

**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	STEFAN BOMHARD				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF EXECUTIVE OFFICER				
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  Identification code	ORDINARY SHARES  GB0004544929				
b)	Nature of the transaction	PURCHASE - DIVIDEND REINVESTMENT				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 28.94739</td> <td>2,334.79453</td> </tr> </table>	Price(s)	Volume(s)	GBP 28.94739	2,334.79453
Price(s)	Volume(s)					
GBP 28.94739	2,334.79453					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 APRIL 2025				
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON				

**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	SUSAN CLARK
<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</b>	

	where transactions have been conducted					
a)	Description of the financial instrument, type of instrument  Identification code	ORDINARY SHARES  GB0004544929				
b)	Nature of the transaction	PURCHASE - DIVIDEND REINVESTMENT				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 28.94739</td><td>40.66679</td></tr></table>	Price(s)	Volume(s)	GBP 28.94739	40.66679
Price(s)	Volume(s)					
GBP 28.94739	40.66679					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 APRIL 2025				
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON				

**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	JONATHAN STANTON					
2	Reason for the notification						
a)	Position/status	NON EXECUTIVE DIRECTOR					
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	PURCHASE - DIVIDEND REINVESTMENT					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 28.94739</td><td>36.51932</td></tr></table>		Price(s)	Volume(s)	GBP 28.94739	36.51932
Price(s)	Volume(s)						
GBP 28.94739	36.51932						
d)	Aggregated information	N/A					
e)	Date of the transaction	3 APRIL 2025					
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON					

**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	NGOZI EDOZIEN
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	NON EXECUTIVE DIRECTOR

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	PURCHASE - DIVIDEND REINVESTMENT				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 28.94739</td><td>5.58375</td></tr></table>	Price(s)	Volume(s)	GBP 28.94739	5.58375
Price(s)	Volume(s)					
GBP 28.94739	5.58375					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 APRIL 2025				
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON				

**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	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	PURCHASE - DIVIDEND REINVESTMENT					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 28.94739</td><td>2,319.96363</td></tr></table>		Price(s)	Volume(s)	GBP 28.94739	2,319.96363
Price(s)	Volume(s)						
GBP 28.94739	2,319.96363						
d)	Aggregated information	N/A					
e)	Date of the transaction	3 APRIL 2025					
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON					

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Daniel Bevan

Company Secretariat Lead

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