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

The Company has been notified by the trustee of the British American Tobacco Employee Share Ownership Plan that on 5 April 2023 the following Executive Director and other persons discharging managerial responsibilities purchased ordinary shares of 25p each in British American Tobacco p.l.c. by way of the Partnership Share Scheme.

| 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 | 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 GB0002875804 | |
| | Identification code | | |
| b) | Nature of the transaction | Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan | |

| c) | Price(s) and volume(s) | | |
|----|--------------------------|-------------------------|-----------|
| | | Price(s) | Volume(s) |
| | | £28.1225 | 5 |
| | | | |
| d) | Aggregated information | | |
| | - Aggregated volume | 5 | |
| | - Price | £140.61 | |
| e) | Date of the transaction | 2023-04-05 | |
| 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 auctioneer or auction monito | sion allowance market participant, auction platform, litor | | |
| a) | Name | British American Tobac | co p.l.c. | |
| b) | LEI | 213800FKA5MF17RJKT | 63 | |
| 4 | | section to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where acted | | |
| a) | Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p each GB0002875804 | | |
| b) | Nature of the transaction | Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan | | |
| c) | Price(s) and volume(s) | Price(s) £28.1225 | Volume(s) | |

| d) | Aggregated information | |
|----|--------------------------|-------------------------|
| | - Aggregated volume | 6 |
| | - Price | £168.74 |
| e) | Date of the transaction | 2023-04-05 |
| 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 | 3 | |
| 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 | | ection to be repeated for (i) each type of ansaction; (iii) each date; and (iv) each place where cted | | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 25p each GB0002875804 | | |
| | Identification code | | | |
| b) | Nature of the transaction | Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan | | |
| c) | Price(s) and volume(s) | | | |
| | | Price(s) | Volume(s) | |
| | | £28.1225 | 5 | |
| d) | Aggregated information | | | |
| | - Aggregated volume | 5 | | |
| | - Price | £140.61 | | |

| e) | Date of the transaction | 2023-04-05 |
|----|--------------------------|-------------------------|
| 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 | • | pant, auction platform, |
| a) | Name | British American Tobacco | p.l.c. |
| b) | LEI | 213800FKA5MF17RJKT63 | 3 |
| 4 | • • | ection to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where cted | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 25p each | |
| | Identification code | GB0002875804 | |
| b) | Nature of the transaction | Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan | |
| c) | Price(s) and volume(s) | | |
| | | Price(s) | Volume(s) |
| | | £28.1225 | 5 |
| d) | Aggregated information | | |
| | - Aggregated volume | 5 | |
| | - Price | £140.61 | |
| e) | Date of the transaction | 2023-04-05 | |
| f) | Place of the transaction | Outside a trading venue | |

| 1 | Details of the person discharg associated | on discharging managerial responsibilities/person closely | |
|----|--|---|-------------------------|
| 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 | | ection to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where cted | |
| a) | Description of the financial instrument, type of instrument | Ordinary shares of 25p each GB0002875804 | |
| | Identification code | | |
| b) | Nature of the transaction | Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan | |
| c) | Price(s) and volume(s) | | |
| | | Price(s) | Volume(s) |
| | | £28.1225 | 5 |
| d) | Aggregated information | | |
| | - Aggregated volume | 5 | |
| | - Price | £140.61 | |
| e) | Date of the transaction | 2023-04-05 | |
| 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 | |

| Position/status | Chief Transformation Officer | | | |
|--|--|--|--|--|
| Initial notification /Amendment | Initial notification | | | |
| _ | • | | | |
| Name | British American Tobacco | p.l.c. | | |
| LEI | 213800FKA5MF17RJKT63 | 3 | | |
| instrument; (ii) each type of to | ransaction; (iii) each date; | ansaction; (iii) each date; and (iv) each place where | | |
| Description of the financial instrument, type of instrument Identification code | Ordinary shares of 25p e GB0002875804 | ach | | |
| Nature of the transaction | Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan | | | |
| Price(s) and volume(s) | Price(s) £28.1225 | Volume(s) | | |
| Aggregated information | | | | |
| - Aggregated volume | 5 | | | |
| - Price | £140.61 | | | |
| Date of the transaction | 2023-04-05 | | | |
| Place of the transaction | Outside a trading venue | | | |
| | Initial notification /Amendment Details of the issuer, emission auctioneer or auction monitor Name LEI Details of the transaction(s): sinstrument; (ii) each type of the transactions have been conducted by the conducted by t | Initial notification /Amendment Details of the issuer, emission allowance market participator auctioneer or auction monitor Name British American Tobacco LEI 213800FKA5MF17RJKT63 Details of the transaction(s): section to be repeated for instrument; (ii) each type of transaction; (iii) each date; transactions have been conducted Description of the financial instrument, type of instrument GB0002875804 Identification code Nature of the transaction Purchase of ordinary shares of 25p et instrument Share Scheme – a HMRC Plan Price(s) and volume(s) Price(s) £28.1225 Aggregated information - Aggregated volume 5 - Price £140.61 Date of the transaction 2023-04-05 | | |

6 April 2023

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