

## British American Tobacco – Case Study

“Virtue stood out from the crowd – they have a tremendous amount of experience working with several FTSE 100 companies, and this was essential to give me the confidence to not only ask Virtue to conduct our very first webcast but also to sign a contract for the next 12 months.”

**Donato Del Vecchio – Corporate Communications Manager New Media, BAT**

### Background

British American Tobacco is the world’s second largest quoted tobacco group, with a market share of 14.6 per cent. With more than 300 brands in our portfolio, we make the cigarette chosen by one in seven of the world’s one billion adult smokers. We hold robust market positions in each of our regions and have leadership in more than 50 of the 180 markets where we do business. The Group has 85 factories in 66 countries, processing some 660 million kilos of leaf and producing some 777 billion cigarettes in 2002. Our companies, including associated companies, employ more than 85,000 people worldwide.



**BAT – Interim Results**

### IR Communication Strategy

The global nature of BAT’s business, and analyst coverage of its financial results from around the world, posed an interesting dilemma: how to communicate directly with shareholders, analysts and employees, cost-effectively. Early on, BAT realized that its IR communications strategy was to be complemented by a more engaging, highly accessible, live solution delivered cost-effectively. Additionally, the solution needed to have an extended life cycle, to accommodate the incredibly large audience, dispersed around different time zones.

By implementing Virtue’s “IR Effective” fully-managed solution, BAT incorporated into its IR communications strategy a simple and highly effective medium. It can reach a worldwide audience with a consistent and engaging message, extremely cost effectively.

### British American Tobacco

British American Tobacco is the world’s most international tobacco group, with brands sold in 180 markets around the world.

**Industry**  
Tobacco

**Location**  
Worldwide

### Business Challenges

- Need to communicate with shareholders, analysts and employees worldwide
- Need more engaging communications medium to deliver financial information y

### Solution

- “IR Effective”

### Benefits

- Reach a greater number of analysts, shareholders and employees worldwide
- Easy, quick and affordable to implement
- Provide transparency and consistency (“fair disclosure”) in financial communications