



Transaction Details: IMPERIAL BRANDS PLC

Name of the Issuer	Identity Code of the Issuer	ISIN	Intermediary Name	Identify Code of the Intermediary	Currency
IMPERIAL BRANDS PLC	549300CPVPOB67A3A42	GB0005444929	MORGAN STANLEY & CO INTERNATIONAL PLC	4PQLHNLJPFQFNF38B653	GBP

Total number of shares purchased according to trading venues:

Name of the Issuer	Day of the transaction	Identity 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	2011/02/25	GB0005444929	5,103	3,235.32	XLON	3,243.00	3,220.00
IMPERIAL BRANDS PLC	2011/02/25	GB0005444929	1,054	3,233.82	BATE	3,241.00	3,220.00
IMPERIAL BRANDS PLC	2011/02/25	GB0005444929	2,819	3,236.00	CHX	3,242.00	3,220.00
IMPERIAL BRANDS PLC	2011/02/25	GB0005444929	1,495	3,237.25	TRQX	3,241.00	3,220.00
IMPERIAL BRANDS PLC	2011/02/25	GB0005444929	145	3,239.07	AQXE	3,241.00	3,220.00
		Sum:	10,589	3,236.54		3,243.00	3,220.00

Individual trade details:

Name of the Issuer	Date	Time (GMT)	Identity 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	2011/02/25	08:00:20	GB0005444929	3,243.00	381	XLON	EDPHABJWZWOI	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:00:20	GB0005444929	3,243.00	381	XLON	EDPHABJWZWOS	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:00:20	GB0005444929	3,243.00	383	XLON	EDPHABJWZWJU	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:00:25	GB0005444929	3,243.00	73	XLON	EDPHABJWZJSC	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:00:35	GB0005444929	3,243.00	383	XLON	EDPHABJWZJWV	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:00:35	GB0005444929	3,243.00	57	XLON	EDPHABJWZXSX	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:01:15	GB0005444929	3,237.00	461	CHX	2977838246041	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:04:58	GB0005444929	3,234.00	119	XLON	EDPHABJWZmEa	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:04:58	GB0005444929	3,234.00	314	XLON	EDPHABJWZmEa	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:04:58	GB0005444929	3,234.00	194	XLON	EDPHABJWZmEg	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:04:58	GB0005444929	3,234.00	314	XLON	EDPHABJWZmEk	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:04:58	GB0005444929	3,234.00	81	XLON	EDPHABJWZmEm	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:04:58	GB0005444929	3,234.00	195	XLON	EDPHABJWZmEY	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	330	XLON	EDPHABJWZwJ	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	203	XLON	EDPHABJWZwJL	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	183	XLON	EDPHABJWZwJN	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	175	XLON	EDPHABJWZwJR	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	215	CHX	2977838247995	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	76	BATE	156728341260	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	74	AQXE	3489	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,220.00	127	TRQX	EDPHABJLwRS	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,221.00	241	XLON	EDPHABJWZwhp	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,221.00	69	CHX	2977838247992	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,221.00	186	CHX	2977838247993	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:10:16	GB0005444929	3,221.00	91	BATE	156728341259	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:17:15	GB0005444929	3,238.00	480	CHX	2977838248972	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:18:58	GB0005444929	3,235.00	483	TRQX	EDPHABJLwJgp	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:20:59	GB0005444929	3,240.00	173	XLON	EDPHABJWwQdE	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:20:59	GB0005444929	3,240.00	183	CHX	2977838250336	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:20:59	GB0005444929	3,240.00	65	BATE	156728342850	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:20:59	GB0005444929	3,240.00	64	AQXE	6459	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:20:59	GB0005444929	3,240.00	108	TRQX	EDPHABJLwcbH	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:21:55	GB0005444929	3,239.00	173	CHX	2977838250518	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:23:01	GB0005444929	3,237.00	2	BATE	156728343084	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:23:01	GB0005444929	3,237.00	394	BATE	156728343085	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:26:00	GB0005444929	3,235.00	160	BATE	156728343444	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:26:00	GB0005444929	3,235.00	257	BATE	156728343445	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:27:57	GB0005444929	3,238.00	29	XLON	EDPHABJWwQwI	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:27:57	GB0005444929	3,238.00	25	CHX	2977838251453	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:27:57	GB0005444929	3,238.00	34	CHX	2977838251454	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:27:57	GB0005444929	3,238.00	12	CHX	2977838251455	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:35	GB0005444929	3,242.00	500	CHX	2977838251677	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	300	XLON	EDPHABJWwQX1	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	254	XLON	EDPHABJWwQX7	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251728	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251731	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251732	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251733	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251734	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251735	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251736	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	40	TRQX	EDPHABJLwQnD	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	40	TRQX	EDPHABJLwQnU	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	40	TRQX	EDPHABJLwQn5	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251737	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	20	CHX	2977838251738	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	40	TRQX	EDPHABJLwQzB	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:29:59	GB0005444929	3,241.00	40	TRQX	EDPHABJLwQzH	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	300	XLON	EDPHABJWwQc4	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251752	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251755	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251756	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251757	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	25	CHX	2977838251758	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251759	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251760	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251761	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	25	CHX	2977838251762	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251763	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	26	CHX	2977838251764	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	17	CHX	2977838251765	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	9	BATE	156728343263	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	10	AQXE	B4T5	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3Ak	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3Ao	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3Aa	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3Az	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3B4	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3B9	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3BF	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3BK	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3BP	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	30	TRQX	EDPHABJLw3BU	2001001125
IMPERIAL BRANDS PLC	2011/02/25	08:30:00	GB0005444929	3,241.00	277	TRQX	EDPHABJLw3By	2001001125

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