

DIFFERENT PERSPECTIVES, EXPERIENCES AND TALENTS

AT RAI & ITS OPERATING
COMPANIES, SUPPLIER
DIVERSITY IS:



SUPPLIER DIVERSITY

Reynolds American Inc. and its operating companies recognize the economic importance of Minority-owned, Women-owned Business Enterprises (MWBEs) and other diverse businesses. We are committed to developing strong working relationships with MWBE suppliers, other diverse businesses and using innovative approaches designed to continually improve business opportunities.



- Ensuring equal access to business opportunities within the company to qualified, high potential diverse suppliers and,
- Inclusion in sourcing initiatives and maintaining strategic relationships with those enterprises that are capable of supplying goods and services that enable business success

RAI AND ITS OPERATING COMPANIES

Our Commitment Is Not Philanthropic

The relationship we seek must meet the test of providing value to RAI and its operating companies and to MWBEs and other diverse businesses.

Reynolds American and its operating companies have long recognized, valued and enjoyed the many benefits that diversity brings to both our employees and our businesses. Our commitment to diversity is a strong demonstration of the core values that our companies share.

LEADING THE TRANSFORMATION OF TOBACCO



SUPPLIER DIVERSITY OBJECTIVES

1. Actively and routinely seek out qualified MWBEs and other diverse businesses that can provide competitive and high-quality commodities and services.
2. Encourage participation and support of supplier diversity by major suppliers to RAI and its operating companies who are not minority-owned or women-owned businesses.
3. Seek opportunities to assist in the development and competitiveness of MWBEs and other diverse businesses through instruction, mentoring and other outreach activities.

FREQUENTLY ASKED QUESTIONS

Q: Why is supplier diversity important to RAI and its operating companies?

A: Diversity is a key aspect of how RAI and its operating companies conduct business, and diverse suppliers are an important component of our diversity management model. RAI and its operating companies are committed to having a supply base that is reflective of our diverse customer base. We rely on the contributions of businesses that are owned by individuals or diverse backgrounds in order to deliver the best products, with the greatest value, to an increasingly diverse marketplace. Diverse suppliers that deliver effective products and service solutions have a positive impact on our customer relationships, the business community and the population at large.

Q: How does one do business with RAI and its operating companies through the Supplier Diversity/Small Business (SD/SB) program?

A: RAI and its operating companies require third-party certification or government registration for suppliers to be included in our supplier diversity program. Acceptable sources of third-party certification and registration are:

- National Minority Supplier Development Council (NMSDC)
- Women's Business Enterprise National Council (WBENC)
- Central Contractor Registration (CCR)
- U.S. Small Business Administration (SBA)
- HUBZone Certification
- VetBiz
- Local Government agency certifications
- National Gay and Lesbian Chamber of Commerce (NGLCC)
- National Women Business Owners Corporation (NWBOC)

If you are not currently certified by one of the agencies and/or organizations listed above, we encourage you to become certified.

Q: How do I register my company with RAI and its operating companies SD/SB program?

A: Certified (SD/SB) businesses can register by visiting our supplier registration site. Whether or not your company is currently doing business with RAI and its operating companies, you should register at the following website so we can contact you about future opportunities. <http://rjrt.com/suppliers/>

Q: What happens after I register on the web site?

A: After you've completed your registration and have included copies of your certifications, your information will be kept in our supplier diversity database. It is your responsibility to keep this information current. When a sourcing opportunity for your industry-specific business arises you may be contacted to submit additional information.

Q: Does certification ensure that I will be able to do business with RAI and its operating companies?

A: No. However, if an opportunity presents itself, someone may contact you to begin the "request for proposal" process. At that time, you will be asked to demonstrate your company's value proposition for the product or service you are offering.

Q: How can I contact someone about sourcing opportunities within RAI and its operating companies?

A: RAI's operating companies participate in a number of events throughout the year in our major areas of operation. Our sourcing professionals interview and provide information about sourcing opportunities to potential suppliers during these events.

Q: What commodities and services do you purchase?

A: RAI and its operating companies have a broad array of purchasing needs with requirements that vary by location and operation. When you complete your registration, make sure you indicate your primary industry in the custom taxonomy provided that most closely matches the specific industry in which your company is registered as doing business. This will help us quickly search for opportunities in our database.

Q: When I register, does that mean I am a preferred vendor or supplier?

A: No. Registration provides us with relevant information about your company so that we can match your company to potential opportunities. You will be contacted should an opportunity become available that matches your company's product or service offering.

Q: Whom do I contact at RAI and its operating companies for more information?

A: For inquiries concerning the SD/SB program, please email us at supplierdiversity@reynoldsamerican.com.

OUR PHILOSOPHY



We expect our suppliers to comply with applicable laws and adhere to responsible practices.

Partner with suppliers to help achieve our Corporate Social Responsibility objectives.

RAI and its operating companies have long been committed to supporting their suppliers – from ensuring that raw materials meet stringent standards to supporting the development of minority-owned, women-owned, small and other diverse businesses.



www.ReynoldsAmerican.com

Reynolds American Inc. (NYSE: RAI) is the parent company of R.J. Reynolds Tobacco Company; American Snuff Co., LLC; Santa Fe Natural Tobacco Company, Inc.; Niconovum USA, Inc.; Niconovum AB; RAI Innovations Company; R.J. Reynolds Vapor Company and Kentucky BioProcessing, LLC.

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