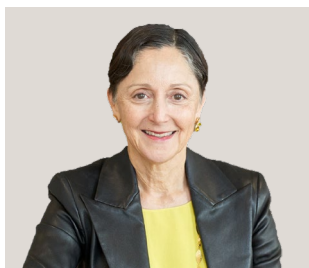


# Biographies

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## **Thérèse Esperdy**

*Chair*

Thérèse joined the Imperial Brands Board in 2016, becoming Chair in January 2020. Previously, she was global chair of JP Morgan's Financial Institutions Group, co-head of Asia-Pacific Corporate & Investment Banking and global head of Debt Capital Markets. Thérèse is a Non-Executive Director of Moody's.

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## **Stefan Bomhard**

*Chief Executive Officer*

Stefan has held senior positions at Bacardi, Cadbury, Unilever, Diageo (Burger King) and Procter & Gamble. He joined Imperial Brands in July 2020 from the global automotive distributor Inchcape plc, where he delivered successful transformational change during a five-year tenure as Chief Executive.

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## **Lukas Paravicini**

*Chief Financial Officer*

Lukas joined Imperial Brands in May 2021 from the agricultural commodities and brokerage group ED&F Man Holdings, where he was CFO. He has also held senior positions at Fonterra and Nestlé and has strong experience of tech and data transformations.

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## **Murray McGowan**

*Chief Strategy and Development Officer*

Murray has a strong strategic and operational background having worked in leadership roles at Costa Coffee (Whitbread), Yum! Brands, Cadbury and The Restaurant Group. He began his career as a consultant at McKinsey & Company. Murray joined Imperial Brands in July 2020.

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## **Alison Clarke**

*Chief People and Culture Officer*

Alison previously worked as Chief Human Resource Officer at Inchcape plc, with responsibility for people and culture strategies. She previously held leadership roles at Whitbread, Hutchison and United Utilities. Alison joined Imperial Brands in September 2020.

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## **Paola Pocci**

*Chief Consumer Officer*

Paola previously worked at Procter & Gamble for 22 years in leadership positions across Europe, the Middle East, the US and China, and across multiple FMCG categories. Paola joined Imperial Brands in September 2021 as President of the AAACE Region and transitioned to her current role last year.

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# Biographies

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**Kim Reed**  
*President, Americas Region*

Kim has a 30-year track record in sales and leadership roles, having previously worked at The Kellogg Company and Pepsi Bottling Group. Kim joined Imperial Brands' US business as Executive Vice President of Sales in 2019. She became President of the Americas and joined the ELT in June 2021.

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**Aleš Struminský**  
*President, Europe Region*

Aleš joined Imperial Brands 2002, starting in the sales team in the Czech Republic and going on to international leadership roles, including General Manager of the UK & Ireland and Central & Eastern Europe. Aleš joined the ELT in October 2022 when he was appointed Europe President.

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**Priyali Kamath**  
*President, Africa, Asia, Australasia, and Central & Eastern Europe (AAACE) Region*

Priyali has 25 years' experience in general management, marketing, and people and culture. Prior to Imperial Brands, Priyali held leadership positions across a range of FMCG categories at Procter & Gamble. Priyali joined Imperial Brands in August 2024.

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**Javier Huerta**  
*Chief Supply Chain Officer*

Javier has extensive experience in supply chain, operations and consumer goods. He has held senior roles at Nestlé and Unilever, where he led supply chain operations and strategy across a range of categories. Javier joined Imperial Brands as Chief Supply Chain Officer in February 2021.

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**Deborah Binks-Moore**  
*Chief Corporate Affairs Officer*

Deborah has more than 20 years of international experience in sectors including energy, technology, retail and e-commerce. Deborah has previously worked at Shell, Centrica, National Grid, Alibaba Group, eBay and Puma Energy. She joined Imperial Brands in June 2024.

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**Kevin Massie**  
*General Counsel*

Kevin has 20 years' experience of international legal practice across regulated and consumer goods sectors. He joined Imperial Brands in September 2024 from PZ Cussons, the UK-listed international consumer goods company, where he was General Counsel & Company Secretary.

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# Glossary

## Financial Items

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<b>Adjusted operating profit (AOP)</b>	Operating profit amended for a number of adjustments (including items such as amortisation, loss on disposal, changes to defined benefit pension schemes etc.)
<b>Aggregate priority market share</b>	Aggregate weighted market volume share, based on our five priority markets (USA, Germany, UK, Spain and Australia). Market volume share is calculated based on a 12-month moving annual total (MAT) volume share position from October to September. The market volume size used in the weighting calculation is based on a constant prior year end actual market size.
<b>Constant currency</b>	Removes the effect of exchange rate movements on the translation of the results of our overseas operations. The Group translates current year results at prior year foreign exchange rates.
<b>Dividend per share (DPS)</b>	Dividend per share represents the total annual dividends, being the sum of the paid interim dividend and the proposed final dividend for the financial year.
<b>EBITDA</b>	Earnings before interest, taxation, depreciation and amortisation.
<b>EPS</b>	Earnings per share.
<b>Net debt to EBITDA</b>	Adjusted closing net debt divided by adjusted EBITDA.
<b>Return on invested capital</b>	Adjusted operating profit after tax divided by the annual average of intangible assets, property, plant and equipment, net assets held for sale, inventories, trade and other receivables and trade and other payables.
<b>Tobacco &amp; NGP net revenue</b>	Revenue less duty and similar items, excluding peripheral products for our tobacco and NGP business.
<b>Total shareholder return</b>	Total shareholder return is the total investment gain to shareholders resulting from the movement in the share price and assuming dividends are immediately reinvested in shares.
<b>Adjusted closing net debt</b>	Adjusted closing net debt is measured at balance sheet foreign exchange rates, and excludes interest accruals, lease commitments and the fair value of derivative financial instruments providing commercial hedges of interest rate risk

See FY24 Annual Report and Accounts for further detail

# Glossary

## Other

<b>AAACE</b>	Africa, Asia and Australasia and Central & Eastern Europe.
<b>CEO</b>	Chief Executive Officer
<b>CFO</b>	Chief Financial Officer
<b>ELT</b>	Executive Leadership Team
<b>ERP</b>	Enterprise Resource Planning
<b>ESG</b>	Environmental, Social and Governance
<b>EVP</b>	Electronic Vape Products
<b>FCT</b>	Fine Cut Tobacco
<b>FDA</b>	US Food and Drug Administration
<b>FMC</b>	Factory Made Cigarettes
<b>FMCG</b>	Fast Moving Consumer Goods
<b>GCO</b>	Global Consumer Office
<b>GWh/KWh</b>	Gigawatt-Hour/Kilowatt-Hour
<b>HT(P)</b>	Heated Tobacco (Products)
<b>ISAE</b>	International Standard for Assurance Engagements
<b>KPI</b>	Key Performance Indicators
<b>Logista</b>	Logista is a 50.01% owned subsidiary and is publicly listed on the Spanish stock exchanges. It is one of the largest logistics businesses in Europe, with operations extending across Spain, France, Italy, Portugal and Poland.
<b>LTA</b>	Lost Time Accident
<b>MMC</b>	Mass Market Cigars
<b>MOND</b>	Modern Oral Nicotine Delivery
<b>NGP</b>	Next Generation Products
<b>NTM</b>	Non-Tobacco Materials
<b>OND</b>	Oral Nicotine Delivery Category
<b>Priority markets</b>	Top 5 combustible markets USA, Germany, UK, Spain and Australia
<b>SE</b>	Stick Equivalent volumes reflect our combined cigarette, fine cut tobacco, cigar and snus volumes
<b>Tobacco &amp; NGP</b>	Tobacco & Next Generation Products. Tobacco includes cigarettes, fine cut tobacco, cigar, traditional snus and other tobacco products. NGP includes vapour products, heated tobacco, next generation oral nicotine including all-white oral snus