

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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>									
a)	Name	Holly Keller Koeppel								
<b>2</b>	<b>Reason for the notification</b>									
a)	Position/status	Non-Executive 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	British American Tobacco p.l.c. American Depositary Shares (“ADSs”)								
	Identification code	US1104481072								
b)	Nature of the transaction	Sale of shares								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>\$37.26</td><td>100</td></tr> <tr> <td>\$37.27</td><td>100</td></tr> <tr> <td>\$37.27</td><td>1500</td></tr> </tbody> </table>	Price(s)	Volume(s)	\$37.26	100	\$37.27	100	\$37.27	1500
Price(s)	Volume(s)									
\$37.26	100									
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		<table><tr><td>\$37.28</td><td>600</td></tr><tr><td>\$37.29</td><td>1400</td></tr><tr><td>\$37.29</td><td>3,716</td></tr><tr><td>\$37.30</td><td>800</td></tr><tr><td>\$37.30</td><td>200</td></tr></table>	\$37.28	600	\$37.29	1400	\$37.29	3,716	\$37.30	800	\$37.30	200
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\$37.30	800											
\$37.30	200											
d)	Aggregated information  - Aggregated volume  - Price	8,416  \$37.28										
e)	Date of the transaction	2021-08-05										
f)	Place of the transaction	NYSE (XNYS)										

6 August 2021

Sponsor: UBS South Africa (Pty) Ltd