

**IMPERIAL BRANDS PLC**

**Legal Entity Identifier (LEI) No. 549300DFVPOB67JL3A42**

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	ANDREW GILCHRIST				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	NON EXECUTIVE DIRECTOR				
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	IMPERIAL BRANDS PLC				
b)	LEI	549300DFVPOB67JL3A42				
<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	AMERICAN DEPOSITARY RECEIPTS, EACH REPRESENTING ONE ORDINARY SHARE				
	Identification code	US45262P1021				
b)	Nature of the transaction	PURCHASE				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>US DOLLAR 21.7433</td> <td>3,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	US DOLLAR 21.7433	3,000
Price(s)	Volume(s)					
US DOLLAR 21.7433	3,000					
d)	Aggregated information					
	- Aggregated volume	3,000				
	- Price	US DOLLAR 65,229.90				
e)	Date of the transaction	28 FEBRUARY 2024				
f)	Place of the transaction	US OTC MARKETS				

**Chris Winters**  
**Deputy Company Secretary**

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