

**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 January 2025 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>£29.50</td> <td>5</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£29.50	5
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d)	Aggregated information					
	- Aggregated volume	5				
	- Price	£147.50				
e)	Date of the transaction	2025-01-02				
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 allowance market participant, auction platform, auctioneer or auction monitor	
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1	Details of the person discharging managerial responsibilities/person closely associated						
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						
a)	Name	British American Tobacco p.l.c.					
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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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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 General Counsel				
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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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 allowance market participant, auction platform, auctioneer or auction monitor					
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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.				
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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						
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Name of officer of issuer responsible for making notification: Nancy Jiang

Date of notification: 6 January 2025

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