

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 10 May 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 person 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	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	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>23,731</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£nil	23,731
Price(s)	Volume(s)						
£nil	23,731						
d)	Aggregated information						
	- Aggregated volume	23,731					
	- Price	£nil					
e)	Date of the transaction	2021-05-10					
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>£28.0245</td> <td>11,434</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£28.0245	11,434
Price(s)	Volume(s)						
£28.0245	11,434						

d)	Aggregated information	
	- Aggregated volume	11,434
	- Price	£28.0245
e)	Date of the transaction	2021-05-10
f)	Place of the transaction	London Stock Exchange (XLON)

12 May 2021

Sponsor: UBS South Africa (Pty) Ltd