

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 28 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	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	
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>19,640</td></tr></table>		Price(s)	Volume(s)	£nil	19,640
Price(s)	Volume(s)						
£nil	19,640						
d)	Aggregated information - Aggregated volume - Price	19,640 £nil					
e)	Date of the transaction	2022-04-01					
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>£32.144935</td><td>9,250</td></tr></table>		Price(s)	Volume(s)	£32.144935	9,250
Price(s)	Volume(s)						
£32.144935	9,250						

d)	Aggregated information - Aggregated volume - Price	9,250 £32.144935
e)	Date of the transaction	2022-04-01
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	
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>21,510</td></tr></table>		Price(s)	Volume(s)	£nil	21,510
Price(s)	Volume(s)						
£nil	21,510						
d)	Aggregated information						
	- Aggregated volume	21,510					
	- Price	£nil					
e)	Date of the transaction	2022-04-01					
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>£32.200108</td><td>10,131</td></tr></table>		Price(s)	Volume(s)	£32.200108	10,131
Price(s)	Volume(s)						
£32.200108	10,131						
d)	Aggregated information						
	- Aggregated volume	10,131					
	- Price	£32.200108					
e)	Date of the transaction	2022-04-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

5 April 2022

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