

**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	STEFAN BOMHARD				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	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  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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	STEFAN BOMHARD
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	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</b>	

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>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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	LUKAS PARAVICINI				
<b>2 Reason for the notification</b>						
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF EXECUTIVE OFFICER				
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  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>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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	LUKAS PARAVICINI

<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF EXECUTIVE OFFICER				
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  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>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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	MURRAY MCGOWAN				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF FINANCIAL OFFICER				
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  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>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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name MURRAY MCGOWAN					
<b>2 Reason for the notification</b>						
a)	Position/status EXECUTIVE DIRECTOR - CHIEF FINANCIAL OFFICER					
b)	Initial notification /Amendment INITIAL NOTIFICATION					
<b>3 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 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  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**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name STEFAN BOMHARD	
<b>2 Reason for the notification</b>		
a)	Position/status EXECUTIVE DIRECTOR	
b)	Initial notification /Amendment INITIAL NOTIFICATION	
<b>3 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 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	

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 border="1"> <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	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	LUKAS PARAVICINI				
<b>2 Reason for the notification</b>						
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF EXECUTIVE OFFICER				
b)	Initial notification /Amendment	INITIAL NOTIFICATION				
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	IMPERIAL BRANDS PLC				
b)	LEI	549300DFVPOB67JL3A42				
4	<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  Identification code	ORDINARY SHARES  GB0004544929				
b)	Nature of the transaction	AWARD GRANTED 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>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	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	MURRAY MCGOWAN
<b>2 Reason for the notification</b>		
a)	Position/status	EXECUTIVE DIRECTOR - CHIEF FINANCIAL OFFICER

a)	POSITION/STATUS	EXECUTIVE DIRECTOR/CHIEF FINANCIAL OFFICER				
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  Identification code	ORDINARY SHARES  GB0004544929				
b)	Nature of the transaction	AWARD GRANTED 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>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>

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 [rns@seg.com](mailto:rns@seg.com) or visit [www.rns.com](http://www.rns.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