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BRITISH-AMERICAN TOBACCO

FACT SHEETS W/E 1/1/96

Company Name: Registered as British-American Tobacco (Holdings) Limited but will be known as British-American Tobacco.

The Board (13 directors in total)

The role of the Board will be to devise our global strategy and to drive its implementation through the individual Board members.

<u>Title</u>		<u>Brief Biography</u>
Managing Director	Ulrich Herter	Joined BAT in Germany in 1984. Currently Group Managing Director, Tobacco, B.A.T Industries, a role he retains. Age 53.
Regional Director, Asia-Pacific	Paul Adams	Joined BAT in 1991 from Pepsi Cola. Currently BATCo Regional Director Asia Pacific. Age 42.
Regional Director, America-Pacific	Nick Brookes	Joined BAT in 1978. Currently Chief Executive Officer, Brown & Williamson. Age 45.
Regional Director, Latin America & the Caribbean	Antonio Monteiro de Castro	Joined BAT in Brazil from Alcoa in 1989. Currently President of Souza Cruz. Age 50.
Regional Director, Africa, the Middle East, Southern and Central Asia (AMESCA)	Tony Johnston	Joined Wiggins Teape, subsequently part of BAT, in 1966. Currently BATCo Regional Director, Central Asia, Russia, Middle East, Sub-Continent (CARMESCO). Age 48.
Regional Director, Europe	Bernd Schweitzer	Joined BAT in Germany in 1972. Currently Chairman of British-American Tobacco (Germany). Age 52.

The Regional Directors and in-market management teams will continue to be responsible for all aspects of in-market operations and will remain accountable for market share, financial and other key achievement targets. Local management teams will also have an enhanced role in formulating in-market strategies within clear strategic guidelines.

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<u>Title</u>		<u>Brief Biography</u>
Finance Director	Keith Dunt	Joined BAT in 1975. Currently BATCo Regional Director for Central & South America & the Caribbean and Project Director, Battalion. Age 47.
Business Development Director	Edouard Ettegui	Joined BAT in 1990 from Philips. Currently Director, New Business Development & Group Finance Controller, Tobacco, B.A.T Industries. Age 43.
Operations Director	Earl Kohnhorst	Joined BAT in the US in 1971. Currently Executive Vice President & Chief Operating Officer, Brown & Williamson. Age 48.
Legal Director & General Counsel	Mick McGraw (Acting)	Joined BAT in the US in 1988 from Kentucky Fried Chicken. Currently Senior Vice President, Law, Human Resources & Public Affairs, Brown & Williamson. Age 49.
Marketing Director	Jimmi Rembiszewski	Joined BAT in 1991 from Jacobs Suchard. Currently BATCo Director responsible for Marketing & BATCo Europe. Age 44.
Human Resources Director	David Stevens	Joined BAT in 1979. From BAT Stores he became principal of Chelwood & is currently Group Management Development Adviser. B.A.T Industries. Age 53.
Consumer & Regulatory Affairs Director	External appointment	

The Functional Directors and their teams will identify, with input from the end markets and the regions, the considerations that should drive strategic guidelines and submit appropriate recommendations for the Board's approval.

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