

IMPERIAL BRANDS PLC

Legal Entity Identifier (LEI) No. 549300DFVPOB67JL3A42

Directors and Persons Discharging Managerial Responsibility ("PDMRs") Interests

Imperial Brands PLC (the "Company") Long Term Incentive Plan

Grant of 2025 LTIP awards

On 17 February 2025, the Company granted awards in respect of FY25 under the Imperial Brands Long Term Incentive Plan (the "LTIP") to PDMRs, details of which are provided below.

Further to its 2024 Annual Report and Accounts, FY25 is the last year of the Company's current five-year strategy and, as such, the three-year performance period for the FY25 awards will extend beyond the current strategy. In order to align targets to the new strategy, these will be set following strategy announcement on 26 March 2025. Targets will be published on the Company's website.

Details of individual awards are as follows:

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	STEFAN BOMHARD				
2	Reason for the notification					
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF EXECUTIVE 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	ORDINARY SHARES				
	Identification code	GB0004544929				
b)	Nature of the transaction	AWARD GRANTED UNDER LONG TERM INCENTIVE PLAN				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>181,473</td></tr></table>	Price(s)	Volume(s)	NOT APPLICABLE	181,473
Price(s)	Volume(s)					
NOT APPLICABLE	181,473					
d)	Aggregated information	N/A				
e)	Date of the transaction	17 FEBRUARY 2025				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				

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	LIUKAS DABAVICIUS

a)	Name	LORAS PARAVICINI					
2	Reason for the notification						
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF FINANCIAL 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	ORDINARY SHARES					
	Identification code	GB0004544929					
b)	Nature of the transaction	AWARD GRANTED UNDER LONG TERM INCENTIVE PLAN					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>73,102</td></tr></table>		Price(s)	Volume(s)	NOT APPLICABLE	73,102
Price(s)	Volume(s)						
NOT APPLICABLE	73,102						
d)	Aggregated information	N/A					
e)	Date of the transaction	17 FEBRUARY 2025					
f)	Place of the transaction	OUTSIDE A TRADING VENUE					

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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