

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")

British American Tobacco p.l.c.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

Conditional Share Awards

On 20 March 2024, the Company granted awards of British American Tobacco p.l.c. 25p ordinary shares (the "Shares") to the Executive Director and other persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Long-Term Incentive Plan at an award price of 2,384 pence per Share. The awards will vest three years from the grant date, subject to the satisfaction of performance conditions specified on the award date. The Executive Director's awards are subject to an additional two-year vesting period. The maximum number of shares comprised in the awards granted to the Participants which could vest if the performance conditions are met in full is shown under the name of each Participant set out below:

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Tadeu Marroco
2	Reason for the notification	
a)	Position/status	Chief Executive
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>281,816</td></tr></table>		Price(s)	Volume(s)	£23.84	281,816
Price(s)	Volume(s)						
£23.84	281,816						
d)	Aggregated information - Aggregated volume - Price	281,816 £6,718,493.44					
e)	Date of the transaction	2024-03-20					
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 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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>58,973</td></tr></table>		Price(s)	Volume(s)	£23.84	58,973
Price(s)	Volume(s)						
£23.84	58,973						
d)	Aggregated information - Aggregated volume - Price	58,973 £1,405,916.32					
e)	Date of the transaction	2024-03-20					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	James Barrett

2	Reason for the notification						
a)	Position/status	Director, Business Development					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>41,107</td></tr></table>		Price(s)	Volume(s)	£23.84	41,107
Price(s)	Volume(s)						
£23.84	41,107						
d)	Aggregated information - Aggregated volume - Price	41,107 £979,990.88					
e)	Date of the transaction	2024-03-20					
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	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				
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 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£23.84</td> <td>61,661</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£23.84	61,661
Price(s)	Volume(s)					
£23.84	61,661					
d)	Aggregated information - Aggregated volume - Price	61,661 £1,469,998.24				

e)	Date of the transaction	2024-03-20
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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£23.84</td><td>51,883</td></tr> </table>	Price(s)	Volume(s)	£23.84	51,883
Price(s)	Volume(s)					
£23.84	51,883					

d)	Aggregated information - Aggregated volume - Price	51,883 £1,236,890.72
e)	Date of the transaction	2024-03-20
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	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.
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 Identification code	Ordinary shares of 25p each GB0002875804
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£23.84	66,799
d)	Aggregated information		
	- Aggregated volume	66,799	
	- Price	£1,592,488.16	
e)	Date of the transaction	2024-03-20	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated	
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 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 Long-Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£23.84	51,883
d)	Aggregated information		
	- Aggregated volume	51,883	
	- Price	£1,236,890.72	
e)	Date of the transaction	2024-03-20	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Cora Koppe-Stahrenberg
2	Reason for the notification	
a)	Position/status	Chief People 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.
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>56,522</td></tr></table>		Price(s)	Volume(s)	£23.84	56,522
Price(s)	Volume(s)						
£23.84	56,522						
d)	Aggregated information - Aggregated volume - Price	56,522 £1,347,484.48					
e)	Date of the transaction	2024-03-20					
f)	Place of the transaction	Outside a trading venue					

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					
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 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>41,107</td></tr></table>		Price(s)	Volume(s)	£23.84	41,107
Price(s)	Volume(s)						
£23.84	41,107						
d)	Aggregated information - Aggregated volume - Price	41,107 £979,990.88					
e)	Date of the transaction	2024-03-20					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Fred Monteiro

2	Reason for the notification						
a)	Position/status	Regional Director, Americas & 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 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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>47,931</td></tr></table>		Price(s)	Volume(s)	£23.84	47,931
Price(s)	Volume(s)						
£23.84	47,931						
d)	Aggregated information - Aggregated volume - Price	47,931 £1,142,675.04					
e)	Date of the transaction	2024-03-20					
f)	Place of the transaction	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 Science				
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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£23.84</td> <td>43,162</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£23.84	43,162
Price(s)	Volume(s)					
£23.84	43,162					
d)	Aggregated information - Aggregated volume - Price	43,162 £1,028,982.08				
e)	Date of the transaction	2024-03-20				

f)	Place of the transaction	Outside a trading venue
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1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Johan Vandermeulen				
2	Reason for the notification					
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					
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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>£23.84</td><td>73,993</td></tr> </tbody> </table>	Price(s)	Volume(s)	£23.84	73,993
Price(s)	Volume(s)					
£23.84	73,993					
d)	Aggregated information - Aggregated volume	73,993				

	- Price	£1,763,993.12
e)	Date of the transaction	2024-03-20
f)	Place of the transaction	Outside a trading venue

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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£23.84</td> <td>51,384</td> </tr> </table>	Price(s)	Volume(s)	£23.84	51,384
Price(s)	Volume(s)					
£23.84	51,384					

d)	Aggregated information - Aggregated volume - Price	51,384 £1,224,994.56
e)	Date of the transaction	2024-03-20
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 Strategy and 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.
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 Identification code	Ordinary shares of 25p each GB0002875804

b)	Nature of the transaction	Award of shares under the Long-Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£23.84	71,533
d)	Aggregated information		
	- Aggregated volume	71,533	
	- Price	£1,705,346.72	
e)	Date of the transaction	2024-03-20	
f)	Place of the transaction	Outside a trading venue	

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

Date of notification: 22 March 2024

22 March 2024

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