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British American Tobacco España SA in Tobacco (Spain)

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Abstracts

No change in the strategy followed by British American Tobacco in Spain has been announced. The acquisition of Reynolds American has not yet led to any changes in the goals of the local company. As in 2015, the company is set to maintain its investment levels in future profitability and sustainability during the forecast period by developing less risky and lower nicotine content products, such as vapour products.

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