

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." or "the Company")

## British American Tobacco p.l.c.

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

The Company has been notified by Computershare Company Nominees Limited, as administrator of the Company's vested share account, that on 12 November 2020 the following Executive Directors and other persons discharging managerial responsibilities acquired the following ordinary shares of 25p each in British American Tobacco p.l.c. as a result of the reinvestment of dividend income.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Jack Bowles
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	2,134
d)	Aggregated information		
	- Aggregated volume	2,134	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Tadeu Marroco
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Finance Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	822
d)	Aggregated information		
	- Aggregated volume	822	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Jerome Abelman
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Legal & External Affairs and General Counsel
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	343
d)	Aggregated information		
	- Aggregated volume	343	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Luciano Comin
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Regional Director, Americas and Sub-Saharan Africa
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	416
d)	Aggregated information		
	- Aggregated volume	416	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Alan Davy
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Operations
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	1,251
d)	Aggregated information		
	- Aggregated volume	1,251	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Hae In Kim
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Talent and Culture
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	240
d)	Aggregated information		
	- Aggregated volume	240	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Paul Lageweg
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, New Categories
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	136
d)	Aggregated information		
	- Aggregated volume	136	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Guy Meldrum
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	President and CEO, Reynolds American Inc.
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	332
d)	Aggregated information		
	- Aggregated volume	332	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	David O'Reilly
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Scientific Research
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	1,059
d)	Aggregated information		
	- Aggregated volume	1,059	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Mihovil Dijanosic
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Regional Director, Asia-Pacific and Middle East
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£27.77974	395
d)	Aggregated information		
	- Aggregated volume	395	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Johan Vandermeulen	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Regional Director, Europe & North Africa	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
<b>4</b>	<b>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</b>		
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	Identification code	GB0002875804	
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account.	

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.77974	222
d)	Aggregated information		
	- Aggregated volume	222	
	- Price	£27.77974	
e)	Date of the transaction	2020-11-12	
f)	Place of the transaction	London Stock Exchange (XLON)	

17 November 2020

Sponsor: UBS South Africa (Pty) Ltd