

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

| | | |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Holly Keller Koeppel |
| 2 | Reason for the notification | |
| a) | Position/status | Non-Executive 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): 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 | Deferred Stock Units (“DSUs”) tracking the value of British American Tobacco p.l.c. American Depositary Shares (“ADSs”) in accordance with the terms of the Reynolds American Inc. (“RAI”) Amended and Restated Deferred Compensation Plan. |
| | Identification code | N/A because the transaction relates to financial instruments linked to the issuer's ADSs |
| b) | Nature of the transaction | Credit of additional DSUs by reference to the value of dividends declared on the ADSs underlying the DSUs. |

| | | | |
|----|--------------------------|-------------------------|-----------|
| c) | Price(s) and volume(s) | | |
| | | Price(s) | Volume(s) |
| | | \$Nil | 437.69 |
| d) | Aggregated information | | |
| | - Aggregated volume | 437.69 | |
| | - Price | \$Nil | |
| e) | Date of the transaction | 2022-05-04 | |
| f) | Place of the transaction | Outside a trading venue | |

6 May 2022

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