

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 persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Restricted Share Plan at an award price of 2,384 pence per Share. Awards under the British American Tobacco Restricted Share Plan will vest after three years and no further performance conditions apply in that period.

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 Restricted Share Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>15,646</td></tr></table>	Price(s)	Volume(s)	£23.84	15,646
Price(s)	Volume(s)					
£23.84	15,646					
d)	Aggregated information - Aggregated volume - Price	15,646 £373,000.64				
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 Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>10,906</td></tr></table>		Price(s)	Volume(s)	£23.84	10,906
Price(s)	Volume(s)						
£23.84	10,906						
d)	Aggregated information - Aggregated volume - Price	10,906 £259,999.04					
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	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 Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>16,359</td></tr></table>		Price(s)	Volume(s)	£23.84	16,359
Price(s)	Volume(s)						
£23.84	16,359						
d)	Aggregated information - Aggregated volume - Price	16,359 £389,998.56					
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	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 Restricted Share Plan				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>13,765</td></tr></table>	Price(s)	Volume(s)	£23.84	13,765
Price(s)	Volume(s)					
£23.84	13,765					
d)	Aggregated information - Aggregated volume - Price	13,765 £328,157.60				
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 Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>17,722</td></tr></table>		Price(s)	Volume(s)	£23.84	17,722
Price(s)	Volume(s)						
£23.84	17,722						
d)	Aggregated information - Aggregated volume - Price	17,722 £422,492.48					
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
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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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Restricted Share 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>13,765</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£23.84	13,765
Price(s)	Volume(s)						
£23.84	13,765						
d)	Aggregated information - Aggregated volume - Price	13,765 £328,157.60					
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 Restricted Share 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>17,116</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£23.84	17,116
Price(s)	Volume(s)					
£23.84	17,116					
d)	Aggregated information - Aggregated volume - Price	17,116 £408,045.44				

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	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 Restricted Share Plan				
c)	Price(s) and volume(s)	<table> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£23.84</td><td>10,906</td></tr> </table>	Price(s)	Volume(s)	£23.84	10,906
Price(s)	Volume(s)					
£23.84	10,906					
d)	Aggregated information					

	- Aggregated volume	10,906
	- Price	£259,999.04
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	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 Restricted Share 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>12,716</td> </tr> </table>	Price(s)	Volume(s)	£23.84	12,716
Price(s)	Volume(s)					
£23.84	12,716					

d)	Aggregated information - Aggregated volume - Price	12,716 £303,149.44
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	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 Restricted Share Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£23.84	11,451
d)	Aggregated information		
	- Aggregated volume	11,451	
	- Price	£272,991.84	
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	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 Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>19,630</td></tr></table>		Price(s)	Volume(s)	£23.84	19,630
Price(s)	Volume(s)						
£23.84	19,630						
d)	Aggregated information - Aggregated volume - Price	19,630 £467,979.20					
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 Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>13,632</td></tr></table>		Price(s)	Volume(s)	£23.84	13,632
Price(s)	Volume(s)						
£23.84	13,632						
d)	Aggregated information - Aggregated volume - Price	13,632 £324,986.88					
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	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 Restricted Share Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£23.84</td><td>18,978</td></tr></table>		Price(s)	Volume(s)	£23.84	18,978
Price(s)	Volume(s)						
£23.84	18,978						
d)	Aggregated information - Aggregated volume - Price	18,978 £452,435.52					
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