

IMPERIAL BRANDS PLC

Legal Entity Identifier (LEI) No. 549300DFVPOB67JL3A42

Long-Term Incentive Plan Performance measures and targets

Further to RNS # 5611X and its 2024 Annual Report and Accounts, the Company confirms that the performance measures and targets for the FY25 Long-Term Incentive Plan grant made on 17 February 2025 are as shown below.

	Weight	Cut-in	Target	Max
Earnings per share growth (EPS) ¹	40%	3.3%	4.5%	5.5%
Return on invested capital (ROIC)	15%	18.9%	20.9%	21.7%
Cumulative free cash flow (CFCF £m)	15%	5,500	6,400	7,100
Relative Total shareholder return (TSR)	20%	Median	N/A	Upper quart.
Scope 1 & 2 carbon emissions reduction	5%	73.0%	75.0%	76.0%
Energy consumption reduction	5%	5.0%	7.0%	8.0%

1. EPS targets shown above exclude the benefit of the Company's share buyback programme. This methodology aligns with the Investment Association guidance.
2. The targets shown should not be construed as guidance.
3. Each element operates independently and is capable of vesting regardless of the Company's performance in respect of the other elements.

The Remuneration Committee retains the discretion under the rules of the LTIP to adjust up or down including to zero the number of shares that vest taking into account a number of factors including personal or corporate performance and circumstances that were unforeseen at the date of grant.

Chris Winters

Deputy Company Secretary

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www.imperialbrandspc.com/investor-hub/stock-exchange-announcements

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