

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 22 September 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 person discharging managerial responsibilities under the 2016 Long-Term Incentive Plan ("2016 Award"); 2017 Long-Term Incentive Plan ("2017 Award"); 2018 Long-Term Incentive Plan ("2018 Award"); and 2019 Long-Term Incentive Plan ("2019 Award"). Subsequent sales of shares are also set out below.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	David Waterfield
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	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2016 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>5,641</td></tr></table>		Price(s)	Volume(s)	£nil	5,641
Price(s)	Volume(s)						
£nil	5,641						
d)	Aggregated information  - Aggregated volume  - Price	5,641  £nil					
e)	Date of the transaction	2023-09-22					
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 from options exercised under the Long-Term Incentive Plan (2016 Award), including to meet tax liability arising					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.315215</td><td>5,641</td></tr></table>		Price(s)	Volume(s)	£27.315215	5,641
Price(s)	Volume(s)						
£27.315215	5,641						
d)	Aggregated information						

	- Aggregated volume	5,641				
	- Price	£154,085.13				
e)	Date of the transaction	2023-09-22				
f)	Place of the transaction	London Stock Exchange (XLON)				
Transaction 3						
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each				
	Identification code	GB0002875804				
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2017 Award)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>1,816</td></tr></table>	Price(s)	Volume(s)	£nil	1,816
Price(s)	Volume(s)					
£nil	1,816					
d)	Aggregated information					
	- Aggregated volume	1,816				
	- Price	£nil				
e)	Date of the transaction	2023-09-22				
f)	Place of the transaction	Outside a trading venue				
Transaction 4						
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each				
	Identification code	GB0002875804				

b)	Nature of the transaction	Sale of shares from options exercised under the Long-Term Incentive Plan (2017 Award), including to meet tax liability arising					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£27.315215</td><td>1,816</td></tr></table>		Price(s)	Volume(s)	£27.315215	1,816
Price(s)	Volume(s)						
£27.315215	1,816						
d)	Aggregated information						
	- Aggregated volume	1,816					
	- Price	£49,604.43					
e)	Date of the transaction	2023-09-22					
f)	Place of the transaction	London Stock Exchange (XLON)					
Transaction 5							
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2017 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>4,000</td></tr></table>		Price(s)	Volume(s)	£nil	4,000
Price(s)	Volume(s)						
£nil	4,000						
d)	Aggregated information						
	- Aggregated volume	4,000					
	- Price	£nil					
e)	Date of the transaction	2023-09-22					

f)	Place of the transaction	Outside a trading venue	
Transaction 6			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Transfer of shares from options exercised under the Long-Term Incentive Plan (2017 Award)	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	2,116
d)	Aggregated information		
	- Aggregated volume	2,116	
	- Price	£nil	
e)	Date of the transaction	2023-09-22	
f)	Place of the transaction	Outside a trading venue	
Transaction 7			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options (2017 Award)	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£27.293107	1,884
d)	Aggregated information		

	- Aggregated volume	1,884				
	- Price	£51,420.21				
e)	Date of the transaction	2023-09-22				
f)	Place of the transaction	London Stock Exchange (XLON)				
Transaction 8						
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each				
	Identification code	GB0002875804				
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2018 Award)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>6,527</td></tr></table>	Price(s)	Volume(s)	£nil	6,527
Price(s)	Volume(s)					
£nil	6,527					
d)	Aggregated information					
	- Aggregated volume	6,527				
	- Price	£nil				
e)	Date of the transaction	2023-09-22				
f)	Place of the transaction	Outside a trading venue				
Transaction 9						
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each				
	Identification code	GB0002875804				

b)	Nature of the transaction	Transfer of shares from options exercised under the Long-Term Incentive Plan (2018 Award)	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	3,453
d)	Aggregated information		
	- Aggregated volume	3,453	
	- Price	£nil	
e)	Date of the transaction	2023-09-22	
f)	Place of the transaction	Outside a trading venue	
Transaction 10			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options (2018 Award)	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£ 27.293107	3,074
d)	Aggregated information		
	- Aggregated volume	3,074	
	- Price	£83,899.01	
e)	Date of the transaction	2023-09-22	
f)	Place of the transaction	London Stock Exchange (XLON)	
Transaction 11			

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2019 Award)				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£nil</td><td>7,914</td></tr></table>	Price(s)	Volume(s)	£nil	7,914
Price(s)	Volume(s)					
£nil	7,914					
d)	Aggregated information  - Aggregated volume  - Price	7,914  £nil				
e)	Date of the transaction	2023-09-22				
f)	Place of the transaction	Outside a trading venue				

#### Transaction 12

a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Transfer of shares from options exercised under the Long-Term Incentive Plan (2019 Award)	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	4,187
d)	Aggregated information		
	- Aggregated volume	4,187	



	- Price	£nil					
e)	Date of the transaction	2023-09-22					
f)	Place of the transaction	Outside a trading venue					
Transaction 13							
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options (2019 Award)					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£ 27.293107</td><td>3,727</td></tr></table>		Price(s)	Volume(s)	£ 27.293107	3,727
Price(s)	Volume(s)						
£ 27.293107	3,727						
d)	Aggregated information						
	- Aggregated volume	3,727					
	- Price	£101,721.41					
e)	Date of the transaction	2023-09-22					
f)	Place of the transaction	London Stock Exchange (XLON)					

Name of officer of issuer responsible for making notification: Nancy Jiang

Date of notification: 26 September 2023

26 September 2023

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