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 2 October 2024 the following Executive Directors 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.

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 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		
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)
		£27.2732	5
d)	Aggregated information		
	- Aggregated volume	5	
	- Price	£136.37	
e)	Date of the transaction	2024-10-02	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Soraya Benchikh	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
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.	
I_ \	1.51	213800FKA5MF17RJKT63	
D)	LEI	213800FKA5MF17RJKT63	
	Details of the transaction(s):	213800FKA5MF17RJKT63 section to be repeated for (i) each type of instrument; (iii) each date; and (iv) each place where transactions	
4	Details of the transaction(s): (ii) each type of transaction;	section to be repeated for (i) each type of instrument;	
a)	Details of the transaction(s): (ii) each type of transaction; have been conducted Description of the financial instrument, type of	section to be repeated for (i) each type of instrument; (iii) each date; and (iv) each place where transactions	
4	Details of the transaction(s): (ii) each type of transaction; have been conducted Description of the financial instrument, type of instrument	section to be repeated for (i) each type of instrument; (iii) each date; and (iv) each place where transactions Ordinary shares of 25p each	
4 a)	Details of the transaction(s): (ii) each type of transaction; have been conducted Description of the financial instrument, type of instrument Identification code	section to be repeated for (i) each type of instrument; (iii) each date; and (iv) each place where transactions Ordinary shares of 25p each GB0002875804 Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive	

Aggregated information	
- Aggregated volume	5
- Price	£136.37
Date of the transaction	2024-10-02
Place of the transaction	London Stock Exchange (XLON)
	- Aggregated volume - Price Date of the transaction

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Luciano Comin	
2	Reason for the notification	1	
a)	Position/status	Chief Marketing Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission auctioneer or auction monitor		pant, auction platform,
a)	Name	British American Tobacco	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): so (ii) each type of transaction; (ii) 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	Purchase of ordinary shares under the Partnership Share Scheme – a HMRC approved Share Incentive Plan	
c)	Price(s) and volume(s)	Price(s) £27.2732	Volume(s)
d)	Aggregated information - Aggregated volume	6	
	- Price	£163.64	

e)	Date of the transaction	2024-10-02	
f)	Place of the transaction	action London Stock Exchange (XLON)	

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 Develo	ppment	
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission auctioneer or auction monitor	allowance market particip	ant, auction platform,	
a)	Name	British American Tobacco	p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	3	
4		•	ection to be repeated for (i) each type of instrument; i) each date; and (iv) each place where transactions	
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)	
		£27.2732	5	
d)	Aggregated information			
	- Aggregated volume	5		
	- Price	£136.37		
e)	Date of the transaction	2024-10-02		
f)	Place of the transaction	London Stock Exchange (XLON)		

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 Gene	ral Counsel
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission a auctioneer or auction monitor	allowance market particip	pant, auction platform,
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): se (ii) each type of transaction; (ii 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	·	res under the Partnership approved Share Incentive
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£27.2732	5
d)	Aggregated information		
	- Aggregated volume	5	
	- Price	£136.37	
e)	Date of the transaction	2024-10-02	
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 auctioneer or auction monitor	allowance market particip	pant, auction platform,
a)	Name	British American Tobacco	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): se (ii) each type of transaction; (ii 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	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)
		£27.2732	5
d)	Aggregated information		
	- Aggregated volume	5	
	- Price	£136.37	
e)	Date of the transaction	2024-10-02	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name Javed Iqbal		
2	Reason for the notification		
a)	Position/status 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	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) £27.2732	Volume(s)
d)	Aggregated information - Aggregated volume - Price	5 £136.37	
e)	Date of the transaction	2024-10-02	
f)	Place of the transaction	London Stock Exchange (XLON)	

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	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)	
		£27.2732	5	
d)	Aggregated information			
	- Aggregated volume	5		
	- Price	£136.37		
e)	Date of the transaction	2024-10-02		
f)	Place of the transaction	London Stock Exchange (XLON)		

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

Date of notification: 4 October 2024

4 October 2024

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