

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**

The Company has been notified by Computershare Company Nominees Limited, as administrator of the Company's vested share account, that on 12 May 2021 the following Executive Directors and other persons discharging managerial responsibilities acquired the following ordinary shares of 25p each in British American Tobacco p.l.c. as a result of the reinvestment of dividend income.

|          |  |  |
|----------|--|--|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b>   |  |
| a)       | Name   | Jack Bowles  |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Chief Executive  |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 78        |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 78                           |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Tadeu Marroco  |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Finance and Transformation Director  |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 24        |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 24                           |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 363       |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 363                          |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Zafar Khan   |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Director, Operations   |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 1         |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 1                            |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Luciano Comin  |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Regional Director, Americas and Sub-Saharan 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 441       |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 441                          |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Hae In Kim   |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Director, Talent and Culture   |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 254       |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 254                          |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Paul Lageweg   |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Director, New Categories   |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 144       |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 144                          |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Guy Meldrum  |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | President and CEO, Reynolds American Inc.  |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |



|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 352       |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 352                          |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | David O'Reilly   |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Director, Scientific Research  |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 1,121     |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 1,121                        |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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   | Mihovil Dijanosic  |
| <b>2</b> | <b>Reason for the notification</b>   |  |
| a)       | Position/status  | Regional Director, Asia-Pacific and Middle East  |
| 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> |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |
|          | Identification code  | GB0002875804   |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   |                              |           |
|    |                          | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 419       |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 419                          |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| 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 & 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> |  |  |
| a)       | Description of the financial instrument, type of instrument  | Ordinary shares of 25p each  |  |
|          | Identification code  | GB0002875804   |  |
| b)       | Nature of the transaction  | Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's vested share account. |  |

|    |                          |                              |           |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s)   | Price(s)                     | Volume(s) |
|    |                          | £28.1306                     | 5         |
| d) | Aggregated information   |                              |           |
|    | - Aggregated volume      | 5                            |           |
|    | - Price                  | £28.1306                     |           |
| e) | Date of the transaction  | 2021-05-12                   |           |
| f) | Place of the transaction | London Stock Exchange (XLON) |           |

14 May 2021

Sponsor: UBS South Africa (Pty) Ltd