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." or "the Company") British American Tobacco p.l.c.

## British American Tobacco p.l.c.

## Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

## **Conditional Share Awards**

On 25 March 2022, the Company granted awards of British American Tobacco p.l.c. 25p ordinary shares (the "Shares") to the Executive Directors and other persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Long-Term Incentive Plan at an award price of 3,218 pence per Share. The awards will vest three years from the grant date, subject to the satisfaction of performance conditions specified on the award date. The Executive Directors' awards are subject to an additional two-year vesting period. The maximum number of shares comprised in the awards granted to the Participants which could vest if the performance conditions are met in full is shown under the name of each Participant 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		section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where ucted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each		
	Identification code	GB0002875804	GB0002875804	
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£32.18	205,967	
d)	Aggregated information			
	- Aggregated volume	205,967		
	- Price	£32.18		
e)	Date of the transaction	2022-03-25		
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 auctioneer or auction monito	n allowance market participant, auction platform, or		
a)	Name	British American Tobacco	o p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	3	
4		ection to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where acted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804		
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s) £32.18	Volume(s) 99,863	
d)	Aggregated information - Aggregated volume - Price	99,863 £32.18		
e)	Date of the transaction	2022-03-25		
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 & Externa	l Affairs and General	
		Counsel		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission		nant austion platform	
3	auctioneer or auction monitor	•	pant, auction platform,	
a)	Name	British American Tobacco	p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	3	
4	Details of the transaction(s): s	_		
	instrument; (ii) each type of tr transactions have been condu		and (iv) each place where	
2)	Description of the financial			
a)	Description of the financial instrument, type of			
	instrument	Ordinary shares of 25p each		
	Identification code	GB0002875804		
b)	Nature of the transaction	Award of shares under th Plan	ne Long-Term Incentive	
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£32.18	34,293	
d)	Aggregated information			
	- Aggregated volume	34,293		
	- Price	£32.18		
e)	Date of the transaction	2022-03-25		
f)	Place of the transaction	London Stock Exchange (XLON)		

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Marina Bellini	
2	Reason for the notification	L	
a)	Position/status	Director, Digital and Info	rmation
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monitor	-	pant, auction platform,
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
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	Award of shares under the Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s) £32.18	Volume(s) 35,278
d)	Aggregated information		
	- Aggregated volume	35,278	
	- Price	£32.18	
e)	Date of the transaction	2022-03-25	

f)	Place of the transaction	London Stock Exchange (XLON)
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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, Ameri	cas and Sub-Saharan Africa
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monito	•	ipant, auction platform,
a)	Name	British American Tobacco	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4		section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where ucted	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan	
c)	Price(s) and volume(s)	-	
		Price(s)	Volume(s)
		£32.18	31,950
d)	Aggregated information		
	- Aggregated volume	31,950	
	- Price	£32.18	

e	Date of the transaction	2022-03-25
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 auctioneer or auction monitor	•	pant, auction platform,
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
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	Award of shares under the Long-Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£32.18	28,778
d)	Aggregated information		
	- Aggregated volume	28,778	

	- Price	£32.18
e)	Date of the transaction	2022-03-25
f)	Place of the transaction	London Stock Exchange (XLON)

Details of the person discharging managerial responsibilities / person closely associated			
Name	Hae In Kim		
Reason for the notification			
Position/status	Director, Talent, Cu	Ilture and Inclusion	
Initial notification /Amendment	Initial notification		
	•	participant, auction platform,	
Name	British American To	obacco p.l.c.	
LEI	213800FKA5MF17F	213800FKA5MF17RJKT63	
instrument; (ii) each type of	transaction; (iii) each date; and (iv) each place where		
Description of the financial instrument, type of instrument Identification code	Ordinary shares of GB0002875804	Ordinary shares of 25p each GB0002875804	
Nature of the transaction	Award of shares un Plan	Award of shares under the Long-Term Incentive Plan	
Price(s) and volume(s)			
	Price(s)	Volume(s)	
	£32.18	32,204	
	associated Name Reason for the notification Position/status Initial notification /Amendment Details of the issuer, emissic auctioneer or auction monit Name LEI Details of the transaction(s): instrument; (ii) each type of transactions have been conc Description of the financial instrument, type of instrument Identification code Nature of the transaction	associatedNameHae In KimReason for the notificationPosition/statusDirector, Talent, CuInitial notification /AmendmentInitial notificationDetails of the issuer, emission allowance market p auctioneer or auction monitorNameBritish American ToLEI213800FKA5MF17FDetails of the transaction(s): section to be repeated instrument; (ii) each type of transaction; (iii) each transactions have been conductedDescription of the financial instrument, type of instrumentOrdinary shares ofIdentification codeGB0002875804Nature of the transaction PlanAward of shares ur PlanPrice(s) and volume(s)Price(s)	

d)	Aggregated information	
	- Aggregated volume	32,204
	- Price	£32.18
e)	Date of the transaction	2022-03-25
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 auctioneer or auction monitor	allowance market participant, auction platform,
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	Award of shares under the Long-Term Incentive Plan

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£32.18	32,028
			<u> </u>
d)	Aggregated information		
	- Aggregated volume	32,028	
	- Price	£32.18	
e)	Date of the transaction	2022-03-25	
f)	Place of the transaction	London Stock Exchange	(XLON)

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Mihovil 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	
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	Award of shares u Plan	under the Long-Term Incentive
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£32.18	28,778
d)	Aggregated information		
	- Aggregated volume	28,778	
	- Price	£32.18	
e)	Date of the transaction	2022-03-25	
f)	Place of the transaction	London Stock Exc	hange (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		
a)	Description of the financial instrument, type of instrument		

	Identification code	Ordinary shares of 25p e GB0002875804	ach
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s) £32.18	Volume(s) 27,708
d)	Aggregated information - Aggregated volume - Price	27,708 £32.18	
e)	Date of the transaction	2022-03-25	
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 Initial notification /Amendment	
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 e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under tl Plan	ne Long-Term Incentive
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£32.18	38,606
d)	Aggregated information		
	- Aggregated volume	38,606	
	- Price	£32.18	
e)	Date of the transaction	2022-03-25	
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
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 e GB0002875804	each
b)	Nature of the transaction	Award of shares under t Plan	he Long-Term Incentive
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£32.18	37,073
d)	Aggregated information		
	- Aggregated volume	37,073	
	- Price	£32.18	
e)	Date of the transaction	2022-03-25	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	) Name Kingsley Wheaton	
2	Reason for the notification	
a)	Position/status	Chief Marketing Officer
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		(s): section to be repeated for (i) each type of of transaction; (iii) each date; and (iv) each place where onducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804		
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s) £32.18	Volume(s) 43,024	
d)	Aggregated information - Aggregated volume - Price	43,024 £32.18		
e) f)	Date of the transaction Place of the transaction	2022-03-25 London Stock Exchange (XLON)		
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## 30 March 2022

Sponsor: Merrill Lynch South Africa (Pty) Ltd t/a BofA Securities