

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.

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

Conditional Share Awards

On 22 March 2023, the Company granted awards of British American Tobacco p.l.c. 25p ordinary shares (the "Shares") to the Executive Directors and other persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Long-Term Incentive Plan at an award price of 2,971 pence per Share. The awards will vest three years from the grant date, subject to the satisfaction of performance conditions specified on the award date. The Executive Directors' awards are subject to an additional two-year vesting period. The maximum number of shares comprised in the awards granted to the Participants which could vest if the performance conditions are met in full is shown under the name of each Participant set out below:

| | | |
|----------|--|---------------------------------|
| 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 | 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 Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>223,091</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 223,091 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 223,091 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 223,091 £6,628,033.61 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| 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): 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 Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>108,165</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 108,165 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 108,165 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 108,165 £3,213,582.15 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| f) | Place of the transaction | London Stock Exchange (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 and 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 Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>39,001</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 39,001 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 39,001 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 39,001 £1,158,719.71 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| 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 Identification code | Ordinary shares of 25p each GB0002875804 | | | | | |
| b) | Nature of the transaction | Award of shares under the Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>37,073</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 37,073 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 37,073 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 37,073 £1,101,438.83 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| 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 Long-Term Incentive 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>£29.71</td> <td>36,626</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £29.71 | 36,626 |
| Price(s) | Volume(s) | | | | | |
| £29.71 | 36,626 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 36,626 £1,088,158.46 | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | |

| | | |
|----|--------------------------|------------------------------|
| 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 Long-Term Incentive 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>£29.71</td><td>37,161</td></tr> </tbody> </table> | Price(s) | Volume(s) | £29.71 | 37,161 |
| Price(s) | Volume(s) | | | | | |
| £29.71 | 37,161 | | | | | |
| d) | Aggregated information - Aggregated volume | 37,161 | | | | |

| | | |
|----|--------------------------|------------------------------|
| | - Price | £1,104,053.31 |
| e) | Date of the transaction | 2023-03-22 |
| 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 | Ordinary shares of 25p each |
| | Identification code | GB0002875804 |
| b) | Nature of the transaction | Award of shares under the Long-Term Incentive Plan |

| | | | |
|----|--------------------------|------------------------------|-----------|
| c) | Price(s) and volume(s) | | |
| | | Price(s) | Volume(s) |
| | | £29.71 | 43,907 |
| d) | Aggregated information | | |
| | - Aggregated volume | 43,907 | |
| | - Price | £1,304,476.97 | |
| e) | Date of the transaction | 2023-03-22 | |
| f) | Place of the transaction | London Stock Exchange (XLON) | |

| | | |
|----------|--|---------------------------------|
| 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 | Ordinary shares of 25p each |

| | | | |
|----|---------------------------|--|-----------|
| | Identification code | GB0002875804 | |
| b) | Nature of the transaction | Award of shares under the Long-Term Incentive Plan | |
| c) | Price(s) and volume(s) | | |
| | | Price(s) | Volume(s) |
| | | £29.71 | 41,359 |
| d) | Aggregated information | | |
| | - Aggregated volume | 41,359 | |
| | - Price | £1,228,775.89 | |
| e) | Date of the transaction | 2023-03-22 | |
| 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 | | | | | | |
| 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 Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>33,665</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 33,665 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 33,665 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 33,665 £1,000,187.15 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| 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 Growth 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 Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>47,999</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 47,999 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 47,999 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 47,999 £1,426,050.29 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | | |

| | | |
|----------|--|--------------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | James Murphy |

| | | | | | | | |
|----------|---|--|--|----------|-----------|--------|--------|
| 2 | Reason for the notification | | | | | | |
| a) | Position/status | Director, Research and Science | | | | | |
| 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 Long-Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£29.71</td><td>26,664</td></tr></table> | | Price(s) | Volume(s) | £29.71 | 26,664 |
| Price(s) | Volume(s) | | | | | | |
| £29.71 | 26,664 | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 26,664 £792,187.44 | | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | | |
| 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 Long-Term Incentive 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>£29.71</td> <td>33,665</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £29.71 | 33,665 |
| Price(s) | Volume(s) | | | | | |
| £29.71 | 33,665 | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 33,665 £1,000,187.15 | | | | |
| e) | Date of the transaction | 2023-03-22 | | | | |

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

| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
|----------|--|--|----------|-----------|--------|--------|
| a) | Name | Javed Iqbal | | | | |
| 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 Long-Term Incentive 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>£29.71</td><td>29,686</td></tr> </tbody> </table> | Price(s) | Volume(s) | £29.71 | 29,686 |
| Price(s) | Volume(s) | | | | | |
| £29.71 | 29,686 | | | | | |
| d) | Aggregated information - Aggregated volume | 29,686 | | | | |

| | | |
|----|--------------------------|------------------------------|
| | - Price | £881,971.06 |
| e) | Date of the transaction | 2023-03-22 |
| f) | Place of the transaction | London Stock Exchange (XLON) |

23 March 2023

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