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

On 2 April 2024 the trustees of the British American Tobacco p.l.c. Share Incentive Plan and the British American Tobacco p.l.c. International Employee Share Ownership Plan awarded the following number of British American Tobacco p.l.c. 25p ordinary shares to the following Executive Director and persons discharging managerial responsibilities under the 2024 Share Reward Scheme and 2024 International Share Reward Scheme.

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	Ordinary shares of 25p each

	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Scheme.	ne 2024 Share Reward
c)	Price(s) and volume(s)	Price(s) £24.06	Volume(s)
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	
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		section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where ucted

a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	each
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Scheme.	he 2024 Share Reward
c)	Price(s) and volume(s)		
		Price(s) £24.06	Volume(s) 91
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	
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): instrument; (ii) each type of transactions have been cond	transaction; (iii) each	d for (i) each type of date; and (iv) each place where
a)	Description of the financial instrument, type of instrument	Ordinary shares of 2	25p each
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares und Scheme.	der the 2024 Share Reward
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£24.06	91
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	
f)	Place of the transaction	Outside a trading ve	enue

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	neer or auction monitor	
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
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 e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Scheme.	ne 2024 Share Reward
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.06	91
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	
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- Africa	Pacific, Middle East and
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emissio auctioneer or auction monito	•	cipant, auction platform,
a)	Name	British American Tobaco	co p.l.c.
b)	LEI	213800FKA5MF17RJKT6	53
4	Details of the transaction(s): instrument; (ii) each type of transactions have been cond	transaction; (iii) each date	
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 2024 International Share Reward Scheme.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.06	91
d)	Aggregated information		
	- Aggregated volume	91	
	- Aggregated volume - Price	91 £2,189.46	
e)			

1 Details of the person discharging managerial responsibilities / person closely associated

a)	Name	Javed Iqbal	
2	Reason for the notification	1	
a)	Position/status	Interim Finance Director Information	, and Director, Digital and
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monito	<del>_</del>	ipant, auction platform,
a)	Name	British American Tobacco	o p.l.c.
b)	LEI	213800FKA5MF17RJKT6	3
4	Details of the transaction(s): s instrument; (ii) each type of t transactions have been condu	ransaction; (iii) each date;	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Scheme.	he 2024 Share Reward
c)	Price(s) and volume(s)	Price(s) £24.06	Volume(s)
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	

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 auctioneer or auction monitor	•	ipant, auction platform,
a)	Name	British American Tobacco	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): instrument; (ii) each type of transactions have been cond	transaction; (iii) each date;	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the 2024 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£24.06	91
d)	Aggregated information		
	- Aggregated volume	91	

	- Price	£2,189.46
e)	Date of the transaction	2024-04-02
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 auctioneer or auction monito	•	pant, auction platform,	
a)	Name	British American Tobacco	p.l.c.	
b)	LEI	213800FKA5MF17RJKT63		
4	Details of the transaction(s): s instrument; (ii) each type of to transactions have been condu	ransaction; (iii) each date;	• • • • • • • • • • • • • • • • • • • •	·e
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each GB0002875804		
	Identification code	GB0002875804		
b)	Nature of the transaction	GB0002875804  Award of shares under the Scheme.	ne 2024 Share Reward	
b)		Award of shares under th	ne 2024 Share Reward  Volume(s)	

d)	Aggregated information	
	- Aggregated volume	15
	- Price	£360.90
e)	Date of the transaction	2024-04-02
f)	Place of the transaction	Outside a trading venue

1 Details of the person discharging managerial responsibilities / person close associated		ing managerial responsibilities / person closely	
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, emissior auctioneer or auction monito	allowance market participant, auction platform,	
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
4	1	section to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where acted	
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 2024 Share Reward Scheme.	

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.06	91
		124.00	91
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
	Trice	12,103.40	
e)	Date of the transaction	2024-04-02	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person clos 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	strument, type of	

	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the 2024 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £24.06	Volume(s)
d)	Aggregated information		
	- Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	
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 auctioneer or auction monitor	n allowance market participant, auction platform,	
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
4		section to be repeated for (i) each type of transaction; (iii) each date; and (iv) each place where ucted	

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 2024 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £24.06	Volume(s)
d)	Aggregated information - Aggregated volume	91	
	- Price	£2,189.46	
e)	Date of the transaction	2024-04-02	
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	1	section to be repeated for (i) each type of ransaction; (iii) each date; and (iv) each place where acted		
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 2024 Share Reward Scheme.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£24.06	91	
d)	Aggregated information			
	- Aggregated volume	91		
	- Price	£2,189.46		
e)	Date of the transaction	2024-04-02		
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	or			
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 2024 International Share Reward Scheme.			
c)	Price(s) and volume(s)				
		Price(s)	Volume(s)		
		£24.06	91		
d)	Aggregated information				
	- Aggregated volume	91			
	- Price	£2,189.46			
e)	Date of the transaction	2024-04-02			
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 auctioneer or auction monito	etails of the issuer, emission allowance market participant, auction platform, uctioneer or auction monitor		
a)	Name	British American Tobacco p.l.c.		
b)	LEI	213800FKA5MF17RJKT63		
4		esection to be repeated for (i) each type of fransaction; (iii) each date; and (iv) each place where ducted		
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 2024 Share Reward Scheme.		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£24.06	91	
d)	Aggregated information			
	- Aggregated volume	91		
	- Price	£2,189.46		
e)	Date of the transaction	2024-04-02		
f)	Place of the transaction	Outside a trading venue		

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

Date of notification: 3 April 2024

3 April 2024

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