

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 7 November 2025 the following Executive Director 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 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>£41.49623</td><td>36</td></tr></table>		Price(s)	Volume(s)	£41.49623	36
Price(s)	Volume(s)						
£41.49623	36						
d)	Aggregated information - Aggregated volume - Price	36 £1,493.86					
e)	Date of the transaction	2025-11-07					
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	Interim Chief Financial Officer and Director, Digital and Information
b)	Initial notification /Amendment	Initial notification

d)	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>£41.49623</td><td>7</td></tr></table>		Price(s)	Volume(s)	£41.49623	7
Price(s)	Volume(s)						
£41.49623	7						
d)	Aggregated information - Aggregated volume - Price	7 £290.47					
e)	Date of the transaction	2025-11-07					
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>£41.49623</td><td>32</td></tr></table>		Price(s)	Volume(s)	£41.49623	32
Price(s)	Volume(s)						
£41.49623	32						
d)	Aggregated information - Aggregated volume Price	32 0.000000					

	- Price	£1,327.88
e)	Date of the transaction	2025-11-07
f)	Place of the transaction	London Stock Exchange (XLON)

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	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>£41.49623</td><td>18</td></tr></table>		Price(s)	Volume(s)	£41.49623	18
Price(s)	Volume(s)						
£41.49623	18						
d)	Aggregated information - Aggregated volume - Price	18 £746.93					
e)	Date of the transaction	2025-11-07					
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>£41.49623</td><td>17</td></tr></table>		Price(s)	Volume(s)	£41.49623	17
Price(s)	Volume(s)						
£41.49623	17						
d)	Aggregated information - Aggregated volume - Price	17 £705.44					
e)	Date of the transaction	2025-11-07					
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 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>£41.49623</td><td>15</td></tr></table>		Price(s)	Volume(s)	£41.49623	15
Price(s)	Volume(s)						
£41.49623	15						
d)	Aggregated information - Aggregated volume - Price	15 £622.44					
e)	Date of the transaction	2025-11-07					
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	

0	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>£41.49623</td><td>24</td></tr></table>	Price(s)	Volume(s)	£41.49623	24
Price(s)	Volume(s)					
£41.49623	24					
d)	Aggregated information - Aggregated volume - Price	24 £995.91				
e)	Date of the transaction	2025-11-07				
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 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>£41.49623</td><td>25</td></tr></table>		Price(s)	Volume(s)	£41.49623	25
Price(s)	Volume(s)						
£41.49623	25						
d)	Aggregated information - Aggregated volume - Price	25 £1,037.41					

e)	Date of the transaction	2025-11-07
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 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>£41.49623</td><td>33</td></tr></table>		Price(s)	Volume(s)	£41.49623	33
Price(s)	Volume(s)						
£41.49623	33						
d)	Aggregated information - Aggregated volume - Price	33 £1,369.38					
e)	Date of the transaction	2025-11-07					
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>£41.49623</td><td>8</td></tr></table>		Price(s)	Volume(s)	£41.49623	8
Price(s)	Volume(s)						
£41.49623	8						
d)	Aggregated information - Aggregated volume - Price	8 £331.97					
e)	Date of the transaction	2025-11-07					
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, Legal and General Counsel Designate					
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					
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Price(s)	Volume(s)						
£41.49623	17						
d)	Aggregated information - Aggregated volume - Price	17 £705.44					
e)	Date of the transaction	2025-11-07					
f)	Place of the transaction	London Stock Exchange (XLON)					

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.	

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>£41.49623</td><td>58</td></tr></table>		Price(s)	Volume(s)	£41.49623	58
Price(s)	Volume(s)						
£41.49623	58						
d)	Aggregated information - Aggregated volume - Price	58 £2,406.78					
e)	Date of the transaction	2025-11-07					
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>£41.49623</td><td>2</td></tr></table>		Price(s)	Volume(s)	£41.49623	2
Price(s)	Volume(s)						
£41.49623	2						
d)	Aggregated information - Aggregated volume - Price	2 £82.99					
e)	Date of the transaction	2025-11-07					
f)	Place of the transaction	London Stock Exchange (XLON)					

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

Date of notification: 11 November 2025

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