

**25 March 2022****US Webinar: Gaining Traction in the US Market**

Imperial Brands PLC will today hold a webinar event for analysts and investors. Chief Executive Stefan Bomhard will host the event and members of the US management team will provide details of how we are delivering against our strategy to transform Imperial Brands in our largest priority combustible market. The event will:

- Show why we are well-positioned in a highly attractive tobacco and nicotine market;
- Outline our multi-year transformation plan with clear self-help opportunities;
- Set out our targeted investment plan in multiple brand and sales initiatives; and
- Demonstrate how the capabilities we are building support our continued growth in the market.

Stefan Bomhard said: "I am delighted to introduce my colleagues from the US team who are leading the implementation of our strategy. The team has been significantly strengthened through key hires, combining our existing tobacco expertise with talent from other consumer goods companies. We will showcase why taking a consumer centric approach to brand equity and salesforce investment underpins our strategy to driving continued growth in this highly attractive market."

The webinar will not include an update on current trading. We will provide a trading update on 6 April and our interim results for the six months ended 31 March 2021 will be announced on 17 May 2022.

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