RNS Number : 6015D British American Tobacco PLC 03 April 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 1 April 2025 the following number of British American Tobacco p.l.c. 25p ordinary shares were awarded to the following Executive Directors and persons discharging managerial responsibilities under the 2025 Share Reward Scheme and 2025 International Share Reward Scheme.

1	Details of the person discharging ma	nagerial responsibilities / perso	n 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 allowa monitor	nce market participant, auction	n 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) e		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Award of shares under the 20	25 Share Reward Scheme.
c)	Price(s) and volume(s)		
,	.,	Price(s)	Volume(s)
		£31.82	88
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
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)	a) Name Soraya Benchikh	
2	Reason for the notification	
a)	Position/status	Chief Financial Officer

b)	Initial notification /Amendment	Initial notificatio	n
3	Details of the issuer, emission allow monitor	wance market participa	nt, auction platform, auctioneer or auction
a)	Name	British American	Tobacco p.l.c.
b)	LEI	213800FKA5MF1	7RJKT63
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		each type of instrument; (ii) each type of sactions have been conducted
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of GB0002875804	25p each
b)	Nature of the transaction	Award of shares und	der the 2025 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s) £31.82	Volume(s) 59
d)	Aggregated information - Aggregated volume - Price	59 £1,877.38	
e)	Date of the transaction	2025-04-01	
f)	Place of the transaction	Outside a trading	T VODUO

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 an	d General Counsel
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allow monitor	vance market participant	;, auction platform, auctioneer or auctio
a)	Name	British American 1	obacco p.l.c.
b)	LEI	213800FKA5MF17	RJKT63
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)		each type of instrument; (ii) each type o ctions have been conducted
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 2 GB0002875804	5p each
b)	Nature of the transaction	Award of shares unde	er the 2025 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s)	Volume(s)

d)	Aggregated information	
	- Aggregated volume	88
	- Price	£2,800.16
e)	Date of the transaction	2025-04-01
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	I	
a)	Position/status	Director, Business Devel	opment
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allows monitor	l ance market participant, auction	n 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) e		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Award of shares under the 2025 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £31.82	Volume(s)
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	a) Name Luciano Comin	
2	Reason for the notification	
a)	Position/status	Chief Marketing Officer
b)	b) Initial notification /Amendment Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auctio monitor	
a)) Name British American Tobacco p.l.c.	

b)	LEI	213800FKA5MF1	L7RJKT63
4	Details of the transaction(s): sectic transaction; (iii) each date; and (iv)		i) each type of instrument; (ii) each type of isactions have been conducted
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of GB0002875804	25p each
b)	Nature of the transaction	Award of shares un	der the 2025 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s) £31.82	Volume(s)
d)	Aggregated information - Aggregated volume - Price	88 £2,800.16	
e)	Date of the transaction	2025-04-01	
f)	Place of the transaction	Outside a tradin	g venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Michael Dijanosic
2	Reason for the notification	ı
a)	Position/status	Regional Director, Asia-Pacific, Middle East and Africa
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		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)		
b)	Identification code	GB0002875804 Award of shares under the 2025 International Share Reward

	- Price	£2,800.16
e)	Date of the transaction	2025-04-01
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	1	
a)	Position/status	Director, Digital and Info	ormation
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allow monitor	ance market participant, auctio	n 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) of		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Award of shares under the 20	025 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s)	Volume(s)
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
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) b)	Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 25p GB0002875804 Award of shares under	each the 2025 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s) £31.82	Volume(s)	
d)	Aggregated information - Aggregated volume - Price	88 £2,800.16		
e)	Date of the transaction Place of the transaction	2025-04-01 Outside a trading vo		

1	Details of the person discharging ma	nagerial responsibilities / perso	on 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 allowa monitor	ance market participant, auction	n platform, auctioneer or auction
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
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	
b)	Nature of the transaction	Award of shares under the 20	25 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.82	88
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
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	1	
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 Tobacc	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): section transaction; (iii) each date; and (iv) of		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Award of shares under the 20	125 Share Reward Scheme.
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£31.82	88
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
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 allowa monitor	ance market participant, auction platform, auctioneer or auction	
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	

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b)	Nature of the transaction	Award of shares under the 2025 Share Reward Scheme.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£31.82	88
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
f)	Place of the transaction	Outside a trading ven	ue

1	Details of the person discharging ma	nagerial responsibilities / perso	n closely associated
a)	Name	James Murphy	
2	Reason for the notification		
a)	Position/status	Director, Research and Se	cience
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowa monitor	ance market participant, auctior	n platform, auctioneer or auction
a)	Name	British American Tobacco	p.l.c.
b)	LEI	213800FKA5MF17RJKT63	<u> </u>
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	
b)	Nature of the transaction	Award of shares under the 20	25 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s) £31.82	Volume(s)
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
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 Office	r		
b)	Initial notification /Amendment	Initial notification	Initial notification		
3	Details of the issuer, emission allow monitor	 vance market participant, auct	nce market participant, auction platform, auctioneer or auction		
a)	Name	British American Tobac	cco p.l.c.		
b)	LEI	213800FKA5MF17RJKT	63		
4	Details of the transaction(s): section transaction; (iii) each date; and (iv)				
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p eac GB0002875804	:h		
b)	Nature of the transaction	Award of shares under the 2025 Share Reward Scheme.			
c)	Price(s) and volume(s)	Price(s) £31.82	Volume(s)		
d)	Aggregated information				
	- Aggregated volume	88			
	- Aggregated volume - Price	£2,800.16			
e)					

1	Details of the person discharging ma	nagerial 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 allows monitor	l ance market participant, auction platform, auctioneer or auction
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
4	1	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 2025 International Share Reward Scheme.
c)	Price(s) and volume(s)	T

		Price(s)	Volume(s)
		£31.82	88
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging ma	anagerial responsibilities / perso	on 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 allow monitor	ance market participant, auction	n platform, auctioneer or auction
a)	Name	British American Tobacco	o p.l.c.
b)	LEI	213800FKA5MF17RJKT63	3
4	Details of the transaction(s): section transaction; (iii) each date; and (iv) of		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each	
b)	Nature of the transaction	Award of shares under the 20	25 Share Reward Scheme.
c)	Price(s) and volume(s)	Price(s)	Volume(s)
d)	Aggregated information		
	- Aggregated volume	88	
	- Price	£2,800.16	
e)	Date of the transaction	2025-04-01	
f)	Place of the transaction	Outside a trading venue	

Name of officer of issuer responsible for making notification: Nano	y Jiang
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Date of notification: 3 April 2024

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