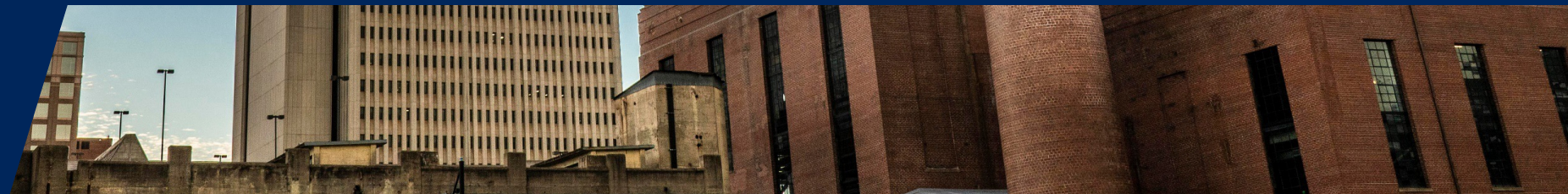




Kara Calderon | Senior Director, Sustainability and Community Engagement

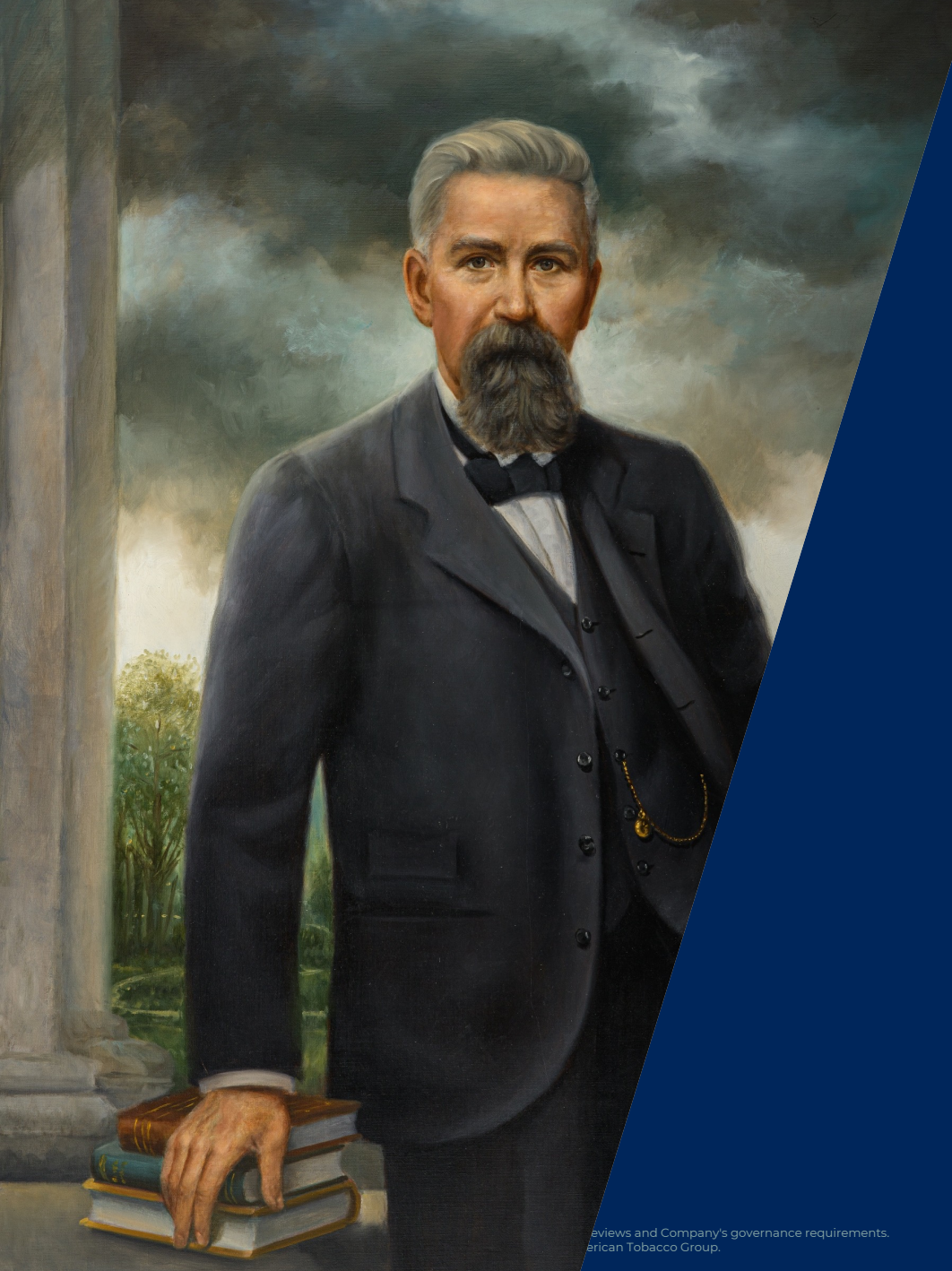




150 Years!

Reflecting on the Past.
Celebrating the Present.
Creating our Future.





“Tobacco was to Winston
what steel was to Pittsburgh
and oil to Houston.”

Frank Tursi *Winston-Salem: A History*



Reynolds 150th

Objective

Celebrating 150 years of Reynolds company-wide, so that **all employees** have a better understanding, appreciation, and enthusiasm for our history and The Way Forward...

- Cementing our **COMPANY** vision for the future.
- Strengthen employee pride and create an “emotional souvenir” for all to remember for a lifetime, strengthening our **CULTURE**.
- Solidifying our **COMMUNITY** legacy for societal good.

Success Worthy of a Celebration!

The Celebration Logo brings joy to the 150th theme. It is in a premium gold finish lifted with beveled edges, making it a proud badge to be worn with honor.

The spark reinforces the celebration to bring a feeling of inspiration and rejoicing.

Custom numerals overlap with a clever negative space, revealing the famous historical Winston-Salem Smokestacks.

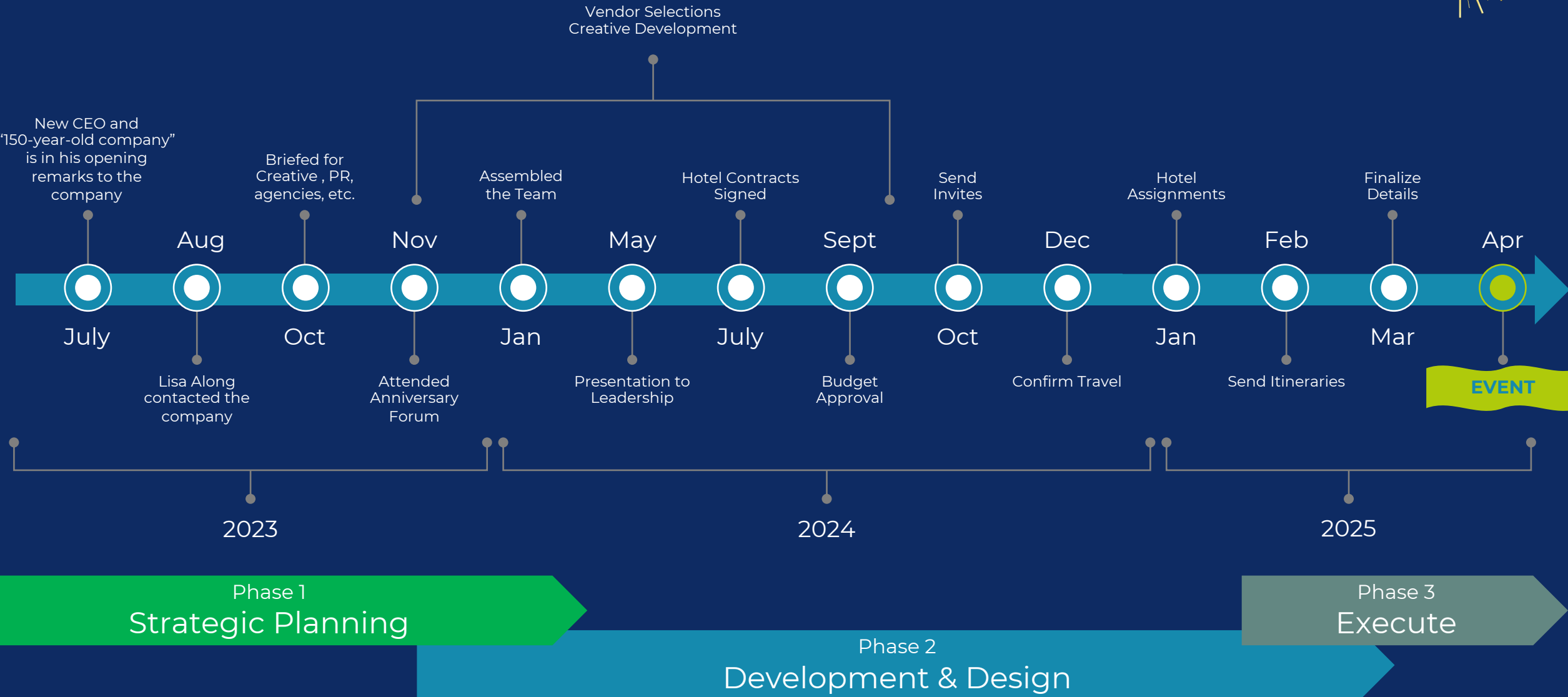


Cross Functional Team

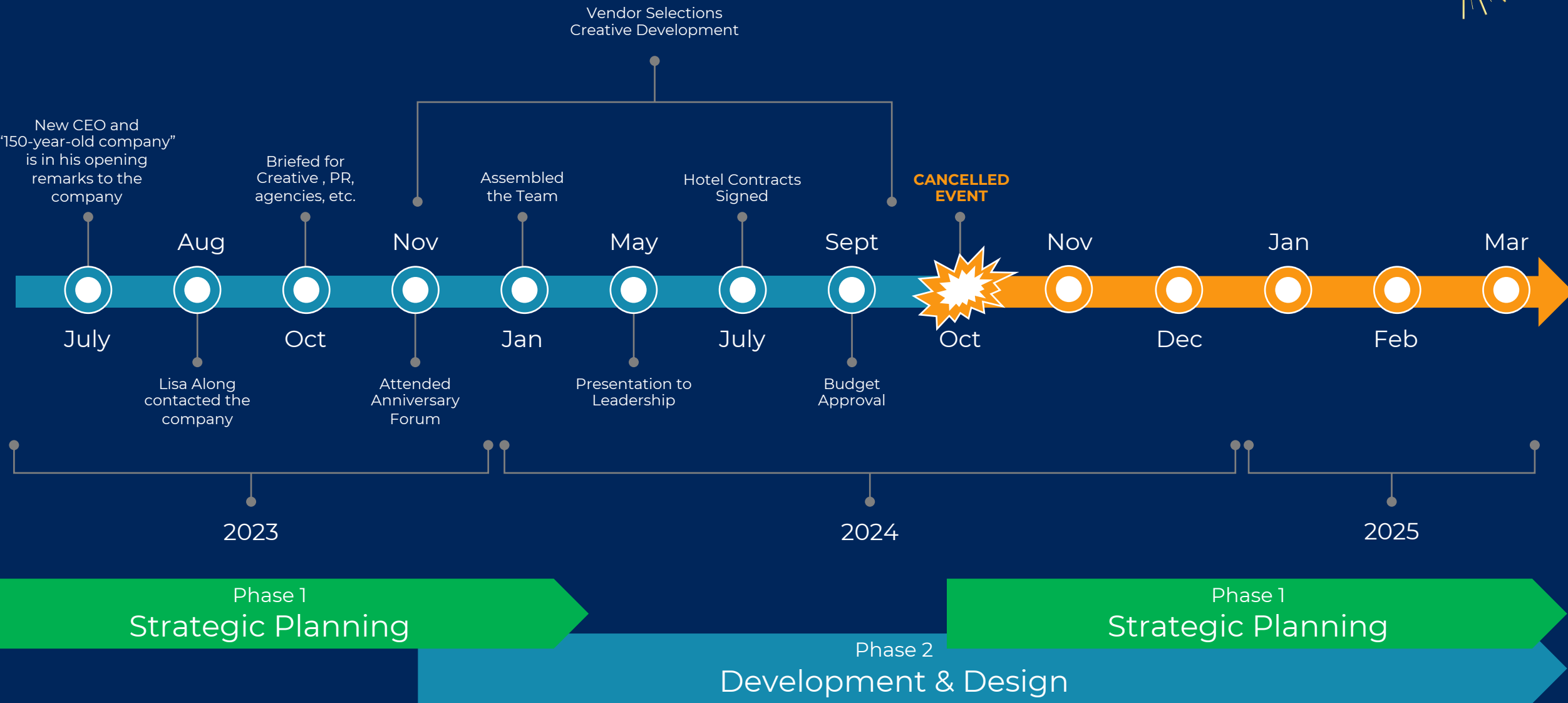


Supported by Employee Volunteers

Executing the Plan



Executing the Plan





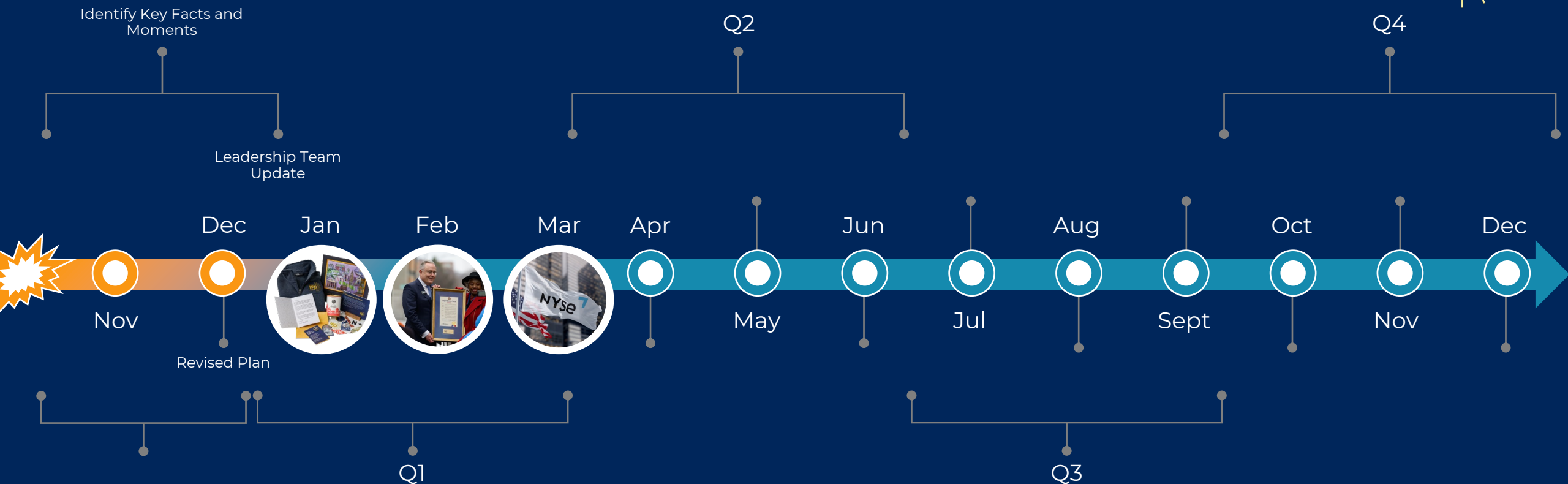
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The FLEXIBLE Plan



Phase 1 | Strategic Planning

Phase 2 | Development & Design

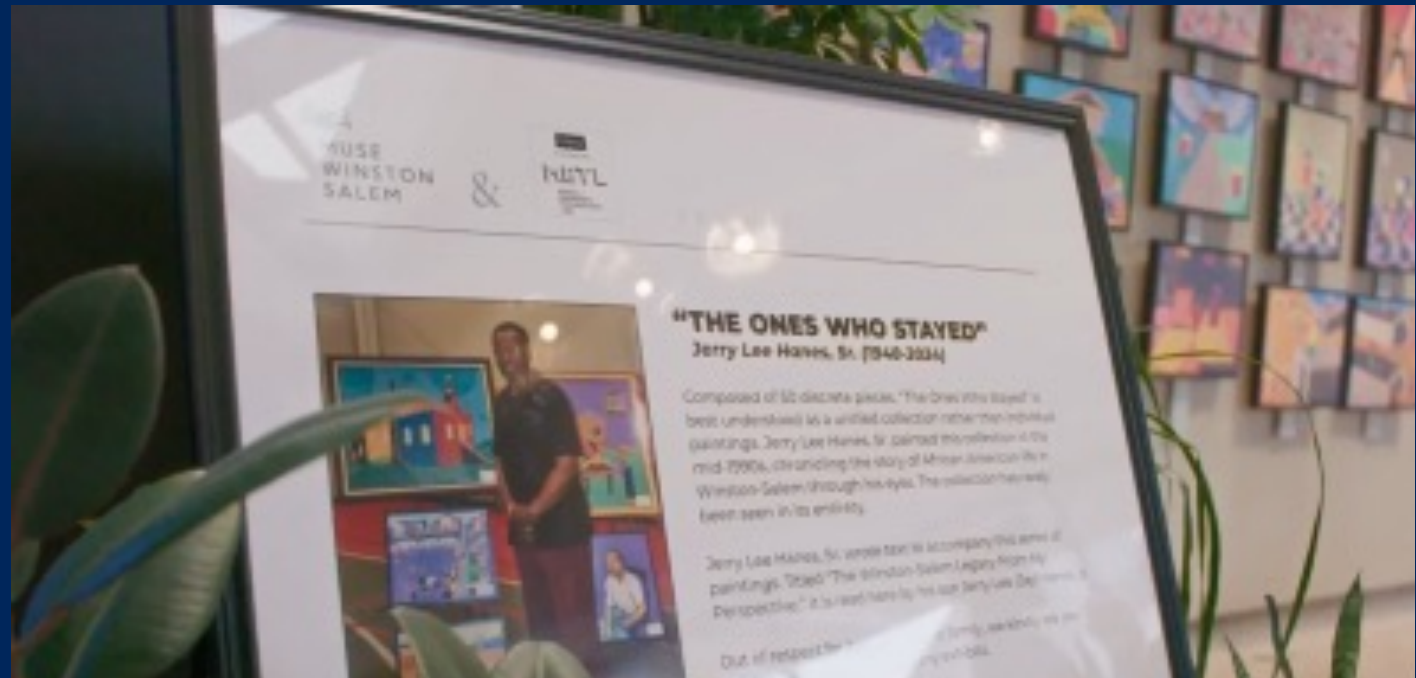
Phase 3 | Execute

Phase 4 | Assess





EXECUTIVE





REYNOLDS OVERVIEW

Our Purpose

We have a clear purpose to create A Better Tomorrow™ by Building a Smokeless World. Our strategic aim is to migrate adult smokers to potentially less-risky smokeless alternatives and become a predominantly smokeless business by 2035.

In 2017, Reynolds American Inc. (Reynolds) became an indirect, wholly owned subsidiary of British American Tobacco, PLC. (BAT), making the U.S. the largest market in the global BAT Group.

Today, we are leading the transformation of the global BAT Group into a multi-category consumer packaged goods organization with operating companies that offer a wide range of products to address the evolving preferences of adult tobacco and nicotine consumers.

QUICK FACTS



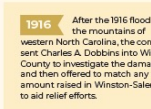
R.J. Reynolds Tobacco Company is one of 12 fast-moving consumer goods companies operating in the United States today that is 150 years or older and is part of a publicly traded organization.



RECENT AWARDS



1891 R.J. Reynolds made his first known personal cash donation of \$500 to establish the Slater Industrial School, considered one of the first African American schools in the South, which later became Winston-Salem State University.



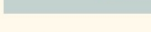
1916 After the 1916 flood in the mountains of western North Carolina, the company sent Charles A. Dobbins into Wilkes County to investigate the damage and then offered to match any amount raised in Winston-Salem to aid relief efforts.



1919 In memory of her first husband, R.J. Reynolds, Katharine donated funds and land for the creation of the R.J. Reynolds High School.



1987 R.J. Reynolds Tobacco Company donated its 520,000-square-foot world headquarters building to Wake Forest University.



2005 R.J. Reynolds Tobacco Company donated a 40-acre downtown factory complex to the community, which became the Innovation Quarter—a mixed-use community of startups, research, and educational institutions, as well as residential and commercial spaces.



2017 R.J. Reynolds Tobacco Company announced the donation of a significant portion of the Whitaker Park manufacturing plant for local economic redevelopment, attracting company expansions providing new jobs in the community.



2024 Reynolds American Inc., the Reynolds American Foundation, and ASC Charitable Trust collectively donated \$1 million to the American Red Cross to fund Hurricane Helene relief efforts in Western North Carolina.

Hello Daniel,

I hope this message finds you well as we kick off 2025—a milestone year for our organization. This year marks the 150th anniversary of R.J. Reynolds Tobacco Company, a legacy that began in 1875 with the vision and determination of our founder, Richard Joshua "R.J." Reynolds.

At just 24 years old, R.J. left his family home in Virginia and arrived in Winston-Salem with a dream of building his own tobacco business. His entrepreneurial spirit helped create a company that quickly became a cornerstone of our community, providing jobs and contributing to the growth and prosperity of Winston-Salem.

As we reflect on this milestone, we are reminded of the principles that have guided our organization for 150 years—innovation, excellence, and a commitment to the communities where we live and work. These same principles inspire our future as we focus on transitioning adult smokers to potentially less risky, smokeless product alternatives.

R.J. Reynolds was not just a businessman; he was also a dedicated member of this community. Together with his wife, Katharine, he supported local charities and initiatives that helped shape Winston-Salem into the vibrant city that we know today. Their philanthropic legacy continues to inspire our efforts, as well as the work of organizations like yours.

This anniversary is not just about our long history—it's about honoring the partnerships and community connections that have made it possible. Your dedication to creating a more equitable and prosperous community exemplifies the spirit R.J. and Katherine Reynolds envisioned, and we are deeply grateful for the role you play in advancing that mission.

Thank you for your unwavering commitment to our community. We look forward to continuing our work together to make Winston-Salem a better place for all.

Sincerely,

Kara Calderon

Kara Calderon and Walter Farabee
Sustainability and Community Engagement Team, Reynolds American Inc.

Reflecting on the Past. Celebrating the Future.

Success Worthy of a Celebration!



This year, the Reynolds American organization is celebrating our 150th anniversary, dating back to the founding of the R.J. Reynolds Tobacco Company in 1875.

Join us in celebrating by proudly wearing this lapel pin throughout the year.

The Logo

The Sesquicentennial Logo is a badge to be worn with pride.

Custom numerals honor our past by revealing the iconic Smokestacks of Winston-Salem.

The spark celebrates our present and reinforces that our journey doesn't stop here.

Use of the plastic bag is to ensure integrity of the pin. Please recycle this card and dispose of bag properly.



The company was officially incorporated in North Carolina on February 11, 1890.





On March 16, 1922, R.J. Reynolds Tobacco Company became a publicly listed company on the NYSE.



DIGITAL CHANNELS

IMPRESSIONS
+ 35.5%
VS. 2024

VIEW TIME
+ 436%
ABOVE AVERAGE


EXTERNAL MEDIA

37

UNIQUE MEDIA
MENTIONS

LOCAL BROADCAST
NEWS SWEEP OF ALL
NETWORKS ATTENDING
MAYORAL
PROCLAMATION

AVG. ENG. TIME
+ 42%
ABOVE AVERAGE



Thanks Kara. It's been a great campaign so far. It's impressive we still have more to come and its interesting new content each time. Wonderful.

CEO

Q2



150-Year Legacy of Economic Impact



North Carolina remains the #1 tobacco producing state in the country and is responsible for approximately \$75 billion of the state's direct and indirect revenue each year.



PETER MILLAR

We take pride in supporting local businesses, and this shirt is a testament to that commitment. Founded in 2001, **Peter Millar** is headquartered in **Raleigh, North Carolina**, with a distribution center in Durham. In celebration of **150 years of R.J. Reynolds Tobacco Company**, Peter Millar designed and produced the exclusive fabric for this unique commemorative polo.

Some say R.J. Reynolds arrived in North Carolina on horseback, others by carriage—but what mattered was his vision for a faster future: the railroad.

On October 19, 1874, R.J. Reynolds purchased a 100-foot lot on "Depot Street" that extended westward to Chestnut Street for \$388.50 and built the "Little Red Factory," a two-story building that covered less area than a tennis court.

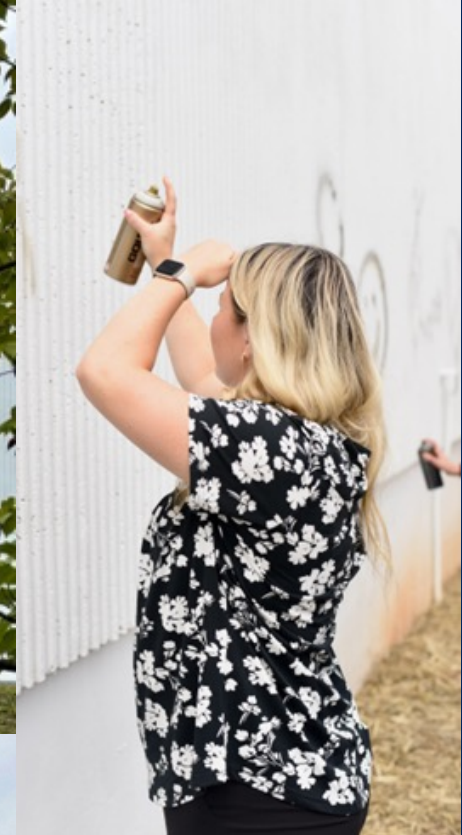
Reynolds' 150th logo features custom numerals and smart negative space, revealing the iconic smokestacks of downtown Winston-Salem. The spark symbolizes both celebration and the journey ahead.

On April 27, 1929, the 314-foot-tall Art Deco skyscraper opened as R.J. Reynolds Tobacco Company's headquarters. Designed by Shreve & Lamb, it later inspired the Empire State Building. Adjacent to it, the modernist R.J. Reynolds Plaza Building was completed in 1992.

As early as 1858, bright or fluorescent tobacco leaf had been introduced into Forsyth County—one of the main reasons why R.J. Reynolds chose Winston-Salem to start the R.J. Reynolds Tobacco Company in 1875.

On February 11, 1890, the R.J. Reynolds Tobacco Company was officially incorporated in North Carolina.

After the Civil War, the U.S. entered the Reconstruction era (1865-1877) to rebuild the country, and R.J. Reynolds started the R.J. Reynolds Tobacco Company in 1875.



THE ARTISTS

Leo Rucker

a local Winston-Salem artist who has dedicated his time and the past 30 years to developing and creating fine positive art. He believes that it is his calling to share what God has given through this life's journey. By making a difference in the art area and abroad. My work can be seen on all social on my website ruckerartwixsite.com/mysite.

After many awards in high school, Leo continued his pursuit at Appalachian College, receiving his degree and an outstanding scholarship to Carolina Art & Frame, where he was the supervisor of the art department for 10 years. This opportunity also connected him to local artists Leo Rucker and Joey Allen, who encouraged him to pursue his art.

Leo's first solo exhibition was at the Triad Arts Center, which led to many murals and commissions. He has been painting murals for the Forsyth County Partnership (Smart Start), Segmenting Service Inc., and several portraits for an ongoing collection, called "Fables," featured in *Sophisticate's Black Hair Magazine*, that has depicted over 100 images of accomplished African women from around the world.

Leo is committed to art giving back to the Triad arts through community outreach and services. He has pushed his skills to another level by entering a painting out of the Vatican called *The School of Athens* by the artist Leo, which has given him a new look at how much he has developed as an artist. Leo is currently working on murals at Banklin Elementary in Greensboro and (Prosser) with kids from 26 nationalities. Additional mural projects include the Broad Street mural, the Depot Street Renaissance mural, a mural at the corner of Cameron and 12th Street, and the Russ Murphy mural in Asheville. Leo was also a contributing artist to the Reynolds 150th Celebration calendar.

Joey Allen

Joey Allen is a self-taught pop artist, hailing from Winston-Salem. Joey's artistic style blends bright colors, nature, and timeless pop characters to invoke a feeling of nostalgia and whimsy.

Joey approaches his work as a tool for meditation and self-reflection, often processing his own emotions and personal perspectives through his art. His pieces can range from playful simple images to more complex commentary, usually focused on mental health awareness. Visit joeyallencreations.com for more information.

Dear Whitaker Park Friends and Neighbors,

I hope this message finds you well. This year marks the 150th anniversary of R.J. Reynolds Tobacco Company (RJT), and to commemorate this milestone, the Reynolds American organization is excited to announce that we have begun a special mural project on the Reynolds Central Distribution Center (CDC) building at 1133 Reynolds Boulevard. We have commissioned two local artists, Leo Rucker and Joey Allen, to bring this visual tribute to life.

The Reynolds American organization has a long history of supporting revitalization efforts in Winston-Salem, including the redevelopment of Whitaker Park. The CDC mural and, in 1963, built dedicated R&D facilities on Reynolds Boulevard, which were expanded in 1983. This facility was named after the third president of RJT, Bowman Gray, Sr., and today the Bowman Gray Technical Center (BGC) remains a symbol of our organization's innovation, commitment, and connection between innovation and the arts in our city.

A bit of history: In 1981, RJT established its Research and Development (R&D) department downtown manufacturing facilities. In 1981, RJT opened Whitaker Park, then the world's largest cigarette plant. Most of the 220-acre site was donated in 2007 to the Whitaker Park Development Authority as RJT had previously transferred to a new state-of-the-art facility near BGC.

During the same period, as RJT expanded its R&D capabilities, it also outgrew its downtown manufacturing facilities. In 1981, RJT opened Whitaker Park, then the world's largest cigarette plant. Most of the 220-acre site was donated in 2007 to the Whitaker Park Development Authority as RJT had previously transferred to a new state-of-the-art facility near BGC.

We hope you will enjoy watching the progression of this commemorative mural over the coming months. Its creation is expected to have minimal impact on traffic or this letter.

If you have any questions about the project, please do not hesitate to contact us. You can reach King Degard at kingdegard@rja.com or Kara Caldeen at kara.calden@rja.com.

King Degard
Kara Caldeen
Head of Sustainability and Community Engagement

Reflecting on the Past. Celebrating the Future.

Cementing our **COMPANY** vision for the **future**.



Strengthening employee pride and **CULTURE**.



Solidifying our **COMMUNITY** legacy for societal good.





REYNOLDS
150
YEARS OF
GROWING
AMERICA



H1 DIGITAL CHANNELS

IMPRESSIONS

34%

VS. 2024

VIEW TIME

+ 436%

ABOVE AVERAGE

TOP 5 POSTS ARE ALL
150TH RELATED

Well done Kara and team !!!!
This is fantastic.
Very proud !

Thank you for the visibility and update.
There has been a tremendous ramp up of
the atmosphere around the Reynolds 150th
anniversary. It can be felt inside as much as
outside. Your dedication and passion have
done a great impact.

Let us know if there is anything we can do
to help.



JAN

Employee Gift Boxes



MAR 17

RLT Opening Bell NYSE



MAY 12

W-S Foundation
Community Meeting



JUL

External Campaign



SEP 5

150th Celebration



OCT

Commemorative
"Joshua Coin"

DEC 15



Mayoral Proclamation &
Historic Marker Dedication



GWSI State of the Economy
Downtown W-S Banners



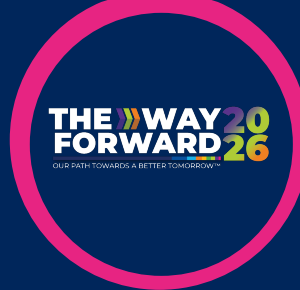
Reynolds Blvd Mural
Kick Off



Reynolda "Camel City:
Tobacco & Transformation"



Wake Forest Face to Face
Season 5 Kick Off



TWF Line of Sight



Content is King!



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Be Flexible!

REYNOLDS

150

YEARS

Be Human!

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Don't Boil the Ocean!



Focus on the Future!



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Have Fun!

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Lessons Learned



You can't make everyone happy. Pick your Battles!

Lessons Learned



You can't make everyone happy. Pick your Battles!



Leverage what you have!

Lessons Learned



You can't make everyone happy. Pick your Battles!



Leverage what you have!



The Anniversary Opens Doors!

Personal Lessons Learned



Prioritization is KEY!

Personal Lessons Learned



Prioritization is KEY!



I'm not as hard on myself!

Personal Lessons Learned



Prioritization is KEY!

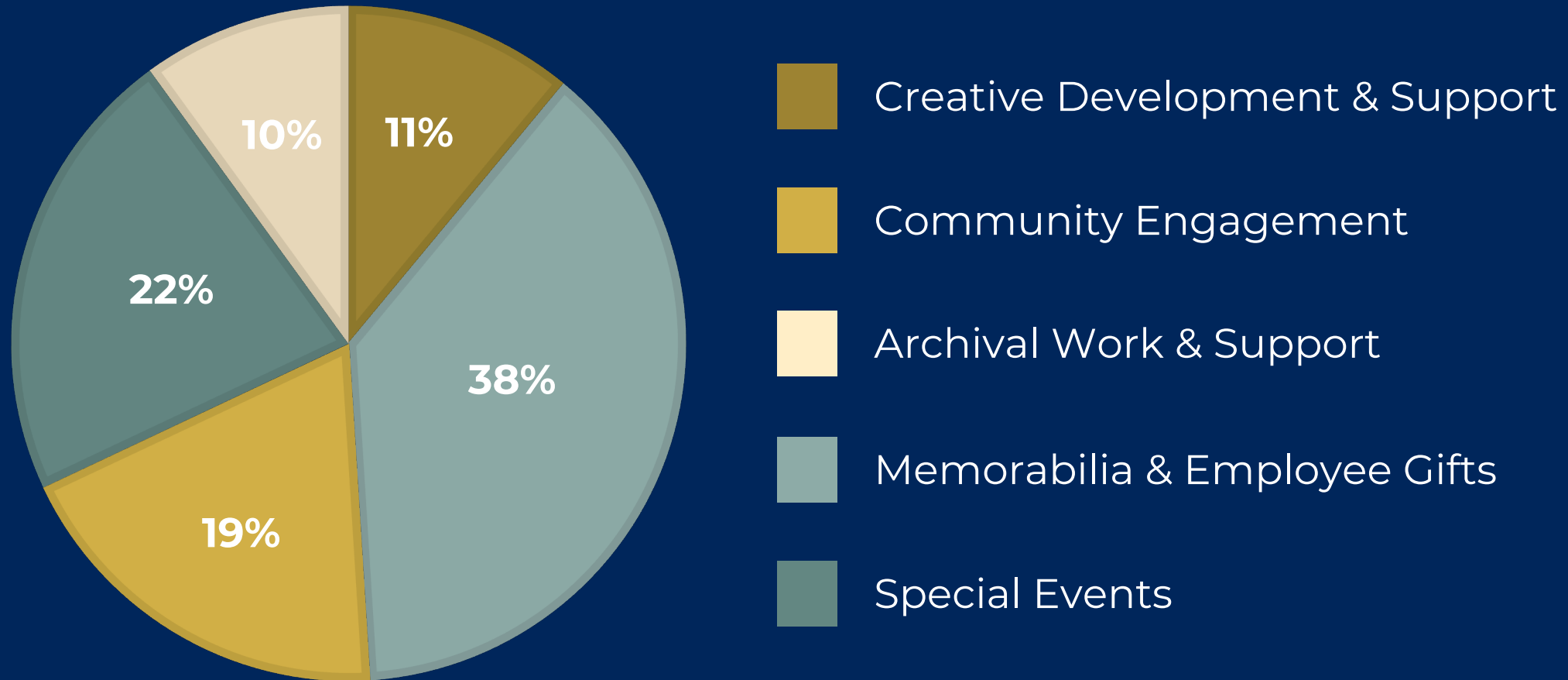


I'm not as hard on myself!



~~Tangible and~~ Intangible Rewards!

The Anniversary Budget



R & A

