

**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

| | | | | | | |
|----------|--|---|----------|-----------|--------|-----|
| 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 quarterly dividend equivalent shares under the British American Tobacco Deferred Share Bonus Scheme | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£44.94</td> <td>364</td> </tr> </table> | Price(s) | Volume(s) | £44.94 | 364 |
| Price(s) | Volume(s) | | | | | |
| £44.94 | 364 | | | | | |
| d) | Aggregated information | | | | | |
| | - Aggregated volume | 364 | | | | |
| | - Price | £16,358.16 | | | | |
| e) | Date of the transaction | 2026-02-05 | | | | |
| f) | Place of the transaction | Outside a trading venue | | | | |

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

Date of notification: 06 February 2026

information, please contact ms@seg.com or visit www.ms.com.

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