British American Tobacco p.l.c. Incorporated in England and Wales (Registration number: 03407696)

Short name: BATS Share code: BTI

ISIN number: GB0002875804

British American Tobacco p.l.c.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
|----|---|---|---------------|
| a) | Name | Tadeu Marroco | |
| 2 | Reason for the notification | | |
| a) | Position/status | Finance Director | |
| b) | Initial notification /Amendment | Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | British American Tobacco p.l.c. | |
| b) | LEI | 213800FKA5MF17RJKT63 | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 25p each | |
| | Identification code | GB0002875804 | |
| b) | Nature of the transaction | Exercise of options over ordinary shares under the 2015 British American Tobacco 5 Year Sharesave Scheme. | |
| c) | Price(s) and volume(s) | Price(s) £30.26 | Volume(s) 495 |
| d) | Aggregated information | | |

| | - Aggregated volume - Price | 495 £30.26 | |
|----|--------------------------------|------------------------------|--|
| e) | Date of the transaction | 2020-06-09 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

12 June 2020

Sponsor: UBS South Africa (Pty) Ltd