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 Gene	ral Counsel	
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allo monitor	wance market participant, aucti	on platform, auctioneer or auction	
a)	Name	British American Tobacco	p.l.c.	
b)	LEI	213800FKA5MF17RJKT63		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		pe of instrument; (ii) each type of have been conducted	
Trar	saction 1			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each		
	Identification code			
		GB0002875804		
b)	Nature of the transaction		e 2021 Long-Term Incentive	
		Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£nil	15,253	
d)	Aggregated information			
	- Aggregated volume	15,253		
	- 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			
	Identification code	Ordinary shares of 25p each		
	identification code	GB0002875804		
b)	Nature of the transaction	Sale of shares to meet tax liab Long-Term Incentive Plan	ility arising on vesting of 2021	
c)	Price(c) and volume(c)			

5	riice(s) and volume(s)	l	
		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	

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 allo monitor	wance market participant	, auction platform, auctioneer or auctio	n
a)	Name	British American To	bacco p.l.c.	
b)	LEI	213800FKA5MF17R	JKT63	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		each type of instrument; (ii) each type o ctions have been conducted	f
Trar	nsaction 1			
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)	Price(s) fnil	Volume(s) 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 v	enue	
Tra	nsaction 2	1		
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 ta Long-Term Incentive Pla	x liability arising on vesting of 2021 n	

l		11100(3)	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	Luciano Comin		
2	Reason for the notification				
a)	Position/status	Marketing Director, Con	nbustibles & New Categories		
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allo monitor	wance market participant, auct	ion platform, auctioneer or auction		
a)	Name	British American Tobaco	o p.l.c.		
b)	LEI	213800FKA5MF17RJKT6	3		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of s have been conducted		
Tra	nsaction 1				
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)				
		Price(s)	Volume(s) 14,214		
		<u></u>	, ,		
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 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)	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	

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,	Regional Director, Asia-Pacific, Middle East and Africa		
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allo monitor	wance market participar	nt, auction platform, auctioneer or a	uction	
a)	Name	British American T	obacco p.l.c.		
b)	LEI	213800FKA5MF17F	{JKT63		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		each type of instrument; (ii) each ty actions have been conducted	/pe of	
Trar	nsaction 1				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25 GB0002875804	p each		
b)	Nature of the transaction	Shares released ur Plan	nder the 2021 Long-Term Incer	ntive	
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		
Tra	nsaction 2				
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 t Long-Term Incentive Pla	tax liability arising on vesting of 20 an	21	
c)	Price(s) and volume(s)	Price(s)	Volume(s)		

		£24.04	5,848	
-1)				
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		

a)	Name	Javed Iqbal		
2	Reason for the notification			
a)	Position/status	Interim Finance Dire	ector, and Director, Digita	l and
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allo monitor	wance market participant	, auction platform, auctioneer	or auction
a)	Name	British American To	bacco p.l.c.	
b)	LEI	213800FKA5MF17R	IKT63	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv			ch type of
Гrа	nsaction 1	r		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p GB0002875804	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)				
		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 ve	enue	
٢r	ansaction 2	1		
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 ta Long-Term Incentive Plan	x liability arising on vesting c 1	of 2021
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	

		£24.04	2,076	
				1
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	1		
a)	Position/status	Director, Operations		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allo monitor	wance market participant, auc	tion platform, auctioneer or auction	
a)	Name	British American Tobaco	co p.l.c.	
b)	LEI	213800FKA5MF17RJKT6	3	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of s have been conducted	
Trar	saction 1			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804	1	
b)	Nature of the transaction	Shares released under the 2021 Long-Term Incentive Plan		
c)	Price(s) and volume(s)	Price(s) fnil	Volume(s) 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	2	
Tra	nsaction 2	1		
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 lial Long-Term Incentive Plan	bility arising on vesting of 2021	
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

a)	Name	Paul McCrory				
2	Reason for the notification	·	l			
a)	Position/status	Director, Corpor	Director, Corporate and Regulatory Affairs			
b)	Initial notification /Amendment	Initial notification	on			
3	Details of the issuer, emission allo monitor	wance market partici	pant, aucti	on platform, auctioneer or auct	ior	
a)	Name	British Americar	n Tobacco	p.l.c.		
b)	LEI	213800FKA5MF1	L7RJKT63			
4	Details of the transaction(s): secti transaction; (iii) each date; and (iv				of	
Trai	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		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 tradin	g venue			
Tra	nsaction 2	1				
a)	Description of the financial instrument, type of instrument					
		Ordinary shares of 2	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	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 all monitor	owance market participant, au	ction platform, auctioneer or auction		
a)	Name	British American Tobac	cco p.l.c.		
b)	LEI	213800FKA5MF17RJKT	63		
4	Details of the transaction(s): sect transaction; (iii) each date; and (i		type of instrument; (ii) each type of ns have been conducted		
Trar	nsaction 1				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p eac	b		
	Identification code	Ordinary shares of 25p eac	n		
		GB0002875804			
b)	Nature of the transaction	Shares released under Plan	Shares released under the 2021 Long-Term Incentive		
c)	Price(s) and volume(s)				
		Price(s)	Volume(s)		
		£nil	4,594		
d)	Aggregated information				
	- Aggregated volume	4,594			
	- Price	£nil			
	- Price				
e)	Date of the transaction	2024-04-03			
f)	Place of the transaction	Outside a trading venu	e		
Tra	nsaction 2				
a)	Description of the financial				
	instrument, type of instrument	Ordinary shares of 25p each	1		
	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)		
			<u> </u>		
		£24.04	2,162		
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	d)	Aggregated information	
		- Aggregated volume	2,162
		- Price	£51,974.48
ľ	e)	Date of the transaction	2024-04-03
Ī	f)	Place of the transaction	Outside a trading venue

)	Name	James Murphy			
2	Reason for the notification	·			
a)	Position/status	Director, Research a	Director, Research and Science		
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allo monitor	wance market participant,	auction platform, auctioneer or	auction	
a)	Name	British American Tob	pacco p.l.c.		
b)	LEI	213800FKA5MF17RJ	KT63		
4	Details of the transaction(s): secti transaction; (iii) each date; and (iv			type of	
Trai	nsaction 1				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p GB0002875804	each		
b)	Nature of the transaction	Shares released und Plan	er the 2021 Long-Term Ince	ntive	
c)	Price(s) and volume(s)				
c)		Price(s)	Volume(s)		
		£nil	2,538		
d)	Aggregated information				
	- Aggregated volume	2,538	2,538		
	- Price	£nil			
e)	Date of the transaction	2024-04-03			
f)	Place of the transaction	Outside a trading ve	nue		
Tra	nsaction 2				
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 Term Incentive Plan optic	liability arising on exercise of l ns	Long-	
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		11		1	

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		- 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

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a) 2	Name Reason for the notification	Johan Vandermeulen			
z a)	Position/status	Chief Operating Officer			
α,		Chief Operating Officer			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission all monitor	owance market participant, auc	tion platform, auctioneer or auction		
a)	Name	British American Tobac	co p.l.c.		
b)	LEI	213800FKA5MF17RJKT6	213800FKA5MF17RJKT63		
4			n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted		
Trai	nsaction 1	· · · · ·			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p eacl GB0002875804	Ordinary shares of 25p each GB0002875804		
b)	Nature of the transaction	Shares released under t Plan	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			
		£nil			
	- Price	EIIII			
e)	Date of the transaction	2024-04-03			
f)	Place of the transaction	Outside a trading venue	2		
Tra	Insaction 2				
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)	Price(s)	Volume(s)		
		£24.04	7,532		
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	- 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, Re	ynolds Ame	erican Inc.	
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allo monitor	wance market participant, au	ction platforn	n, auctioneer or au	ction
a)	Name	British American Tobac	co p.l.c.		
b)	LEI	213800FKA5MF17RJKT	63		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv				oe of
Trar	saction 1				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p ead GB0002875804	ch		
b)	Nature of the transaction	Shares released under Plan	the 2021 Lo	ong-Term Incent	tive
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 venu	е		
Tra	nsaction 2				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p eacl GB0002875804	1		
b)	Nature of the transaction	Sale of shares on vesting of including to meet tax liabili	-	erm Incentive Plan,	
c)	Price(s) and volume(s)		\/ol:	c)	
		Price(s)	Volume(5)	
		£24.04	5,602		
d)	Aggregated information				
	- Aggregated volume	5,602			
	- DE CEACCA VOIUNC	5,502			

	- 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					
a)	Position/status	Chief Strategy and Growth Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allo monitor	of the issuer, emission allowance market participant, auction platform, auctioneer or auction				
a)	Name	British American Tobac	co p.l.c.			
b)	LEI	213800FKA5MF17RJKT6	53			
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		type of instrument; (ii) each type of Is have been conducted			
Trar	nsaction 1					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p eacl	h			
		660002873804				
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				
e)	Date of the transaction	2024-04-03				
f)	Place of the transaction	Outside a trading venue	2			
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 lia Long-Term Incentive Plan	bility arising on vesting of 2021			
c)	Price(s) and volume(s)					
		Price(s)	Volume(s)			
		£24.04	8,998			
d)	Aggregated information					
	- Aggregated volume	8,998				
	- Price	£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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