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.

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.

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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.

401 North Main Street
Winston-Salem, NC 27102

www.ReynoldsAmerican.com

• 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.
LEADING THE TRANSFORMATION OF TOBACCO

RAI AND ITS OPERATING COMPANIES
Our Commitment Is Not Philanthropic

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.

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.

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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/
DIFFERENT PERSPECTIVES, EXPERIENCES AND TALENTS

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.

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