

**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 Computershare Investor Services PLC that on 1 November 2024 the following persons discharging managerial responsibilities acquired the following ordinary shares of 25p each in British American Tobacco p.l.c. as a result of the reinvestment of dividend income on shares held in a Computershare Nominee Account ("Share Plan Account").

<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>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income on shareholdings in Computershare's Share Plan Account.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£27.16479</td> <td>16</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£27.16479	16
Price(s)	Volume(s)					
£27.16479	16					
d)	Aggregated information  - Aggregated volume  - Price	  16  £434.64				
e)	Date of the transaction	2024-11-01				
f)	Place of the transaction	London Stock Exchange (XLON)				

<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>						
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>£27.16479</td> <td>1,296</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£27.16479	1,296
Price(s)	Volume(s)						
£27.16479	1,296						
d)	Aggregated information  - Aggregated volume  - Price	1,296  £35,205.57					
e)	Date of the transaction	2024-11-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

<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					
<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>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804					
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Price(s)	Volume(s)						
£27.16479	128						
d)	Aggregated information  - Aggregated volume  - Price	128  £3,477.09					
e)	Date of the transaction	2024-11-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
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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.					
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>						
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income on shareholdings in Computershare's Share Plan Account.					
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Price(s)	Volume(s)						
£27.16479	601						
d)	Aggregated information						
	- Aggregated volume	601					
	- Price	£16,326.04					
e)	Date of the transaction	2024-11-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

<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	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)						
£27.16479	139						
d)	Aggregated information						
	- Aggregated volume	139					
	- Price	£3,775.91					

e)	Date of the transaction	2024-11-01
f)	Place of the transaction	London Stock Exchange (XLON)

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

Date of notification: 5 November 2024

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