

**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 3 December 2025 the following Executive Director and other persons discharging managerial responsibilities purchased ordinary shares of 25p each in British American Tobacco p.l.c. by way of the Partnership Share Scheme.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Tadeu Marroco				
<b>2 Reason for the notification</b>						
a)	Position/status	Chief Executive				
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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£44.10</td><td>3</td></tr></table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					
d)	Aggregated information  - Aggregated volume  - Price	3  £132.30				
e)	Date of the transaction	2025-12-03				
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	Luciano Comin
<b>2 Reason for the notification</b>		
a)	Position/status	Chief Marketing Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform.</b>	

	<b>auctioneer or auction monitor</b>					
a)	Name	British American Tobacco p.l.c.				
b)	LEI	213800FKA5MF17RJKT63				
<b>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</b>						
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 25p each  GB0002875804				
b)	Nature of the transaction	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£44.10</td><td>4</td></tr> </table>	Price(s)	Volume(s)	£44.10	4
Price(s)	Volume(s)					
£44.10	4					
d)	Aggregated information  - Aggregated volume  - Price	4  £176.40				
e)	Date of the transaction	2025-12-03				
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 Reason for the notification</b>						
a)	Position/status	Director, Research and Science				
b)	Initial notification /Amendment	Initial notification				
<b>3 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 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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£44.10</td><td>3</td></tr> </table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					
d)	Aggregated information  - Aggregated volume  - Price	3  £132.30				
e)	Date of the transaction	2025-12-03				
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 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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£44.10</td><td>3</td></tr> </table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					
d)	Aggregated information - Aggregated volume - Price	3  £132.30				
e)	Date of the transaction	2025-12-03				
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	Jerome Abelman				
<b>2 Reason for the notification</b>						
a)	Position/status	Director, Legal and General Counsel				
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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>£44.10</td><td>3</td></tr> </table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					

d)	Aggregated information - Aggregated volume - Price	3 £132.30
e)	Date of the transaction	2025-12-03
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	Paul McCrory				
<b>2 Reason for the notification</b>						
a)	Position/status	Director, Legal and General Counsel Designate				
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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£44.10</td> <td>3</td> </tr> </table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					
d)	Aggregated information - Aggregated volume - Price	3 £132.30				
e)	Date of the transaction	2025-12-03				
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	Javed Iqbal
<b>2 Reason for the notification</b>		
a)	Position/status	Interim Chief Financial Officer and Director, Digital and Information
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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£44.10</td> <td>3</td> </tr> </table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					
d)	Aggregated information  - Aggregated volume  - Price	3  £132.30				
e)	Date of the transaction	2025-12-03				
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  Johan Vandermeulen					
<b>2 Reason for the notification</b>						
a)	Position/status  Chief Operating 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					
<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	Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£44.10</td> <td>3</td> </tr> </table>	Price(s)	Volume(s)	£44.10	3
Price(s)	Volume(s)					
£44.10	3					
d)	Aggregated information  - Aggregated volume  - Price	3  £132.30				
e)	Date of the transaction	2025-12-03				
f)	Place of the transaction	London Stock Exchange (XLON)				

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

Date of notification: 4 December 2025

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBXBDDRUGDGUS