

Martin Broughton

Chairman

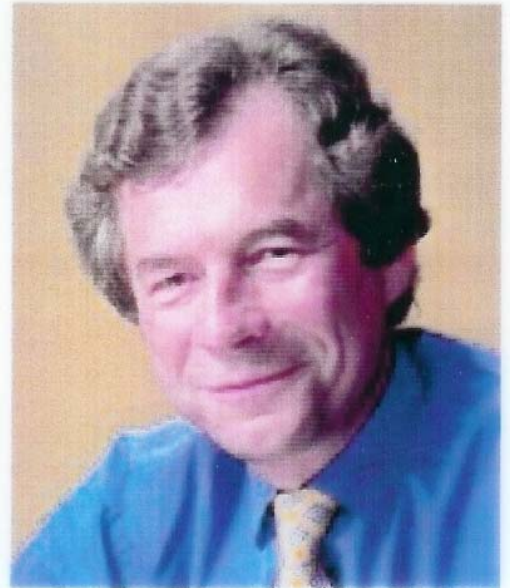
Martin Broughton joined the British American Tobacco group as a travelling auditor in 1971 and has been a Director of the parent company since 1988. He became Group Chief Executive and Deputy Chairman in 1993. He was appointed Chairman of British American Tobacco p.l.c. in 1998 and he is Chairman of the company's Nominations Committee. Current positions outside the company include membership of the Financial Reporting Council, a Non-executive Directorship of British Airways, and an independent Directorship of the British Horseracing Board.

"I think the most valuable asset I bring to the Board of British American Tobacco is an ability to stand back and see the big picture," says Martin. "I'm prepared to be bold, to consider the unexpected and to step outside the box and think of creative ways of doing things."

Martin is fully appreciative of the attributes of his employees, too. "I think our people are more fun-loving than average," he asserts. "I'm especially proud of everyone's commitment in the face of adversity. Our people keep a sense of humour."

Away from the office, Martin pursues an active interest in National Hunt racing, and has been a racehorse owner since 1991. He currently has a string of three horses.

"I also enjoy a round of golf and a good football match. I've been going to see Chelsea play since I was six years old," he tells us. Concerning his passion for horse racing, Martin can also date the precise day when he fell in love with the turf. "When I was 13," he says, "my father bought us a board game called Totopoly - all about horse racing. We were intrigued, and soon we were reading about racing and watching live races...to see how it worked in the real world."



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