

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 3 April 2023 the trustees of the British American Tobacco Employee Share Ownership Plan and the British American Tobacco International Employee Share Ownership Plan awarded the following number of British American Tobacco p.l.c. 25p ordinary shares to the following Executive Directors and persons discharging managerial responsibilities under the 2023 Share Reward Scheme and 2023 International Share Reward Scheme.

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	Ordinary shares of 25p each

	Identification code	GB0002875804					
b)	Nature of the transaction	Award of shares under the 2023 Share Reward Scheme.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.405</td><td>98</td></tr></table>		Price(s)	Volume(s)	£28.405	98
Price(s)	Volume(s)						
£28.405	98						
d)	Aggregated information						
	- Aggregated volume	98					
	- Price	£2,783.69					
e)	Date of the transaction	2023-04-03					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Tadeu Marroco
2	Reason for the notification	
a)	Position/status	Finance 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				
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d)	Aggregated information - Aggregated volume - Price	98 £2,783.69				
e)	Date of the transaction	2023-04-03				
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				
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e)	Date of the transaction	2023-04-03				
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	Director, Combustibles

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					
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1	Details of the person discharging managerial responsibilities / person closely associated
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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.					
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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				
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	- Price	£2,783.69					
e)	Date of the transaction	2023-04-03					
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					
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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.
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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, Middle East and Africa
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
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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	
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b)	LEI	213800FKA5MF17RJKT63
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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				
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Johan Vandermeulen
2	Reason for the notification	
a)	Position/status	Chief Transformation Officer

b)	Initial notification /Amendment	Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
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1	Details of the person discharging managerial responsibilities / person closely associated
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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.					
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1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Frederico Monteiro				
2	Reason for the notification					
a)	Position/status	Regional Director, Americas & 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.				
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4 April 2023

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