

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				
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	ORDINARY SHARES				
	Identification code	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 30.6238</td><td>0.00806</td></tr></table>	Price(s)	Volume(s)	GBP 30.6238	0.00806
Price(s)	Volume(s)					
GBP 30.6238	0.00806					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 OCTOBER 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	

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	Identification code	GB0004544929				
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c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>GBP 30.6238</td><td>29.33021</td></tr> </table>	Price(s)	Volume(s)	GBP 30.6238	29.33021
Price(s)	Volume(s)					
GBP 30.6238	29.33021					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 OCTOBER 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	ORDINARY SHARES				
	Identification code	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 30.6238</td><td>26.33892</td></tr> </table>	Price(s)	Volume(s)	GBP 30.6238	26.33892
Price(s)	Volume(s)					
GBP 30.6238	26.33892					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 OCTOBER 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	ORDINARY SHARES				
	Identification code	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 30.6238</td> <td>4.02718</td> </tr> </table>	Price(s)	Volume(s)	GBP 30.6238	4.02718
Price(s)	Volume(s)					
GBP 30.6238	4.02718					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 OCTOBER 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 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	ORDINARY SHARES				
	Identification code	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 30.6238</td> <td>1,673.23386</td> </tr> </table>	Price(s)	Volume(s)	GBP 30.6238	1,673.23386
Price(s)	Volume(s)					
GBP 30.6238	1,673.23386					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 OCTOBER 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	MURRAY MCGOWAN				
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 border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 30.6238</td> <td>887.63433</td> </tr> </table>	Price(s)	Volume(s)	GBP 30.6238	887.63433
Price(s)	Volume(s)					
GBP 30.6238	887.63433					
d)	Aggregated information	N/A				
e)	Date of the transaction	3 OCTOBER 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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