

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 persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Long Term Incentive Plan at an award price of 3,179 pence per Share. The awards will vest three years from the grant date, subject to the satisfaction of performance conditions specified on the award date. The maximum number of shares comprised in the awards granted to the Participants which could vest if the performance conditions are met in full is shown under the name of each Participant 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 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	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Award of shares under the Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>46,626</td></tr></table>		Price(s)	Volume(s)	£31.79	46,626
Price(s)	Volume(s)						
£31.79	46,626						
d)	Aggregated information						
	- Aggregated volume	46,626					
	- Price	£1,482,240.54					
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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>35,066</td></tr></table>		Price(s)	Volume(s)	£31.79	35,066
		Price(s)	Volume(s)				
		£31.79	35,066				
d)	Aggregated information - Aggregated volume - Price	35,066 £1,114,748.14					
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	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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>48,553</td></tr></table>		Price(s)	Volume(s)	£31.79	48,553
Price(s)	Volume(s)						
£31.79	48,553						
d)	Aggregated information - Aggregated volume	48,553 £1 543 499.87					

	- Price	£31.79
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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>40,460</td></tr></table>		Price(s)	Volume(s)	£31.79	40,460
Price(s)	Volume(s)						
£31.79	40,460						
d)	Aggregated information - Aggregated volume - Price	40,460 £1,286,223.40					
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	Ordinary shares of 25p each

	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.79	38,534
d)	Aggregated information		
	- Aggregated volume	38,534	
	- Price	£1,224,995.86	
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	Ordinary shares of 25p each	
	Identification code	GB0002875804	
b)	Nature of the transaction	Award of shares under the Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.79	42,387
d)	Aggregated information		
	- Aggregated volume	42,387	
	- Price	£1,347,482.73	
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	

2)	Instrument identification parameters	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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>44,083</td></tr></table>		Price(s)	Volume(s)	£31.79	44,083
Price(s)	Volume(s)						
£31.79	44,083						
d)	Aggregated information - Aggregated volume - Price	44,083 £1,401,398.57					
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	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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>33,139</td></tr></table>		Price(s)	Volume(s)	£31.79	33,139
		Price(s)	Volume(s)				
		£31.79	33,139				
d)	Aggregated information - Aggregated volume - Price	33,139 £1,053,488.81					
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	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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>42,387</td></tr></table>		Price(s)	Volume(s)	£31.79	42,387
Price(s)	Volume(s)						
£31.79	42,387						
d)	Aggregated information - Aggregated volume - Price	42,387 £1,347,482.73					
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 Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		£31.79	36,607
d)	Aggregated information - Aggregated volume - Price	36,607 £1,163,736.53	
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 Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>58,186</td></tr></table>		Price(s)	Volume(s)	£31.79	58,186
Price(s)	Volume(s)						
£31.79	58,186						
d)	Aggregated information - Aggregated volume - Price	58,186 £1,849,732.94					
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	
b)	Nature of the transaction	Award of shares under the Long Term Incentive Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.79	44,699
d)	Aggregated information - Aggregated volume - Price	44,699 £1,420,981.21	
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 Identification code	Ordinary shares of 25p each GB0002875804					
b)	Nature of the transaction	Award of shares under the Long Term Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£31.79</td><td>55,874</td></tr></table>		Price(s)	Volume(s)	£31.79	55,874
Price(s)	Volume(s)						
£31.79	55,874						
d)	Aggregated information - Aggregated volume - Price	55,874 £1,776,234.46					
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: 31 March 2025

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