

British American Tobacco plc (BATS:LN)



Consumer Staples/Tobacco

Price: 4,132.00

Report Date: September 8, 2025

Business Description and Key Statistics

British American Tobacco p.l.c. is a global multi-category consumer goods business company. The Company provides tobacco and nicotine products. Its segments include the United States, Asia Pacific Middle East and Africa, and Americas and Europe. Its product categories include Vapor, Heating Products (HPs), Modern Oral, Traditional Oral, and Combustible cigarettes. Vapor products are handheld, battery-powered devices that heat a liquid to produce an inhalable aerosol, known as vapor. HPs are devices that use heat to generate a nicotine-containing aerosol, which the user inhales. This category includes Tobacco Heated Products and Herbal Products for Heating (HPH). Modern Oral products are smoke-free oral nicotine products called nicotine pouches, designed for use in the mouth. Traditional oral products include snus and snuff. Its brands include Vuse, glo, Velo, Grizzly, Dunhill, Kent, Lucky Strike, Pall Mall, Rothmans, Newport, Natural American Spirit, Camel, and others.

Website: <https://www.bat.com/>

ICB Industry: Consumer Staples

ICB Subsector: Tobacco

Address: Globe House, 4 Temple Place
LONDON WC2R 2PG
GBR

Employees: 48,989

	Current	YTY % Chg
Revenue LFY (M)	25,867	-2.2
EPS Diluted LFY	1.38	-87.4
Market Value (M)	90,730	
Shares Outstanding LFY (000)	2,195,796	
Book Value Per Share	21.35	
EBITDA Margin %	19.10	
Net Margin %	4.8	
Long-Term Debt / Capital %	40.3	
Dividends and Yield TTM	2.40 - 5.76%	
Payout Ratio TTM %	100.0	
60-Day Average Volume (000)	4,449	
52-Week High & Low	43.93 - 26.31	
Price / 52-Week High & Low	0.94 - 1.57	
Beta 5-Year vs. S&P 500		

Price, Moving Averages & Volume



British American Tobacco plc is currently trading at 4,132.00 which is 10,261.1% above its 50 day moving average price of 39.88 and 12,186.6% above its 200 day moving average price of 33.63.

BATS:LN is currently 9,305.9% above its 52-week high price of 43.93 and is 15,605.1% above its 52-week low price of 26.31. Over the past 52-weeks, BATS:LN is up 39.0% while on a calendar year-to-date basis it is up 43.5%.

The Relative Strength Index (RSI) indicator for BATS:LN is currently 50.28. An RSI value of 70 and above is considered overbought and 30 and below oversold.

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Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	-0.02	-0.21	50-Day Average Price	39.88
1-Week %	-0.58	-0.85	Price / 50-Day Average	1.04
4-Week %	-2.27	-3.34	200-Day Average Price	33.63
52-Week %	38.98	27.14	Price / 200-Day Average	1.23
Quarter-to-Date %	19.32	14.67	RSI - Relative Strength Index	50.28
Year-to-Date %	43.47	31.63	Risk Metrics	
Last Month %	3.59	3.26	Price Volatility	0.86
Last Quarter %	8.83	5.72	Sharpe Ratio	0.15
Last Calendar Year %	25.46	19.91	Sortino Ratio	0.30
			Beta 3-Year vs. S&P 500	
			Beta 5-Year vs. S&P 500	

5-Year Price Performance vs. FTSE 350

British American Tobacco plc
FTSE 350 Index

Current: 1.55 CAGR: 9.2%
Current: 1.49 CAGR: 8.3%



Over the past five years, British American Tobacco plc's stock price is up 54.9% which is 6.0% above the FTSE 350 Index performance of 48.8% over the same period. British American Tobacco plc's cumulative annualized growth rate (CAGR) over the five year period has been 9.2% while that of the FTSE 350 Index has been 8.3%.

Over the past year, British American Tobacco plc's stock price performance of 39.0% has outperformed that of the FTSE 350 Index by 27.1%. On a year-to-date basis, British American Tobacco plc's stock price performance of 43.5% has outperformed the FTSE 350 Index by 31.6%.

Over the past week, British American Tobacco plc's stock price performance of -0.6% has underperformed that of the FTSE 350 Index by 0.9%.

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Growth and Profitability Metrics

Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %	-1.0	-0.3	6.6	Gross Margin %	83.4	83.2	80.8
Revenues Per Share %	0.2	0.4	4.8	EBITDA Margin %	19.1	34.7	35.5
EBITDA %	-20.3	-14.1	0.5	Pre-Tax Margin %	13.7	11.3	34.4
EPS Diluted %	-42.2	-29.6	-12.7	Net Margin %	4.8	26.2	36.8
Free Cash Flow %	-3.0	-1.0	8.3	Return on Equity %	2.5	10.6	30.9
Cash from Operations %	-4.2	-1.9	9.0	Return on Capital %	1.5	6.7	13.9
Book Value %	-13.2	-6.7	20.9	Return on Assets %	1.1	5.0	9.5

Revenue (M)

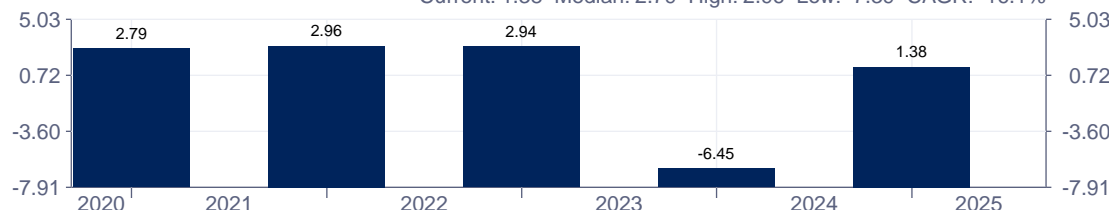
Current: 25867.00 Median: 25867.00 High: 27655.00 Low: 25684.00 CAGR: 0.1%



British American Tobacco plc's cumulative annualized revenue growth rate over the charted period is 0.1%. This compares to cumulative annualized growth of -1.0% over the past 3 years.

EPS Diluted

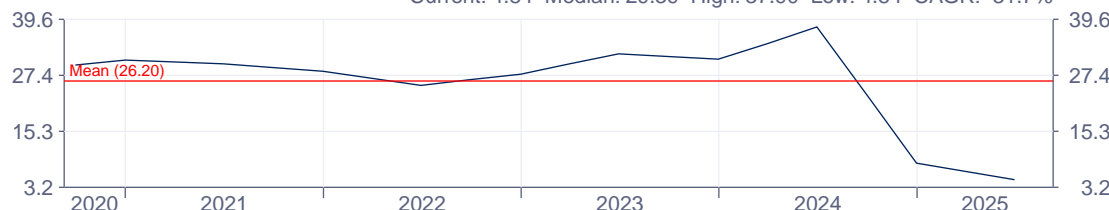
Current: 1.38 Median: 2.79 High: 2.96 Low: -7.39 CAGR: -16.1%



British American Tobacco plc's cumulative annualized EPS growth rate over the charted period is -16.1%. This compares to cumulative annualized growth of -42.2% over the past 3 years.

Net Profit Margin %

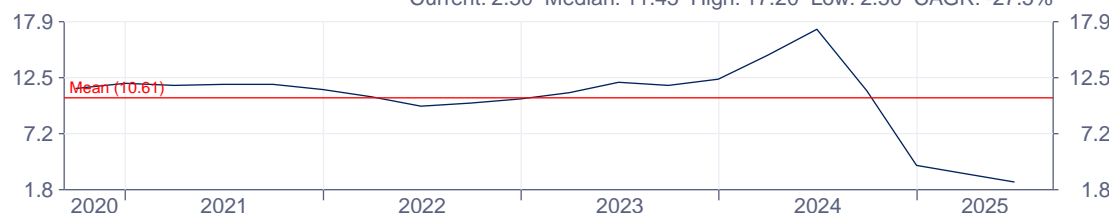
Current: 4.84 Median: 29.39 High: 37.90 Low: 4.84 CAGR: -31.7%



British American Tobacco plc's net profit margin of 4.8% is 21.4% below the period's mean net margin of 26.2%. During the charted period, the observed net profit margin high and low were 37.9% and 4.8% respectively.

Return on Equity %

Current: 2.50 Median: 11.45 High: 17.20 Low: 2.50 CAGR: -27.5%



British American Tobacco plc's return on equity of 2.5% is 8.1% below the period's mean return on equity of 10.6%. During the charted period, the observed ROE high and low were 17.2% and 2.5% respectively.

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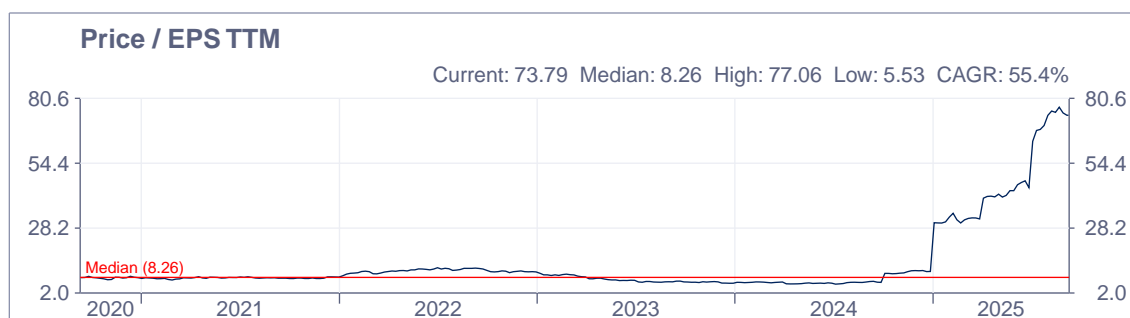
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Valuation Metrics

	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	73.8	8.3	9.7	Earnings Yield %	1.36	12.10	10.29
Price / Sales	3.6	2.5	2.8	Free Cash Flow Yield %	4.74	7.11	6.19
Price / Operating Cash Flow	35.5	7.6	8.6	Dividend Yield %	5.76	7.76	6.57
Price / Book Value	1.9	1.0	1.1	Enterprise Value / EBITDA	24.1	9.8	11.1



British American Tobacco plc is trading at 73.79 times its EPS generated during the latest fiscal year. This multiple is above the historically observed median of 8.26, while high and low observations have been 77.06 and 5.53.



British American Tobacco plc is trading at a Price to Sales ratio of 3.57 based on sales generated during the latest fiscal year. This ratio is above the historically observed median ratio of 2.46, while high and low observations have been 3.73 and 1.86.



British American Tobacco plc is trading at a Price to Book ratio of 1.94 based on book value at the latest fiscal year end. This ratio is above the historically observed median of 1.01, while high and low observations have been 2.02 and 0.71.



British American Tobacco plc has a Free Cash Flow Yield of 4.74% based on free cash flow generated during the latest fiscal year. This value is below the historically observed median yield of 7.11%, while high and low observations have been 9.87 and 4.54.

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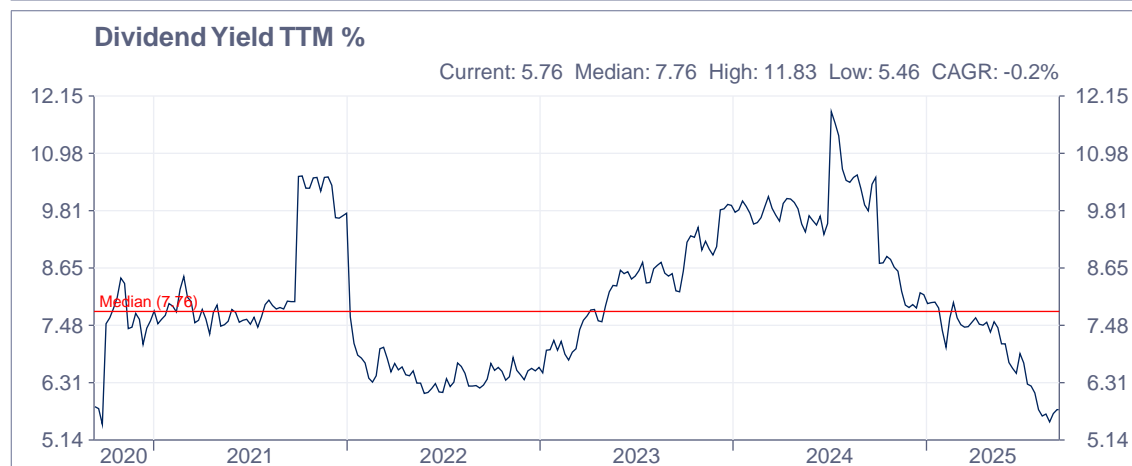
Dividends Data

Dividends Per Share TTM		2.40	Payout Ratio TTM %		100.00%	Dividend Yield TTM %		5.76%
Rate	Ex Date	Record Date	Payment Date	Currency	Note			
0.601	29-12-2025	30-12-2025	04-02-2026	GBP				
0.601	02-10-2025	03-10-2025	07-11-2025	GBP				
0.601	26-06-2025	27-06-2025	01-08-2025	GBP				
0.601	27-03-2025	28-03-2025	07-05-2025	GBP				
0.589	19-12-2024	20-12-2024	03-02-2025	GBP				
0.589	26-09-2024	27-09-2024	01-11-2024	GBP				
0.589	27-06-2024	28-06-2024	02-08-2024	GBP				
0.589	21-03-2024	22-03-2024	02-05-2024	GBP				
0.577	21-12-2023	22-12-2023	01-02-2024	GBP				
0.577	28-09-2023	29-09-2023	03-11-2023	GBP				
0.577	13-07-2023	14-07-2023	18-08-2023	GBP				
0.577	23-03-2023	24-03-2023	03-05-2023	GBP				

Dividend Growth and Yield



British American Tobacco plc's trailing 12-month dividend per share is 2.38 and its dividend has grown at a cumulative annualized rate of 2.8% over the charted period. This compares to dividend growth of 2.00% over the past year and cumulative annualized growth of 3.30% over the past 3 years.



British American Tobacco plc's current dividend yield is 5.76% based on trailing 12 month dividends. The current yield is below the historically observed median of 7.76% and, over the charted time period, the observed high yield has been 11.83% and the observed low yield has been 5.46%.

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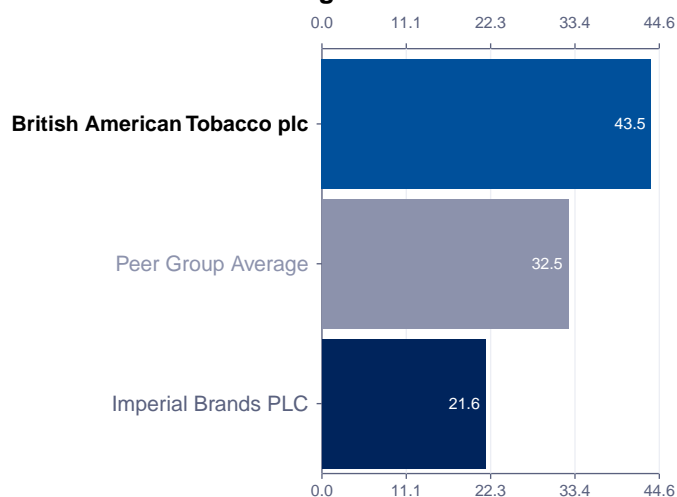
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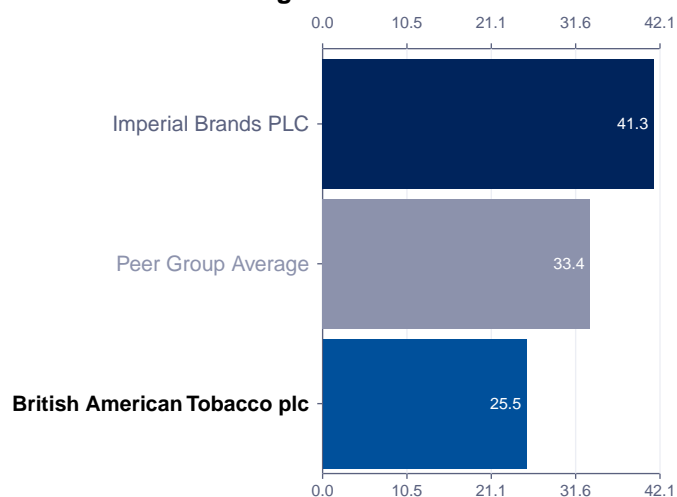
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ICB Subsector Peer Comparisons

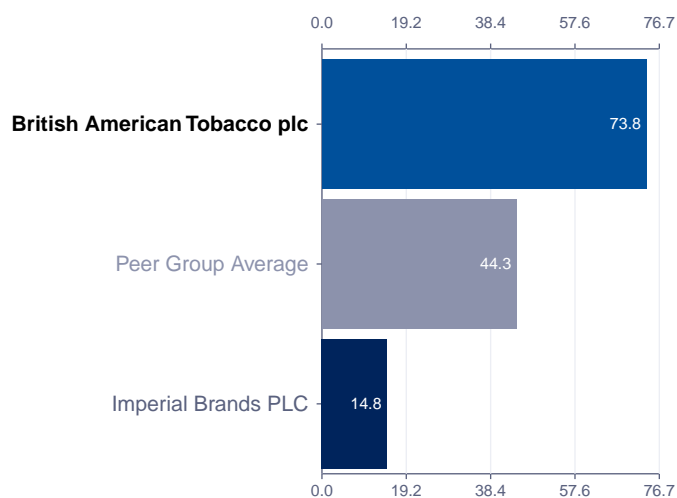
Price Change Year to Date %



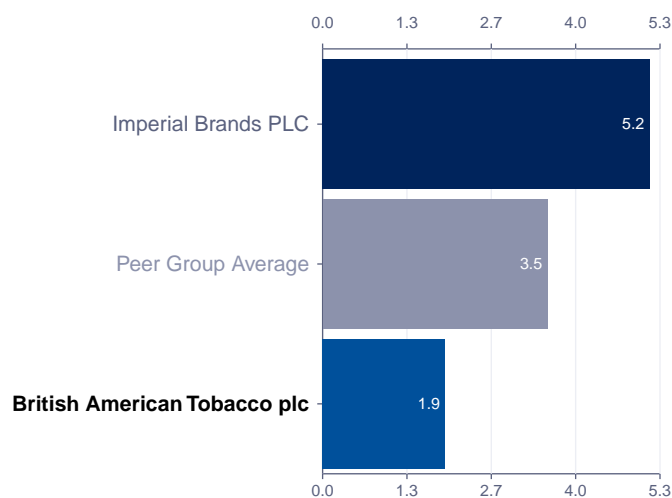
Price Change Last Calendar Year %



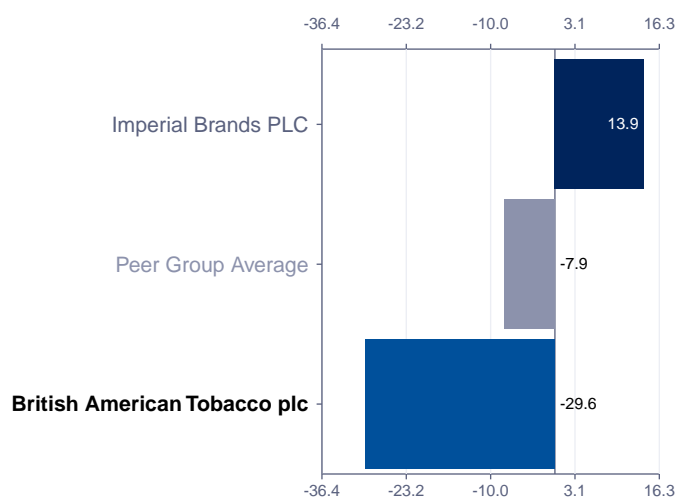
Price / EPS TTM



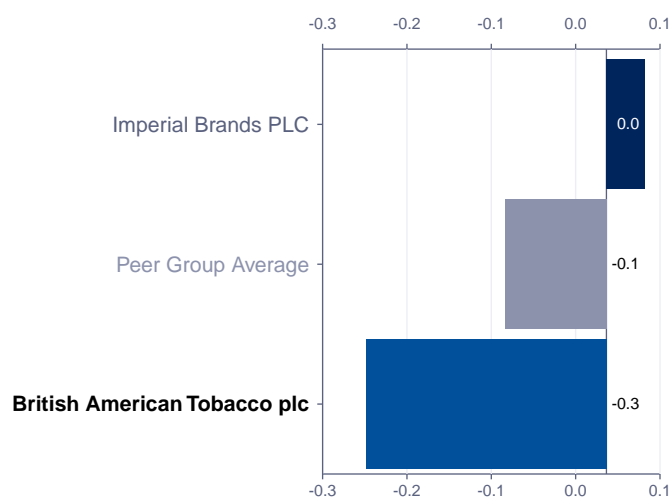
Price / Book Value



EPS 5-Year Growth Rate %



Revenue 5-Year Growth Rate %



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Abbreviations:

CAGR	- Cumulative annual growth rate.
EBIT	- Earnings before interest and taxes.
EBITDA	- Earnings before interest, taxes, depreciation & amortization.
LFY	- Last fiscal year
M	- Million
LON	- London Stock Exchange

Definitions:

Market Value - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

Revenue - Sum of the last four quarters of Revenues.

Revenue Per Share - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

Normalized EPS LFY - EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

60-Day Average Volume (000) - The average of the last 60 daily volume values in thousands of shares.

Price 52-Week High - The high closing price from the last 52 weeks of daily closing prices.

Price 52-Week Low - The low closing price from the last 52 weeks of daily closing prices.

Price / 52-Week High - Latest price divided by the high price from the past 52 weeks of daily closing prices.

Price / 52-Week Low - Latest price divided by the low price from the past 52 weeks of daily closing prices.

50-Day Average Price - Mean of last 50 daily closing prices.

200-Day Average Price - Mean of last 200 daily closing prices.

Price / 50-Day Average Price - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

Price / 200-Day Average Price - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

Relative Strength Index - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is $RSI = 100 - 100 / (1 + RS)$ where $RS = (\text{total gains} / n) / (\text{total losses} / n)$ and n = number of RSI periods. In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

Price Volatility - The standard deviation of the last 20 days of daily closing prices.

Sharpe Ratio - The 5 year average of the excess monthly return over the risk - free rate(1 - month T - bill) over the 5 year standard deviation of the same series.

Sortino Ratio - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

Dividends Per Share TTM - Sum of the last four quarters of Dividends Per Share.

Payout Ratio - Dividends Per Share TTM divided by Normalized EPS TTM.

Dividend Yield TTM % - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

EBITDA - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

Free Cash Flow - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

Book Value Per Share - Total Common Equity last quarter divided by Shares Outstanding last quarter.

Gross Margin % - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

EBITDA Margin % - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

Pre-Tax Margin % - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

Net Profit Margin % - Sum of the last four quarters of Normalized EPS divided by sum of the last four quarters Revenues Per Share.

Return on Equity % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Book Value.

Return on Capital % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Capital Per Share.

Return on Assets % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Assets Per Share.

Price / EPS TTM - Weekly Price divided by the sum of the last four quarters of Normalized EPS (capped at 99.9).

Price / Sales - Weekly Price divided by Revenues Per Share TTM.

Price / Book Value - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

Free Cash Flow Yield % - Free Cash Flow Per Share TTM divided by Weekly Price.

Enterprise Value - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

Enterprise Value / Sales - Enterprise Value divided by the sum of the last four quarters of Revenue.

Enterprise Value / EBITDA - Enterprise Value divided by EBITDA TTM.

Enterprise Value / EBIT - Enterprise Value divided by trailing four quarters of Operating Income.

Enterprise Value / Free Cash Flow - Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

Russell 1000 Index - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.

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