

**British American Tobacco p.l.c.**  
**("the Company")**

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

The Company has been notified by the trustee of the British American Tobacco Share Incentive Plan that on 1 August 2025 the following Executive Directors and other persons discharging managerial responsibilities acquired the following ordinary shares of 25p each in British American Tobacco p.l.c. as a result of the reinvestment of dividend income.

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	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>36</td></tr></table>		Price(s)	Volume(s)	£41.10106	36
Price(s)	Volume(s)						
£41.10106	36						
d)	Aggregated information						
	- Aggregated volume	36					
	- Price	£1,479.64					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Soraya Benchikh
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>2</td></tr></table>		Price(s)	Volume(s)	£41.10106	2
Price(s)	Volume(s)						
£41.10106	2						
d)	Aggregated information  - Aggregated volume  - Price	2  £82.20					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>31</td></tr></table>		Price(s)	Volume(s)	£41.10106	31
Price(s)	Volume(s)						
£41.10106	31						
d)	Aggregated information  - Aggregated volume  - Price	31  £1,274.13					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	James Murphy
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Operating Officer

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>18</td></tr></table>		Price(s)	Volume(s)	£41.10106	18
Price(s)	Volume(s)						
£41.10106	18						
d)	Aggregated information  - Aggregated volume  - Price	18  £739.82					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>18</td></tr></table>		Price(s)	Volume(s)	£41.10106	18
Price(s)	Volume(s)						
£41.10106	18						
d)	Aggregated information  - Aggregated volume  - Price	18  £739.82					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£41.10106	14
d)	Aggregated information  - Aggregated volume  - Price	14  £575.41	
e)	Date of the transaction	2025-08-01	
f)	Place of the transaction	London Stock Exchange (XLON)	

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	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>23</td></tr></table>		Price(s)	Volume(s)	£41.10106	23
Price(s)	Volume(s)						
£41.10106	23						
d)	Aggregated information						

	- Aggregated volume	23
	- Price	£945.32
e)	Date of the transaction	2025-08-01
f)	Place of the transaction	London Stock Exchange (XLON)

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	Ordinary shares of 25p each					
	Identification code	GB0002875804					
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>24</td></tr></table>		Price(s)	Volume(s)	£41.10106	24
Price(s)	Volume(s)						
£41.10106	24						
d)	Aggregated information						
	- Aggregated volume	24					
	- Price	£986.43					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.			
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)				

		£41.10106	32
d)	Aggregated information - Aggregated volume - Price	32 £1,315.23	
e)	Date of the transaction	2025-08-01	
f)	Place of the transaction	London Stock Exchange (XLON)	

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>8</td></tr></table>		Price(s)	Volume(s)	£41.10106	8
Price(s)	Volume(s)						
£41.10106	8						
d)	Aggregated information  - Aggregated volume  - Price	8  £328.81					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the

		reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>17</td></tr></table>		Price(s)	Volume(s)	£41.10106	17
Price(s)	Volume(s)						
£41.10106	17						
d)	Aggregated information						
	- Aggregated volume	17					
	- Price	£698.72					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>6</td></tr></table>		Price(s)	Volume(s)	£41.10106	6
Price(s)	Volume(s)						
£41.10106	6						
d)	Aggregated information						
	- Aggregated volume	6					
	- Price	£246.61					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	James Barrett
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Business Development
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	British American Tobacco p.l.c.
b)	LEI	213800FKA5MF17RJKT63
<b>4</b>	<b>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</b>	

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804					
b)	Nature of the transaction	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>58</td></tr></table>		Price(s)	Volume(s)	£41.10106	58
Price(s)	Volume(s)						
£41.10106	58						
d)	Aggregated information  - Aggregated volume  - Price	58  £2,383.86					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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	Acquisition of shares as a result of the reinvestment of dividend income by the Trustee of the British American Tobacco Share Incentive Plan.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£41.10106</td><td>1</td></tr></table>		Price(s)	Volume(s)	£41.10106	1
Price(s)	Volume(s)						
£41.10106	1						
d)	Aggregated information  - Aggregated volume  - Price	1  £41.10					
e)	Date of the transaction	2025-08-01					
f)	Place of the transaction	London Stock Exchange (XLON)					

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

Date of notification: 05 August 2025



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