RNS Number: 7289B British American Tobacco PLC 21 March 2025

## 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 persons discharging managerial responsibilities (the "Participants") listed below under the British American Tobacco Restricted Share Plan at an award price of 3,179 pence per Share. Awards under the British American Tobacco Restricted Share Plan 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	Jerome Abelman		
2	Reason for the notification			
a)	Position/status	Director, Legal and Gene	ral 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		to be repeated for (i) each type of instrument; (ii) each type of ach 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 Re	stricted Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£31.79	12,370	
d)	Aggregated information			
	- Aggregated volume	12,370		
	- Price	£393,242.30		
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 allow monitor	vance market participan	l ance market participant, auction platform, auctioneer or auction	
a)	Name	British American	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17	213800FKA5MF17RJKT63	
4	1	n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each GB0002875804		
	Identification code			
b)	Nature of the transaction	Award of shares under the Restricted Share Plan		
c)	Price(s) and volume(s)	Price(s) Volume(s)		
		£31.79	9,303	
d)	Aggregated information			
	- Aggregated volume	9,303		
	- Price	£295,742.37		
		2025-03-20		
e)	Date of the transaction	2025-03-20		

1	Details of the person discharging m	nanagerial responsibilitie	anagerial 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	1	
3	Details of the issuer, emission allow monitor	wance market participan	t, auction platform, auctioneer or auction	
a)	Name	British American	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17	213800FKA5MF17RJKT63	
4		n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 2 GB0002875804	Ordinary shares of 25p each GB0002875804	
b)	Nature of the transaction	Award of shares und	er the Restricted Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£31.79	12,881	

d)	Aggregated information	
	- Aggregated volume	12,881
	- Price	£409,486.99
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-F Africa	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 Tobacc	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	213800FKA5MF17RJKT63	
4		to be repeated for (i) each type of instrument; (ii) each type of ach 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 Re	estricted Share Plan	
c)	Price(s) and volume(s)	Price(s) £31.79	Volume(s) 10,734	
d)	Aggregated information			
	- Aggregated volume	10,734		
	- Price	£341,233.86		
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	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 allow monitor	vance market participant, auction platform, auctioneer or auction	
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
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		n to be repeated for (I) each type of instrument; (II) each type of 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 I	Restricted Share Plan
c)	Price(s) and volume(s)	Price(s) £31.79	Volume(s) 10,223
d)	Aggregated information - Aggregated volume - Price	10,223 £324,989.17	
e)	Date of the transaction	2025-03-20	
	Place of the transaction	Outside a trading venue	e

1	Details of the person discharging ma	anagerial responsibilities / pers	son closely associated
a)	Name	Zafar Khan	
2	Reason for the notification	I.	
a)	Position/status	Director, Operations	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allow monitor	ance market participant, auction	on platform, auctioneer or auction
a)	Name	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	
4		n to be repeated for (i) each type of instrument; (ii) each type of each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each	1
b)	Nature of the transaction	Award of shares under the R	estricted Share Plan
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.79	11,245
d)	Aggregated information		
	- Aggregated volume	11,245	
	- Price	£357,478.55	
e)	Date of the transaction	2025-03-20	
f)	Place of the transaction	Outside a trading venue	
f)	Place of the transaction	Outside a trading venue	

	<u> </u>			
a)	Name	Cora Koppe-Stahrenberg		
2	Reason for the notification	•		
a)	Position/status	Chief People Officer	Chief People Officer	
b)	Initial notification /Amendment			
۵,	Threat not need don // including in	Initial notification		
3	Details of the issuer, emission allows monitor	ance market participant, auction	n platform, auctioneer or auction	
a)	Name	British American Tobacco	o 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 Re	stricted Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£31.79	11,695	
			<u> </u>	
d)	Aggregated information			
	- Aggregated volume	11,695		
	- Price	£371,784.05		
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	Paul McCrory		
2	Reason for the notification			
a)	Position/status	Director, Corporate and F	Regulatory Affairs	
b)	Initial notification /Amendment			
3	Details of the issuer amission allows	Initial notification	a platform austionoon or custica	
3	Details of the issuer, emission allows monitor	ance market participant, auctioi	i piationii, auctioneer or auction	
a)	Name	British American Tobacco	o p.l.c.	
b)	LEI	213800FKA5MF17RJKT63		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv) e			
a)	Description of the financial instrument, type of instrument			
	Identification code	Ordinary shares of 25p each		
	Tachaneadon code	GB0002875804		
b)	Nature of the transaction	Award of shares under the Re	stricted Share Plan	
c)	Price(s) and volume(s)	Price(s) Volume(s)		
		£31.79	8,792	
	1	• •	. 1	

d)	Aggregated information	
	- Aggregated volume	8,792
	- Price	£279,497.68
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, Ameri	Regional Director, Americas & Europe	
b)	Initial notification /Amendment	Initial notification	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	British American Tobacco	British American Tobacco p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	213800FKA5MF17RJKT63	
4		to be repeated for (i) each type of instrument; (ii) each type of ach 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 Re	stricted Share Plan	
c)	Price(s) and volume(s)	Price(s) £31.79	Volume(s) 11,245	
d)	Aggregated information			
	- Aggregated volume	11,245		
	- Price	£357,478.55		
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		
2 <b>)</b>	Name	Dritich American Tahasaa n La	

a j	Ivaille	вниян American торассо р.н.с.	
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 Restricted Share Plan	
c)	Price(s) and volume(s)	Price(s)  £31.79	9,712
d)	Aggregated information - Aggregated volume	9,712	
	- Price	£308,744.48	
e)	Date of the transaction	2025-03-20	
	Place of the transaction	Outside a trading venue	

	T			
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 allow monitor	wance market participant, auction platform, auctioneer or auction		
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 Restricted Share Plan		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£31.79	15,437	
d)	Aggregated information			
	- Aggregated volume	15,437		
۵۱	- Price Date of the transaction	£490,742.23		
e)		2025-03-20		
f)	Place of the transaction	Outside a trading venue		

a)	Name	David Waterfield			
2	Reason for the notification		<u> </u>		
a)	Position/status	President and CEO, Reynolds American Inc.			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allow monitor	ance market participant, auction platform, auctioneer or auction			
a)	Name	British American Tobacco p.l.c.			
b)	LEI	213800FKA5MF17F	213800FKA5MF17RJKT63		
4		to be repeated for (i) each type of instrument; (ii) each type of 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 Restricted Share Plan			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
		£31.79	11,859		
d)	Aggregated information				
•	- Aggregated volume	11,859			
	- Price	£376,997.61			
	Date of the transaction	2025-03-20			
e)		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 allows monitor	nce market participant, auction platform, auctioneer or auction		
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 Restricted Share Plan		
c)	Price(s) and volume(s)	Price(s) Volume(s)		

		£31.79	14,823
		L	
d)	Aggregated information		
	- Aggregated volume	14,823	
	- Price	£471,223.17	
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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