

IMPERIAL BRANDS PLC

Legal Entity Identifier (LEI) No. 549300DFVPOB67JL3A42

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	EXERCISE OF NIL COST OPTION (AND ASSOCIATED TRANSFER OF SHARES, INCLUDING DIVIDEND ROLL-UP SHARES) GRANTED AS PART OF AN LTIP AWARD MADE IN FEBRUARY 2023				
c)	Price(s) and volume(s)	<table border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NIL</td><td>64,731</td></tr></table>	Price(s)	Volume(s)	NIL	64,731
Price(s)	Volume(s)					
NIL	64,731					
d)	Aggregated information	N/A				
e)	Date of the transaction	16 FEBRUARY 2026				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				
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 EXERCISE AND TRANSFER OF LTIP AWARD OPTIONS AND DIVIDEND ROLL-UP SHARES.				
c)	Price(s) and volume(s)	<table border="1"><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 32.19</td><td>30,561</td></tr></table>	Price(s)	Volume(s)	GBP 32.19	30,561
Price(s)	Volume(s)					
GBP 32.19	30,561					

d)	Aggregated information	N/A
e)	Date of the transaction	16 FEBRUARY 2026
f)	Place of the transaction	XLON - LONDON STOCK EXCHANGE

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					
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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>NIL</td> <td>33,794</td> </tr> </table>	Price(s)	Volume(s)	NIL	33,794
Price(s)	Volume(s)					
NIL	33,794					
d)	Aggregated information	N/A				
e)	Date of the transaction	16 FEBRUARY 2026				
f)	Place of the transaction	OUTSIDE A TRADING VENUE				
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b)	Nature of the transaction	SALE OF SHARES TO PAY TAX DUE ON EXERCISE AND TRANSFER OF LTIP AWARD OPTIONS AND DIVIDEND ROLL-UP SHARES.				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 32.3042</td> <td>15,955</td> </tr> </table>	Price(s)	Volume(s)	GBP 32.3042	15,955
Price(s)	Volume(s)					
GBP 32.3042	15,955					
d)	Aggregated information	N/A				
e)	Date of the transaction	16 FEBRUARY 2026				
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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