

**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 4 December 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 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) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£29.40448</td> <td>5</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £29.40448 | 5 |
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| £29.40448 | 5 | | | | | |
| d) | Aggregated information | | | | | |
| | - Aggregated volume | 5 | | | | |
| | - Price | £147.02 | | | | |
| e) | Date of the transaction | 2024-12-04 | | | | |
| 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 allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | British American Tobacco p.l.c. |
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| d) | Aggregated information - Aggregated volume - Price | 5 £147.02 | | | | | |
| e) | Date of the transaction | 2024-12-04 | | | | | |
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|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------|-----------|-----------|---|
| a) | Name | Luciano Comin | | | | | |
| 2 | Reason for the notification | | | | | | |
| a) | Position/status | Chief Marketing Officer | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
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| 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 allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
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|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|---|
| 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 | | | | | |
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|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|---|
| 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 | | | | | |
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| a) | Name | Javed Iqbal | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Director, Digital and Information | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | |
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| a) | Name | Johan Vandermeulen | | | | | |
| 2 | Reason for the notification | | | | | | |
| a) | Position/status | Chief Operating Officer | | | | | |
| b) | Initial notification /Amendment | Initial notification | | | | | |
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Name of officer of issuer responsible for making notification: Nancy Jiang

Date of notification: 5 December 2024

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