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**THIS LETTER IS IMPORTANT AND REQUIRES YOUR ATTENTION
– PLEASE READ IT CAREFULLY**

20 March 2019

Dear Shareholder

British American Tobacco p.l.c. (the “Company”)

South Africa Branch Register: Change of Payment Date for the First Quarterly Dividend for the Year Ended 31 December 2018

Shareholders on the Company's branch register in South Africa are referred to the announcement made by the Company on 11 March 2019 stating that due to the recently declared public holiday in South Africa on 8 May 2019, the first quarterly dividend payment for the year ended 31 December 2018 (the “May 2019 Dividend”) will be paid on 9 May 2019 to shareholders registered on the South Africa branch register.

The salient dates and other dividend declaration information announced on 28 February 2019 and which is also published in the Annual Report 2018 remain unchanged, apart from the payment date for the May 2019 Dividend for shareholders registered on the South Africa branch register, which is now 9 May 2019.

Shareholders on the South Africa branch register should direct any questions regarding the change of the May 2019 Dividend payment date to Computershare Investor Services Proprietary Limited, contact details for which are given below:

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

Yours faithfully
For and on behalf of British American Tobacco p.l.c.

Paul McCrory
Company Secretary