

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. (the "Company")**

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

On 31 March 2023 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 2020 Long-Term Incentive Plan ("2020 Award"). Subsequent sales of shares are also set out below.

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	
Transaction 1		

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804					
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>28,112</td></tr></table>		Price(s)	Volume(s)	£nil	28,112
Price(s)	Volume(s)						
£nil	28,112						
d)	Aggregated information  - Aggregated volume  - Price	28,112  £nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					
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>£28.485</td><td>13,215</td></tr></table>		Price(s)	Volume(s)	£28.485	13,215
Price(s)	Volume(s)						
£28.485	13,215						

d)	Aggregated information  - Aggregated volume  - Price	13,215  £376429.28
e)	Date of the transaction	2023-03-31
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Luciano Comin
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Regional Director, Americas and Sub-Saharan Africa
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
<b>Transaction 1</b>		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>20,131</td></tr></table>		Price(s)	Volume(s)	£nil	20,131
Price(s)	Volume(s)						
£nil	20,131						
d)	Aggregated information						
	- Aggregated volume	20,131					
	- Price	£nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					
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>£28.485</td><td>9,464</td></tr></table>		Price(s)	Volume(s)	£28.485	9,464
Price(s)	Volume(s)						
£28.485	9,464						
d)	Aggregated information						
	- Aggregated volume	9,464					
	- Price	£269,582.04					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Guy Meldrum				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	President and CEO, Reynolds American Inc.				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
<b>4</b>	<b>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</b>					
<b>Transaction 1</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 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>20,131</td> </tr> </table>	Price(s)	Volume(s)	£nil	20,131
Price(s)	Volume(s)					
£nil	20,131					
d)	Aggregated information  - Aggregated volume  - Price	20,131  £nil				
e)	Date of the transaction	2023-03-31				

f)	Place of the transaction	Outside a trading venue					
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>£28.485</td><td>9,464</td></tr></table>		Price(s)	Volume(s)	£28.485	9,464
Price(s)	Volume(s)						
£28.485	9,464						
d)	Aggregated information  - Aggregated volume  - Price	9,464  £269,582.04					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

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						
Transaction 1							
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804					
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>18,694</td></tr></table>		Price(s)	Volume(s)	£nil	18,694
Price(s)	Volume(s)						
£nil	18,694						
d)	Aggregated information  - Aggregated volume  - Price	18,694  £nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					
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)
		£28.485	8,789
d)	Aggregated information  - Aggregated volume  - Price	8,789  £250,354.66	
e)	Date of the transaction	2023-03-31	
f)	Place of the transaction	Outside a trading venue	

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	
Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each



	Identification code	GB0002875804					
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>19,173</td></tr></table>		Price(s)	Volume(s)	£nil	19,173
Price(s)	Volume(s)						
£nil	19,173						
d)	Aggregated information						
	- Aggregated volume	19,173					
	- Price	£nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					
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>£28.485</td><td>9,014</td></tr></table>		Price(s)	Volume(s)	£28.485	9,014
Price(s)	Volume(s)						
£28.485	9,014						
d)	Aggregated information						
	- Aggregated volume	9,014					
	- Price	£256,763.79					

e)	Date of the transaction	2023-03-31
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Jerome Abelman				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Legal and External Affairs and General Counsel				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
<b>4</b>	<b>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</b>					
<b>Transaction 1</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 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>24,446</td></tr> </table>	Price(s)	Volume(s)	£nil	24,446
Price(s)	Volume(s)					
£nil	24,446					
d)	Aggregated information					

	- Aggregated volume	24,446					
	- Price	£nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					
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>£28.485</td><td>11,492</td></tr></table>		Price(s)	Volume(s)	£28.485	11,492
Price(s)	Volume(s)						
£28.485	11,492						
d)	Aggregated information						
	- Aggregated volume	11,492					
	- Price	£327,349.62					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Michael Dijanosic
<b>2</b>	<b>Reason for the notification</b>	

a)	Position/status	Regional Director, Asia-Pacific and Middle East					
b)	Initial notification /Amendment	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	British American Tobacco p.l.c.					
b)	LEI	213800FKA5MF17RJKT63					
<b>4</b>	<b>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</b>						
<b>Transaction 1</b>							
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804					
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 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>4,651</td></tr> </table>		Price(s)	Volume(s)	£nil	4,651
Price(s)	Volume(s)						
£nil	4,651						
d)	Aggregated information  - Aggregated volume  - Price	4,651  £nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					
<b>Transaction 2</b>							
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>£28.485</td><td>2,189</td></tr></table>		Price(s)	Volume(s)	£28.485	2,189
Price(s)	Volume(s)						
£28.485	2,189						
d)	Aggregated information  - Aggregated volume  - Price	2,189  £62,353.66					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Zafar Khan
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Operations
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63

<b>4</b>	<b>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</b>
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#### Transaction 1

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804					
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>5,321</td></tr></table>		Price(s)	Volume(s)	£nil	5,321
Price(s)	Volume(s)						
£nil	5,321						
d)	Aggregated information  - Aggregated volume  - Price	5,321  £nil					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

#### Transaction 2

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>£28.485</td><td>2,503</td></tr></table>	Price(s)	Volume(s)	£28.485	2,503
Price(s)	Volume(s)					
£28.485	2,503					

d)	Aggregated information	
	- Aggregated volume	2,503
	- Price	£71,297.96
e)	Date of the transaction	2023-03-31
f)	Place of the transaction	Outside a trading venue

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	
Transaction 1		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)

c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>6,865</td></tr></table>	Price(s)	Volume(s)	£nil	6,865
Price(s)	Volume(s)					
£nil	6,865					
d)	Aggregated information					
	- Aggregated volume	6,865				
	- Price	£nil				
e)	Date of the transaction	2023-03-31				
f)	Place of the transaction	Outside a trading venue				
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>£28.485</td><td>3,229</td></tr></table>	Price(s)	Volume(s)	£28.485	3,229
Price(s)	Volume(s)					
£28.485	3,229					
d)	Aggregated information					
	- Aggregated volume	3,229				
	- Price	£91,978.06				
e)	Date of the transaction	2023-03-31				
f)	Place of the transaction	Outside a trading venue				



<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Johan Vandermeulen				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Regional Director, Europe				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
<b>4</b>	<b>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</b>					
<b>Transaction 1</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 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>25,165</td> </tr> </table>	Price(s)	Volume(s)	£nil	25,165
Price(s)	Volume(s)					
£nil	25,165					
d)	Aggregated information  - Aggregated volume  - Price	25,165  £nil				
e)	Date of the transaction	2023-03-31				

f)	Place of the transaction	Outside a trading venue					
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>£28.485</td><td>11,830</td></tr></table>		Price(s)	Volume(s)	£28.485	11,830
Price(s)	Volume(s)						
£28.485	11,830						
d)	Aggregated information						
	- Aggregated volume	11,830					
	- Price	£336,977.55					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

3 April 2023

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