

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 share plan account, 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.

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	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company’s share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>247</td></tr></table>		Price(s)	Volume(s)	£25.9127	247
Price(s)	Volume(s)						
£25.9127	247						
d)	Aggregated information						
	- Aggregated volume	247					
	- 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	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	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 share plan account.					
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 - Price	16 £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	
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 share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>702</td></tr></table>		Price(s)	Volume(s)	£25.9127	702
Price(s)	Volume(s)						
£25.9127	702						
d)	Aggregated information - Aggregated volume - Price	702 £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	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	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 share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>3</td></tr></table>		Price(s)	Volume(s)	£25.9127	3
Price(s)	Volume(s)						
£25.9127	3						
d)	Aggregated information						
	- Aggregated volume	3					
	- 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	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	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 share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>598</td></tr></table>		Price(s)	Volume(s)	£25.9127	598
Price(s)	Volume(s)						
£25.9127	598						
d)	Aggregated information - Aggregated volume - Price	598 £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	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	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company's share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>363</td></tr></table>		Price(s)	Volume(s)	£25.9127	363
Price(s)	Volume(s)						
£25.9127	363						
d)	Aggregated information						
	- Aggregated volume	363					
	- 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	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	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 share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£25.9127</td><td>27</td></tr></table>		Price(s)	Volume(s)	£25.9127	27
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	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	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

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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>509</td></tr></table>		Price(s)	Volume(s)	£25.9127	509
Price(s)	Volume(s)						
£25.9127	509						
d)	Aggregated information						
	- Aggregated volume	509					
	- 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	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	
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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>1,486</td></tr></table>		Price(s)	Volume(s)	£25.9127	1,486
Price(s)	Volume(s)						
£25.9127	1,486						
d)	Aggregated information						
	- Aggregated volume	1,486					
	- 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	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
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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>596</td></tr></table>		Price(s)	Volume(s)	£25.9127	596
Price(s)	Volume(s)						
£25.9127	596						
d)	Aggregated information						
	- Aggregated volume	596					
	- 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	Johan Vandermeulen
2	Reason for the notification	
a)	Position/status	Regional Director, Europe & 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.
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Price(s)	Volume(s)						
£25.9127	3						
d)	Aggregated information - Aggregated volume - Price	3 £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