

WHO WE ARE

We're an international fast-moving consumer goods company with a strong track record of creating value for shareholders.

Our core business is built around a tobacco portfolio that offers consumers comprehensive brand choice, and we're also creating new consumer experiences through our non-tobacco subsidiary Fontem Ventures.

We're proud of our success and excited about the future; the strength of our brands, our geographic diversity and the talents of our dynamic people are a winning combination for generating high-quality growth in the years ahead.

Brands

Our Growth Brands and Specialist Brands highlight the quality in our portfolio and have significant potential for future growth.



Markets

The strategic role that each market plays in our success story defines how it is managed, with markets prioritising either Growth or Returns.



People

Our values express what we stand for and capture the individual and collective behaviours we expect from everyone who works for us.

