

Now playing a key role on the **Italian scene.**

The curtain rises on
British American Tobacco Italia's
integration with ETI SpA.

A responsibility we accept with pride.
It is yet another significant milestone
in the history of British American Tobacco
which, in its 100 years of operation,
has always found powerful challenges
within local markets. A new and important
opportunity that allows a reciprocal
transfer of cultures and values between
the two organisations. An approach to work
based on dialogue and collaboration.
Our approach.

Subject to regulatory approvals

