

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 Identification code | ORDINARY SHARES GB0004544929 | | | | |
| b) | Nature of the transaction | TRANSFER OF SHARES (INCLUDING DIVIDEND ROLL-UP SHARES) FOLLOWING THE VESTING OF AN AWARD UNDER DEFERRED SHARE BONUS PLAN | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>NOT APPLICABLE</td> <td>65,856</td> </tr> </table> | Price(s) | Volume(s) | NOT APPLICABLE | 65,856 |
| Price(s) | Volume(s) | | | | | |
| NOT APPLICABLE | 65,856 | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | |
| f) | Place of the transaction | OUTSIDE A TRADING VENUE | | | | |

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 Identification code | ORDINARY SHARES GB0004544929 | | | | |
| b) | Nature of the transaction | SALE OF SHARES TO PAY TAX DUE ON TRANSFER OF AWARD AND DIVIDEND ROLL-UP SHARES UNDER DEFERRED SHARE BONUS PLAN | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 31.913673</td><td>31,062</td></tr></table> | Price(s) | Volume(s) | GBP 31.913673 | 31,062 |
| Price(s) | Volume(s) | | | | | |
| GBP 31.913673 | 31,062 | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | |
| f) | Place of the transaction | XLON - LONDON STOCK EXCHANGE | | | | |

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 Identification code | ORDINARY SHARES GB0004544929 | | | | | |
| b) | Nature of the transaction | TRANSFER OF SHARES (INCLUDING DIVIDEND ROLL-UP SHARES) FOLLOWING THE VESTING OF AN AWARD UNDER DEFERRED SHARE BONUS PLAN | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>36,300</td></tr></table> | | Price(s) | Volume(s) | NOT APPLICABLE | 36,300 |
| Price(s) | Volume(s) | | | | | | |
| NOT APPLICABLE | 36,300 | | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | | |
| f) | Place of the transaction | OUTSIDE A TRADING VENUE | | | | | |

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 Identification code | ORDINARY SHARES GB0004544929 | | | | |
| b) | Nature of the transaction | SALE OF SHARES TO PAY TAX DUE ON TRANSFER OF AWARD AND DIVIDEND ROLL-UP SHARES UNDER DEFERRED SHARE BONUS PLAN | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 31.913673</td><td>17,121</td></tr></table> | Price(s) | Volume(s) | GBP 31.913673 | 17,121 |
| Price(s) | Volume(s) | | | | | |
| GBP 31.913673 | 17,121 | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | |
| f) | Place of the transaction | XLON - LONDON STOCK EXCHANGE | | | | |

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 | TRANSFER OF SHARES (INCLUDING DIVIDEND ROLL-UP SHARES) FOLLOWING THE VESTING OF AN AWARD UNDER DEFERRED SHARE BONUS PLAN | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>15,754</td></tr></table> | | Price(s) | Volume(s) | NOT APPLICABLE | 15,754 |
| Price(s) | Volume(s) | | | | | | |
| NOT APPLICABLE | 15,754 | | | | | | |

| | | |
|----|--------------------------|-------------------------|
| d) | Aggregated information | NOT APPLICABLE |
| e) | Date of the transaction | 16 DECEMBER 2025 |
| f) | Place of the transaction | OUTSIDE A TRADING VENUE |

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 | SALE OF SHARES TO PAY TAX DUE ON TRANSFER OF AWARD AND DIVIDEND ROLL-UP SHARES UNDER DEFERRED SHARE BONUS PLAN | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 31.913673</td> <td>7,431</td> </tr> </table> | Price(s) | Volume(s) | GBP 31.913673 | 7,431 |
| Price(s) | Volume(s) | | | | | |
| GBP 31.913673 | 7,431 | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | |
| f) | Place of the transaction | XLON - LONDON STOCK EXCHANGE | | | | |

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 | |

| | | | | | | |
|----------------|--|--|----------|-----------|----------------|--------|
| a) | Description of the financial instrument, type of instrument Identification code | ORDINARY SHARES GB0004544929 | | | | |
| b) | Nature of the transaction | AWARD GRANTED UNDER DEFERRED SHARE BONUS PLAN | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>14,499</td></tr></table> | Price(s) | Volume(s) | NOT APPLICABLE | 14,499 |
| Price(s) | Volume(s) | | | | | |
| NOT APPLICABLE | 14,499 | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | |
| f) | Place of the transaction | OUTSIDE A TRADING VENUE | | | | |

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 Identification code | ORDINARY SHARES GB0004544929 | | | | | |
| b) | Nature of the transaction | AWARD GRANTED UNDER DEFERRED SHARE BONUS PLAN | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>7,987</td></tr></table> | | Price(s) | Volume(s) | NOT APPLICABLE | 7,987 |
| Price(s) | Volume(s) | | | | | | |
| NOT APPLICABLE | 7,987 | | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | | |
| f) | Place of the transaction | OUTSIDE A TRADING VENUE | | | | | |

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 |

| | | | | | | | |
|----------------|---|---|--|----------|-----------|----------------|-------|
| 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 | AWARD GRANTED UNDER DEFERRED SHARE BONUS PLAN | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>3,916</td></tr></table> | | Price(s) | Volume(s) | NOT APPLICABLE | 3,916 |
| Price(s) | Volume(s) | | | | | | |
| NOT APPLICABLE | 3,916 | | | | | | |
| d) | Aggregated information | NOT APPLICABLE | | | | | |
| e) | Date of the transaction | 16 DECEMBER 2025 | | | | | |
| f) | Place of the transaction | OUTSIDE A TRADING VENUE | | | | | |

Chris Winters

Deputy Company Secretary

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

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

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBVLFFELLBFBK