

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 1 April 2021 the trustees of the British American Tobacco Employee Share Ownership Plan and the British American Tobacco International Employee Share Ownership Plan awarded the following number of British American Tobacco p.l.c. 25p ordinary shares to the following Executive Directors and persons discharging managerial responsibilities under the 2021 Share Reward Scheme and the 2021 International Share Reward Scheme.

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	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each

	Identification code	GB0002875804					
b)	Nature of the transaction	Award of shares under the 2021 Share Reward Scheme.					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£27.74</td> <td>92</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.74	92
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d)	Aggregated information						
	- Aggregated volume	92					
	- Price	£27.74					
e)	Date of the transaction	2021-04-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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.	
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e)	Date of the transaction	2021-04-01				
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.				
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Marina Bellini
2	Reason for the notification	
a)	Position/status	Director, Digital and Information

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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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.				
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1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Zafar Khan				
2	Reason for the notification					
a)	Position/status	Director, Operations				
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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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				
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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.
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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	
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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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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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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	Initial notification

	/Amendment					
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1	Details of the person discharging managerial responsibilities / person closely associated
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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.					
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7 April 2021

Sponsor: UBS South Africa (Pty) Ltd