



EXTERNAL ENGAGEMENT PRINCIPLES

Engagement with external stakeholders is an integral part of our business. We are open to and seek dialogue with governmental authorities and members of think tanks, business associations and academia around the world to address issues about the manufacture, sale and use of our products.

We are guided by our **Code of Conduct**, which prohibits the provision of money, gifts, entertainment or anything else of value to any government or public official for the purpose of gaining an improper business advantage. We are committed to **engaging transparently in the public decision-making processes** which affect our business. We actively participate in the debate about regulation of combustible products and those that have the potential to reduce the risks associated with smoking, taxation, elimination of all forms of illegal tobacco trade and sustainability. Involvement of all stakeholders is critical to ensuring that regulation is effective, proportionate, workable and supported by credible evidence. The benefits of full stakeholder participation are widely recognized as they bring everyone's expertise, perspectives and ideas into the policy-making process. To ensure that no single voice, including that

of tobacco control organizations, unduly influences decisions on public policies, we encourage more transparency, accountability and inclusiveness. Excluding us from the policy debate is counter-productive. It undermines trust and removes the possibility for evidence-based policy-making. In line with this, we will always defend our freedom to participate in public policy debate and to protect our legitimate business interests for the benefit of our stakeholders and consumers. **Consumers should have the freedom to choose legal products**, as long as they have all the relevant information about these. They should be given the option to make their own informed lifestyle choices within the framework of the law. The best way to achieve this is by **providing education and information in a transparent manner**.



In our external engagement we adhere to the following key principles:

Our external engagement activities are open, transparent and evidence based, including with public officials.

We have zero-tolerance for bribery and corruption. These values are reflected in our Code of Conduct globally.

We respect and adhere to all laws and regulations of the countries in which we operate, including registration of our external engagement activities.

We are committed to acting professionally, fairly and with integrity in all of our business dealings.

Our engagement is aimed at achieving balanced and workable regulation, which equally consider the interests of our shareholders, society, consumers and employees.

We are open about our membership of trade associations and industry organizations and support transparency rules that ensure our membership is publicly known.

We do not make financial contributions to political parties or electoral campaigns.

We respect the OECD Principles for Transparency and Integrity in Lobbying.