

IMPERIAL BRANDS PLC

Legal Entity Identifier (LEI) No. 549300DFVPOB67JL3A42

Transaction in own shares

Imperial Brands PLC (the "**Company**") announces that on 30 October 2025 it purchased for cancellation the following number of its ordinary shares of 10 pence each pursuant to its GBP 1.45 billion share repurchase programme, details of which were announced on 30 October 2025.

Description of shares: Imperial Brands PLC - ordinary shares of 10 pence

Number of shares repurchased: 195,529

Date of transaction: 30 October 2025

Average price paid per share: GBp 3,026.88

Lowest price paid per share: GBp 3,010.00

Highest price paid per share: GBp 3,047.00

Broker: Morgan Stanley & Co. International Plc ("**Morgan Stanley**")

The Company intends to cancel these Shares.

All shares were purchased from Morgan Stanley as an on exchange transaction subject to the rules of the London Stock Exchange.

Following the purchase and subsequent settlement and cancellation of these shares, the remaining number of ordinary shares in issue will be 803,604,849 (excluding treasury shares).

The figure of 803,604,849 may be used by shareholders (and others with notification obligations) as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), detailed information about the individual purchases is attached to this announcement.

http://www.ms-pdf.londonstockexchange.com/ms/5806F_1-2025-10-30.pdf

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