

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

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	ALISON CLARKE				
2	Reason for the notification					
a)	Position/status	PDMM - CHIEF PEOPLE OFFICER				
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	IMPERIAL BRANDS PLC				
b)	LEI	549300DFVPOB67JL3A42				
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 Identification code	ORDINARY SHARES GB0004544929				
b)	Nature of the transaction	EXERCISE OF NIL COST OPTION (AND ASSOCIATED TRANSFER OF SHARES, INCLUDING DIVIDEND ROLL-UP SHARES) GRANTED AS PART OF AN LTIP AWARD MADE IN 2021.				
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>70,806</td> </tr> </tbody> </table>	Price(s)	Volume(s)	NIL	70,806
Price(s)	Volume(s)					
NIL	70,806					
d)	Aggregated information - Aggregated volume - Price	70,806 NIL				
e)	Date of the transaction	19 MARCH 2024				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				
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 Identification code	ORDINARY SHARES GB0004544929				
b)	Nature of the transaction	SALE OF SHARES TO PAY TAX DUE ON EXERCISE AND TRANSFER OF LTIP AWARD OPTIONS AND DIVIDEND ROLL-UP SHARES.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 17.171181</td> <td>23,120</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP 17.171181	23,120
Price(s)	Volume(s)					
GBP 17.171181	23,120					

		GBP 17,171,401	33,430
d)	Aggregated information		
	- Aggregated volume	33,430	
	- Price	GBP 574,042.61	
e)	Date of the transaction	19 MARCH 2024	
f)	Place of the transaction	XLON - LONDON STOCK EXCHANGE	

Chris Winters
Deputy Company Secretary

Copies of our announcements are available on our website: <https://www.imperialbrandsplc.com/creating-shareholder-value/stock-exchange-announcements>

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