

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

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 Executive Directors and persons discharging managerial responsibilities under the 2020 Deferred Share Bonus Scheme ("2020 Award"). Subsequent sales of shares are also 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	
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 Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	53,618
d)	Aggregated information		
	- Aggregated volume	53,618	
	- 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	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.485</td><td>25,203</td></tr></table>		Price(s)	Volume(s)	£28.485	25,203
Price(s)	Volume(s)						
£28.485	25,203						
d)	Aggregated information - Aggregated volume - Price	25,203 £717,907.46					
e)	Date of the transaction	2023-03-31					
f)	Place of the transaction	Outside a trading venue					

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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					
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 Deferred Share Bonus Scheme (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>24,388</td></tr> </table>	Price(s)	Volume(s)	£nil	24,388
Price(s)	Volume(s)					
£nil	24,388					
d)	Aggregated information - Aggregated volume - Price	24,388 £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 vesting of Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£28.485	11,465
d)	Aggregated information - Aggregated volume - Price	11,465 £326,580.52	
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	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 Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>18,198</td></tr></table>		Price(s)	Volume(s)	£nil	18,198
Price(s)	Volume(s)						
£nil	18,198						
d)	Aggregated information - Aggregated volume - Price	18,198 £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 vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)						

		Price(s)	Volume(s)
		£28.485	8,555
d)	Aggregated information		
	- Aggregated volume	8,555	
	- Price	£243,689.18	
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	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	
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 Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	13,032
d)	Aggregated information		
	- Aggregated volume	13,032	
	- 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	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.485</td><td>6,127</td></tr></table>		Price(s)	Volume(s)	£28.485	6,127
Price(s)	Volume(s)						
£28.485	6,127						
d)	Aggregated information - Aggregated volume - Price	6,127 £174,527.60					
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, 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					
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 Deferred Share Bonus Scheme (2020 Award)				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>13,032</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	13,032
Price(s)	Volume(s)					
£nil	13,032					
d)	Aggregated information - Aggregated volume - Price	13,032 £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 vesting of Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£28.485	6,127
d)	Aggregated information - Aggregated volume - Price	6,127 £174,527.60	
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 Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>12,101</td></tr></table>		Price(s)	Volume(s)	£nil	12,101
Price(s)	Volume(s)						
£nil	12,101						
d)	Aggregated information - Aggregated volume - Price	12,101 £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 vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)						

		Price(s)	Volume(s)
		£28.485	5,689
d)	Aggregated information		
	- Aggregated volume	5,689	
	- Price	£162,051.16	
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 Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	12,411
d)	Aggregated information		
	- Aggregated volume	12,411	
	- 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	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.485</td><td>5,835</td></tr></table>		Price(s)	Volume(s)	£28.485	5,835
Price(s)	Volume(s)						
£28.485	5,835						
d)	Aggregated information - Aggregated volume - Price	5,835 £166,209.98					
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 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					
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 Deferred Share Bonus Scheme (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>15,824</td> </tr> </table>	Price(s)	Volume(s)	£nil	15,824
Price(s)	Volume(s)					
£nil	15,824					
d)	Aggregated information - Aggregated volume - Price	15,824 £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 vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.485</td><td>7,439</td></tr></table>		Price(s)	Volume(s)	£28.485	7,439
		Price(s)	Volume(s)				
		£28.485	7,439				
d)	Aggregated information - Aggregated volume - Price	7,439 £211,899.92					
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 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 Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>2,746</td></tr></table>		Price(s)	Volume(s)	£nil	2,746
Price(s)	Volume(s)						
£nil	2,746						
d)	Aggregated information - Aggregated volume - Price	2,746 £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 vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)						

		Price(s)	Volume(s)
		£28.485	1,292
d)	Aggregated information		
	- Aggregated volume	1,292	
	- Price	£36,802.62	
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	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	
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 Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	3,062
d)	Aggregated information		
	- Aggregated volume	3,062	
	- 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	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.485</td><td>947</td></tr></table>		Price(s)	Volume(s)	£28.485	947
Price(s)	Volume(s)						
£28.485	947						
d)	Aggregated information - Aggregated volume - Price	947 £26,975.30					
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 Deferred Share Bonus Scheme (2020 Award)				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>4,443</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	4,443
Price(s)	Volume(s)					
£nil	4,443					
d)	Aggregated information - Aggregated volume - Price	 4,443 £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 vesting of Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£28.485	2,090
d)	Aggregated information - Aggregated volume - Price	2,090 £59,533.65	
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	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						
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 Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>16,290</td></tr></table>		Price(s)	Volume(s)	£nil	16,290
Price(s)	Volume(s)						
£nil	16,290						
d)	Aggregated information - Aggregated volume - Price	16,290 £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 vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)						

		Price(s)	Volume(s)
		£28.485	7,658
d)	Aggregated information		
	- Aggregated volume	7,658	
	- Price	£218,138.13	
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	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	
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 Deferred Share Bonus Scheme (2020 Award)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	1,665
d)	Aggregated information		
	- Aggregated volume	1,665	
	- 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	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of Deferred Share Bonus Scheme (2020 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.485</td><td>784</td></tr></table>		Price(s)	Volume(s)	£28.485	784
Price(s)	Volume(s)						
£28.485	784						
d)	Aggregated information - Aggregated volume - Price	784 £22,332.24					
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