

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. (the “Company”)

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

On 29 March 2022 the independent Trustee of the British American Tobacco Group Employee Trust released the following number of British American Tobacco p.l.c. 25p ordinary shares (the “Shares”) granted to the following persons discharging managerial responsibilities under the 2019 Long-Term Incentive Plan (“2019 Award”). Subsequent sales of shares are also set out below.

| | | |
|---------------|---|--|
| 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 | |
| Transaction 1 | | |

| | | | | | | | |
|---------------|--|---|--|----------|-----------|--------|--------|
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | | | | |
| b) | Nature of the transaction | Exercise of options under the British American Tobacco Long-Term Incentive Plan (2019 Award) | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>18,704</td></tr></table> | | Price(s) | Volume(s) | £nil | 18,704 |
| Price(s) | Volume(s) | | | | | | |
| £nil | 18,704 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 18,704 £nil | | | | | |
| e) | Date of the transaction | 2022-03-29 | | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | | |
| Transaction 2 | | | | | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | | | | |
| b) | Nature of the transaction | Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.17</td><td>8,809</td></tr></table> | | Price(s) | Volume(s) | £32.17 | 8,809 |
| Price(s) | Volume(s) | | | | | | |
| £32.17 | 8,809 | | | | | | |

| | | |
|----|--|------------------------------|
| d) | Aggregated information - Aggregated volume - Price | 8,809 £32.17 |
| e) | Date of the transaction | 2022-03-29 |
| 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 |
| 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 | |
| Transaction 1 | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 |
| b) | Nature of the transaction | Exercise of options under the British American Tobacco Long-Term Incentive Plan (2019 Award) |

| | | | | | | |
|---------------|--|---|----------|-----------|--------|-------|
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>4,132</td></tr></table> | Price(s) | Volume(s) | £nil | 4,132 |
| Price(s) | Volume(s) | | | | | |
| £nil | 4,132 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 4,132 £nil | | | | |
| e) | Date of the transaction | 2022-03-29 | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | |
| Transaction 2 | | | | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | | | |
| b) | Nature of the transaction | Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.92</td><td>1,947</td></tr></table> | Price(s) | Volume(s) | £32.92 | 1,947 |
| Price(s) | Volume(s) | | | | | |
| £32.92 | 1,947 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 1,947 £32.92 | | | | |
| e) | Date of the transaction | 2022-03-29 | | | | |
| 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 | | | | | |
| Transaction 1 | | | | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | | | |
| b) | Nature of the transaction | Exercise of options under the British American Tobacco Long-Term Incentive Plan (2019 Award) | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£nil</td> <td>15,711</td> </tr> </table> | Price(s) | Volume(s) | £nil | 15,711 |
| Price(s) | Volume(s) | | | | | |
| £nil | 15,711 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 15,711 £nil | | | | |
| e) | Date of the transaction | 2022-03-29 | | | | |

| | | | | | | | |
|---------------|---|---|--|----------|-----------|--------|-------|
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | | |
| Transaction 2 | | | | | | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 25p each | | | | | |
| | Identification code | GB0002875804 | | | | | |
| b) | Nature of the transaction | Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£32.28</td><td>7,400</td></tr></table> | | Price(s) | Volume(s) | £32.28 | 7,400 |
| Price(s) | Volume(s) | | | | | | |
| £32.28 | 7,400 | | | | | | |
| d) | Aggregated information | | | | | | |
| | - Aggregated volume | 7,400 | | | | | |
| | - Price | £32.28 | | | | | |
| e) | Date of the transaction | 2022-03-29 | | | | | |
| 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 | | | | | |
| Transaction 1 | | | | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | | | |
| b) | Nature of the transaction | Exercise of options under the British American Tobacco Long-Term Incentive Plan (2019 Award) | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>15,711</td></tr></table> | Price(s) | Volume(s) | £nil | 15,711 |
| Price(s) | Volume(s) | | | | | |
| £nil | 15,711 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 15,711 £nil | | | | |
| e) | Date of the transaction | 2022-03-29 | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | |
| Transaction 2 | | | | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | | | |
| b) | Nature of the transaction | Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options | | | | |
| c) | Price(s) and volume(s) | | | | | |

| | | | |
|----|--------------------------|------------------------------|-----------|
| | | Price(s) | Volume(s) |
| | | £32.17 | 7,399 |
| d) | Aggregated information | | |
| | - Aggregated volume | 7,399 | |
| | - Price | £32.17 | |
| e) | Date of the transaction | 2022-03-29 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

31 March 2022

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