

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	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 28.289932</td> <td>0.0086</td> </tr> </table>	Price(s)	Volume(s)	GBP 28.289932	0.0086
Price(s)	Volume(s)					
GBP 28.289932	0.0086					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 JULY 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	SUSAN CLARK
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 28.289932</td><td>31.30942</td></tr></table>	Price(s)	Volume(s)	GBP 28.289932	31.30942
Price(s)	Volume(s)					
GBP 28.289932	31.30942					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 JULY 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 28.289932</td><td>28.11627</td></tr></table>		Price(s)	Volume(s)	GBP 28.289932	28.11627
Price(s)	Volume(s)						
GBP 28.289932	28.11627						
d)	Aggregated information	N/A					
e)	Date of the transaction	3 JULY 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	NGOZI EDOZIEN
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 28.289932</td><td>4.29894</td></tr></table>	Price(s)	Volume(s)	GBP 28.289932	4.29894
Price(s)	Volume(s)					
GBP 28.289932	4.29894					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 JULY 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 28.289932</td><td>1,786.1433</td></tr></table>		Price(s)	Volume(s)	GBP 28.289932	1,786.1433
Price(s)	Volume(s)						
GBP 28.289932	1,786.1433						
d)	Aggregated information	N/A					
e)	Date of the transaction	3 JULY 2025					
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON					

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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	MURRAY MCGOWAN				
2	Reason for the notification					
a)	Position/status	PDMR - CHIEF STRATEGY AND DEVELOPMENT 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 border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 28.289932</td> <td>947.53169</td> </tr> </table>	Price(s)	Volume(s)	GBP 28.289932	947.53169
Price(s)	Volume(s)					
GBP 28.289932	947.53169					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 JULY 2025				
f)	Place of the transaction	LONDON STOCK EXCHANGE XLON				

Daniel Bevan

Company Secretariat Lead

Copies of our announcements are available on our website: <https://www.imperialbrandsplc.com/investor-hub/stock-exchange-announcements>

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