

British American Tobacco p.l.c.
 Incorporated in England and Wales
 (Registration number: 03407696)
 Short name: BATS
 Share code: BTI
 ISIN number: GB0002875804
 ("British American Tobacco p.l.c." or "the Company")

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	Jerome Abelman
2	Reason for the notification	
a)	Position/status	Director, Legal & External Affairs 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	
Transaction 1		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each
	Identification code	GB0002875804
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2016 Award)

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>16,162</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	16,162
Price(s)	Volume(s)					
£nil	16,162					
d)	Aggregated information					
	- Aggregated volume	16,162				
	- Price	£nil				
e)	Date of the transaction	2019-05-13				
f)	Place of the transaction	London Stock Exchange (XLON)				
Transaction 2						
a)	Description of the financial instrument, type of instrument	Ordinary shares of 25p each				
	Identification code	GB0002875804				
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£28.35</td> <td>7,812</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£28.35	7,812
Price(s)	Volume(s)					
£28.35	7,812					
d)	Aggregated information					
	- Aggregated volume	7,812				
	- Price	£28.35				
e)	Date of the transaction	2019-05-13				
f)	Place of the transaction	London Stock Exchange (XLON)				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Ricardo Oberlander				
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					
Transaction 1						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Exercise of options under the British American Tobacco Long-Term Incentive Plan (2016 Award)				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£nil</td> <td>18,849</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£nil	18,849
Price(s)	Volume(s)					
£nil	18,849					
d)	Aggregated information - Aggregated volume - Price	18,849 £nil				

e)	Date of the transaction	2019-05-13				
f)	Place of the transaction	London Stock Exchange (XLON)				
Transaction 2						
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 25p each GB0002875804				
b)	Nature of the transaction	Sale of shares to meet tax liability arising on exercise of Long-Term Incentive Plan options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£28.67</td> <td>8,697</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£28.67	8,697
Price(s)	Volume(s)					
£28.67	8,697					
d)	Aggregated information - Aggregated volume - Price	8,697 £28.67				
e)	Date of the transaction	2019-05-13				
f)	Place of the transaction	London Stock Exchange (XLON)				

16 May 2019

Sponsor: UBS South Africa (Pty) Ltd