

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 persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Restricted Share Plan at an award price of 3,218 pence per Share. Awards under the British American Tobacco Restricted Share Plan will vest after three years and no further performance conditions apply in that period.

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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>8,981</td></tr></table>		Price(s)	Volume(s)	£32.18	8,981
Price(s)	Volume(s)						
£32.18	8,981						
d)	Aggregated information - Aggregated volume - Price	8,981 £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	
a)	Position/status	Director, Digital and Information
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	Award of shares under the Restricted Share Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>9,239</td></tr></table>	Price(s)	Volume(s)	£32.18	9,239
Price(s)	Volume(s)					
£32.18	9,239					
d)	Aggregated information - Aggregated volume - Price	9,239 £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	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	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>8,367</td></tr></table>		Price(s)	Volume(s)	£32.18	8,367
Price(s)	Volume(s)						
£32.18	8,367						
d)	Aggregated information						
	- Aggregated volume	8,367					
	- 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 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	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>7,537</td></tr></table>		Price(s)	Volume(s)	£32.18	7,537
Price(s)	Volume(s)						
£32.18	7,537						
d)	Aggregated information - Aggregated volume - Price	7,537 £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	Hae In Kim
2	Reason for the notification	
a)	Position/status	Director, Talent, Culture and Inclusion
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	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>8,434</td></tr></table>		Price(s)	Volume(s)	£32.18	8,434
Price(s)	Volume(s)						
£32.18	8,434						
d)	Aggregated information - Aggregated volume - Price	8,434 £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 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	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>8,388</td></tr></table>		Price(s)	Volume(s)	£32.18	8,388
Price(s)	Volume(s)						
£32.18	8,388						
d)	Aggregated information - Aggregated volume - Price	8,388 £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 /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	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>10,111</td></tr></table>		Price(s)	Volume(s)	£32.18	10,111
Price(s)	Volume(s)						
£32.18	10,111						
d)	Aggregated information - Aggregated volume - Price	10,111 £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
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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 each GB0002875804					
b)	Nature of the transaction	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>7,256</td></tr></table>		Price(s)	Volume(s)	£32.18	7,256
Price(s)	Volume(s)						
£32.18	7,256						
d)	Aggregated information - Aggregated volume - Price	7,256 £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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.18</td><td>7,537</td></tr></table>		Price(s)	Volume(s)	£32.18	7,537
Price(s)	Volume(s)						
£32.18	7,537						
d)	Aggregated information - Aggregated volume - Price	7,537 £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	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 each GB0002875804				
b)	Nature of the transaction	Award of shares under the Restricted Share Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>£32.18</td><td>9,709</td></tr> </tbody> </table>	Price(s)	Volume(s)	£32.18	9,709
Price(s)	Volume(s)					
£32.18	9,709					
d)	Aggregated information					
	- Aggregated volume	9,709				

	- 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	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 Restricted Share Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£32.18</td> <td>11,268</td> </tr> </table>	Price(s)	Volume(s)	£32.18	11,268
Price(s)	Volume(s)					
£32.18	11,268					
d)	Aggregated information					

	- Aggregated volume	11,268
	- Price	£32.18
e)	Date of the transaction	2022-03-25
f)	Place of the transaction	London Stock Exchange (XLON)

30 March 2022

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