RNS Number : 7561C British American Tobacco PLC 28 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

On 25 March 2025 the independent Trustee of the British American Tobacco Group Employee Trust released the following number of British American Tobacco p.l.c. 25p ordinary shares (the "Shares") granted to the following persons discharging managerial responsibilities under the 2022 Restricted Share Plan. Subsequent sales of shares are also set out below.

1	Details of the person discharging n	nanagerial responsibilities/perso	on 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 allow monitor	wance market participant, aucti	on platform, auctioneer or auction	
a)	Name	British American Tobacco	p.l.c.	
b)	LEI	213800FKA5MF17RJKT63		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)			
Tran	saction 1			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804		
b)	Nature of the transaction	Shares released under th	e 2022 Restricted Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s) 8,981	
d)	Aggregated information			
u,	- Aggregated volume	8,981 £nil		
e)	Date of the transaction	2025-03-25		
f)	Place of the transaction	Outside a trading venue		
Tra	nsaction 2			
a) b)	Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25p each GB0002875804 Sale of shares to meet tax liabi Restricted Share Plan	lity arising on vesting of 2022	
c)	Price(s) and volume(s)			1

		Price(s)	Volume(s)
		£31.360	4,223
d)	Aggregated information		
	- Aggregated volume	4,223	
	- Price	£132,433.28	
e)	Date of the transaction	2025-03-26	
f)	Place of the transaction	Outside a trading venue	

f)	Place of the transaction	Outside a trading venue	
1	Details of the person discharging r	managerial responsibilities/pers	on closely associated
a)	Name	James Barrett	
2	Reason for the notification	_	
a)	Position/status	Director, Business Deve	opment
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allo monitor	wance market participant, auct	ion platform, auctioneer or auction
a)	Name	British American Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of have been conducted
Trar	nsaction 1		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804	
b)	Nature of the transaction	Shares released under th	ne 2022 Restricted Share Plan
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	4,132
d)	Aggregated information		
	- Aggregated volume	4,132	
	- Price	£nil	
e)	Date of the transaction	2025-03-25	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
a)	Description of the financial instrument, type of instrument		
	Identification code	Ordinary shares of 25p each GB0002875804	
b)	Nature of the transaction	Sale of shares to meet tax liab Restricted Share Plan	oility arising on vesting of 2022
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)

		£31.360	1,944
d)	Aggregated information		
	- Aggregated volume	1,944	
	- Price	£60,963.84	
e)	Date of the transaction	2025-03-26	
f)	Place of the transaction	Outside a trading venue	

f)	Place of the transaction	Outside a trading venue	
1	Details of the person discharging r	managerial responsibilities/pers	son 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 allo monitor	wance market participant, auct	ion platform, auctioneer or auction
a)	Name	British American Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT6	3
4	Details of the transaction(s): sectitransaction; (iii) each date; and (iv	-	ype of instrument; (ii) each type of s have been conducted
Trai	nsaction 1		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Shares released under the	he 2022 Restricted Share Plan
c)	Price(s) and volume(s)	Price(s)	Volume(s) 8,367
d)	Aggregated information		
	- Aggregated volume	8,367	
	- Price	£nil	
e)	Date of the transaction	2025-03-25	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2	•	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Sale of shares to meet tax liab Restricted Share Plan	oility arising on vesting of 2022
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		£31.360	3,935
۹,	Aggregated information		
d)	Aggregated information		
	- Aggregated volume	3,935	
	- Price	£123,401.60	
e)	Date of the transaction	2025-03-26	
f)	Place of the transaction	Outside a trading venue	
1	Details of the person discharging r	managerial responsibilities/per	son 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 allo monitor	wance market participant, auc	tion platform, auctioneer or auction
a)	Name	British American Tobac	co p.l.c.
b)	LEI	213800FKA5MF17RJKT6	33
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		type of instrument; (ii) each type of s have been conducted
Γra	nsaction 1	<u> </u>	
a)	Description of the financial instrument, type of instrument		
	Identification code	Ordinary shares of 25p eac	h
	rachameation code	GB0002875804	
b)	Nature of the transaction	Shares released under t	he 2022 Restricted Share Plan
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
			7.507
		£nil	7,537
d)	Aggregated information		
	- Aggregated volume	7,537	
		£nil	
	- Price		
e)	Date of the transaction	2025-03-25	
	Place of the transaction	Outside a trading venue	2
f)	Trace of the transaction		
	ansaction 2		
Tra	ansaction 2 Description of the financial		
Tra	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	
Tra	ansaction 2 Description of the financial	Ordinary shares of 25p each	
Tra	Description of the financial instrument, type of instrument	GB0002875804	bility arising on vesting of 2022
Tra	Description of the financial instrument, type of instrument	GB0002875804 Sale of shares to meet tax lia	bility arising on vesting of 2022
Tra	Description of the financial instrument, type of instrument Identification code Nature of the transaction	GB0002875804 Sale of shares to meet tax lia	bility arising on vesting of 2022 Volume(s)
Tra	Description of the financial instrument, type of instrument Identification code Nature of the transaction	GB0002875804 Sale of shares to meet tax lia Restricted Share Plan	

		£31.360	3,545	Ì
d)	Aggregated information			Ī
	- Aggregated volume	3,545		
	- Price	£111,171.20		
e)	Date of the transaction	2025-03-26		1
f)	Place of the transaction	Outside a trading venue		Ī
	1			_

t)	Place of the transaction	Outside a trading v	enue
1	Details of the person discharging	managerial responsibilition	es/person closely associated
a)	Name	Javed Iqbal	
2	Reason for the notification		
a)	Position/status	Director, Digital ar	nd Information
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allomonitor	owance market participar	t, auction platform, auctioneer or auction
a)	Name	British American T	obacco p.l.c.
b)	LEI	213800FKA5MF17	RJKT63
4	Details of the transaction(s): sect transaction; (iii) each date; and (i		each type of instrument; (ii) each type of actions have been conducted
Tra	nsaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25	p each
	Identification code	GB0002875804	p cdcii
		GB0002873804	
b)	Nature of the transaction	Shares released un	nder the 2022 Restricted Share Plan
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	5,838
d)	Aggregated information		
	- Aggregated volume	5,838	
	- Price	£nil	
e)	Date of the transaction	2025-03-25	
f)	Place of the transaction	Outside a trading	venue
Tra	nsaction 2		
a)	Description of the financial instrument, type of instrument		
	Identification code	Ordinary shares of 25p	each
	identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet Restricted Share Plan	ax liability arising on vesting of 2022
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£31.360	2.746
		131.300	2,746

d)	Aggregated information	
	- Aggregated volume	2,746
	- Price	£86,114.56
e)	Date of the transaction	2025-03-26
f)	Place of the transaction	Outside a trading venue

''	Trace of the transaction	Outside a trading venue	
1	Details of the person discharging r	nanagerial responsibilities/pe	rson closely associated
a)	Name	Zafar Khan	
2	Reason for the notification	<u> </u>	
a)	Position/status	Director, Operations	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allo monitor	wance market participant, au	ction platform, auctioneer or auction
a)	Name	British American Tobac	cco p.l.c.
b)	LEI	213800FKA5MF17RJKT	63
4	Details of the transaction(s): secti- transaction; (iii) each date; and (iv		type of instrument; (ii) each type of ns have been conducted
Trai	nsaction 1		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p eac GB0002875804	ch
b)	Nature of the transaction	Shares released under	the 2022 Restricted Share Plan
c)	Price(s) and volume(s)	Price(s)	Volume(s) 7,537
d)	Aggregated information		
	- Aggregated volume	7,537	
		£nil	
	- Price	Lilli	
e)	Date of the transaction	2025-03-25	
f)	Place of the transaction	Outside a trading venu	ie
Tra	nsaction 2	•	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	1
b)	Nature of the transaction	Sale of shares to meet tax lia Restricted Share Plan	ability arising on vesting of 2022
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.360	3,545

d)	Aggregated information	
	- Aggregated volume	3,545
	- Price	£111,171.20
e)	Date of the transaction	2025-03-26
f)	Place of the transaction	Outside a trading venue

nitor ne nits of the transaction(s): secti	Initial notification owance market participa British American 213800FKA5MF17 ion to be repeated for (i u) each place where tran Ordinary shares of 2 GB0002875804	Tobacco p.l.c. 7RJKT63 i) each type of instrument; (ii) each type of insactions have been conducted
al notification /Amendment alls of the issuer, emission allo litor lie alls of the transaction(s): section; (iii) each date; and (iven 1) cription of the financial rument, type of instrument antification code lire of the transaction	Director, Corporate Initial notification owance market participal British American 213800FKA5MF17 ion to be repeated for (iv) each place where transport of 2 GB0002875804	Tobacco p.l.c. 7RJKT63 i) each type of instrument; (ii) each type of insactions have been conducted
al notification /Amendment ails of the issuer, emission allo iitor ne ails of the transaction(s): secti saction; (iii) each date; and (in in 1 cription of the financial rument, type of instrument intification code	Initial notification owance market participa British American 213800FKA5MF17 ion to be repeated for (i u) each place where tran Ordinary shares of 2 GB0002875804	Tobacco p.l.c. 7RJKT63 i) each type of instrument; (ii) each type of insactions have been conducted
ails of the issuer, emission alloaitor ails of the transaction(s): section (iii) each date; and (iven 1) each date; and (iven	British American 213800FKA5MF17 ion to be repeated for (iv) each place where tran Ordinary shares of 2 GB0002875804	Tobacco p.l.c. 7RJKT63 i) each type of instrument; (ii) each type of insactions have been conducted
ails of the transaction(s): secti saction; (iii) each date; and (iven 1 cription of the financial rument, type of instrument intification code	British American 213800FKA5MF17 ion to be repeated for (i v) each place where tran Ordinary shares of 2 GB0002875804	Tobacco p.l.c. 7RJKT63 i) each type of instrument; (ii) each type of insactions have been conducted
ails of the transaction(s): section saction; (iii) each date; and (iven 1) each date; and find the financial rument, type of instrument entification code	213800FKA5MF17 ion to be repeated for (i v) each place where tran Ordinary shares of 2 GB0002875804	7RJKT63 i) each type of instrument; (ii) each type of insactions have been conducted
saction; (iii) each date; and (in 1 ription of the financial rument, type of instrument ntification code	ordinary shares of 2	i) each type of instrument; (ii) each type of insactions have been conducted
saction; (iii) each date; and (in 1 ription of the financial rument, type of instrument ntification code	Ordinary shares of 2	sactions have been conducted
cription of the financial rument, type of instrument ntification code	GB0002875804	
ntification code	GB0002875804	
ure of the transaction		under the 2022 Restricted Share Plan
	Shares released u	under the 2022 Restricted Share Plan
e(s) and volume(s)		
	Price(s)	Volume(s)
	£nil	2,768
egated information		
gregated volume	2,768	
ce	£nil	
e of the transaction	2025-03-25	
e of the transaction	Outside a trading	venue
tion 2		
ription of the financial ument, type of instrument		
ntification code	Ordinary shares of 25	5p each
iuncation code	GB0002875804	
re of the transaction	Sale of shares to meet Restricted Share Plan	t tax liability arising on vesting of 2022
e(s) and volume(s)		
	Price(s)	Volume(s)
		re of the transaction Sale of shares to mee Restricted Share Plan (s) and volume(s)

d)	Aggregated information	
	- Aggregated volume	1,303
	- Price	£40,862.08
e)	Date of the transaction	2025-03-26
f)	Place of the transaction	Outside a trading venue

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 allo monitor	owance market participant, auct	ion platform, auctioneer or auctio
a)	Name	British American Tobaco	co p.l.c.
b)	LEI	213800FKA5MF17RJKT6	3
4	Details of the transaction(s): secti transaction; (iii) each date; and (iv		ype of instrument; (ii) each type o s have been conducted
Trar	saction 1		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	ī
b)	Nature of the transaction	Shares released under t	he 2022 Restricted Share Pla
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	3,459
d)	Aggregated information		
	- Aggregated volume	3,459	
	- Price	£nil	
e)	Date of the transaction	2025-03-25	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Sale of shares to meet tax lial Restricted Share Plan	bility arising on vesting of 2022
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.360	1,628
	Aggregated information		

	- Aggregated volume - Price	1,628 £51,054.08
e)	Date of the transaction	2025-03-26
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Name James Murphy	
2	Reason for the notification	1	
a)	Position/status	Director, Research and S	Science
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allomonitor	wance market participant, auct	ion platform, auctioneer or auction
a)	Na me	British American Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of s have been conducted
Tran	saction 1	_	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804	
b)	Nature of the transaction	Shares released under th	ne 2022 Restricted Share Plan
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£nil	1,553
d)	Aggregated information		
	- Aggregated volume	1,553	
	- Price	£nil	
e)	Date of the transaction	2025-03-25	
f)	Place of the transaction	Outside a trading venue	
Tra	nsaction 2	1	
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Sale of shares to meet tax liab Restricted Share Plan	oility arising on vesting of 2022
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.360	732
d)	Aggregated information	722	

I	- Aggregated volume	/54
	- Price	£22,955.52
e)	Date of the transaction	2025-03-26
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging	managerial responsibilities/per	son 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 allo monitor	owance market participant, auc	tion platform, auctioneer or auction
a)	Name	British American Tobaco	co p.l.c.
b)	LEI	213800FKA5MF17RJKT6	3
4	Details of the transaction(s): secti transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of s have been conducted
Trai	nsaction 1	, ,	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each	1
	Identification code	GB0002875804	
b)	Nature of the transaction	Shares released under t	he 2022 Restricted Share Plan
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£nil	9,709
d)	Aggregated information		
	- Aggregated volume	9,709	
	- Price	£nil	
e)	Date of the transaction	2025-03-26	
f)	Place of the transaction	Outside a trading venue	2
Tra	insaction 2		
a)	Description of the financial instrument, type of instrument		
	Identification code	Ordinary shares of 25p each	
	identification code	GB0002875804	
b)	Nature of the transaction	Sale of shares to meet tax liability arising on vesting of 2022 Restricted Share Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£31.360	4,566
.11	Aggregated information		
d)			

		- Price	£143,189.76
Ī	e)	Date of the transaction	2025-03-26
	f)	Place of the transaction	Outside a trading venue

Details of the person discharging managerial responsibilities/person closely associated

a)	Name	David Waterfield	David Waterfield	
2	Reason for the notification	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 allo monitor	owance market participant, auct	ion platform, auctioneer or auction	
a)	Name	British American Tobacc	o p.l.c.	
b)	LEI	213800FKA5MF17RJKT6	3	
4	Details of the transaction(s): secti transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of s have been conducted	
Trar	saction 1	1		
a)	Description of the financial instrument, type of instrument ldentification code	Ordinary shares of 25p each		
		GB0002875804		
b)	Nature of the transaction	Shares released under th	ne 2022 Restricted Share Plan	
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£nil	3,434	
d)	Aggregated information			
	- Aggregated volume	3,434		
	- Price	£nil		
e)	Date of the transaction	2025-03-25		
f)	Place of the transaction	Outside a trading venue	Outside a trading venue	
Tra	nsaction 2			
a)	Description of the financial instrument, type of instrument			
		Ordinary shares of 25p each		
	Identification code	GB0002875804		
b)	Nature of the transaction	Sale of shares to meet tax liab Restricted Share Plan	oility arising on vesting of 2022	
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		£31.360	1,616	
d)	Aggregated information			
	- Aggregated volume	1,616		

e)	Date of the transaction	2025-03-26
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 allo monitor	wance market participant, auct	ion platform, auctioneer or auction	
a)	Name	British American Tobacc	o p.l.c.	
b)	LEI	213800FKA5MF17RJKT63	3	
4	Details of the transaction(s): section transaction; (iii) each date; and (iv		ype of instrument; (ii) each type of s have been conducted	
Trar	nsaction 1			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each		
b)	Nature of the transaction	Shares released under th	ne 2022 Restricted Share Plan	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		£nil	11,268	
d)	Aggregated information			
	- Aggregated volume	11,268		
	- Price	£nil		
e)	Date of the transaction	2025-03-25		
f)	Place of the transaction	Outside a trading venue		
Tra	nsaction 2			
a) b)	Description of the financial instrument, type of instrument Identification code Nature of the transaction		oility arising on vesting of 2022	
		Restricted Share Plan		
c)	Price(s) and volume(s)	-		
		Price(s)	Volume(s)	
		£31.360	5,298	
d)	Aggregated information			
	- Aggregated volume	5,298		
	- Price	£166,145.28		
۵۱	Date of the transaction	2025 02 20		

	e)	Date of the transaction	2U25-U3-2b
Ī	f)	Place of the transaction	Outside a trading venue

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

Date of notification: 28 March 2025

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