

Transaction Details: IMPERIAL BRANDS PLC

Name of the Issuer	Identify Code of the Issuer	ISIN	Intermediary Name	Identify Code of the Intermediary	Currency
IMPERIAL BRANDS PLC	549300CPV087L3A42	GB0004544929	MORGAN STANLEY & CO INTERNATIONAL PLC	4PQRHCLPFFGNN388653	GBP

Total number of shares purchased according to trading venues:

Name of the Issuer	Day of the transaction	Identify code of the financial instrument	Total number of shares purchased	Daily weighted average purchase price of the shares (pence)	Venue	Highest price paid per share (pence)	Lowest price paid per share (pence)
IMPERIAL BRANDS PLC	10/04/2026	GB0004544929	110,607	3,094.49	XLON	3,120.00	3,072.50
IMPERIAL BRANDS PLC	10/04/2026	GB0004544929	12,089	3,097.75	BATE	3,117.00	3,074.00
IMPERIAL BRANDS PLC	10/04/2026	GB0004544929	42,178	3,098.96	CHX	3,118.00	3,074.00
IMPERIAL BRANDS PLC	10/04/2026	GB0004544929	17,122	3,097.05	TRQX	3,076.00	3,076.00
IMPERIAL BRANDS PLC	10/04/2026	GB0004544929	12,864	3,097.02	ADXE	3,117.00	3,074.00
		Sum:	194,858	3,095.48		3,128.00	3,072.50

Individual Trade details:

Name of the Issuer	Date	Time (BST)	Identify code of the financial instrument	Price (pence)	Quantity bought	Exchange Venue	Reference number of the transaction	Execution within firm [incl. algorithms if used]
IMPERIAL BRANDS PLC	10/04/2026	08:02:12	GB0004544929	3,076.00	204	XLON	EQGXKXGgrGag	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:02:12	GB0004544929	3,076.00	76	XLON	EQGXKXGgrGaf	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:02:12	GB0004544929	3,074.50	270	XLON	EQGXKXGgrGaf	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:02:12	GB0004544929	3,094.00	292	ADXE	824	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:02:12	GB0004544929	3,073.50	292	XLON	EQGXKXGgrGaf	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:07:49	GB0004544929	3,077.56	263	CHX	297838246348	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:07:50	GB0004544929	3,074.00	402	BATE	156728337185	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:07:50	GB0004544929	3,075.00	264	BATE	156728337194	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:11:16	GB0004544929	3,090.50	343	ADXE	3919	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:11:38	GB0004544929	3,084.00	300	XLON	EQGXKXGgrGbh	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:11:38	GB0004544929	3,084.00	300	XLON	EQGXKXGgrGbh	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:11:38	GB0004544929	3,084.00	131	XLON	EQGXKXGgrGbp	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:11:38	GB0004544929	3,084.00	20	XLON	EQGXKXGgrGaq	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:12:51	GB0004544929	3,084.50	50	TRQX	EQGXKXDAaWku	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:12:51	GB0004544929	3,084.50	229	TRQX	EQGXKXDAaWkw	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	99	XLON	EQGXKXGgrGf7	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	62	TRQX	EQGXKXDAaGai	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	104	CHX	297838247747	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	104	CHX	297838247748	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	104	CHX	297838247749	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	56	CHX	297838247750	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	37	BATE	156728338253	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	37	BATE	156728338254	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	37	BATE	156728338255	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	37	BATE	156728338256	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	27	BATE	156728338257	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	27	BATE	156728338258	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	37	BATE	156728338259	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	36	ADXE	4657	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	36	ADXE	4658	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	36	ADXE	4659	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	62	TRQX	EQGXKXDAaGaf5	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	62	TRQX	EQGXKXDAaGaf6	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	62	TRQX	EQGXKXDAaGaf7	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	62	TRQX	EQGXKXDAaGaf8	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:13:37	GB0004544929	3,091.00	225	TRQX	EQGXKXDAaGaf9	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:15:30	GB0004544929	3,091.00	330	XLON	EQGXKXGgrGaf8L	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:15:30	GB0004544929	3,091.00	330	XLON	EQGXKXGgrGaf9	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:15:30	GB0004544929	3,091.00	139	XLON	EQGXKXGgrGaf6	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:15:30	GB0004544929	3,091.00	116	XLON	EQGXKXGgrGaf7	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:15:30	GB0004544929	3,091.00	300	XLON	EQGXKXGgrGaf1	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	2	XLON	EQGXKXGgrGaf7	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248830	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339116	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248831	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248832	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248833	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248834	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248835	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248836	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248837	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248838	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248839	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248840	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248841	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248842	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248843	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248844	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248845	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248846	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248847	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	CHX	297838248848	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248849	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248850	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248851	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248852	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	2	CHX	297838248853	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248854	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248855	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248856	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248857	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248858	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248859	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248860	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248861	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248862	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248863	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248864	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248865	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248866	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248867	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248868	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248869	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	5	CHX	297838248870	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	CHX	297838248871	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339117	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339118	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339119	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339120	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339121	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339122	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339123	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339124	2001001125
IMPERIAL BRANDS PLC	10/04/2026	08:18:24	GB0004544929	3,095.00	3	BATE	156728339125	2001001125
IMPERIAL BRANDS PLC								

Contact Details for further information

Name: Ella Vieira
Role: Company Secretarial Assistant
Company: Imperial Brands PLC
Tel: +44(0) 117 933 7033
Email: ella.vieira@uk.imptob.com

Name: Kevin O'Sullivan
Role: Managing Director
Company: Morgan Stanley & Co. International plc
Tel: +44 20 7677-1672
Email: kevin.o'sullivan@morganstanley.com