

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	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 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 FEBRUARY 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NIL</td><td>237,614</td></tr></table>		Price(s)	Volume(s)	NIL	237,614
Price(s)	Volume(s)						
NIL	237,614						
d)	Aggregated information	N/A					
e)	Date of the transaction	17 FEBRUARY 2025					
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 OF LTIP AWARD OPTIONS AND TRANSFER OF DIVIDEND ROLL-UP SHARES.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 27.883369</td><td>112,183</td></tr></table>		Price(s)	Volume(s)	GBP 27.883369	112,183
Price(s)	Volume(s)						
GBP 27.883369	112,183						
d)	Aggregated information	N/A					

e)	Date of the transaction	17 FEBRUARY 2025
f)	Place of the transaction	XLON - LONDON STOCK EXCHANGE

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	LUKAS 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 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 FEBRUARY 2022					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NIL</td><td>95,253</td></tr></table>		Price(s)	Volume(s)	NIL	95,253
Price(s)	Volume(s)						
NIL	95,253						
d)	Aggregated information	N/A					
e)	Date of the transaction	17 FEBRUARY 2025					
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 OF LTIP AWARD OPTIONS AND TRANSFER OF DIVIDEND ROLL-UP SHARES.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 27.775548</td><td>44,972</td></tr></table>		Price(s)	Volume(s)	GBP 27.775548	44,972
Price(s)	Volume(s)						
GBP 27.775548	44,972						
d)	Aggregated information	N/A					
e)	Date of the transaction	17 FEBRUARY 2025					
f)	Place of the transaction	XLON - LONDON STOCK EXCHANGE					

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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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