

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.  
 (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 the trustee of the British American Tobacco Share Incentive Plan that on 6 March 2024 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.

<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	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	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)
		£22.935	6
d)	Aggregated information		
	- Aggregated volume	6	
	- Price	£137.61	
e)	Date of the transaction	2024-03-06	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Luciano Comin	
2	Reason for the notification		
a)	Position/status	Marketing Director, Combustibles & 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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c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£22.935	7

d)	Aggregated information  - Aggregated volume  - Price	  7  £160.54
e)	Date of the transaction	2024-03-06
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	James Barrett				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Business Development				
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.				
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<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Jerome Abelman				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Legal and General Counsel				
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.				
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f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Paul McCrory					
2	Reason for the notification						
a)	Position/status	Director, Corporate and Regulatory Affairs					
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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<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	Interim Finance Director, and 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.					
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<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 Operating 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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Name of officer of issuer responsible for making notification: Nancy Jiang

Date of notification: 7 March 2024

7 March 2024

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