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 discharg associated	ing managerial responsibilities / person closely
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 auctioneer or auction monitor	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	
Tra	nsaction 1	

a)	Description of the financial		
	instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	CD0003075004	
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under the Tobacco Long-Term Ince	
		Tobacco Long-Term ince	ntive Plan (2020 Award)
c)	Price(s) and volume(s)	Prico(s) Volumo(s)	
		Price(s)	Volume(s)
		£nil	28,112
d)	Aggregated information		
	- Aggregated volume	28,112	
	- Price	£nil	
e)	Date of the transaction	2023-03-31	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 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 ta	
		exercise of Long-Term In	centive Plan options
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.485	13,215

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

_	Barada at the consequence	2	
1	Details of the person discharging managerial responsibilities / person closely associated		
	associated		
a)	Name	Luciano Comin	
2	Reason for the notification		
a)	Position/status	Regional Director, Americas and Sub-Saharan Africa	
b)	Initial notification	Initial notification	
	/Amendment		
3	Details of the issuer, emission	allowance market participant, auction platform,	
	auctioneer or auction monito	r	
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
4	Details of the transaction(s):	Learning to be repeated for (i) each type of	
	instrument; (ii) each type of t	ransaction; (iii) each date; and (iv) each place where	
	transactions have been condu	ucted	
Tra	nsaction 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) Price(s) Volume(s) £nil 20,131 d) Aggregated information - Aggregated volume 20,131 - Price Enil 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) Price(s) Volume(s) £28.485 9,464 d) Aggregated information - Aggregated volume - Price £269,582.04 e) Date of the transaction 2023-03-31 f) Place of the transaction Outside a trading venue				
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 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) 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	c)	Price(s) and volume(s)		
d) Aggregated information - Aggregated volume 20,131 - Price Enil e) Date of the transaction 7 Place of the transaction Description of the financial instrument, type of instrument Identification code B) Nature of the transaction C) Price(s) and volume(s) Price(s) Price(s) Aggregated information - Aggregated volume - Price E269,582.04 e) Date of the transaction 2023-03-31 Enil 2023-03-31	,	()	Price(s)	Volume(s)
- Aggregated volume - Price Enil e) Date of the transaction 7 Place of the transaction Dutside a trading venue Transaction 2 a) Description of the financial instrument, type of instrument Identification code By Nature of the transaction C) Price(s) and volume(s) Price(s) Price(s) Volume(s) 4 Aggregated information - Aggregated volume - Price E269,582.04 e) Date of the transaction 2023-03-31			£nil	20,131
- Aggregated volume - Price Enil e) Date of the transaction 7 Place of the transaction Dutside a trading venue Transaction 2 a) Description of the financial instrument, type of instrument Identification code By Nature of the transaction C) Price(s) and volume(s) Price(s) Price(s) Volume(s) 4 Aggregated information - Aggregated volume - Price E269,582.04 e) Date of the transaction 2023-03-31				
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 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 9,464 d) Aggregated information - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31	d)	Aggregated information		
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 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 9,464 d) Aggregated information - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31		- Aggregated volume	20,131	
f) Place of the transaction Outside a trading venue Transaction 2 a) Description of the financial instrument, type of instrument		- Price	£nil	
Transaction 2 a) Description of the financial instrument, type of instrument Identification code B) Nature of the transaction C) Price(s) and volume(s) Price(s) Volume(s) C) Price Aggregated information - Aggregated volume - Price Date of the transaction 2023-03-31	e)	Date of the transaction	2023-03-31	
a) Description of the financial instrument, type of instrument, type of instrument	f)	Place of the transaction	Outside a trading venue	
instrument, type of instrument Identification code By the transaction of the transactio	Tra	insaction 2		
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) 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	a)	-		
Identification code GB0002875804		I	0.41	1-
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) f28.485 9,464 d) Aggregated information - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31		instrument	Ordinary shares of 25p each	
exercise of Long-Term Incentive Plan options c) Price(s) and volume(s) Price(s) Volume(s) £28.485 9,464 - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31		Identification code	GB0002875804	
c) Price(s) and volume(s) Price(s) Volume(s) £28.485 9,464 Aggregated information - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31	b)	Nature of the transaction	Sale of shares to meet tax liability arising on	
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			exercise of Long-Term Incentive Plan options	
d) Aggregated information - Aggregated volume - Price £269,582.04 e) Date of the transaction £28.485 9,464 £269,582.04	c)	Price(s) and volume(s)		
d) Aggregated information - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31			Price(s)	Volume(s)
d) Aggregated information - Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31				
- Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31			£28.485	9,464
- Aggregated volume 9,464 - Price £269,582.04 e) Date of the transaction 2023-03-31				
- Price £269,582.04 e) Date of the transaction 2023-03-31	d)	Aggregated information		
e) Date of the transaction 2023-03-31		- Aggregated volume	9,464	
		- Price	£269,582.04	
f) Place of the transaction Outside a trading venue	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	Guy Meldrum		
2	Reason for the notification			
a)	Position/status	President and CEO, Reyn	olds American Inc.	
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		ransaction; (iii) each date	rection to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where each	
Tra	insaction 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 th Tobacco Long-Term Ince		
c)	Price(s) and volume(s)	Price(s) £nil	Volume(s) 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			
Tra	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 to exercise of Long-Term In			
c)	Price(s) and volume(s)	Price(s) £28.485	Volume(s) 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			

Name	British American Tobacco	o p.i.c.
LEI	213800FKA5MF17RJKT63	
instrument; (ii) each type of	transaction; (iii) each date; and (iv) each place where	
nsaction 1		
Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
Identification code	GB0002875804	
Nature of the transaction	Shares released under the British American Tobacco Long-Term Incentive Plan (2020 Award)	
Price(s) and volume(s)	Price(s)	Volume(s)
	£nil	18,694
Aggregated information		
- Aggregated volume	18,694	
- Price	£nil	
Date of the transaction	2023-03-31	
Place of the transaction	Outside a trading venue	
nsaction 2		
Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
Identification code	GB0002875804	
Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options	
Price(s) and volume(s)		
	Details of the transaction(s): instrument; (ii) each type of transactions have been cond nsaction 1 Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction nsaction 2 Description of the financial instrument, type of instrument Identification code Nature of the transaction	Details of the transaction(s): section to be repeated for instrument; (ii) each type of transaction; (iii) each date; transactions have been conducted nsaction 1 Description of the financial instrument, type of instrument Identification code Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Description of the financial instrument Date of the transaction Price(s) Enil Date of the transaction Outside a trading venue nsaction 2 Description of the financial instrument, type of instrument Identification code GB0002875804 Nature of the transaction Sale of shares to meet to exercise of Long-Term Ince

		Price(s)	Volume(s)
		£28.485	8,789
d)	Aggregated information		
	- Aggregated volume	8,789	
	- Price	£250,354.66	
٥)	Date of the transaction	2023-03-31	
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 auctioneer or auction monitor	on allowance market participant, auction platform, or	
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		
	transactions have been cond	lucted	
Tra	transactions have been cond ansaction 1	lucted	

	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)		
	()	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	
Tra	nsaction 2	I	
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 to exercise of Long-Term In	_
c)	Price(s) and volume(s)		
		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

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 Exter Counsel	nal Affairs and General
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	213800FKA5MF17RJKT63	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 wher transactions have been conducted		• • • • • • • • • • • • • • • • • • • •
Tra	nsaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
	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)	Price(s) £nil	Volume(s) 24,446
d)	Aggregated information		

	- Aggregated volume	24,446		
	- Price	£nil		
e)	Date of the transaction	2023-03-31	2023-03-31	
f)	Place of the transaction	Outside a trading venue		
Tra	nsaction 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)	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		

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 auctioneer or auction monitor	allowance market participant, auction platform,		
a)	Name	British American Tobacco	p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	3	
4	Details of the transaction(s): s instrument; (ii) each type of transactions have been condu	ransaction; (iii) each date;		
	nsaction 1			
a)	Description of the financial			
	instrument, type of instrument	Ordinary shares of 25p e	ach	
	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)			
		Price(s)	Volume(s)	
		£nil	4,651	
d)	Aggregated information			
	- Aggregated volume	4,651		
	- 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 e	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)	Price(s) £28.485	Volume(s) 2,189
d)	Aggregated information		
	- Aggregated volume	2,189	
	- Price	£62,353.66	
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 Zafar Khan		Zafar Khan	
2	Reason for the notification		
a)	Position/status	Director, Operations	
b)	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		

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** 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) Price(s) Volume(s) £nil 5,321 d) | Aggregated information - Aggregated volume 5,321 - Price £nil Date of the transaction 2023-03-31 e) Place of the transaction f) 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 Price(s) and volume(s) c) 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 auctioneer or auction monito	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 when transactions have been conducted		
Tra	nsaction 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)			
		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		
Tra	nsaction 2			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach	
	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)	Price(s)	Volume(s)	
		£28.485	3,229	
- 1)				
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	Outside a trading venue	

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, Europ	е
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	213800FKA5MF17RJKT63	3
4		section to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where acted	
Tra	insaction 1		
a)	Description of the financial		
	instrument, type of		
	instrument	Ordinary shares of 25p e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under the Tobacco Long-Term Ince	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	25,165
d)	Aggregated information		
	- Aggregated volume	25,165	
	- Price	£nil	
e)	Date of the transaction	2023-03-31	

f)	Place of the transaction	Outside a trading venue	
Tra	Insaction 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)	Price(s) £28.485	Volume(s) 11,830
d)	Aggregated information - Aggregated volume - Price	11,830 £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