

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	ALAN JOHNSON CMG				
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				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 30.6565</td> <td>600</td> </tr> </table>	Price(s)	Volume(s)	GBP 30.6565	600
Price(s)	Volume(s)					
GBP 30.6565	600					
d)	Aggregated information	N/A				
e)	Date of the transaction	18 SEPTEMBER 2025				
f)	Place of the transaction	XLON - LONDON STOCK EXCHANGE				

Chris Winters

Deputy Company Secretary

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<https://www.imperialbrandsplc.com/investor-hub/stock-exchange-announcements>

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