

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 the trustee of the British American Tobacco Employee Share Ownership Plan that on 11 November 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 the Trustee of the British American Tobacco Employee Share Ownership Plan.

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>16</td></tr></table>	Price(s)	Volume(s)	£25.9127	16
Price(s)	Volume(s)					
£25.9127	16					
d)	Aggregated information					
	- Aggregated volume	16				
	- Price	£25.9127				
e)	Date of the transaction	2021-11-11				
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 & 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 the Trustee of the British American Tobacco Employee Share Ownership Plan.

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£25.9127	27
d)	Aggregated information		
	- Aggregated volume	27	
	- Price	£25.9127	
e)	Date of the transaction	2021-11-11	
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	
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	Identification code	GB0002875804
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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>24</td></tr></table>	Price(s)	Volume(s)	£25.9127	24
Price(s)	Volume(s)					
£25.9127	24					
d)	Aggregated information					
	- Aggregated volume	24				
	- Price	£25.9127				
e)	Date of the transaction	2021-11-11				
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	Marina Bellini
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Digital and Information
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>	
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c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£25.9127	10
d)	Aggregated information		
	- Aggregated volume	10	
	- Price	£25.9127	
e)	Date of the transaction	2021-11-11	
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>	
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Price(s)	Volume(s)					
£25.9127	24					
d)	Aggregated information					
	- Aggregated volume	24				
	- Price	£25.9127				
e)	Date of the transaction	2021-11-11				
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>	
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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>9</td></tr></table>	Price(s)	Volume(s)	£25.9127	9
Price(s)	Volume(s)					
£25.9127	9					
d)	Aggregated information					
	- Aggregated volume	9				
	- Price	£25.9127				
e)	Date of the transaction	2021-11-11				
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
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£25.9127	10					
d)	Aggregated information					
	- Aggregated volume	10				
	- Price	£25.9127				
e)	Date of the transaction	2021-11-11				
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>	
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b)	LEI	213800FKA5MF17RJKT63
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b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Employee Share Ownership Plan.



c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£25.9127	51
d)	Aggregated information		
	- Aggregated volume	51	
	- Price	£25.9127	
e)	Date of the transaction	2021-11-11	
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 and 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
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d)	Aggregated information					
	- Aggregated volume	23				
	- Price	£25.9127				
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<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Kingsley Wheaton
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Marketing Officer
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.
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£25.9127	26					
d)	Aggregated information					
	- Aggregated volume	26				
	- Price	£25.9127				
e)	Date of the transaction	2021-11-11				
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<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
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Employee Share Ownership Plan.

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£25.9127	2
d)	Aggregated information		
	- Aggregated volume	2	
	- Price	£25.9127	
e)	Date of the transaction	2021-11-11	
f)	Place of the transaction	London Stock Exchange (XLON)	

15 November 2021

Sponsor: UBS South Africa (Pty) Ltd