

World Investment Company Limited

Registered Number 1563323

Directors' Report and Financial Statements

For the year ended 31 December 2008

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World Investment Company Limited

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World Investment Company Limited

Directors' report

The Directors present their report together with the audited financial statements of the Company for the year ended 31 December 2008.

Principal activities

Prior to 2003, the Company managed the British American Tobacco p.l.c. Group (the "Group") non-tobacco related international trademarks. Since 2003, the Company has been consolidating and progressively diminishing the historic international portfolio of non-tobacco activities undertaken by the Group in accordance with Government regulations and Group policy and will continue to do so.

Review of the year to 31 December 2008

The profit for the year attributable to World Investment Company Limited shareholders after deduction of all charges and the provision of tax amounted to £568,000 (2007: £1,379,000).

The Directors expect the Company's activities to continue on a similar basis in the foreseeable future.

Key performance indicators

The Directors of British American Tobacco p.l.c., the ultimate parent company, manage the operations of the Group on a regional basis. For this reason, and given the nature of the Company's activities, the Company's Directors believe that key performance indicators are not necessary or appropriate for an understanding of the Company's specific development, performance or the position of its business. However, key performance indicators relevant to the Group, and which may be relevant to the Company, are disclosed in the Business Review section in the Annual Report of British American Tobacco p.l.c. and do not form part of this report.

Principal risks and uncertainties

The principal risks and uncertainties of the Company, including financial risk management, are integrated with the principal risks of the Group and are monitored by audit committees to provide a framework for identifying, evaluating and managing risks faced by the Group. Accordingly, the key Group risk factors that may be relevant to the Company are disclosed in the Annual Report of British American Tobacco p.l.c, and do not form part of this report.

Dividends

The Directors do not recommend the payment of a dividend for the year (2007: £nil).

Board of Directors

The names of the persons who served as directors of the Company during the period 1 January 2008 to the date of this report are as follows:

Paul Ashley Rayner
Michael Charles Terrell Prideaux
Nicola Snook

Resigned 30 April 2008

World Investment Company Limited

Directors' report

Directors' indemnities

Up to the date of his resignation, an indemnity was in force under which Mr P A Rayner, as a director of the Company, was, to the extent permitted by law, indemnified by British American Tobacco p.l.c., the ultimate parent undertaking, in respect of all costs, charges, expenses or liabilities which he may have incurred in or about the execution of his duties to the Company or as a result of things done by him as a director on behalf of the Company.

Statement of Directors' responsibilities

The Directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period.

In preparing those financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business, in which case there should be supporting assumptions or qualifications as necessary.

The Directors confirm that they have complied with the above requirements in preparing the financial statements.

The Directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Acts 1985. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

World Investment Company Limited

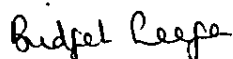
Directors' report

Directors' declaration in relation to relevant audit information

Having made enquiries of fellow directors and of the Company's auditors, each of the Directors confirms that:

- (1) to the best of his or her knowledge and belief, there is no relevant audit information of which the Company's auditors are unaware; and
- (2) he or she has taken all steps that a director might reasonably be expected to have taken in order to make himself or herself aware of relevant audit information and to establish that the Company's auditors are aware of that information.

On behalf of the Board



Ms. B.M Creegan

On behalf of Risecretaries Limited

Secretary

2 October 2009

Report of the independent auditors to the members of World Investment Company Limited

We have audited the financial statements of World Investment Company Limited for the year ended 31 December 2008 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. These financial statements have been prepared under the accounting policies set out therein.

Respective responsibilities of directors and auditors

The Directors' responsibilities for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland). This report, including the opinion, has been prepared for and only for the Company's members as a body in accordance with Section 235 of the Companies Act 1985 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the Directors' Report is consistent with the financial statements.

In addition we report to you if, in our opinion, the Company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' remuneration and other transactions is not disclosed.

We read the Directors' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the Directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the Company's affairs as at 31 December 2008 and of its profit for the year then ended;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the Directors' Report is consistent with the financial statements.

PricewaterhouseCoopers LLP

PricewaterhouseCoopers LLP
Chartered Accountants and Registered Auditors
1 Embankment Place
London
WC2N 6RH

8 October 2009

World Investment Company Limited

Profit and loss account for the year ended 31 December 2008

	Note	2008 £'000	2007 £'000
Operating income	2	21	355
Operating charges	3	(59)	(232)
Operating (loss)/profit		(38)	123
Profit on sale of trademarks	4	-	646
(Loss)/profit before interest and taxation		(38)	769
Interest receivable and similar income	5	606	610
Profit on ordinary activities before taxation		568	1,379
Taxation on profit on ordinary activities	6	-	-
Profit for the financial year	11	568	1,379

All the activities during the year are in respect of continuing operations.

There is no difference between the profit on ordinary activities before taxation and the profit for the financial year stated above and their historical cost equivalents.

There are no recognised gains or losses other than the profit for the financial year.

World Investment Company Limited

Balance sheet – 31 December 2008

	<i>Note</i>	2008 £'000	2007 £'000
Fixed assets			
Intangible assets	7	-	-
Current assets			
Debtors - amounts falling due within one year	8	12,936	12,309
Cash at bank and in hand		272	272
		13,208	12,581
Creditors - amounts falling due within one year	9	(129)	(70)
Net current assets		13,079	12,511
Total assets less current liabilities		13,079	12,511
Capital and reserves			
Share capital	10	5,000	5,000
Profit and loss account	11	8,079	7,511
Total shareholders' funds	12	13,079	12,511

The financial statements on pages 7 to 13 were approved by the Directors on 2 October 2009 and signed on behalf of the Board.



Mr. M. C.T. Prideaux

Director

Notes are shown on pages 9 to 13.

World Investment Company Limited

Notes to the financial statements– 31 December 2008

1 Accounting policies

A summary of the principal accounting policies is set out below.

(1) Basis of accounting

The financial statements are prepared on the going concern basis, under the historical cost convention, and in accordance with the Companies Act 1985 and applicable accounting standards in the United Kingdom.

(2) Cash flow statement

The Company is a wholly-owned subsidiary of British American Tobacco p.l.c. The cash flows of the Company are included in the consolidated cash flow statement of British American Tobacco p.l.c. which is publicly available. Consequently, the Company is exempt under the terms of FRS 1 (Revised) from publishing a cash flow statement.

(3) Foreign currencies

Transactions arising in currencies other than sterling are translated at the rate of exchange ruling on the date of the transaction. Monetary assets and liabilities expressed in currencies other than sterling are translated at rates of exchange ruling at the end of the financial year. All exchange differences are taken to the profit and loss account in the year.

(4) Accounting for income

Income is included in the profit and loss account when all contractual or other applicable conditions for recognition have been met. Provisions are made for bad and doubtful debts where there is an expectation that all or a portion of the amount due will not be recovered.

(5) Taxation

Taxation provided is that chargeable on the profits of the year, together with deferred taxation.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date, where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date.

Deferred tax is measured at the average tax rates that are expected to apply in the periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date. Deferred tax is measured on an undiscounted basis.

(6) Intangible fixed assets

Intellectual property rights acquired by the Company are capitalised at cost. Amortisation is charged to the profit and loss account on a straight line basis at the rate of 10 per cent per annum.

World Investment Company Limited

Notes to the financial statements – 31 December 2008

2 Operating income

	2008 £'000	2007 £'000
Royalty income	-	355
Foreign exchange gains	21	-
	21	355

3 Operating charges

	2008 £'000	2007 £'000
Amortisation of intangible fixed assets	-	185
Other operating charges	59	47
	59	232

Auditors' fees of £3,957 were borne by a fellow Group undertaking (2007: £3,957).

There were no employees and no staff costs during the year (2007: £nil).

None of the Directors received any remuneration in respect of their services as a director of the Company during the year (2007: £nil).

4 Profit on sale of trademarks

In December 2007, the Company sold certain trademarks for £734,000 thereby realising an exceptional gain of £646,000.

5 Interest receivable and similar income

	2008 £'000	2007 £'000
Interest receivable from Group undertakings	606	610

6 Taxation on profit on ordinary activities

(a) Summary of tax on profit on ordinary activities

	2008 £'000	2007 £'000
Current tax		
UK Corporation tax		
Comprising		
- Current tax at 28.5% (2007: 30%)	-	-
Total current taxation charge <i>note 6(b)</i>	-	-

World Investment Company Limited

Notes to the financial statements – 31 December 2008

6 Taxation on profit on ordinary activities (continued)

(b) Factors affecting the tax charge

The standard rate of Corporation Tax in the UK changed from 30% to 28% with effect from 1 April 2008. Accordingly, the Company's profits for this accounting period are taxed at an effective rate of 28.5% and will be taxed at 28% in the future.

The current taxation charge differs from the standard 28.5% rate of Corporation tax in the UK. The major causes of this difference are listed below:

	2008 £'000	2007 £'000
Profit on ordinary activities before taxation	568	1,379
Corporation Tax at 28.5% (2007: 30%) on profit on ordinary activities	162	414
Factors affecting the tax rate:		
Permanent differences	(8)	(201)
Group loss relief claimed at nil consideration	(154)	(213)
Total current taxation charge <i>note 6(a)</i>	-	-

An amount of £7,000 (2007: £208,000) (tax amount £2,000 (2007: £62,000)) included in permanent differences above represents imputed tax adjustments in respect of UK to UK transfer pricing.

7 Intangible fixed assets

Intellectual property rights	£'000
Cost	
At 1 January and 31 December 2008	1,321
Accumulated amortisation	
At 1 January and 31 December 2008	1,321
Net book value	
At 31 December 2008 and 2007	-

8 Debtors: amounts falling due within one year

	2008 £'000	2007 £'000
Amounts due from Group undertakings	12,936	11,575
Prepayments and accrued income	-	734
	12,936	12,309

Amounts due from Group undertakings are unsecured, interest bearing and repayable on demand. The interest rate is based on LIBOR.

World Investment Company Limited

Notes to the financial statements – 31 December 2008

9 Creditors: amounts falling due within one year

	2008 £'000	2007 £'000
Trade creditors	-	56
Amounts due to Group undertakings	129	14
	129	70

Amounts due to Group undertakings are unsecured, interest free and repayable on demand.

10 Share capital

Ordinary shares of £1 each	2008	2007
Authorised - value	£30,000,000	£30,000,000
- number	30,000,000	30,000,000
Allotted, called up and fully paid		
- value	£5,000,000	£5,000,000
- number	5,000,000	5,000,000

11 Reserves

Profit and loss account	£'000
1 January 2008	7,511
Profit for the financial year	568
31 December 2008	8,079

12 Reconciliation of movements in shareholders' funds

	2008 £'000	2007 £'000
Profit for the financial year	568	1,379
Opening shareholders' funds	12,511	11,132
Closing shareholders' funds	13,079	12,511

13 Related parties

As a wholly-owned subsidiary, the Company has taken advantage of the exemption under paragraph 3(c) of FRS 8 from disclosing transactions with other subsidiary undertakings of the British American Tobacco p.l.c. Group.

World Investment Company Limited

Notes to the financial statements – 31 December 2008

14 Parent undertakings

The Company's ultimate parent undertaking and ultimate controlling party is British American Tobacco p.l.c. being incorporated in the United Kingdom and registered in England and Wales. The Company's immediate parent undertaking is BATMark Limited. Group accounts are prepared only at the British American Tobacco p.l.c. level.

15 Copies of the Report and Accounts

Copies of the Report and Accounts of British American Tobacco p.l.c. may be obtained from:

The Company Secretary
Globe House
4 Temple Place
London
WC2R 2PG