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

On 1 April 2022 the trustees of the British American Tobacco Employee Share Ownership Plan and the British American Tobacco International Employee Share Ownership Plan awarded the following number of British American Tobacco p.l.c. 25p ordinary shares to the following Executive Directors and persons discharging managerial responsibilities under the 2022 Share Reward Scheme and 2022 International Share Reward Scheme.

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 ransaction; (iii) each date; and (iv) each place where acted

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 the Scheme.	he 2022 Share Reward
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£31.95	96
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
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	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): instrument; (ii) each type of t transactions have been cond	ransaction; (iii) eacl	ted for (i) each type of h date; and (iv) each place where
a)	Description of the financial instrument, type of instrument	Ordinary shares of GB0002875804	f 25p each
b)	Nature of the transaction	Award of shares u Scheme.	nder the 2022 Share Reward
c)	Price(s) and volume(s)	Price(s)	Volume(s) 96
d)	Aggregated information - Aggregated volume - Price	96 £31.95	
e)	Date of the transaction	2022-04-01	
f)	Place of the transaction	London Stock Exch	nange (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 Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT6	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 e	each
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the 2022 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.95	96
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
e)	Date of the transaction	2022-04-01	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharg associated	ing managerial responsibilities / person closely
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	213800FKA5MF17RJKT6	3
4	Details of the transaction(s): s instrument; (ii) each type of to transactions have been condu	ransaction; (iii) each date;	• •
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 the 2022 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £31.95	Volume(s) 96
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
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	Michael Dijanosic	
2	Reason for the notification		
a)	Position/status	Regional Director, Asia-F	Pacific and Middle East
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monito	•	ipant, auction platform,
a)	Name	British American Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT6	3
4	Details of the transaction(s): instrument; (ii) each type of t transactions have been cond	ransaction; (iii) each date	` ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p e	each
b)	Nature of the transaction	Award of shares under t Reward Scheme.	he 2022 International Share
c)	Price(s) and volume(s)	Price(s) £31.95	Volume(s)
		131.53	30
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
e)	Date of the transaction	2022-04-01	

f)	Place of the transaction	London Stock Exchange (XLON)

1	Details of the person discha associated	rging managerial resp	onsibilities / person closely
a)	Name	Javed Iqbal	
2	Reason for the notification		
a)	Position/status	Director, Digital an	d Information
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emissic auctioneer or auction monit	•	participant, auction platform,
a)	Name	British American To	pbacco p.l.c.
b)	LEI	213800FKA5MF17F	RJKT63
4	Details of the transaction(s) instrument; (ii) each type of transactions have been cond	transaction; (iii) each	ed for (i) each type of date; and (iv) each place where
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 un Reward Scheme.	nder the 2022 International Share
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.95	96
d)	Aggregated information		

	- Aggregated volume	96
	- Price	£31.95
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	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 monito		pant, auction platform,
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT6	3
4	1	section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where lucted	
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 2022 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) Volume(s)	

		£31.95	96
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
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	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 auctioneer or auction monito	allowance market participant, auction platform, r	
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	strument, type of	
	Identification code	GB0002875804	

b)	Nature of the transaction	Award of shares under the 2022 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £31.95	Volume(s)
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
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	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	n 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) b)	Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25p each GB0002875804 Award of shares under the 2022 Share Reward	
		Scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
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	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): instrument; (ii) each type of t transactions have been cond	ransaction; (iii) each date	• • • • • • • • • • • • • • • • • • • •
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	each
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under t Reward Scheme.	he 2022 International Share
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.95	96
d)	Aggregated information		
	- Aggregated volume	96	
	- Price	£31.95	
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	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 T	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17	7RJKT63	
4		transaction; (iii) eac	ection to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where cted	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of GB0002875804	Ordinary shares of 25p each GB0002875804	
b)	Nature of the transaction	Award of shares u Scheme.	Award of shares under the 2022 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
d)	Aggregated information - Aggregated volume - Price	96 £31.95		
e)	Date of the transaction	2022-04-01		
f)	Place of the transaction	London Stock Exch	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	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	213800FKA5MF17RJKT6	3	
4		of the transaction(s): section to be repeated for (i) each type of tent; (ii) each type of transaction; (iii) each date; and (iv) each place where tions 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 2022 Share Reward Scheme.		
c)	Price(s) and volume(s)	Price(s) £31.95	Volume(s)	
d)	Aggregated information			
	- Aggregated volume	96		
	- Price	£31.95		
e)	Date of the transaction	2022-04-01		
f)	Place of the transaction	London Stock Exchange ((XLON)	

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	o 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 2022 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
d)	Aggregated information		
۵ <i>,</i>	- Aggregated volume	96	
	- Price	£31.95	
e)	Date of the transaction	2022-04-01	

f)	Place of the transaction	London Stock Exchange (XLON)	

11 April 2022

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