

## BOARD ELECTION CANDIDATE'S PROFILE

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**Mr. Tobias Baude**  
APTRA Board Member

**Imperial Tobacco - Global Duty Free**  
**Global Head of Corporate & Legal Affairs**

### **Personal Statement**

Imperial Tobacco is a founding member of APTRA and has always actively contributed to the works of the association– also through leadership in the Board. We are a regular contributor to APTRA's leading events and conferences across the region, as well as on the international stage, and we are a committed contributor to the invaluable research and publications. Furthermore, we are an active contributor to the engagement and advocacy workstream, providing expert knowledge, engagements, and intelligence – to defend our industry and safeguard its sustainable future!

Imperial is thrilled to continue its contribution to APTRA, and I am highly motivated to put forward my candidacy to stand for the APTRA Board term 2021-23. I will aim to represent the needs of brands on the Board. I would like to bring to the table my background as a public affair professional and my experience in my role as Head of Corporate & Legal Affairs. It equips me well to navigate us through a period of an increasing number of regulations, impacting our industry at an ever-increasing speed. I am committed to putting at service to the association my knowledge, expertise, and experience regarding policymaking, regulation, compliance, and product tracking technologies (Track & Trace).

Duty-Free and Travel retail is my passion, and I am highly motivated to support APTRA at this crucial time for our industry- and well beyond into the recovery post-pandemic. Whilst we must focus on the imminent challenges at hand, it is key that we strike a balance and work towards a sustainable future of our industry – talking about it strongly and together with one voice.

Together with our team in the region, I will support the association and members and work closely together to advance APTRA collectively. I would be available as a speaker and provide input in the background to drive joint projects forward. My role in Imperial is global, and as such, I would, of course, continue to be a strong advocate for APTRA's mission across the global industry community and other associations in which I contribute (Global Tobacco Working Group, ETRC, UKTRF, TFWA etc) – ensuring the APAC angle is heard and we in APTRA keeps a fresh and timely view on global developments also.

Imperial Tobacco will fully support the duties and activities in the APTRA Board and confirms that all related expenses will be assumed. I would be delighted to serve the interests of our industry through my active contribution to the APTRA Board.

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