

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 31 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.

<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>	
<b>Transaction 1</b>		
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>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	17,398					
	- Price	£nil					
e)	Date of the transaction	2021-03-31					
f)	Place of the transaction	London Stock Exchange (XLON)					
<b>Transaction 2</b>							
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>£27.6505</td> <td>8,277</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.6505	8,277
Price(s)	Volume(s)						
£27.6505	8,277						
d)	Aggregated information						
	- Aggregated volume	8,277					
	- Price	£27.6505					
e)	Date of the transaction	2021-03-31					

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 and 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>					
<b>Transaction 1</b>						
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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>16,441</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	16,441
Price(s)	Volume(s)					
£nil	16,441					
d)	Aggregated information					

	- Aggregated volume	16,441				
	- Price	£nil				
e)	Date of the transaction	2021-03-31				
f)	Place of the transaction	London Stock Exchange (XLON)				
<b>Transaction 2</b>						
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>£27.6825</td> <td>7,970</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.6825	7,970
Price(s)	Volume(s)					
£27.6825	7,970					
d)	Aggregated information					
	- Aggregated volume	7,970				
	- Price	£27.6825				
e)	Date of the transaction	2021-03-31				
f)	Place of the transaction	London Stock Exchange (XLON)				

6 April 2021

Sponsor: UBS South Africa (Pty) Ltd