

**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.

|          |   |   |  |          |           |        |   |
|----------|---|---|--|----------|-----------|--------|---|
| 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   | Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan |  |          |           |        |   |
| c)       | Price(s) and volume(s)  | <table><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   | 3   |  |          |           |        |   |
|          | - Price   | £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</b> | <b>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, auctioneer or auction monitor</b> |                         |

|          |   |   |          |           |        |   |
|----------|---|---|----------|-----------|--------|---|
|          | 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<br><br>Identification code  | Ordinary shares of 25p each<br><br>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><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<br><br>- Aggregated volume<br><br>- Price  | 4<br><br>£176.40  |          |           |        |   |
| e)       | Date of the transaction   | 2025-12-03  |          |           |        |   |
| 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<br><br>Identification code  | Ordinary shares of 25p each<br><br>GB0002875804   |  |          |           |        |   |
| b)       | Nature of the transaction   | Purchase of ordinary shares under the Partnership Share Scheme - a HMRC approved Share Incentive Plan |  |          |           |        |   |
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| Price(s) | Volume(s)   |   |  |          |           |        |   |
| £44.10   | 3   |   |  |          |           |        |   |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price  | 3<br><br>£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</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<br><br>Identification code   | Ordinary shares of 25p each<br><br>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<br>- Aggregated volume<br><br>- Price   | 3<br><br>£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</b> | <b>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<br><br>Identification code   | Ordinary shares of 25p each<br><br>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  |   |          |           |        |   |

|    |  |                              |
|----|--|------------------------------|
|    |  | ATTACHMENT 5                 |
| d) | Aggregated information<br>- Aggregated volume<br>- Price | 3<br>£132.30                 |
| e) | Date of the transaction                                  | 2025-12-03                   |
| 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<br><br>Identification code  | Ordinary shares of 25p each<br><br>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><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<br><br>- Aggregated volume<br><br>- Price  | 3<br><br>£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</b> | <b>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   |   |

|    |   |   |           |
|----|---|---|-----------|
|    | Description of the financial instrument, type of instrument | Ordinary shares of 25p each   |           |
|    |   | Identification code<br>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)                                      | Price(s)  | Volume(s) |
|    |   | £44.10  | 3         |
| d) | Aggregated information                                      |   |           |
|    | - Aggregated volume   | 3   |           |
|    | - Price   | £132.30   |           |
| e) | Date of the transaction                                     | 2025-12-03  |           |
| 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<br><br>Identification code  | Ordinary shares of 25p each<br><br>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)  |   |           |
|    |   | Price(s)  | Volume(s) |
|    |   | £44.10  | 3         |
| d) | Aggregated information<br><br>- Aggregated volume<br><br>- Price  | 3<br><br>£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

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