

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

Imperial Brands PLC (the "Company") Long Term Incentive Plan

Grant of 2026 LTIP awards

On 16 February 2026, the Company granted awards in respect of FY26 under the Imperial Brands Long Term Incentive Plan (the "LTIP") to PDMRs, details of which are provided below.

Further to its 2025 Annual Report and Accounts, the Company confirms that the performance measures and targets (which should not be construed as guidance) in respect of the Imperial Brands LTIP grant made on 16 February 2026 are:

	Weight	Cut-in	Target	Max
Adjusted EPS growth at constant currency ¹	40%	2.0%	4.2%	5.8%
Return on invested capital	15%	18.7%	21.4%	22.2%
Cumulative free cash flow	15%	£5.7bn	£6.6bn	£7.3bn
Relative TSR	20%	Median	N/A	Upper quart.
ESG - Climate / Carbon reduction	5%	76.2%	78.3%	79.1%
ESG - Climate / Energy reduction	5%	5.5%	10.7%	11.6%

1. EPS targets shown above exclude the benefit of the Company's share buyback programme. This methodology aligns with the Investment Association guidance.

Details of individual awards are as follows:

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	AWARD GRANTED UNDER LONG TERM INCENTIVE PLAN					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>149,026</td></tr></table>		Price(s)	Volume(s)	NOT APPLICABLE	149,026
Price(s)	Volume(s)						
NOT APPLICABLE	149,026						
d)	Aggregated information	N/A					

e)	Date of the transaction	16 FEBRUARY 2026
f)	Place of the transaction	OUTSIDE A TRADING VENUE

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	ORDINARY SHARES					
	Identification code	GB0004544929					
b)	Nature of the transaction	AWARD GRANTED UNDER LONG TERM INCENTIVE PLAN					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>NOT APPLICABLE</td><td>58,926</td></tr></table>		Price(s)	Volume(s)	NOT APPLICABLE	58,926
Price(s)	Volume(s)						
NOT APPLICABLE	58,926						
d)	Aggregated information	N/A					
e)	Date of the transaction	16 FEBRUARY 2026					
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>

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