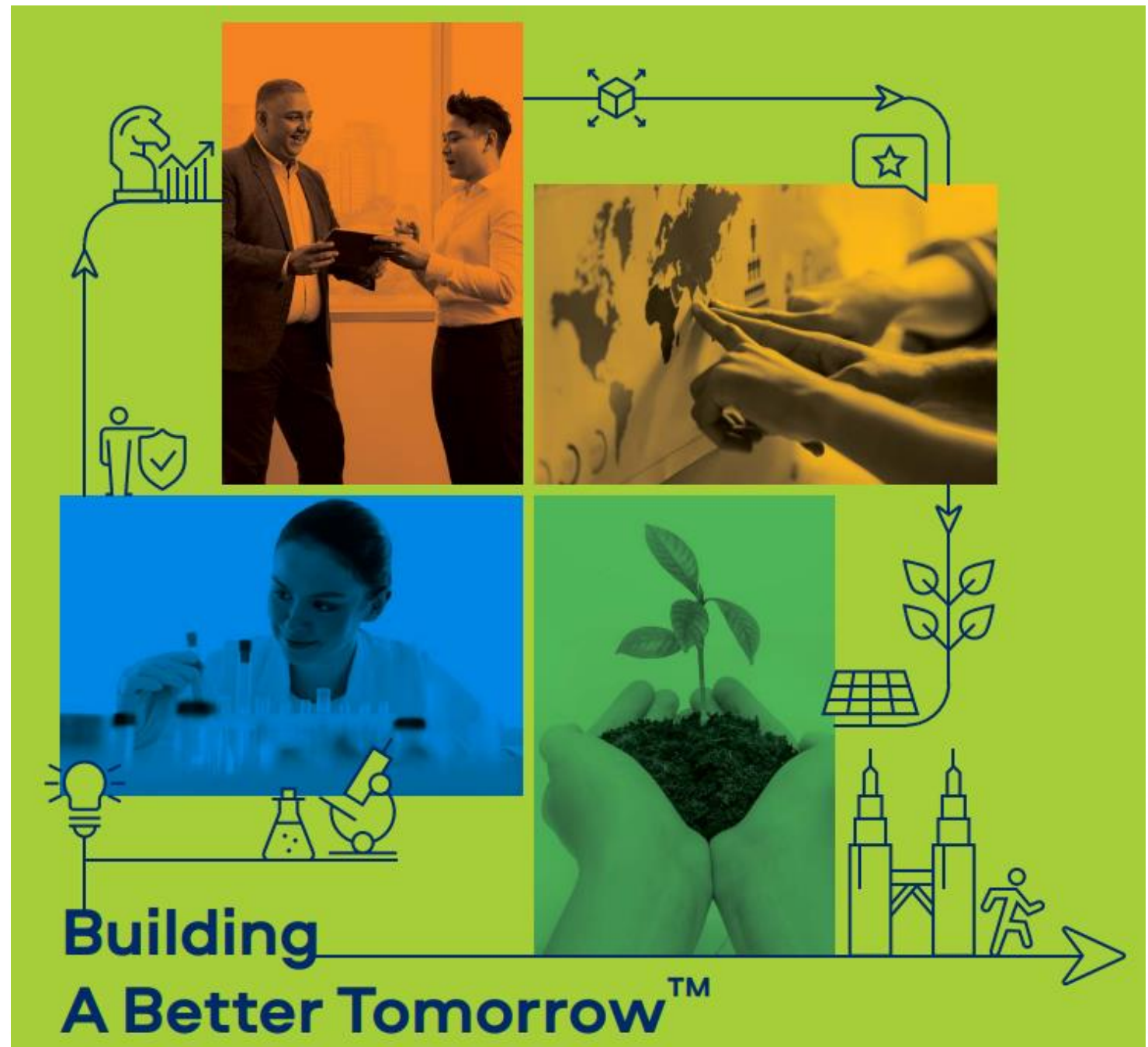


Our purpose is to build a better tomorrow by reducing the health impact of our business

# A BETTER TOMORROW™

## H2'24 Analyst Briefing

**BAT Malaysia**  
13<sup>th</sup> February 2025



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"FACTORY MADE CIGARETTES DUAL USE/POLY USE (FMC POLY USE)" – REFERS TO THE USE BY AN ADULT CONSUMER OF BOTH FMC PRODUCTS AND POTENTIALLY REDUCED RISK TOBACCO AND NICOTINE PRODUCTS WHICH FOR MANY SMOKERS IS PART OF A TRANSITIONAL PERIOD WHERE THOSE CONSUMERS MOVE TOWARDS A COMPLETE SWITCH TO POTENTIALLY REDUCED-RISK PRODUCTS BY REDUCING THE CONSUMPTION OF COMBUSTIBLE TOBACCO PRODUCTS AND REPLACING THEM WITH ONE OR MORE POTENTIALLY REDUCED-RISK PRODUCTS.

"NEW CATEGORIES POLY USE (NC POLY USE)" – REFERS TO THE CONSUMPTION OF TWO OR MORE POTENTIALLY REDUCED-RISK TOBACCO OR NICOTINE PRODUCT CATEGORIES BY ADULT CONSUMERS WHO DO NOT CONSUME ANY FMC PRODUCTS.

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"TOTAL POLY USE" – TOTAL NUMBER OF ADULT CONSUMERS CONSUMING TWO OR MORE TOBACCO AND/OR NICOTINE PRODUCTS, WHICH MAY OR MAY NOT INCLUDE FMC PRODUCTS.

NOTWITHSTANDING REFERENCES TO FMC POLY USE, BAT IS CLEAR THAT SMOKERS SHOULD NOT DELAY IN MAKING A COMPLETE SWITCH TO SMOKELESS PRODUCTS.

**ACU / ACO:** ACU AND ACO ARE ACRONYMS FOR ADULT TOBACCO OR NICOTINE CONSUMERS UNDER OR OVER THE AGE SPECIFIED RESPECTIVELY SUCH AS ACU30: ADULT CONSUMERS UNDER 30 OR ACO30: ADULT CONSUMERS OVER 30. SUBJECT TO THE CONTENT OF THE RESEARCH, OTHER ACRONYMS MAY BE ALSO USED WHICH SHALL ONLY REFER TO ADULT TOBACCO OR NICOTINE CONSUMERS.

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# 2024 BATM Strategy



# Illicit vs Legal

## Illicit Incidence continues to decline



Source: Nielsen Illegal Cigarettes Study

## Average legal Industry Volume (mns)



Source: CMTM Industry Exchange

Despite the decline in Illicit incidences, legal volume continues to be under pressure

# Regulations gazetted in Oct 2024



1st Oct 2024

1st Apr 2025

1st Oct 2025

1st Oct 2026

## NEW REGS



-

- Retail Display Ban
- Product registration

- 65% PHW

-



- Ban on,
- Advertising, Promotion & Sponsorship
  - eCom/ Vending machine
  - Toy alike product

- Retail Display Ban
- Product registration

- **NIC CAP:** 35mg to 20mg
- 65% PHW

- **ML CAP:** 3ml to 2ml

\* As at 13<sup>th</sup> February 2025

# Q4 '24 Business Performance - SPLY



**Industry**

Illicit backflow to vapour | Portfolio Strategy in place to capture volume

# Accelerating Our Sustainability Agenda

E

## ZERO

waste sent to landfill (by Q3 2024)

## 100%

recycling rate of waste generated by 2025 (vs. 2017 baseline)



**AWS Surveillance Audit Completed**

S

## Communities



## 10

new gardens H2 2024

## 55%

female RA members (22 sites)

Reported a 5% – 20% increase in income post BB

G

## National Corporate Governance and Sustainability Awards 2024



**Industry Excellence Award**  
(Consumer Products and Services)

**Overall Excellence Award**  
(Top 10)  
6<sup>th</sup> place



# Q4'24 Financial Performance – Key Highlights



SPLY

**+9.3%**

vs Q4 '23  
BAT Volume



**+2.7%**

vs Q4'23  
Revenue



**+19.5%**

vs Q4 '23  
Operating Profit

FY

**+0.8%**

vs FY23  
BAT Volume

**+0.2%**

vs FY23  
Revenue

**-0.8%**

vs FY23  
Operating Profit

# Q4'24 Dividend Proposal



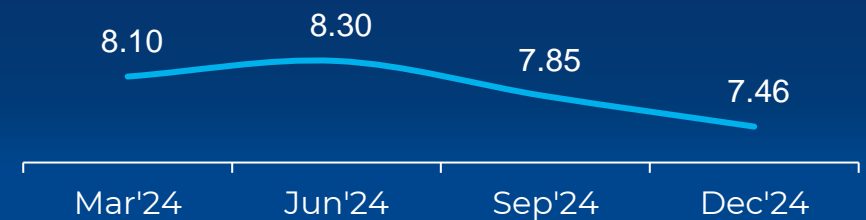
	Q4'24	Q4'23	Var
<b>Total BAT Volume</b> (bn sticks)	<b>0.93</b>	<b>0.84</b>	<b>11%</b>
<b>Revenue</b> (RM mn)	<b>653</b>	<b>636</b>	<b>3%</b>
<b>Operating Profit</b> (RM mn)	<b>77</b>	<b>64</b>	<b>20%</b>
<b>Profit after tax</b> (RM mn)	<b>49</b>	<b>47</b>	<b>4%</b>
<b>Earnings per share</b> (sen)	<b>17</b>	<b>17</b>	<b>0%</b>
<b>Dividend</b> (sen)	<b>15</b> 87% payout ratio	<b>15</b> 90% payout ratio	<b>0%</b>
	<b>2024 FY</b> <b>92%</b> payout ratio	<b>2023 FY</b> <b>92%</b> payout ratio	

## Dividend for Board's Approval

**15 sen** per ordinary share RM42.8mn,  
payable on 6 March 2025

Dividend Yield 8%\*

## Share Price (RM)



\* Based on last 3 quarters dividend paid out and Fourth interim dividend 2024 declared (Share price is based on date of announcement)



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**TOMORROW™**