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BAT Industries document for Province of British Columbia 3 November 1999

BRITISH-AMERICAN TOBACCO

KEY MESSAGES

"Becoming One"

- We have a shared vision of becoming the world's number one tobacco business, with one strategy, one vision.
- The presence of five nationalities on the Board shows that we have a truly international team driving our global business.
- The Battalion project has created an organisation design which will enable us to use our existing resources more effectively.
- This is not "Big Bang" - it will be put in place gradually, from today until the end of 1996.
- Implementation will be a controlled, gradual process, and will only take place after careful evaluation at each stage.
- The new organisation will mean quicker decision making closer to the market and clarity of strategic direction. Also, most importantly, more effective international brand management.
- The new organisation means increased opportunities - for the business as a whole and for individual staff.
- Everyone's first priority for 1996 is to achieve existing business objectives.

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