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This document should be read as a whole.

If you have sold or transferred all of your shares in British American Tobacco p.l.c. please pass this document, together with the accompanying documents, to the purchaser or transferee, or to the person who arranged the sale or transfer so that they can pass these documents to the person who now holds the shares.



BRITISH AMERICAN TOBACCO

British American Tobacco p.l.c.
(incorporated and registered in England and Wales under number 03407696)

NOTICE OF ANNUAL GENERAL MEETING 2017

**to be held at Milton Court Concert Hall,
Silk Street, London EC2Y 9BH
on Wednesday 26 April 2017 at 11.30am**

The Notice of the Annual General Meeting is set out on pages 9 to 11.

A proxy form or voting instruction form (as appropriate) for use in connection with the Annual General Meeting is enclosed with this Notice.

The following documents are available to be viewed at or downloaded from the British American Tobacco website:

Annual Report 2016 www.bat.com/annualreport
Performance Summary 2016 www.bat.com/annualreport
Notice of Annual General Meeting 2017 www.bat.com/AGM

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LETTER FROM THE CHAIRMAN

Globe House
4 Temple Place
London
WC2R 2PG

22 March 2017

Dear Shareholder

Annual General Meeting

Introduction

The 2017 Annual General Meeting of British American Tobacco p.l.c. (the “Meeting” or the “AGM”) will be held at 11.30am on Wednesday 26 April at Milton Court Concert Hall, Silk Street, London EC2Y 9BH.

The Notice of Meeting is set out on pages 9 to 11 of this document.

If you would like to vote on the Resolutions but cannot come to the Meeting, you can appoint a proxy or proxies to exercise all or any of your rights to attend, vote and speak at the Meeting by using one of the methods set out in Appendix 1 of this document.

Voting on Resolutions 1 to 20 will be conducted by way of a poll.

Explanation of the AGM Resolutions

The following paragraphs explain, in summary, the Resolutions to be proposed at the Meeting.

Resolution 1: Receipt of the 2016 Report and Accounts

The Directors must present the Company’s annual report and accounts to the Meeting and shareholders may raise any questions on the reports and financial statements under this Resolution.

Resolution 2: Directors’ remuneration report

In accordance with the provisions of the Companies Act 2006 (the “2006 Act”), the Directors’ remuneration report (the “Remuneration Report”) in the Company’s annual report and accounts for the year ended 31 December 2016 (the “Annual Report 2016”) consists of:

- (1) the annual statement by Dimitri Panayotopoulos, Chairman of the Remuneration Committee; and
- (2) the Annual Report on Remuneration, which sets out the remuneration paid to the Company’s Directors during the year ended 31 December 2016.

Shareholders approved the Directors’ remuneration policy in relation to future payments to the Directors and former Directors at the Annual General Meeting held on 27 April 2016 (the “Approved Policy”). For ease of reference, a summary of the key elements of the Approved Policy is included in the Annual Report 2016.

The Directors’ remuneration policy will be put to shareholders for approval again no later than the Company’s annual general meeting in 2019.

This summary does not form part of the Remuneration Report for the purposes of Resolution 2. The Approved Policy is set out in full in the Annual Report 2015. Please refer to Appendix 4 for details of how to obtain a copy of an Annual Report and other British American Tobacco publications. The full Approved Policy continues to be displayed in the “Reporting: Annual reporting” section of bat.com.

Resolution 2 is an ordinary resolution to approve the Remuneration Report, other than the part containing the summary of the Approved Policy described above. Resolution 2 is an advisory resolution and is not specific to individual levels of remuneration and does not affect the future remuneration paid to any Director.

Resolution 3: Declaration of the final dividend for 2016

A final dividend can be paid only after it has been approved by the shareholders. A final dividend of 118.1p per ordinary share for the year ended 31 December 2016 is recommended by the Directors for payment to shareholders who were on the main register and/or the South Africa branch register as at the close of business on 17 March 2017.

If approved, the final dividend will be paid on 4 May 2017.

Resolution 4: Reappointment of the Auditors

The Company is required to appoint auditors at each general meeting at which accounts are presented, to hold office until the conclusion of the next such meeting. This Resolution, on the recommendation of the Audit Committee, proposes the reappointment of KPMG LLP as auditors of the Company.

Resolution 5: Authority for the Audit Committee to agree the Auditors’ remuneration

This Resolution authorises the Audit Committee to approve the terms of engagement of and to set the remuneration of the Company’s auditors.

Resolutions 6 to 14: Re-election of Directors

Resolution 15: Election of a Director appointed since the last Annual General Meeting

The Directors believe that the Board continues to maintain an appropriate balance of skills, independence and knowledge of the Company and that all the Non-Executive Directors are independent in character and judgement. This follows a process of formal evaluation which confirms that each Director makes an effective and valuable contribution to the Board and demonstrates commitment to their roles including making sufficient time for Board and Committee meetings and other duties.

The Non-Executive Directors come from a broad range of industry and professional backgrounds, with varied experience and expertise aligned to the needs of the business. This is reflected in the Board’s continuing policy of Board refreshment and succession planning, the success of which is illustrated in the table below showing the date of appointment and length of service (as at the date of the Meeting) of each of the Non-Executive Directors seeking re-election (or appointment in the case of Dr Marion Helmes) at the AGM:

<u>Non-Executive Director</u>	<u>Date of appointment</u>	<u>Length of service at 2017 AGM (years/months)</u>
Sue Farr	2 February 2015	2.2
Ann Godbehere	3 October 2011	5.7
Marion Helmes	1 August 2016	0.8
Savio Kwan	6 January 2014	3.3
Pedro Malan	2 February 2015	2.2
Dimitri Panayotopoulos	2 February 2015	2.2
Kieran Poynter	1 July 2010	6.10

With reference to the requirements of Provision B.2.3 of the Governance Code, Non-Executive Directors who serve for a total of more than six years are subject to a particularly rigorous review. This year, the Board has given full consideration to the length of service of Kieran Poynter who will have served over six years at the date of the AGM.

During the year, the Board continued its policy of on-going refreshment with the retirement of Karen de Segundo and Richard Tubb at the conclusion of the AGM in April 2016 and Christine Morin-Postel in December 2016. Dr Marion Helmes was appointed a Non-Executive Director in August 2016.

Further, to these changes the Company refreshed its Committee composition during the year which included Dimitri Panayotopoulos replacing Kieran Poynter as Chairman of the Remuneration Committee with Kieran Poynter becoming Chairman of the Audit Committee and also Senior Independent Director in October 2016.

In accordance with Provision B.7.1 of the Governance Code, all directors of FTSE 350 companies should be subject to election or re-election by their shareholders every year. The Company continues this practice for this year's AGM, with the exception of Dr Gerry Murphy who will retire as a Director at the conclusion of the AGM and will therefore not be seeking re-election. Brief biographies of all the Directors are set out below and also appear on pages 32 and 33 of the 2016 Annual Report and on the Company's website.

Separate Resolutions will be proposed for each Director seeking re-election and the Board recommends to shareholders the proposed re-election of the Directors set out in Resolutions 6 to 14.

In addition, the Directors consider that Dr Marion Helmes will enhance the skills available to the Board with her experience and expertise in both operational and financial matters across a wide range of geographies. It is with this background and reference to Resolution 15, that the Board therefore recommends the election of Dr Marion Helmes to shareholders.

Resolution 6: Richard Burrows

Position: Chairman since November 2009; Non-Executive Director since September 2009; Chairman of the Nominations Committee.

Nationality: Irish

Age: 71

Other appointments: Chairman of the Board and Chair of the Nomination, Remuneration and Compliance Committees of Craven House Capital plc; Non-Executive Director of Rentokil Initial plc; Supervisory Board member and Chairman of the Remuneration Committee at Carlsberg A/S.

Skills and experience: Richard brings considerable consumer goods and international business experience to the Board, having been Chief Executive of Irish Distillers and Co-Chief Executive of Pernod Ricard. Prior to joining the Board, Richard was Governor of the Bank of Ireland. Richard is a Fellow of the Institute of Chartered Accountants of Ireland.

Resolution 7: Nicandro Durante

Position: Chief Executive since 2011.

Nationality: Brazilian/Italian

Age: 60

Other appointments: Non-Executive Director of Reckitt Benckiser Group plc.

Skills and experience: Nicandro has extensive leadership skills developed in various senior international roles within the Group. He joined Souza Cruz in Brazil in 1981, rising to become President of that company. Nicandro joined the Management Board in 2006 as Regional Director for the Africa and Middle East region and joined the Board in 2008 as Chief Operating Officer.

Resolution 8: Sue Farr

Position: Non-Executive Director since February 2015; member of the Nominations and Remuneration Committees.

Nationality: British

Age: 61

Other appointments: Special Advisor, Chime Group; Non-Executive Director and Chair of the Corporate Social Responsibility Committee of Dairy Crest Group plc; Non-Executive Director of Millennium & Copthorne Hotels plc; Non-Executive Director and Chair of the Nominations & Remuneration Committee of Accsys Technologies PLC; Non-Executive Director of Dolphin Capital Investors Limited.

Skills and experience: Sue brings considerable expertise in marketing, branding and consumer issues to the Board. Sue is a former Chairwoman of both the Marketing Society and the Marketing Group of Great Britain. Prior to joining the Chime Group in 2003, where she was Director, Strategic and Business Development until 2015, Sue's career in corporate communications included roles with the BBC and Vauxhall Motors.

Resolution 9: Ann Godbehere

Position: Non-Executive Director since 2011; member of the Nominations and Remuneration Committees.

Nationality: Canadian/British

Age: 61

Other appointments: Non-Executive Director and Chair of the Audit Committee of Rio Tinto plc and Rio Tinto Limited; Non-Executive Director and Chair of the Compensation Committee of UBS Group AG and UBS AG; Non-Executive Director and Chair of the Audit Committee of Prudential plc.

Skills and experience: Ann has more than 25 years' experience in the financial services industry. She spent ten years at Swiss Re Group, latterly as Chief Financial Officer from 2003 to 2007. From 2008 until 2009 she was Chief Financial Officer of Northern Rock during the initial phase of its public ownership. Ann is a Fellow of the Certified General Accountants Association of Canada and Fellow of the Institute of Chartered Professional Accountants.

Resolution 10: Savio Kwan

Position: Non-Executive Director since 2014; member of the Nominations and Remuneration Committees.

Nationality: British

Age: 69

Other appointments: Co-Founder and CEO of A&K Consulting Co Ltd, advising entrepreneurs and their start-up businesses in China; Visiting Professor at Henley Business School; Non-Executive Director of the Alibaba Hong Kong Entrepreneur Fund.

Skills and experience: Savio brings significant business leadership experience of Greater China and Asia to the Board. During his extensive career, he has worked broadly in technology for General Electric, BTR plc and Alibaba Group, China's largest internet business, where he was both Chief Operating Officer and, later, a Non-Executive Director.

Resolution 11: Dr Pedro Malan

Position: Non-Executive Director since February 2015; member of the Audit and Nominations Committees.

Nationality: Brazilian

Age: 74

Other appointments: Chairman of the International Advisory Board of Itaú Unibanco; Member of the Board of EDP — Energias do Brasil SA; Trustee of the Thomson Reuters Trust Principles; member of the Temasek International Panel.

Skills and experience: Pedro has extensive experience of Brazilian trade and industry and an in-depth knowledge of the international economy. Pedro was Minister of Finance for Brazil from 1995 to 2002, having been President of the Central Bank of Brazil from 1993 to 1994, and before that Chief External Debt Negotiator for Brazil from mid-1991 to 1993. He was a former Chairman of Unibanco and was a Board Member of Souza Cruz SA from 2010 to 2015.

Resolution 12: Dimitri Panayotopoulos

Position: Non-Executive Director since February 2015; Chairman of the Remuneration Committee since 1 October 2016 and member of the Nominations Committee.

Nationality: Greek/Tanzanian

Age: 65

Other appointments: Senior Advisor at The Boston Consulting Group; Non-Executive Director of Logitech International S.A.

Skills and experience: Dimitri has extensive general management and international sales and brand building expertise. He was Vice Chairman and Advisor to the Chairman and CEO of Procter & Gamble ("P&G"), where he started his career in 1977. During his time at P&G Dimitri led on significant breakthrough innovations and continued to focus on this, speed to market and scale across all of P&G's businesses while Vice Chairman of all the Global Business Units.

Resolution 13: Kieran Poynter

Position: Senior Independent Director since 26 October 2016; Non-Executive Director since 2010; Chairman of the Audit Committee since 1 October 2016; member of the Nominations Committee.

Nationality: British

Age: 66

Other appointments: Non-Executive Director and Chair of the Audit and Compliance Committee of International Consolidated Airlines Group S.A.; Chairman and Chair of the Nominations, Audit and Compliance and Risk and Remuneration Committees of F&C Asset Management plc.

Skills and experience: Kieran brings a wealth of financial and international experience to the Board. He was Chairman and Senior Partner of PricewaterhouseCoopers from 2000 to his retirement in 2008, having started as a graduate trainee in 1971; and he is a former Chairman of Nomura International PLC. Kieran served on the President's Committee of the Confederation of British Industry and as member of an advisory committee for the Chancellor of the Exchequer. Kieran is a Chartered Accountant.

Resolution 14: Ben Stevens

Position: Finance Director since 2008.

Nationality: British

Age: 57

Other appointments: Non-Executive Director of ISS A/S.

Skills and experience: Ben joined the Group in 1990 and has broad international experience spanning both senior finance and general management roles. He was Head of Merger Integration following the merger with Rothmans and Chairman and Managing Director of both Pakistan Tobacco Company and British American Tobacco Russia. Ben was appointed to the Management Board in 2001 as Development Director and became Director, Europe in 2004.

Resolution 15: Dr Marion Helmes

Position: Non-Executive Director since 1 August 2016; member of the Audit and Nominations Committees.

Nationality: German

Age: 51

Other appointments: Supervisory Board member of Bilfinger SE; Non-Executive Director of NXP Semiconductors N.V.; Vice Chairwoman of the Supervisory Board of ProSiebenSat.1 Media SE; Supervisory Board member of Uniper SE.

Skills and experience: Marion brings significant financial expertise and operational experience gained at an international level having spent her working life managing businesses across Europe, the Americas and Asia. Her extensive career includes Chief Financial Officer positions at Celesio, Q-Cells and ThyssenKrupp Elevator Technology.

Resolution 16: Renewal of the Directors' authority to allot shares

Resolution 17: Renewal of the Directors' authority to disapply pre-emption rights

The Board currently has in place the following authorities, each granted by shareholders until the next following Annual General Meeting, at the Annual General Meeting held on 27 April 2016:

- (a) authority under section 551 of the 2006 Act to allot relevant securities up to the amount representing two-thirds of the Company's then issued ordinary share capital (excluding treasury shares), of which approximately one-third can only be allotted pursuant to a rights issue (the "Allotment Authority"); and
- (b) authority under section 570 of the 2006 Act to allot shares for cash in certain circumstances otherwise than pro rata to all shareholders (the "Pre-emption Authority").

Both the Allotment Authority and the Pre-emption Authority are due to expire at the conclusion of this year's Meeting and, in keeping with best practice, shareholders will continue to have the opportunity to vote on the renewal of these authorities each year so that the authorities may be up-to-date and continue to be of equal duration, giving the Company certainty and flexibility in its financing arrangements.

The Investment Association ("IA") has in place certain share capital management guidelines (the "IA Guidelines") which state that IA members will permit, and treat as routine, resolutions seeking authority to allot shares representing up to one-third of a company's issued share capital. In addition, they will treat as routine a request for authority to allot shares representing an additional one-third of a company's issued share capital provided that it is only used to allot shares pursuant to a fully pre-emptive rights issue.

Having regard to these guidelines, the Board considers it appropriate that Directors be granted authority to allot shares in the capital of the Company up to a maximum nominal amount of £310,729,750 representing the guideline limit of approximately two-thirds of the Company's issued ordinary share capital (excluding treasury shares) as at 15 March 2017 (the latest practicable date prior to publication of this letter). Of this amount £155,364,875 representing approximately one-third of the Company's issued ordinary share capital (excluding treasury shares), can only be allotted pursuant to a rights issue.

Although the Directors have no present intention of exercising this authority, it provides them with an appropriate level of authority for on-going purposes and the Directors consider it appropriate to maintain the flexibility that this authority provides. As announced on 17 January 2017, the Company and Reynolds American Inc. ("Reynolds American"), have agreed the terms of a recommended offer for the Company to acquire the remaining 57.8% of Reynolds American it does not already own. A shareholder circular, together with notice of the shareholder meeting to approve the transaction and to seek authorities to implement the transaction, will be distributed to shareholders in due course.

The authority proposed in Resolution 16 will expire at the conclusion of the 2018 Annual General Meeting, or if earlier, 26 July 2018, unless previously revoked, varied or extended by the Company in general meeting. The Company held 162,645,590 ordinary shares in treasury, representing 8.02% of the issued ordinary share capital of the Company as at the close of business on 15 March 2017 (the latest practicable date prior to publication of this letter).

Resolution 17 is a special resolution and will give the Directors authority to allot shares in the capital of the Company for cash pursuant to the authority granted under Resolution 16 above or by way of sale of treasury shares without complying with the pre-emption rights in the 2006 Act in certain circumstances. This authority will permit the Directors to allot:

- (a) shares up to a nominal amount of £310,729,750 representing two-thirds of the Company's issued share capital, on an offer to existing shareholders on a pre-emptive basis. However, unless the shares are allotted pursuant to a rights issue (rather than an open offer), the Directors may only allot shares up to a nominal amount of £155,364,875 representing one-third of the Company's issued share capital (in each case subject to any adjustments, such as for fractional entitlements and overseas shareholders, as the Directors see fit); and
- (b) shares up to a maximum nominal value of £23,304,731 representing approximately 5% of the issued ordinary share capital of the Company (excluding treasury shares) as at 15 March 2017 (the latest practicable date prior to publication of this letter), otherwise than in connection with an offer to existing shareholders.

The Directors have no present intention of exercising this authority. The Directors confirm their intention to follow the provisions of the Pre-Emption Group's Statement of Principles (the "Principles") regarding cumulative usage of authorities within a rolling three-year period. The Principles provide that companies should not issue shares for cash representing more than 7.5% of a company's issued share capital (excluding treasury shares) in any rolling three-year period, other than to existing shareholders and without prior consultation with shareholders.

The authority contained in Resolution 17 will expire upon the expiry of the general authority conferred by Resolution 16, save that the Company shall be entitled to make offers or agreements before the expiry of such power which would or might require equity securities to be allotted after such expiry and the Directors shall be entitled to allot equity securities pursuant to any such offer or agreement as if the power conferred hereby had not expired.

Resolution 18: Authority for the Company to purchase its own shares

Under the 2006 Act the Company requires authorisation from a general meeting if it is to purchase its own shares. The present authority for the Company to purchase its own shares (granted at the 2016 Annual General Meeting) will expire at the 2017 Annual General Meeting. The Directors are seeking a fresh authority for the Company to purchase its ordinary shares in order that the appropriate mechanisms are in place to enable the share buy-back programme to be reinstated at any time when, in the opinion of the Directors, the exercise of the authority would result in an increase in the Company's earnings per share and would be in the interest of its shareholders generally.

Resolution 18 seeks to renew the authority given at the Annual General Meeting on 27 April 2016. This special resolution authorises the Company to purchase up to a maximum of 186.4 million ordinary shares, representing approximately 10% of its issued ordinary share capital (excluding treasury shares) as at the close of business on 15 March 2017 (the latest practicable date prior to the publication of this letter), subject to the limitations in paragraphs (b) and (c) of the Resolution on the maximum and minimum prices that may be paid. The authority given by this Resolution will expire at the conclusion of the Annual General Meeting in 2018 unless renewed, varied or revoked at that or any earlier general meeting of shareholders.

The Company will have the option either of holding in treasury or cancelling any shares purchased under this authority. It is the Company's practice to place all repurchased shares in treasury and this policy is

expected to continue for any shares purchased under this authority. Treasury shares can be sold quickly and cost effectively, for cash, giving the Company additional flexibility in the management of its funding requirements.

Whilst in treasury no dividends are paid on the shares and they have no voting rights. There is no statutory limit on the percentage of share capital that the Company is permitted to hold as treasury shares. However, in keeping with the IA Guidelines, the Company will continue to limit the number of shares that it holds as treasury shares to no more than 10% of its issued share capital.

In the absence of the necessary practical arrangements, this Resolution has not been extended to enable the Company to purchase its own shares on the Johannesburg Stock Exchange (JSE Limited) in South Africa.

As at 15 March 2017 (the latest practicable date prior to publication of this letter), there were no outstanding warrants for equity shares in the Company and the total number of option rights to subscribe for equity shares was 810,211. These rights are equivalent to 0.043% of the issued share capital (excluding treasury shares) as at that date and would represent 0.096% of the issued share capital of the Company (excluding treasury shares) if the full authority to purchase its own shares in accordance with this Resolution and the existing authority to purchase taken at last year's Annual General Meeting (which expires at the end of this year's Annual General Meeting) were to be exercised by the Company.

Resolution 19: Authority to make donations to political organisations and to incur political expenditure

The Company and its subsidiaries are prohibited by the 2006 Act from making donations to any EU political party or other EU political organisation or to any independent election candidate in the EU of more than £5,000 in total in any period of twelve months, and from incurring EU political expenditure, unless they have been authorised to do so in advance by the Company's shareholders.

At its Annual General Meeting in April 2016, the Company and its subsidiaries were granted authority to make donations to EU political organisations and to incur political expenditure. This authority was granted for a period of one year and was subject to caps of £100,000 on donations to EU political organisations and of £100,000 on political expenditure during that period. The authority will expire on 27 April 2017.

What constitutes a political donation, a political party, a political organisation, or political expenditure is not always clear, as the legislation is capable of wide interpretation. Sponsorship, subscriptions, payment of expenses, paid leave for employees fulfilling public duties, and support for bodies representing the business community in policy review or reform, may potentially fall within this wide definition.

The Company reported a total amount of £20,208 (2015: £25,804) of political contributions paid in 2016. British American Tobacco Japan Limited reported contributions totaling Japanese Yen 2,980,000 (£20,208) for the full year. This expenditure was reported as a political contribution although it related specifically to the purchase of tickets to receptions or dinners hosted by Members of Parliament (MPs). Representatives from British American Tobacco Japan Limited engaged with these MPs at the receptions on local tobacco tax issues.

No other political donations were reported.

Therefore, notwithstanding that the Company has no current intention of making any donation to, or incurring any political expenditure in respect of, any EU political party or independent electoral candidate in the EU, the Board has decided to put forward Resolution 19 to seek shareholders' authority to make political contributions and to incur political expenditure within the EU. This will allow the Company to continue to support the community and put forward its views to wider business and government bodies without running the risk of being in breach of the law.

In keeping with best practice, this proposed authority from shareholders will be for the duration of one year at a level of £100,000. As such, this authority will cover the period from the date this Resolution 19 is passed until the end of the next AGM of the Company or, if earlier, on 26 April 2018. Further, as permitted under the 2006 Act, Resolution 19 also covers any political donations made, or political expenditure incurred, by any subsidiaries of the Company.

Resolution 20: Notice period for General Meetings

Resolution 20 is a special resolution to allow the Company to hold general meetings, other than Annual General Meetings ("AGMs"), on 14 days' notice.

The Company's articles of association include a provision which allows general meetings of the Company to be called on the minimum notice period provided for in the 2006 Act. Under the 2006 Act, the minimum notice period for general meetings of listed companies is 21 days, however it is possible to reduce this period to 14 days (other than for AGMs) provided that two conditions are met. The first condition is that a company offers facilities for shareholders to submit proxy appointments by electronic means. The second condition is that there is an annual resolution of shareholders approving the reduction in the minimum notice period from 21 days to 14 days.

Following shareholder approval at the 2016 Annual General Meeting, the Company is currently able to call general meetings (other than AGMs) on 14 clear days' notice and would like to preserve this ability by seeking a renewal of this authority at the Meeting.

The Board is therefore proposing Resolution 20 as a special resolution to approve 14 days as the minimum period of notice for all general meetings of the Company other than AGMs. The approval will be effective until the Company's next AGM, when it is intended that the approval be renewed. The shorter notice period would not be used as a matter of routine. Rather the Board will consider on a case by case basis whether the use of the flexibility offered by the shorter notice period is merited, taking into account the circumstances, including whether the business of the meeting is time sensitive, and is thought to be to the advantage of shareholders. Further, the shorter notice period would not be used unless both conditions as stated above are met.

Directors' recommendations

The Board considers that the Resolutions will promote the success of the Company and are in the best interests of the Company and its shareholders. The Directors unanimously recommend shareholders to vote in favour of Resolutions 1 to 20 as they intend to do in respect of their own beneficial shareholdings.

Voting documentation

Please refer to Appendix 1 for guidance notes on the completion and return of the proxy form and other applicable voting documentation.

Yours sincerely

Richard Burrows
Chairman



NOTICE IS HEREBY GIVEN that the ANNUAL GENERAL MEETING of British American Tobacco p.l.c. will be held at 11.30am on Wednesday 26 April 2017 at Milton Court Concert Hall, Silk Street, London EC2Y 9BH to consider and, if thought fit, to pass Resolutions 1 to 16 and 19 as ordinary resolutions and Resolutions 17, 18 and 20 as special resolutions:

Report and Accounts

1. To receive the accounts and the reports of the Directors and Auditors for the year ended 31 December 2016.

Remuneration Report

2. To approve the Directors' remuneration report in the form set out in the Company's annual report and accounts for the year ended 31 December 2016.

Dividend

3. To declare a final dividend of 118.1p per ordinary share in respect of the year ended 31 December 2016, payable on 4 May 2017 to shareholders on the register at the close of business on 17 March 2017.

Auditors

4. To reappoint KPMG LLP as the Company's auditors until the conclusion of the next Annual General Meeting of the Company.

Auditors' remuneration

5. To authorise the Audit Committee to agree the auditors' remuneration.

Re-election of Directors

To re-elect the following as Directors:

6. Richard Burrows
7. Nicandro Durante
8. Sue Farr
9. Ann Godbehere
10. Savio Kwan
11. Dr Pedro Malan
12. Dimitri Panayotopoulos
13. Kieran Poynter
14. Ben Stevens

Director appointed since the last Annual General Meeting

To elect the following as a Director:

15. Dr Marion Helmes

Authority to allot shares

16. That the Directors be and they are hereby generally and unconditionally authorised in accordance with section 551 of the Companies Act 2006 to exercise all the powers of the Company to allot

shares in the Company and to grant rights to subscribe for, or to convert any security into, shares in the Company (“Rights”):

- (a) up to an aggregate nominal amount of £155,364,875; and
- (b) up to a further aggregate nominal amount of £155,364,875 provided that: (i) they are equity securities (within the meaning of section 560(1) of the Companies Act 2006); and (ii) they are offered by way of a rights issue to holders (“shareholders”) of ordinary shares of 25p each in the capital of the Company (“ordinary shares”) on the register of members at such record dates as the Directors may determine where the equity securities respectively attributable to the interests of the shareholders are proportionate (as nearly as may be practicable) to the respective numbers of ordinary shares held or deemed to be held by them on any such record dates, subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with treasury shares, fractional entitlements or legal or practical problems arising under the laws of any overseas territory or the requirements of any regulatory body or stock exchange or by virtue of shares being represented by depositary receipts or any other matter,

provided that this authority shall expire on the date of the next Annual General Meeting of the Company after the passing of this Resolution or, if earlier, on 26 July 2018 save that the Company shall be entitled to make offers or agreements before the expiry of such authority which would or might require shares to be allotted or Rights to be granted after such expiry and the Directors shall be entitled to allot shares and grant Rights pursuant to any such offer or agreement as if this authority had not expired; and all unexercised authorities previously granted to the Directors to allot shares and grant Rights be and are hereby revoked.

Authority to disapply pre-emption rights

17. That the Directors be and they are hereby empowered pursuant to sections 570 and 573 of the Companies Act 2006 to allot equity securities (within the meaning of section 560 of that Act) for cash either pursuant to the authority conferred by Resolution 16 above or by way of a sale of treasury shares as if section 561(1) of that Act did not apply to any such allotment, provided that this power shall be limited to:

- (a) the allotment of equity securities in connection with an offer of securities (but in the case of the authority granted under paragraph (b) of Resolution 16 by way of rights issue only) in favour of the holders (“shareholders”) of ordinary shares of 25p each in the capital of the Company (“ordinary shares”) on the register of members at such record dates as the Directors may determine where the equity securities respectively attributable to the interests of the shareholders are proportionate (as nearly as may be practicable) to the respective numbers of ordinary shares held or deemed to be held by them on any such record dates, subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with treasury shares, fractional entitlements or legal or practical problems arising under the laws of any overseas territory or the requirements of any regulatory body or stock exchange or by virtue of shares being represented by depositary receipts or any other matter; and
- (b) the allotment (otherwise than pursuant to paragraph (a) of this Resolution 17) to any person or persons of equity securities up to an aggregate nominal amount of £23,304,731,

and shall expire upon the expiry of the general authority conferred by Resolution 16 above, save that the Company shall be entitled to make offers or agreements before the expiry of such power which would or might require equity securities to be allotted after such expiry and the Directors shall be entitled to allot equity securities pursuant to any such offer or agreement as if the power conferred hereby had not expired.

Authority to purchase own shares

18. That the Company be and is hereby generally and unconditionally authorised for the purposes of section 701 of the Companies Act 2006 to make market purchases (within the meaning of section 693(4) of that Act) of ordinary shares of 25p each in the capital of the Company (“ordinary shares”) provided that:

- (a) the maximum number of ordinary shares that may be purchased is 186.4 million representing approximately 10% of the issued ordinary share capital of the Company as at 15 March 2017;

- (b) the minimum price that may be paid for an ordinary share is 25p;
- (c) the maximum price that may be paid for an ordinary share is an amount equal to 105% of the average of the middle-market prices shown in the quotation for an ordinary share as derived from the London Stock Exchange Daily Official List for the five business days immediately preceding the day on which the ordinary share is contracted to be purchased;
- (d) this authority shall expire at the conclusion of the next Annual General Meeting of the Company after the passing of this Resolution unless previously renewed, varied or revoked by the Company in general meeting; and
- (e) the Company may enter into a contract to purchase its ordinary shares under this authority prior to its expiry, which contract will or may be executed wholly or partly after such expiry, and may purchase its ordinary shares in pursuance of any such contract.

Authority to make donations to political organisations and to incur political expenditure

19. That in accordance with sections 366 and 367 of the Companies Act 2006, the Company and all companies which are subsidiaries of the Company during the period when this Resolution 19 has effect, be generally and unconditionally authorised to:

- (a) make political donations to political parties or independent election candidates not exceeding £100,000 in total;
- (b) make political donations to political organisations other than political parties not exceeding £100,000 in total; and
- (c) incur political expenditure not exceeding £100,000 in total,

(as such terms are defined in the Companies Act 2006) during the period beginning with the date of the passing of this Resolution and ending at the conclusion of the Annual General Meeting to be held in 2018 or, if earlier, on 26 April 2018, provided that the authorised sum referred to in paragraphs (a), (b) and (c) above, may be comprised of one or more amounts in different currencies which, for the purposes of calculating the said sum, shall be converted into pounds sterling at the exchange rate published in the London edition of the Financial Times on the date on which the relevant donation is made or expenditure incurred (or the first business day thereafter) or, if earlier, the day on which the Company enters into any contract or undertaking in relation to the same and provided that, in any event, the aggregate amount of political donations and political expenditure made or incurred by the Company and its subsidiaries pursuant to this Resolution shall not exceed £100,000.

Notice period for General Meetings

20. That a general meeting, other than an annual general meeting, may be called on not less than 14 clear days' notice.

By Order of the Board

Nicola Snook

Secretary

22 March 2017

Registered Office:

Globe House

4 Temple Place

London

WC2R 2PG

Registered in England and Wales No. 03407696

Notes:

1. A shareholder is entitled to appoint another person as his/her proxy to exercise all or any of his/her rights to attend and to speak and vote at the Meeting in his/her place. A proxy need not be a shareholder of the Company.
2. Please refer to Appendix 1 for further information about voting at the Annual General Meeting (including the submission of proxy forms and voting instructions) and for certain other additional information relating to the Meeting.

APPENDIX 1: VOTING

Shareholders entitled to attend the Annual General Meeting

1. Only shareholders, their attorneys, proxies and authorised representatives of corporations which are shareholders are entitled to attend, speak and vote at the Meeting.

Voting: in person (or by attorney)

2. Shareholders, or their attorneys, who plan to attend the Meeting are requested, if possible, to arrive at the venue at least 30 minutes prior to the time designated for the Meeting so that their holding may be checked against the Company's share register and attendances recorded. Attorneys should bring with them an original or certified copy of the power of attorney under which they have been authorised to attend and vote at the Meeting.

Voting: by corporate representatives

3. A corporate shareholder may authorise a person or persons to act as its representative(s) at the Annual General Meeting. In accordance with the provisions of the 2006 Act, each such representative may exercise (on behalf of the corporation) the same powers as the corporation could exercise if it were an individual shareholder in the Company, provided that they do not do so in relation to the same shares.

Voting: (1) proxy form; and (2) proxy form — South Africa

4. The guidance notes in this section are applicable to both: (1) shareholders with a proxy form; and (2) those certificated shareholders on the South Africa branch register with a proxy form — South Africa ("PFSA"). The particular procedures applicable to a proxy form and a PFSA are set out in the following paragraphs.
5. **A shareholder entitled to attend and vote is entitled to appoint one or more proxies to exercise all or any of his rights to attend, speak and vote at the Meeting. A shareholder may appoint more than one proxy in relation to the Meeting provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that shareholder. If multiple proxies are to be appointed, then a separate proxy form or PFSA must be completed for each proxy appointment. If you intend appointing additional proxies, please contact Computershare Investor Services PLC (on 0800 408 0094 or +44 370 889 3159) or Computershare Investor Services Proprietary Ltd (on 0861 100 634 or by fax on +27 11 688 5238) to obtain (an) additional form(s). Alternatively, you may photocopy the enclosed proxy form or PFSA.**
6. The appointment of the proxy may specify the proportion or the number of votes that the proxy may exercise. Where the appointment does not specify the proportion or number of the shareholder's votes each proxy may exercise, then the proxy is deemed to be authorised for the whole of the shareholder's holding (or in the case of a shareholder with designated accounts, the whole of the holding in the designated account).
7. A proxy need not be a shareholder of the Company but must attend the Meeting to represent you. Your proxy can be either an individual (such as the Chairman or another Director of the Company or another person who has agreed to represent you) or a body corporate. Your proxy will vote as you instruct and must attend the Meeting for your vote to be counted.

Appointing a proxy does not preclude you from attending the Meeting and voting in person.
8. If a proxy is not directed how to vote on an item of business the proxy may vote, or abstain from voting, as they think fit. A proxy shall have authority to demand or join in demanding a poll at the Meeting.
9. Should any resolution, other than those specified in this Notice of Meeting, be proposed at the Meeting, a proxy may vote on that resolution as they think fit.
10. If a proxy is instructed to abstain from voting on an item of business, they are directed not to vote on the shareholder's behalf on the poll and the shares that are the subject of the proxy appointment will not be counted in calculating the required majority.
11. Shareholders who return their proxy forms or PFSA's with a direction on how to vote, but do not nominate the identity of their proxy, will be taken to have appointed the Chairman of the Meeting

as their proxy to vote on their behalf. Proxy appointments in favour of the Chairman of the Meeting, the Secretary or any Director that do not contain a direction on how to vote will be used where possible to support each of the Resolutions proposed in this Notice of Meeting.

12. Completed proxy forms or PFSA's should be sent to the Company's share registrars using the pre-addressed envelope provided with this Notice of Meeting.
13. To be effective, proxy forms must be lodged by 11.30am (UK local time) on Monday 24 April 2017 for shareholders registered on the main register of members in the United Kingdom. Proxy forms lodged after this time will be invalid.
14. To be effective, PFSA's must be lodged by the close of business (South Africa local time) on Wednesday 19 April 2017 for certificated shareholders registered on the branch register in South Africa. PFSA's lodged after this time will be invalid.
15. Proxy forms may be lodged using one of the following methods:
 - (1) by returning a completed proxy form by post to:

The Registrar for British American Tobacco p.l.c.
Computershare Investor Services PLC
The Pavilions
Bridgwater Road
Bristol BS99 6ZZ
United Kingdom

or
 - (2) by recording the proxy appointment electronically via the internet at www.eproxyappointment.com or by scanning the QR code at the top of the proxy form with your Smartphone. Full details of the procedure are given on that website and your Control Number, Shareholder Reference Number (SRN) and PIN can be found on your proxy form or email notification. Electronic proxy appointments must be received by Computershare Investor Services PLC no later than 11.30am (UK local time) on Monday 24 April 2017.
16. PFSA's may be lodged by using one of the following methods:
 - (1) by returning a completed PFSA by post to:

The Registrar for British American Tobacco p.l.c.
Computershare Investor Services Proprietary Ltd
Rosebank Towers
15 Biermann Avenue
Rosebank 2196
(PO Box 61051, Marshalltown 2107)
South Africa

or
 - (2) by recording the proxy appointment electronically via the internet at www.eproxyappointment.com.

Full details of the procedure are given on that website and your Control Number, Shareholder Reference Number (SRN) and PIN can be found on your PFSA or email notification. Electronic proxy appointments must be received by close of business (South Africa local time) on Wednesday 19 April 2017.

A completed PFSA may also be lodged by:

 - (1) a faxed copy to Computershare Investor Services Proprietary Ltd on +27 11 688 5238; or
 - (2) a scanned copy by email to Computershare Investor Services Proprietary Ltd at proxy@computershare.co.za.
17. The proxy form or PFSA must be signed by the shareholder or the shareholder's attorney. A proxy form or PFSA must be completed by, or on behalf of, the shareholder making the appointment. A corporation may execute a proxy form or PFSA either under its common seal or under the hand of a duly authorised officer(s). Where the appointment of a proxy is signed by the appointer's attorney, a certified copy of the power of attorney, or the power itself, must be received by Computershare Investor Services PLC or Computershare Investor Services Proprietary Ltd (as appropriate) by the deadlines stated in paragraphs 13 and 14 respectively.

18. In the case of joint holders, any one holder may sign the proxy form or PFSA. The vote of the senior holder who tenders a vote will be counted to the exclusion of the votes of the other joint holders. For this purpose, seniority is determined by the order in which the names appear on the register of shareholders.
19. Shareholders who return a proxy form or PFSA or register the appointment of a proxy electronically will still be able to attend the Meeting and vote in person if they so wish. If you attend the Meeting in person and vote, then your proxy appointment will automatically be terminated.
20. A copy of this Notice has been sent for information only to persons who have been nominated by a member to enjoy information rights under section 146 of the 2006 Act (“nominated persons”). The right to appoint a proxy does not apply to nominated persons. However, nominated persons may have a right under an agreement with the registered shareholder who holds the shares on their behalf to be appointed (or to have someone else appointed) as a proxy.

Alternatively, if nominated persons do not have such a right, or do not wish to exercise it, they may have a right under such an agreement to give instructions to the person holding the shares as to the exercise of the voting rights. Nominated persons should also remember that their main point of contact in terms of their investment in the Company remains the shareholder who nominated the nominated person to enjoy information rights (or, perhaps, the custodian or broker who administers the investment on their behalf). Nominated persons should continue to contact that shareholder, custodian or broker (and not the Company) regarding any changes or queries relating to the nominated person’s personal details and interest in the Company (including any administrative matter). The only exception to this is where the Company expressly requests a response from a nominated person.

Voting: the CREST electronic proxy appointment service

21.
 - (a) Shareholders who are CREST members with shares held in uncertificated form who wish to appoint a proxy or proxies are encouraged to use the CREST electronic proxy appointment service by using the procedures described in the CREST Manual on the Euroclear website (www.euroclear.com/CREST). CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.
 - (b) In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a “CREST Proxy Instruction”) must be properly authenticated in accordance with Euroclear UK & Ireland Limited’s specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by the issuer’s agent (ID 3RA50) by the latest time for receipt of proxy appointments specified in paragraph 13 above. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer’s agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST.
 - (c) CREST members and, where applicable, their CREST sponsors or voting service provider(s), should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will, therefore, apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In connection with this, CREST members and, where applicable, their CREST sponsors or voting service provider(s) are referred to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
 - (d) The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

Voting: voting instruction form for owners of shares dematerialised into Strate

22. **Beneficial owners of ordinary shares on the South Africa branch register which are dematerialised through Strate (other than those referred to in paragraph 23 below) should promptly provide their Central Securities Depository Participant (“CSDP”) or broker with their voting instructions under the terms of the custody agreement entered into between the beneficial owner and CSDP or broker. The enclosed Voting Instruction Form may be used for this purpose.**
23. Beneficial owners who appointed Computershare Limited as their CSDP, with the instruction that their ordinary shares are to be registered in the electronic sub-register of members in their own names, must complete the voting instruction form and return it no later than the close of business (South Africa local time) on Wednesday 19 April 2017 to:

The Registrar for British American Tobacco p.l.c.
Computershare Investor Services Proprietary Ltd
Rosebank Towers
15 Biermann Avenue
Rosebank 2196
(PO Box 61051, Marshalltown 2107)
South Africa

A completed voting instruction form may also be faxed to Computershare Investor Services Proprietary Ltd on +27 11 688 5238. A voting instruction form lodged after the close of business (South Africa local time) on Wednesday 19 April 2017 will be deemed to be invalid. The voting instruction form must be signed by the shareholder or the shareholder’s attorney. The voting instruction form must be completed by, or on behalf of, the shareholder giving the instructions. A corporation may execute the voting instruction form either under its common seal or under the hand of a duly authorised officer(s). Where the voting instruction is signed by an attorney, a certified copy of the power of attorney, or the power itself, must be received by Computershare Investor Services Proprietary Ltd at the address above or by facsimile to +27 11 688 5238 by the close of business (South Africa local time) on Wednesday 19 April 2017. If facsimile transmission is used the power of attorney must be certified.

Holders of dematerialised ordinary shares who appointed Computershare Limited as their CSDP with the instruction that their ordinary shares are to be registered in the electronic sub-register of members in their own name and who wish to register an electronic appointment of proxy, may do so at www.eproxyappointment.com. Full details of the procedure are given on that website and your Control Number, Shareholder Reference Number (SRN) and PIN can be found on your Voting Instruction Form. Electronic proxy appointments must be received by the close of business (South Africa local time) on Wednesday 19 April 2017.

24. Beneficial owners of ordinary shares which are dematerialised through Strate (including those who have ‘own name’ registration) wishing to attend the Meeting in person should promptly contact their CSDP or broker to obtain a letter of representation to enable them to do so.
25. Voting instructions and requests for letters of representation must be submitted by the relevant CSDP or broker no later than the close of business (South Africa local time) on Wednesday 19 April 2017 so that they may be collated and verified by Strate prior to the Meeting. Beneficial owners should therefore submit their voting instruction form or request for a letter of representation to their CSDP or broker within the time period required by the CSDP or broker or as stipulated in the custody agreement between the beneficial owner and the CSDP or broker.

Employee Share Ownership Plan — form of direction

26. Participants in the Company’s Employee Share Ownership Plan (the “Plan”) may direct the trustee of the Plan (the “Trustee”) to vote on their behalf by registering their vote electronically (see paragraph 15(2) above) with the Trustee no later than 11.30am on Thursday 20 April 2017.

Vested Share Account

27. Individuals who are or were employed by a company in the British American Tobacco Group and who have deposited ordinary shares in the Company with Computershare Company Nominees Limited (the “Nominee”) in connection with the Vested Share Account may exercise their voting

rights in respect of those shares by registering their vote electronically (see paragraph 15(2) above) with the Nominee no later than 11.30am on Thursday 20 April 2017.

Shareholders who are entitled to vote

28. Pursuant to regulation 41 of the Uncertificated Securities Regulations 2001 the Company gives notice that the time by which a person must be entered on the register of members (the main register/the South Africa branch register) in order to attend or vote at the Meeting or adjourned Meeting (and for calculating the number of votes such a person may cast) is 6.00pm (UK local time), in the case of the main register, and, in the case of the South Africa branch register, the close of business (South Africa local time) on the date which is two days prior to the Meeting or adjourned Meeting. Changes to entries on the register of securities after the relevant time will be disregarded in determining the rights of any person to attend or vote (and the number of votes they may cast) at the Meeting or adjourned Meeting.

Conduct of the Meeting

29. The quorum for the Meeting will be two persons entitled to vote upon the business to be transacted, each being a shareholder, or a proxy for a shareholder, or a duly authorised representative of a corporation which is a shareholder.
30. The Company must cause to be answered at the Meeting any question relating to the business being dealt with at the Meeting which is put by a member attending the Meeting, except (i) if to do so would interfere unduly with the preparation for the Meeting or involve the disclosure of confidential information, (ii) if the answer has already been given on a website in the form of an answer to a question, or (iii) if it is undesirable in the interests of the Company or the good order of the Meeting that the question be answered.

Notice of Meeting

31. If you have sold or transferred all of your shares, this Notice of Meeting should be passed on to the person through whom the sale or transfer was effected for transmission to the purchaser or transferee.
32. A copy of this Notice and the other information required by section 311A of the 2006 Act can be found on the Company's website (www.bat.com).
33. You may not use any electronic address provided in this Notice of Meeting to communicate with the Company for any purposes other than those expressly stated.

APPENDIX 2: ADDITIONAL STATUTORY AND REGULATORY INFORMATION

Contracts of service

1. Copies of the contracts of service between each Executive Director and the Company and the letters of appointment of the Non-Executive Directors and the Chairman setting out the terms and conditions of their appointment are available for inspection during normal business hours on any weekday (Saturdays, Sundays and public holidays excepted) at the registered office of the Company up to the time of the Meeting. These, together with the register of Directors' interests in the shares of the Company and its subsidiaries, will be available for inspection at Milton Court Concert Hall, Silk Street, London EC2Y 9BH on the morning of the Meeting from 11.00am until its conclusion.

Statement of voting rights

2. As at 15 March 2017 (being the latest practicable date prior to publication of this document), the Company's issued share capital consisted of 1,864,378,503 ordinary shares of 25p each with voting rights. As at 15 March 2017 the Company held 162,645,590 ordinary shares in treasury.

Auditors

3. Shareholders satisfying the threshold requirements set out in section 527 of the 2006 Act can require the Company to publish a statement on its website setting out any matter relating to: (a) the audit of the Company's accounts (including the auditors' report and the conduct of the audit) that are to be laid before the Meeting; or (b) any circumstances connected with an auditor of the Company ceasing to hold office since the last Annual General Meeting, that the shareholders propose to raise at the Annual General Meeting. Where the Company is required to publish a statement on its website, it must: (a) send a copy of the statement to the Company's auditors no later than the time it makes that statement available on the website; and (b) include the matters set out in the statement in the business of the Annual General Meeting.

APPENDIX 3: TRAVEL AND MEETING INFORMATION

The venue for the 2017 Annual General Meeting is Milton Court Concert Hall, Silk Street, London EC2Y 9BH (www.gsmd.ac.uk/about_the_school/milton_court)

By underground

Moorgate, Barbican, Liverpool Street, St. Paul's

By bus

4, 56 and 153

By train

Moorgate, Liverpool Street or Farringdon

By car

Barbican Centre Car Parks, Beech Street/Silk Street EC2Y 8DS

Information

You are advised to obtain up-to-date travel information from Transport for London at www.tfl.gov.uk (tel: 0343 2221234) before you travel.

At the Meeting

Refreshments will be provided before the Meeting from 10.30am in the Level 1 Foyer of the venue.

For your personal safety and security there will be checks and bag searches of everyone attending the Meeting. We recommend that you arrive in time to allow for these procedures.

Recording equipment, cameras and other items that might interfere with the good order of the Meeting will not be permitted in the auditorium. You are requested to turn off all mobile devices.

There will be facilities for shareholders who are in wheelchairs. Anybody accompanying a shareholder as a carer will be admitted to the Meeting.

A hearing induction loop will be available for those who wish to use it.

APPENDIX 4: SHAREHOLDER INFORMATION

Listings and Shareholder Services

Premium listing

London Stock Exchange (Share Code: BATS; ISIN: GB0002875804)

United Kingdom Registrar

Computershare Investor Services PLC
The Pavilions
Bridgwater Road
Bristol BS99 6ZZ, UK
tel: 0800 408 0094; +44 370 889 3159
web-based enquiries: www.investorcentre.co.uk/contactus

British American Tobacco p.l.c.

Registered Office

Globe House
4 Temple Place
London WC2R 2PG, UK
tel: +44 20 7845 1000

Secondary listing

JSE (Share Code: BTI)
Shares are traded in electronic form only and transactions settled electronically through Strate.

South Africa Registrar

Computershare Investor Services Proprietary Ltd
PO Box 61051
Marshalltown 2107
South Africa
tel: 0861 100 634; +27 11 870 8216
email enquiries: web.queries@computershare.co.za

British American Tobacco p.l.c.

Representative Office in South Africa

Waterway House South
No. 3 Dock Road
V&A Waterfront
Cape Town
South Africa
(PO Box 631, Cape Town 8000, South Africa)
tel: +27 21 003 6576

American Depositary Receipts

NYSE MKT (Symbol: BTI; CUSIP No. 110448107)
British American Tobacco sponsors an American Depositary Receipt (ADR) programme in the United States. Each ADR represents one of the Company's ordinary shares. Enquiries regarding ADR holder accounts and payment of dividends should be directed to:
Citibank Shareholder Services
PO Box 43077
Providence
Rhode Island
02940-3077, USA
tel: 1-888 985 2055 (toll-free) or +1 781 575 4555
email enquiries: citibank@shareholders-online.com
website: www.citi.com/dr

Publications

Copies of current and past Annual Reports are available on request. Copies of the Group corporate brochure, *We are BAT*, are also available. Highlights from these publications can be produced in alternative formats such as Braille, audio tape and large print, contact:

British American Tobacco Publications
Unit 80, London Industrial Park, Roding Road
London E6 6LS
tel: +44 20 7511 7797; facsimile: +44 20 7540 4326
email: bat@team365.co.uk

Alternatively contact the British American Tobacco p.l.c. Representative Office in South Africa using the contact details shown on page A-8.

Final Dividend 2016 — dates in 2017

In compliance with the requirements of the London Stock Exchange (LSE) and Strate, the electronic settlement and custody system used by the JSE Limited (JSE), the following are the salient dates for the payment of the final dividend.

23 February	Dividend announced (including amount of dividend per share in both sterling and rand, applicable exchange rate and conversion date — 21 February 2017; plus additional applicable information as required in respect of South Africa Dividends Tax — see below)
23 February-17 March	From the commencement of trading on 23 February to 17 March 2017 (inclusive), no removal requests in either direction between the UK main register and the South Africa branch register will be permitted
14 March	Last day to trade (JSE)
15-17 March	From the commencement of trading on 15 March 2017 to 17 March 2017 (inclusive), no transfers between the UK main register and the South Africa branch register; no shares may be dematerialised or rematerialised
15 March	Ex-dividend date (JSE)
16 March	Ex-dividend date (LSE)
17 March	Record date (LSE and JSE)
10 April	Last date for receipt of Dividend Reinvestment Plan (DRIP) elections (UK main register only)
4 May	Payment date (sterling and rand)

Final Dividend 2016 — key information and data

Recommendation

On 23 February 2017, the Company announced a recommended final dividend of 118.1p per ordinary share of 25p for the year ended 31 December 2016.

As the British American Tobacco Group reports in sterling, dividends are declared and payable in sterling except for shareholders on the branch register in South Africa whose dividends are payable in rand. A rate of exchange of £:R = 16.32100 as at 21 February 2017 (the closing rate on that date as quoted by Bloomberg), results in an equivalent final dividend of 1,927.51010 SA cents per ordinary share.

South Africa Branch Register: Dividends Tax — Increase in Dividend Withholding Tax by the South African Minister of Finance

Shareholders on the Company's branch register in South Africa are referred to the announcement by the South African Minister of Finance on 22 February 2017 that the dividend withholding tax rate has been increased from 15% to 20%. The Johannesburg Stock Exchange (JSE) confirmed on 24 February 2017 that the increase is effective for dividends declared with a payment date on or after 22 February 2017.

In its Preliminary Announcement for the year ended 31 December 2016 released on 23 February 2017, the Company published Dividends Tax information based on a rate of 15%. Further to the above, the updated Dividends Tax information is set out in the following paragraph.

South Africa Dividends Tax (at a rate of 20%), equivalent to 385.50202 SA cents per ordinary share, will be withheld from the gross final dividend paid to shareholders on the South Africa branch register, unless a shareholder qualifies for an exemption. After Dividends Tax has been withheld, the net dividend will be 1,542.00808 SA cents per ordinary share. The final dividend is regarded as a 'foreign dividend' for the purposes of the South Africa Dividends Tax.

At the close of business on 21 February 2017 (the latest practicable date prior to the date of the recommendation of the final dividend), British American Tobacco p.l.c. (the "Company") had a total of 1,864,374,894 ordinary shares in issue (excluding treasury shares). The Company held 162,645,590 ordinary shares in treasury giving a total issued share capital of 2,027,020,484 ordinary shares.

British American Tobacco p.l.c. is registered with the South African Revenue Service (SARS) with tax reference number 9378193172.

For the avoidance of doubt, Dividends Tax and the information provided above is of direct application only to shareholders on the South Africa branch register. Shareholders on the South Africa branch register should direct any questions regarding the application of Dividends Tax to Computershare Investor Services Proprietary Ltd, contact details for which are given above.

Future Payment of Dividends — Mandatory Direct Credit

From 2018, British American Tobacco is simplifying the way in which it pays dividends to shareholders by only paying cash dividends directly into a shareholder's nominated bank account. This is known as mandatory direct credit. British American Tobacco will no longer be issuing dividend cheques. Shareholders recorded on the main register as receiving dividend payments by cheque have been or will be advised by Computershare. Those shareholders will need to take the required action by selecting the appropriate option as set out in the Computershare notification.

Shareholders on the UK main register who already have their dividends paid: (1) by direct credit into their UK bank or building society account; or (2) through the Euroclear service using the CREST messaging system; or (3) through Computershare's Global Payments Service (GPS) are not affected by this change. Similarly, shareholders who participate in the British American Tobacco Dividend Reinvestment Plan (DRIP) are not required to take any action unless they choose to withdraw from the DRIP.

For the South Africa branch register, Computershare South Africa will notify affected shareholders of the equivalent applicable arrangements for the payment of dividends, as appropriate.

Financial Calendar 2017

26 April	Annual General Meeting, Milton Court Concert Hall, Silk Street, London EC2Y 9BH
27 July	Half-Year Report

