

**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   | ALAN JOHNSON CMG  |          |           |             |     |
| <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 where transactions have been conducted</b> |   |          |           |             |     |
| a)          | Description of the financial instrument, type of instrument  | ORDINARY SHARES   |          |           |             |     |
|             | Identification code  | 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

Copies of our announcements are available on our website:

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

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