

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**

The Company has been notified by Computershare Company Nominees Limited, as administrator of the Company's share plan account, that on 3 May 2023 the following Executive Directors and other persons discharging managerial responsibilities acquired the following ordinary shares of 25p each in British American Tobacco p.l.c. as a result of the reinvestment of dividend income.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Jack Bowles
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	636
d)	Aggregated information		
	- Aggregated volume	636	
	- Price	£18,339.38	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Tadeu Marroco
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Finance Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company’s share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.8355</td><td>50</td></tr></table>		Price(s)	Volume(s)	£28.8355	50
Price(s)	Volume(s)						
£28.8355	50						
d)	Aggregated information						
	- Aggregated volume	50					
	- Price	£1,441.78					
e)	Date of the transaction	2023-05-03					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Luciano Comin
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Combustibles
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company's share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.8355</td><td>868</td></tr></table>		Price(s)	Volume(s)	£28.8355	868
Price(s)	Volume(s)						
£28.8355	868						
d)	Aggregated information						
	- Aggregated volume	868					
	- Price	£25,029.21					
e)	Date of the transaction	2023-05-03					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Guy Meldrum
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	President and CEO, Reynolds American Inc.
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	781
d)	Aggregated information		
	- Aggregated volume	781	
	- Price	£22,520.53	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Paul Lageweg
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, New Categories
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
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		Nominees Limited as administrator of the Company's share plan account.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£28.8355</td><td>1</td></tr></table>		Price(s)	Volume(s)	£28.8355	1
Price(s)	Volume(s)						
£28.8355	1						
d)	Aggregated information						
	- Aggregated volume	1					
	- Price	£28.84					
e)	Date of the transaction	2023-05-03					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Hae In Kim
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Talent, Culture and Inclusion
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	486
d)	Aggregated information		
	- Aggregated volume	486	
	- Price	£14,014.05	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Frederico Monteiro
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Regional Director, Americas & Europe
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company

		Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	542
d)	Aggregated information		
	- Aggregated volume	542	
	- Price	£15,628.84	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

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	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804



b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	1,111
d)	Aggregated information		
	- Aggregated volume	1,111	
	- Price	£32,036.24	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Michael Dijanosic
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Regional Director, Asia-Pacific, Middle East and Africa
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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	Identification code	GB0002875804

b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	712
d)	Aggregated information		
	- Aggregated volume	712	
	- Price	£20,530.88	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Zafar Khan
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Operations
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
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b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	6
d)	Aggregated information		
	- Aggregated volume	6	
	- Price	£173.01	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Javed Iqbal
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Digital and Information
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
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b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by Computershare Company Nominees Limited as administrator of the Company's share plan account.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	46
d)	Aggregated information		
	- Aggregated volume	46	
	- Price	£1,326.43	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Johan Vandermeulen
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Transformation Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	
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c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£28.8355	6
d)	Aggregated information		
	- Aggregated volume	6	
	- Price	£173.01	
e)	Date of the transaction	2023-05-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

5 May 2023

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