

British American Tobacco p.l.c.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

Conditional Share Awards

On 20 March 2025, the Company granted awards of British American Tobacco p.l.c. 25p ordinary shares (the "Shares") to the Executive Directors and other persons discharging managerial responsibilities listed below under the Deferred Share Bonus Scheme at an award price of 3,179 pence per Share. Awards under the Deferred Share Bonus Scheme will vest after three years and no further performance conditions apply in that period.

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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>42,462</td></tr></table>		Price(s)	Volume(s)	£31.79	42,462
Price(s)	Volume(s)						
£31.79	42,462						
d)	Aggregated information - Aggregated volume - Price	42,462 £1,349,866.98					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

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.				
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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>12,527</td></tr></table>	Price(s)	Volume(s)	£31.79	12,527
Price(s)	Volume(s)					
£31.79	12,527					
d)	Aggregated information - Aggregated volume - Price	12,527 £398,233.33				
e)	Date of the transaction	2025-03-20				
f)	Place of the transaction	Outside a trading venue				

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.			
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 Identification code	Ordinary shares of 25p each GB0002875804			
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme			
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr></table>		Price(s)	Volume(s)
Price(s)	Volume(s)				

		£31.79	13,290
d)	Aggregated information - Aggregated volume - Price	13,290 £422,489.10	
e)	Date of the transaction	2025-03-20	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities/person closely associated						
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						
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>9,542</td></tr></table>		Price(s)	Volume(s)	£31.79	9,542
Price(s)	Volume(s)						
£31.79	9,542						
d)	Aggregated information - Aggregated volume - Price	9,542 £303,340.18					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

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.				
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 Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>13,852</td></tr></table>	Price(s)	Volume(s)	£31.79	13,852
Price(s)	Volume(s)					
£31.79	13,852					
d)	Aggregated information - Aggregated volume - Price	13,852 £440,355.08				
e)	Date of the transaction	2025-03-20				
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, Asia-Pacific, Middle East and Africa					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>11,571</td></tr></table>		Price(s)	Volume(s)	£31.79	11,571
Price(s)	Volume(s)						
£31.79	11,571						
d)	Aggregated information						

	- Aggregated volume	11,571
	- Price	£367,842.09
e)	Date of the transaction	2025-03-20
f)	Place of the transaction	Outside a trading venue

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.					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>12,495</td></tr></table>		Price(s)	Volume(s)	£31.79	12,495
Price(s)	Volume(s)						
£31.79	12,495						
d)	Aggregated information - Aggregated volume - Price	12,495 £397,216.05					
e)	Date of the transaction	2025-03-20					
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	
a)	Position/status	Director, Operations
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>11,766</td></tr></table>		Price(s)	Volume(s)	£31.79	11,766
Price(s)	Volume(s)						
£31.79	11,766						
d)	Aggregated information - Aggregated volume - Price	11,766 £374,041.14					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	Cora Koppe-Stahrenberg					
2	Reason for the notification						
a)	Position/status	Chief People 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.					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>12,361</td></tr></table>		Price(s)	Volume(s)	£31.79	12,361
Price(s)	Volume(s)						
£31.79	12,361						
d)	Aggregated information - Aggregated volume - Price	12,361 £392,956.19					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

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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						
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>9,402</td></tr></table>		Price(s)	Volume(s)	£31.79	9,402
Price(s)	Volume(s)						
£31.79	9,402						
d)	Aggregated information - Aggregated volume - Price	9,402 £298,889.58					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	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 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 Identification code	Ordinary shares of 25p each GB0002875804
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus

		Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>11,275</td></tr></table>		Price(s)	Volume(s)	£31.79	11,275
Price(s)	Volume(s)						
£31.79	11,275						
d)	Aggregated information - Aggregated volume - Price	11,275 £358,432.25					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name	James Murphy					
2	Reason for the notification						
a)	Position/status	Director, Research and Science					
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>9,931</td></tr></table>		Price(s)	Volume(s)	£31.79	9,931
Price(s)	Volume(s)						
£31.79	9,931						
d)	Aggregated information - Aggregated volume - Price	9,931 £315,706.49					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

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						
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>16,606</td></tr></table>		Price(s)	Volume(s)	£31.79	16,606
Price(s)	Volume(s)						
£31.79	16,606						
d)	Aggregated information - Aggregated volume - Price	16,606 £527,904.74					
e)	Date of the transaction	2025-03-20					
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, Reynolds American Inc.					
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 Identification code	Ordinary shares of 25p each GB0002875804					
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c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td></td><td></td></tr></table>		Price(s)	Volume(s)		
Price(s)	Volume(s)						

		£31.79	12,018
d)	Aggregated information		
	- Aggregated volume	12,018	
	- Price	£382,052.22	
e)	Date of the transaction	2025-03-20	
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 Corporate 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.					
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	Award of shares under the Deferred Share Bonus Scheme					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£31.79</td> <td>15,972</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£31.79	15,972
Price(s)	Volume(s)						
£31.79	15,972						
d)	Aggregated information						
	- Aggregated volume	15,972					
	- Price	£507,749.88					
e)	Date of the transaction	2025-03-20					
f)	Place of the transaction	Outside a trading venue					

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

Date of notification: 21 March 2025

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