

**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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Jerome Abelman				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Legal and General Counsel				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
<b>4</b>	<b>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</b>					
<b>Transaction 1</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Shares released under the 2021 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>£nil</td> <td>15,253</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	15,253
Price(s)	Volume(s)					
£nil	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				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)					

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£24.04	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	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	James Barrett	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	Director, Business Development	
b)	Initial notification /Amendment	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
<b>4</b>	<b>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</b>		
<b>Transaction 1</b>			
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	5,428
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	
<b>Transaction 2</b>			
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)

		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	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name	Luciano Comin					
<b>2</b>	<b>Reason for the notification</b>						
a)	Position/status	Marketing Director, Combustibles & New Categories					
b)	Initial notification /Amendment	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	British American Tobacco p.l.c.					
b)	LEI	213800FKA5MF17RJKT63					
<b>4</b>	<b>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</b>						
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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					
<b>Transaction 2</b>							
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each					
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b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of 2021 Long-Term Incentive Plan					
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Price(s)	Volume(s)						

		£24.04	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	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name	Michael Dijanosic					
<b>2</b>	<b>Reason for the notification</b>						
a)	Position/status	Regional Director, Asia-Pacific, Middle East and Africa					
b)	Initial notification /Amendment	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	British American Tobacco p.l.c.					
b)	LEI	213800FKA5MF17RJKT63					
<b>4</b>	<b>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</b>						
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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					
<b>Transaction 2</b>							
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					
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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	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name	Javed Iqbal					
<b>2</b>	<b>Reason for the notification</b>						
a)	Position/status	Interim Finance Director, and Director, Digital and Information					
b)	Initial notification /Amendment	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	British American Tobacco p.l.c.					
b)	LEI	213800FKA5MF17RJKT63					
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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					
<b>Transaction 2</b>							
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					
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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	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name	Zafar Khan					
<b>2</b>	<b>Reason for the notification</b>						
a)	Position/status	Director, Operations					
b)	Initial notification /Amendment	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
a)	Name	British American Tobacco p.l.c.					
b)	LEI	213800FKA5MF17RJKT63					
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<b>Transaction 1</b>							
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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					
<b>Transaction 2</b>							
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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>5,848</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£24.04	5,848
Price(s)	Volume(s)						
£24.04	5,848						

d)	Aggregated information - Aggregated volume - Price	5,848 £140,585.92
e)	Date of the transaction	2024-04-03
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Paul McCrory				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Corporate and Regulatory Affairs				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
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Price(s)	Volume(s)					
£nil	3,299					
d)	Aggregated information - Aggregated volume - Price	3,299 £nil				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>1,554</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£24.04	1,554
Price(s)	Volume(s)					
£24.04	1,554					

d)	Aggregated information - Aggregated volume - Price	1,554 £37,358.16
e)	Date of the transaction	2024-04-03
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Fred Monteiro				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Regional Director, Americas & Europe				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
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<b>Transaction 1</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
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c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>4,594</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	4,594
Price(s)	Volume(s)					
£nil	4,594					
d)	Aggregated information - Aggregated volume - Price	4,594 £nil				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>2,162</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£24.04	2,162
Price(s)	Volume(s)					
£24.04	2,162					



d)	Aggregated information - Aggregated volume - Price	2,162 £51,974.48
e)	Date of the transaction	2024-04-03
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	James Murphy				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Research and Science				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
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Price(s)	Volume(s)					
£nil	2,538					
d)	Aggregated information - Aggregated volume - Price	2,538 £nil				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>1,196</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£24.04	1,196
Price(s)	Volume(s)					
£24.04	1,196					
d)	Aggregated information					

d)	Aggregated information	
	- Aggregated volume	1,196
	- Price	£28,751.84
e)	Date of the transaction	2024-04-03
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Johan Vandermeulen				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Operating Officer				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
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Price(s)	Volume(s)					
£nil	16,020					
d)	Aggregated information  - Aggregated volume  - Price	16,020  £nil				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>7,532</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£24.04	7,532
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

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	David Waterfield				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	President and CEO, Reynolds American Inc.				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
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Price(s)	Volume(s)					
£nil	5,602					
d)	Aggregated information  - Aggregated volume  - Price	5,602  £nil				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>5,602</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£24.04	5,602
Price(s)	Volume(s)					
£24.04	5,602					
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

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Kingsley Wheaton				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Strategy and Growth Officer				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
<b>4</b>	<b>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</b>					
<b>Transaction 1</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Shares released under the 2021 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>£nil</td> <td>19,139</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	19,139
Price(s)	Volume(s)					
£nil	19,139					
d)	Aggregated information  - Aggregated volume  - Price	19,139  £nil				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue				
<b>Transaction 2</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£24.04</td> <td>8,998</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£24.04	8,998
Price(s)	Volume(s)					
£24.04	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

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