



**BRITISH AMERICAN  
TOBACCO**

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Dr Dineka Zeegers Paget  
Executive Director  
European Public Health Association  
P.O. Box 1568  
3500 BN Utrecht, The Netherlands

Dear Dr Paget

Thank you for your letter dated 20 March 2018 concerning the “corrective statements” disseminated in the United States by R. J. Reynolds Tobacco Company.

In response to your call that similar statements be publicised in Europe, we believe, for a variety of reasons, that it is neither necessary nor appropriate to do so.

Firstly, such statements are unnecessary because BAT already provides the public with its beliefs on smoking and health issues on its corporate website, and those views are fully consistent with widespread public awareness of the dangers of smoking.

Secondly, we do not believe such statements are appropriate as they are peculiar to a unique set of complex legal issues and rulings stemming from a lengthy U.S. legal matter. The U.S. court ordered Reynolds and other tobacco companies to publish those statements in specified media, and they include content that Reynolds does not believe accurately reflects how it manufactures or markets its products.

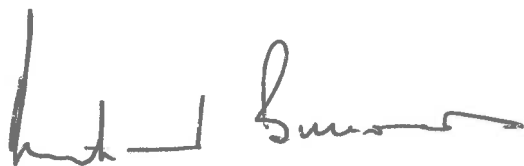
Moreover, the US court that ordered these corrective statements itself concluded that it could not compel similar statements predicated on non-US conduct by non-US companies. Indeed, in 2011 the court in this case exempted a non-US BAT company, the UK-based British American Tobacco (Investments) Limited, from all liability and remedial orders, including the corrective statements remedy, because the statutory basis for the case could not proscribe conduct outside the United States.

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BAT and its affiliates operating in Europe fully comply with all applicable laws and regulations concerning the marketing of our products. Therefore, we do not think it makes sense that the statements mandated by the US court in this US case, focused on US factual and legal allegations, be applied in Europe.

As a matter of principle, we will remain active in our efforts pursuing meaningful, science-based, tobacco harm reduction in Europe and around the world to achieve our shared interest in reducing the harms caused by smoking.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Richard Burrows', written in a cursive style.

**Richard Burrows**