

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

On 30 March and 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 Executive Directors and persons discharging managerial responsibilities under the 2018 Deferred Share Bonus Scheme (“2018 Award”). Subsequent sales of shares are also set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Jack Bowles
2	Reason for the notification	
a)	Position/status	Chief Executive
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	Shares released under the Deferred Share Bonus Scheme (2018 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£38.94	12,064
d)	Aggregated information		
	- Aggregated volume	12,064	
	- Price	£38.94	
e)	Date of the transaction	2021-03-31	
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 vesting of Deferred Share Bonus Scheme (2018 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.76	5,673
d)	Aggregated information		
	- Aggregated volume	5,673	
	- Price	£27.76	
e)	Date of the transaction	2021-03-31	
f)	Place of the transaction	London Stock Exchange (XLON)	

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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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>7,783</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£38.94	7,783
Price(s)	Volume(s)					
£38.94	7,783					
d)	Aggregated information - Aggregated volume - Price	 7,783 £38.94				

e)	Date of the transaction	2021-03-30				
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 vesting of Deferred Share Bonus Scheme (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>£27.76</td> <td>3,661</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.76	3,661
Price(s)	Volume(s)					
£27.76	3,661					
d)	Aggregated information - Aggregated volume - Price	3,661 £27.76				
e)	Date of the transaction	2021-03-30				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Jerome Abelman
2	Reason for the notification	
a)	Position/status	Director, Legal & External Affairs and General Counsel
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	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>8,844</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£38.94	8,844
Price(s)	Volume(s)					
£38.94	8,844					
d)	Aggregated information - Aggregated volume - Price	8,844 £38.94				
e)	Date of the transaction	2021-03-31				
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 vesting of Deferred Share Bonus Scheme (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>£27.76</td> <td>4,159</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.76	4,159
Price(s)	Volume(s)						
£27.76	4,159						
d)	Aggregated information						
	- Aggregated volume	4,159					
	- Price	£27.76					
e)	Date of the transaction	2021-03-31					
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	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>3,464</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£38.94	3,464
Price(s)	Volume(s)					
£38.94	3,464					
d)	Aggregated information - Aggregated volume - Price	3,464 £38.94				
e)	Date of the transaction	2021-03-30				
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 vesting of Deferred Share Bonus Scheme (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>£27.76</td> <td>1,631</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.76	1,631
Price(s)	Volume(s)					
£27.76	1,631					

d)	Aggregated information	
	- Aggregated volume	1,631
	- Price	£27.76
e)	Date of the transaction	2021-03-30
f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Hae In Kim
2	Reason for the notification	
a)	Position/status	Director, Talent and Culture
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	Shares released under the Deferred Share Bonus Scheme (2018 Award)

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£38.94	1,863
d)	Aggregated information		
	- Aggregated volume	1,863	
	- Price	£38.94	
e)	Date of the transaction	2021-03-31	
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 vesting of Deferred Share Bonus Scheme (2018 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.76	92
d)	Aggregated information		
	- Aggregated volume	92	
	- Price	£27.76	
e)	Date of the transaction	2021-03-31	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Paul Lageweg				
2	Reason for the notification					
a)	Position/status	Director, New Categories				
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	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>2,039</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£38.94	2,039
Price(s)	Volume(s)					
£38.94	2,039					
d)	Aggregated information - Aggregated volume - Price	 2,039 £38.94				

e)	Date of the transaction	2021-03-31					
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 vesting of Deferred Share Bonus Scheme (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>£27.76</td> <td>961</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.76	961
Price(s)	Volume(s)						
£27.76	961						
d)	Aggregated information						
	- Aggregated volume	961					
	- Price	£27.76					
e)	Date of the transaction	2021-03-31					
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.				
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	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>3,796</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£38.94	3,796
Price(s)	Volume(s)					
£38.94	3,796					
d)	Aggregated information - Aggregated volume - Price	 3,796 £38.94				
e)	Date of the transaction	2021-03-31				
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 vesting				

		of Deferred Share Bonus Scheme (2018 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.76	1,787
d)	Aggregated information		
	- Aggregated volume	1,787	
	- Price	£27.76	
e)	Date of the transaction	2021-03-31	
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.
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	Shares released under the Deferred Share Bonus Scheme (2018 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£38.94	6,713
d)	Aggregated information		
	- Aggregated volume	6,713	
	- Price	£38.94	
e)	Date of the transaction	2021-03-30	
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 vesting of Deferred Share Bonus Scheme (2018 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.76	3,158
d)	Aggregated information		
	- Aggregated volume	3,158	
	- Price	£27.76	
e)	Date of the transaction	2021-03-30	
f)	Place of the transaction	London Stock Exchange (XLON)	

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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.				
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					
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>2,259</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£38.94	2,259
Price(s)	Volume(s)					
£38.94	2,259					
d)	Aggregated information - Aggregated volume - Price	 2,259 £38.94				
e)	Date of the transaction	2021-03-31				
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 vesting of Deferred Share Bonus Scheme (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>£27.76</td> <td>3</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.76	3
Price(s)	Volume(s)					
£27.76	3					
d)	Aggregated information - Aggregated volume - Price	3 £27.76				
e)	Date of the transaction	2021-03-31				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Johan Vandermeulen
2	Reason for the notification	
a)	Position/status	Regional Director, Europe and North 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	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Shares released under the Deferred Share Bonus Scheme (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>£38.94</td> <td>8,358</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£38.94	8,358
Price(s)	Volume(s)						
£38.94	8,358						
d)	Aggregated information						
	- Aggregated volume	8,358					
	- Price	£38.94					
e)	Date of the transaction	2021-03-31					
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 vesting of Deferred Share Bonus Scheme (2018 Award)					
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Price(s)	Volume(s)						

		£27.76	3,931
d)	Aggregated information		
	- Aggregated volume	3,931	
	- Price	£27.76	
e)	Date of the transaction	2021-03-31	
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	
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	Shares released under the Deferred Share Bonus Scheme (2018 Award)	

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£38.94	8,358
d)	Aggregated information		
	- Aggregated volume	8,358	
	- Price	£38.94	
e)	Date of the transaction	2021-03-30	
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	
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c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£27.76	3,931
d)	Aggregated information		
	- Aggregated volume	3,931	
	- Price	£27.76	
e)	Date of the transaction	2021-03-30	
f)	Place of the transaction	London Stock Exchange (XLON)	

6 April 2021

Sponsor: UBS South Africa (Pty) Ltd