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 discharg associated	ing managerial responsibilities / person closely
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 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	
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)	Price(s) £28.405	Volume(s) 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 auctioneer or auction monito	n 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		

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)	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	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.		

၁)	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)	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	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Name Luciano Comin			
2	Reason for the notification				
a)	Position/status Director, Combustibles				

	auctioneer or auction monitor	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	3	
	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			
	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)	Drice (a)	Nahima (a)	
		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	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 monitor		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 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 Reward Scheme.	ne 2023 International Share
c)	Price(s) and volume(s)		
		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	Paul Lageweg		
2	Reason for the notification			
a)	Position/status	Director, New Categorie	S	
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emissio auctioneer or auction monitor		ipant, auction platform,	
a)	Name	British American Tobacc	o p.l.c.	
b)	LEI	213800FKA5MF17RJKT6	3	
4	Details of the transaction(s): instrument; (ii) each type of transactions have been cond	transaction; (iii) each date		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	each	
	Identification code	GB0002875804		
b)	Nature of the transaction	Award of shares under t Scheme.	Award of shares under the 2023 Share Reward Scheme.	
c)	Price(s) and volume(s)	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 dischar	ging managerial responsib	oilities / 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, emissio auctioneer or auction monito	n 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			
a)	Description of the financial instrument, type of			
	instrument	Ordinary shares of 25p e	each	
	Identification code	GB0002875804	GB0002875804	
b)	Nature of the transaction	Award of shares under t	he 2023 Share Reward	
Ý		Scheme.		
c)	Price(s) and volume(s)			
		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	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 auctioneer or auction monitor	n 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		
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)		

		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	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		
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 International Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £28.405	Volume(s) 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 discharg associated	ing managerial responsibilities / person closely	
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 ti	ransaction; (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 e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Scheme.	he 2023 Share Reward
c)	Price(s) and volume(s)	Price(s) £28.405	Volume(s) 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	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	213800FKA5MF17	RJKT63
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 GB0002875804	25p each
b)	Nature of the transaction	Award of shares under the 2023 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £28.405	Volume(s) 98
d)	Aggregated information - Aggregated volume	98	
e)	- Price Date of the transaction	£2,783.69 2023-04-03	
f)	Place of the transaction	Outside a trading v	/eniie

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			

3 Details of the issuer, emission allowance market participant, auction pla 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 pla 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 Rev Scheme. c) Price(s) and volume(s) Price(s) Volume(s) 4 Aggregated information	Initial notification		
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 platransactions 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 Rev Scheme. c) Price(s) and volume(s) Price(s) Volume(s) £28.405 98	form,		
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 pla transactions have been conducted 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) £28.405 98			
instrument; (ii) each type of transaction; (iii) each date; and (iv) each platransactions have been conducted a) 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) and volume(s) Price(s) = Price(s) = Price(s) Volume(s) £28.405 98			
instrument, type of instrument Identification code B) Nature of the transaction C) Price(s) and volume(s) Price(s)	ansaction; (iii) each date; and (iv) each place where		
instrument Identification code By Nature of the transaction C) Price(s) and volume(s) Price(s) Pri			
b) Nature of the transaction Award of shares under the 2023 Share Rev Scheme. c) Price(s) and volume(s) Price(s) Volume(s) £28.405 98	Ordinary shares of 25p each		
c) Price(s) and volume(s) Price(s) Volume(s) £28.405 98	GB0002875804		
Price(s) Volume(s) £28.405 98	Award of shares under the 2023 Share Reward Scheme.		
£28.405 98			
d) Aggregated information			
d) Aggregated information			
7 7 700. 503.503			
- Aggregated volume 98			
- Price £2,783.69			
e) Date of the transaction 2023-04-03			
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	James Murphy	
2	Reason for the notification		
a)	Position/status	Director, Research and S	cience
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monitor		pant, auction platform,
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT6	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 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 Scheme.	ne 2023 Share Reward
c)	Price(s) and volume(s)		
		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 discharassociated	rging managerial responsil	oilities / person closely	
a)	Name	Frederico Monteiro		
2	Reason for the notification			
a)	Position/status	Regional Director, Amer	ricas & 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 Tobacc	co p.l.c.	
b)	LEI	213800FKA5MF17RJKT6	213800FKA5MF17RJKT63	
	instrument; (ii) each type of transactions have been cond	· • •	e; and (iv) each place where	
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 International Share Reward Scheme.		
c)	Price(s) and volume(s)	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

4 April 2023

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