

BOARD ELECTION CANDIDATE'S PROFILE



Mr. Jason Hadassin

**British American Tobacco
Head of Legal and External Affairs**

Personal Statement

I am recognized in British American Tobacco (BAT) and the wider industry as having a consistent, open, and collaborative approach that is constructive and respectful of the views of others. This approach also characterizes my work as Head of Legal and External Affairs for Asia Pacific Area and Global Travel Retail.

In my current role, I manage various BAT teams across the Asia Pacific and Global Travel Retail, helping them in shaping regulatory framework and creating the right environment, aiming to allow the industry to achieve its potential and protect it when challenges arise.

The depth and breadth of my experience within BAT, combined with my leadership skills and personal attributes, equip me to be an effective APTRA Board member. I have extensive experience with diverse roles and teams, activities, and challenges across the Asia Pacific. I am a strategic thinker, an effective advocate, and a proven problem-solver, with an ability to assess and address critical issues in the context of both the short and long term. I believe good leadership comes from good decisions communicated well. It requires the ability to listen as well as to negotiate and explain – often in highly contested duty-free/travel retail terrain. I have broad leadership experience and a trusted, highly valued network that enables me to consult and gain diverse perspectives to inform my understanding and approach.

I am hardworking and fully prepared to invest the time needed to make a valuable contribution to the Board and APTRA more broadly.

If elected as a Board member, I believe our top strategic priorities should be:

- Duty-free/travel retail industry road to recovery
 - Protection of duty-free/travel retail as a unique trade channel
 - Efficient Advocacy (both proactive and reactive) for legislative changes which recognize the specific nature of our trade channel, for all product categories represented in APTRA
 - Further improvement of APTRA's knowledge hub aiming to support businesses across the Asia Pacific
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