

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. (the “Company”)

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

On 26 March and 29 March 2021 the independent Trustee of the British American Tobacco Group Employee Trust released the following number of British American Tobacco p.l.c. 25p ordinary shares (the “Shares”) granted to the following persons discharging managerial responsibilities under the 2018 Long-Term Incentive Plan (“2018 Award”). Subsequent sales of shares are also set out below.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Tadeu Marroco
2	Reason for the notification	
a)	Position/status	Finance and Transformation 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	
Transaction 1		
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 under the British American Tobacco Long-Term Incentive Plan (2018 Award)					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>15,310</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£nil	15,310
Price(s)	Volume(s)						
£nil	15,310						
d)	Aggregated information						
	- Aggregated volume	15,310					
	- Price	£nil					
e)	Date of the transaction	2021-03-29					
f)	Place of the transaction	London Stock Exchange (XLON)					

Transaction 2

a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£27.8650</td> <td>7,354</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.8650	7,354
Price(s)	Volume(s)						
£27.8650	7,354						

d)	Aggregated information - Aggregated volume - Price	7,354 £27.8650
e)	Date of the transaction	2021-03-29
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Luciano Comin
2	Reason for the notification	
a)	Position/status	Regional Director, Americas and Sub-Saharan Africa
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	
Transaction 1		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2018 Award)

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	5,589
d)	Aggregated information		
	- Aggregated volume	5,589	
	- Price	£nil	
e)	Date of the transaction	2021-03-29	
f)	Place of the transaction	London Stock Exchange (XLON)	
Transaction 2			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£28.0564	2,682
d)	Aggregated information		
	- Aggregated volume	2,682	
	- Price	£28.0564	
e)	Date of the transaction	2021-03-29	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Kingsley Wheaton				
2	Reason for the notification					
a)	Position/status	Chief Marketing Officer				
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				
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>17,398</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	17,398
Price(s)	Volume(s)					
£nil	17,398					
d)	Aggregated information - Aggregated volume - Price	17,398 £nil				
e)	Date of the transaction	2021-03-26				

f)	Place of the transaction	London Stock Exchange (XLON)					
Transaction 2							
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£27.6051</td> <td>8,352</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.6051	8,352
Price(s)	Volume(s)						
£27.6051	8,352						
d)	Aggregated information						
	- Aggregated volume	8,352					
	- Price	£27.6051					
e)	Date of the transaction	2021-03-26					
f)	Place of the transaction	London Stock Exchange (XLON)					

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	David O'Reilly	
2	Reason for the notification		
a)	Position/status	Director, Scientific Research	
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.				
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>13,205</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	13,205
Price(s)	Volume(s)					
£nil	13,205					
d)	Aggregated information - Aggregated volume - Price	13,205 £nil				
e)	Date of the transaction	2021-03-29				
f)	Place of the transaction	London Stock Exchange (XLON)				
Transaction 2						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options				
c)	Price(s) and volume(s)					

		Price(s)	Volume(s)
		£27.7959	6,343
d)	Aggregated information		
	- Aggregated volume	6,343	
	- Price	£27.7959	
e)	Date of the transaction	2021-03-29	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Guy Meldrum	
2	Reason for the notification		
a)	Position/status	President and CEO, Reynolds American Inc.	
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.	
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£nil	5,997						
d)	Aggregated information						
	- Aggregated volume	5,997					
	- Price	£nil					
e)	Date of the transaction	2021-03-29					
f)	Place of the transaction	London Stock Exchange (XLON)					
Transaction 2							
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b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£28.1858</td> <td>2,778</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£28.1858	2,778
Price(s)	Volume(s)						
£28.1858	2,778						
d)	Aggregated information						
	- Aggregated volume	2,778					
	- Price	£28.1858					

e)	Date of the transaction	2021-03-29
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Michael Dijanosic				
2	Reason for the notification					
a)	Position/status	Regional Director, Asia Pacific and Middle East				
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.				
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Price(s)	Volume(s)					
£nil	3,616					
d)	Aggregated information					

	- Aggregated volume	3,616				
	- Price	£nil				
e)	Date of the transaction	2021-03-29				
f)	Place of the transaction	London Stock Exchange (XLON)				
Transaction 2						
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Price(s)	Volume(s)					
£27.8850	2					
d)	Aggregated information					
	- Aggregated volume	2				
	- Price	£27.8850				
e)	Date of the transaction	2021-03-29				
f)	Place of the transaction	London Stock Exchange (XLON)				

30 March 2021

Sponsor: UBS South Africa (Pty) Ltd