Form of direction

For	use	by	holo	ders	of d	lepo	sitary	/ inter	ests	rep	rese	nting	sha	res c	n a	one-f	or-o	ne l	oasis
in	BAT	M	Adv	anc	ed (Con	nmun	icatio	ns	Ltd	("B	ATM") in	res	pect	of	the	sp	ecial
sha	reho	olde	rs' n	neet	ting ((the	"Mee	ting") of	BAT	Мсо	nven	ed fo	or 6 .	June	2018	at 9	9.30	a.m.
at t	he	offic	ces	of	Luth	er	Pend	ragon	, 48	Gr	acec	hurcl	ո St	reet,	Lor	ndon,	EC	3V	0EJ,
Eng	lanc	k						_											

l/We			
of			
Services or by pro at any a resolution	holder of depositary interests representing shares in BAT is Trustees Limited, the Depositary, to vote for me/us and oxy at the special shareholders' meeting of BATM to be adjournment thereof) as directed by an "X" in the appoint. If no indication is given, you will be deemed as inform voting.	d on my/ou held on th propriate	ur behalf in person e above date (and oox opposite each
Ordinar	y Resolutions		
		FOR	AGAINST
1.	To approve amending and renewing the management services contract with Nostredamus Technology Services Ltd., a service company through which the current CEO of the Company, Zvi Marom, provides his management services to the Company, according to the main terms and conditions detailed in Part I of the Appendix.		
2.	To approve amending certain of the terms and conditions of the employment contract with the CFO, Moti Nagar, who is also an executive director of the Company, according to the changes detailed in Part II of the Appendix.		
3.	To approve the payment of a bonus of three updated monthly salaries to the CFO for his performance in 2017 based on the achievement of the financial targets set in his employment contract.		

Date:

Signature:

Notes:

- To be effective, this form of direction and the power of attorney or other authority (if any) under which it is signed, or a notarised or otherwise certified copy of such power of attorney, must be deposited at Link Assets Services, PXS, 34 Beckenham Road, Beckenham, Kent, BR3 4TU, England not later than 72 hours before the time appointed for holding the Meeting.
- 2. Any alterations made to this form of direction should be initialled.
- 3. In the case of a corporation this proxy should be given under its common seal or under the hand of an officer or attorney duly authorised in writing.
- 4. Please indicate how you wish your votes to be cast by placing "X" in the boxes provided. On receipt of this form duly signed, you will be deemed to have authorised Link Market Services Trustees Limited to vote, or to abstain from voting, as per your instructions.
- 5. If a depositary interest holder wishes to attend the Meeting they should notify Link Market Services Trustees Limited (the Depositary) accordingly who will issue a Letter of Representation to the depositary interest holder giving them authorisation to attend the Meeting. If any depositary interest holder attends the Meeting without a Letter of Representation, they will only be allowed to enter the Meeting as a guest. Requests for a Letter of Representation should be made to the Depositary no later than 72 hours prior to the Meeting or any adjourned meeting.
- 6. You are referred to the Notes to the Notice of Special Shareholders' Meeting for further information.