

# RJ Reynolds Tobacco Co in Tobacco (USA)

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## Abstracts

In October 2016, British American Tobacco offered an unsolicited bid of USD47 billion for full ownership of RJ Reynolds. The merger agreement was announced in January 2017 at a final price of USD49.4 billion for the 57.8% stake currently owned by RJ Reynolds. The merger would create a tobacco giant and likely encourage future mergers between global players, thus leading to the further consolidation of the tobacco market landscape.

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