

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

Conditional Share Awards

On 29 March 2021, the Company granted awards of British American Tobacco p.l.c. 25p ordinary shares (the “Shares”) to the Executive Directors and other persons discharging managerial responsibilities listed below under the Deferred Share Bonus Scheme at an award price of 2,794 pence per Share. Awards under the Deferred Share Bonus Scheme will vest after three years and no further performance conditions apply in that period.

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 Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>40,052</td></tr></table>		Price(s)	Volume(s)	£27.94	40,052
Price(s)	Volume(s)						
£27.94	40,052						
d)	Aggregated information						
	- Aggregated volume	40,052					
	- Price	£27.94					
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	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						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>18,727</td></tr></table>		Price(s)	Volume(s)	£27.94	18,727
Price(s)	Volume(s)						
£27.94	18,727						
d)	Aggregated information - Aggregated volume - Price	18,727 £27.94					
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	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						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>11,114</td></tr></table>		Price(s)	Volume(s)	£27.94	11,114
Price(s)	Volume(s)						
£27.94	11,114						
d)	Aggregated information - Aggregated volume - Price	11,114 £27.94					
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	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.					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>10,711</td></tr></table>		Price(s)	Volume(s)	£27.94	10,711
Price(s)	Volume(s)						
£27.94	10,711						
d)	Aggregated information - Aggregated volume - Price	10,711 £27.94					
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						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>10,059</td></tr></table>		Price(s)	Volume(s)	£27.94	10,059
Price(s)	Volume(s)						
£27.94	10,059						
d)	Aggregated information - Aggregated volume - Price	10,059 £27.94					
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
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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					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>2,992</td></tr></table>		Price(s)	Volume(s)	£27.94	2,992
Price(s)	Volume(s)						
£27.94	2,992						
d)	Aggregated information - Aggregated volume - Price	2,992 £27.94					
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	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus 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>£27.94</td> <td>9,789</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.94	9,789
Price(s)	Volume(s)					
£27.94	9,789					
d)	Aggregated information - Aggregated volume - Price	9,789 £27.94				
e)	Date of the transaction	2021-03-29				

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	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus 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>£27.94</td><td>9,580</td></tr> </tbody> </table>	Price(s)	Volume(s)	£27.94	9,580
Price(s)	Volume(s)					
£27.94	9,580					
d)	Aggregated information - Aggregated volume	9,580				

	- Price	£27.94
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.				
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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£27.94</td> <td>4,873</td> </tr> </table>	Price(s)	Volume(s)	£27.94	4,873
Price(s)	Volume(s)					
£27.94	4,873					

d)	Aggregated information - Aggregated volume - Price	4,873 £27.94
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	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus 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>£27.94</td> <td>8,958</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.94	8,958
Price(s)	Volume(s)					
£27.94	8,958					
d)	Aggregated information					

	- Aggregated volume	8,958
	- Price	£27.94
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.					
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 Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>10,780</td></tr></table>		Price(s)	Volume(s)	£27.94	10,780
Price(s)	Volume(s)						
£27.94	10,780						
d)	Aggregated information						
	- Aggregated volume	10,780					
	- Price	£27.94					

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	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus 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>£27.94</td> <td>11,615</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.94	11,615
Price(s)	Volume(s)					
£27.94	11,615					
d)	Aggregated information					

	- Aggregated volume	11,615
	- Price	£27.94
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					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.94</td><td>13,454</td></tr></table>		Price(s)	Volume(s)	£27.94	13,454
Price(s)	Volume(s)						
£27.94	13,454						
d)	Aggregated information - Aggregated volume	13,454					

	- Price	£27.94
e)	Date of the transaction	2021-03-29
f)	Place of the transaction	London Stock Exchange (XLON)

12 April 2021

Sponsor: UBS South Africa (Pty) Ltd