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. (the "Company")

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

On 3 April 2024 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 persons discharging managerial responsibilities under the 2021 Long-Term Incentive Plan. Subsequent sales of shares are also set out below.

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		
Tra	Transaction 1		

a) b)	Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25p each GB0002875804 Shares released under the 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s) £nil	Volume(s) 15,253
d)	Aggregated information - Aggregated volume - Price	15,253 £nil	
e)	Date of the transaction	2024-04-03	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p e GB0002875804	ach
b)	Nature of the transaction	Sale of shares to meet ta of 2021 Long-Term Incer	x liability arising on vesting ative Plan
c)	Price(s) and volume(s)	Price(s) £24.04	Volume(s) 7,172
d)	Aggregated information		

	- Aggregated volume	7,172
	- Price	£172,414.88
e)	Date of the transaction	2024-04-03
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 Devel	opment
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monitor	-	ipant, auction platform,
a)	Name	British American Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT6	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		
Tra	nsaction 1	<u> </u>	
a)	Description of the financial instrument, type of		
	instrument	Ordinary shares of 25p e	each
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	5,428

d)	Aggregated information		
	- Aggregated volume	5,428	
	- Price	£nil	
e)	Date of the transaction	2024-04-03	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet ta of 2021 Long-Term Incen	x liability arising on vesting ative Plan
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.04	2,554
d)	Aggregated information		
	- Aggregated volume	2,554	
	- Price	£61,398.16	
e)	Date of the transaction	2024-04-03	
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, Con Categories	nbustibles & New	
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission auctioneer or auction monito	•	ipant, auction platform,	
a)	Name	British American Tobacc	o p.l.c.	
b)	LEI	213800FKA5MF17RJKT6	3	
4		ransaction; (iii) each date	ection to be repeated for (i) each type of ansaction; (iii) each date; and (iv) each place where cted	
Tra	insaction 1			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	each	
	Identification code	GB0002875804		
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£nil	14,214	
d)	Aggregated information			
	- Aggregated volume	14,214		
	- Price	£nil		
e)	Date of the transaction	2024-04-03		
f)	Place of the transaction	Outside a trading venue		
Tra	insaction 2			

a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	ach
	Identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet ta of 2021 Long-Term Incer	x liability arising on vesting ative Plan
c)	Price(s) and volume(s)	Price(s) £24.04	Volume(s) 6,684
d)	Aggregated information		
	- Aggregated volume	6,684	
	- Price	£160,683.36	
e)	Date of the transaction	2024-04-03	
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

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

	transactions have been conducted			
Tra	Transaction 1			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p e	each	
	Identification code	GB0002875804		
b)	Nature of the transaction	Shares released under the Incentive Plan	Shares released under the 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)			
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Price(s)	Volume(s)	
		£nil	12,437	
d)	Aggregated information			
	- Aggregated volume	12,437		
	- Price	£nil		
e)	Date of the transaction	2024-04-03		
f)	Place of the transaction	Outside a trading venue		
	nsaction 2			
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 vesting of 2021 Long-Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£24.04	5,848	

d)	Aggregated information	
	- Aggregated volume	5,848
	- Price	£140,585.92
e)	Date of the transaction	2024-04-03
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 auctioneer or auction monitor	allowance market participant, auction platform,
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	
Tra	nsaction 1	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	4,411
d)	Aggregated information		
	- Aggregated volume	4,411	
	- Price	£nil	
e)	Date of the transaction	2024-04-03	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
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 vesting of 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.04	2,076
d)	Aggregated information		
	- Aggregated volume	2,076	
	- Price	£49,907.04	
e)	Date of the transaction	2024-04-03	
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 monito	•	pant, auction platform,
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		
Tra	nsaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under th Incentive Plan	ne 2021 Long-Term
c)	Price(s) and volume(s)		
•		Price(s)	Volume(s)
		£nil	12,437
d)	Aggregated information		
	- Aggregated volume	12,437	
	- Price	£nil	
		The state of the s	

f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
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 vesting of 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£24.04	5,848
d)	Aggregated information		
	- Aggregated volume	5,848	
	- Price	£140,585.92	
e)	Date of the transaction	2024-04-03	
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	3	
4	instrument; (ii) each type of to	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		
Tra	nsaction 1			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each		
	Identification code	GB0002875804		
b)	Nature of the transaction	Shares released under th Incentive Plan	Shares released under the 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£nil	3,299	
d)	Aggregated information			
	- Aggregated volume	3,299		
	- Price	£nil		
e)	Date of the transaction	2024-04-03		
f)	Place of the transaction	Outside a trading venue		
Tra	nsaction 2			
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 vesting of 2021 Long-Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	

		£24.04	1,554
d)	Aggregated information		
	- Aggregated volume	1,554	
	- Price	£37,358.16	
e)	Date of the transaction	2024-04-03	
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 auctioneer or auction monitor	allowance market participant, auction platform,	
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		
Tra	nsaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan	

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	4,594
d)	Aggregated information		
	- Aggregated volume	4,594	
	- Price	£nil	
e)	Date of the transaction	2024-04-03	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
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 vesting of 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.04	2,162
d)	Aggregated information		
	- Aggregated volume	2,162	
	- Price	£51,974.48	
e)	Date of the transaction	2024-04-03	
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 S	cience
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monito	•	pant, auction platform,
a)	Name	British American Tobacco	o 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		
Tra	nsaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under th Incentive Plan	ne 2021 Long-Term
c)	Price(s) and volume(s)		
,		Price(s)	Volume(s)
		£nil	2,538
d)	Aggregated information		
	- Aggregated volume	2,538	
		£nil	
	- Price		

f)	Place of the transaction	Outside a trading venue	
Tra	Transaction 2		
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	
c)	Price(s) and volume(s)	Price(s) £24.04	Volume(s) 1,196
d)	Aggregated information - Aggregated volume - Price	1,196 £28,751.84	
e)	Date of the transaction	2024-04-03	
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	3
4		ils of the transaction(s): section to be repeated for (i) each type of ument; (ii) each type of transaction; (iii) each date; and (iv) each place where sactions have been conducted	
Tra	nsaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	16,020
d)	Aggregated information		
	- Aggregated volume	16,020	
	- Price	£nil	
e)	Date of the transaction	2024-04-03	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
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 vesting of 2021 Long-Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		£24.04	7,532
d)	Aggregated information		
	- Aggregated volume	7,532	
	- Price	£181,069.28	
e)	Date of the transaction	2024-04-03	
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			
Tra	Fransaction 1			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each		
	Identification code	GB0002875804		
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan		

c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	5,602
d)	Aggregated information		
	- Aggregated volume	5,602	
	- Price	£nil	
e)	Date of the transaction	2024-04-03	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
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 on vesting of 2021 Long-Term Incentive Plan, including to meet tax liability arising	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£24.04	5,602
-11	A		
d)	Aggregated information		
	- Aggregated volume	5,602	
	- Price	£134,672.08	
e)	Date of the transaction	2024-04-03	
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	Reason for the notification		
a)	Position/status	Chief Strategy and Grow	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			
Tra	Transaction 1			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each GB0002875804		
	Identification code			
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan		
c)	Price(s) and volume(s)			
•	,,,	Price(s)	Volume(s)	
		£nil	19,139	
d)	Aggregated information			
	- Aggregated volume	19,139		
	- Price	£nil		
		2024-04-03		

f)	Place of the transaction	Outside a trading venue		
Tra	Fransaction 2			
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 vesting of 2021 Long-Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s) £24.04	Volume(s) 8,998	
d)	Aggregated information - Aggregated volume - Price	8,998 £216,311.92		
e)	Date of the transaction	2024-04-03		
f)	Place of the transaction	Outside a trading venue		

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

Date of notification: 5 April 2024

5 April 2024

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