

**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	ALAN JOHNSON				
<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	ORDINARY SHARES				
	Identification code	GB0004544929				
b)	Nature of the transaction	PURCHASE				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 28.621760</td> <td>1,397</td> </tr> </table>	Price(s)	Volume(s)	GBP 28.621760	1,397
Price(s)	Volume(s)					
GBP 28.621760	1,397					
d)	Aggregated information	N/A				
e)	Date of the transaction	11 FEBRUARY 2025				
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>

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHZFLFFELLBBZ