

**IMPERIAL BRANDS AT A GLANCE**

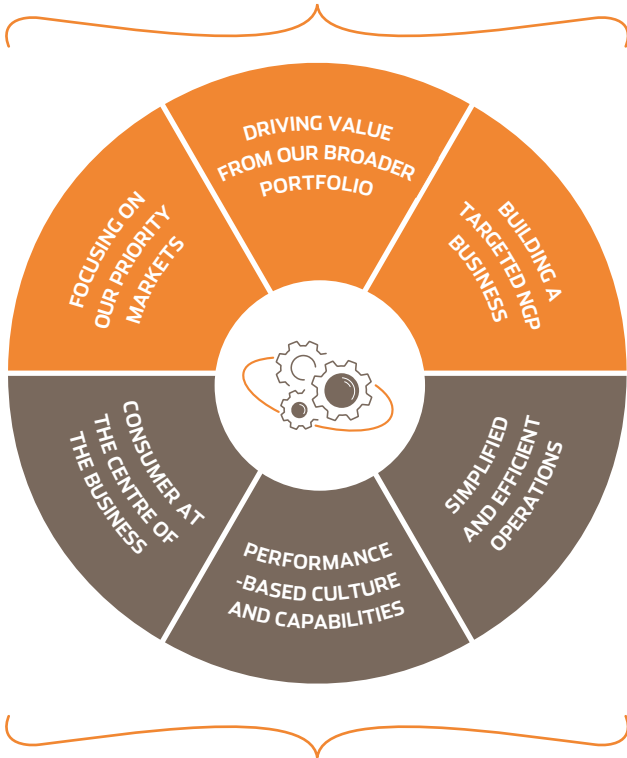
Three years into our strategy, we have built a consistent track record of delivery against our key objectives. At the same time we are making progress on bringing to life our purpose: forging a path to a healthier future for moments of relaxation and pleasure.

**DELIVERING ON  
OUR STRATEGY**

**OUR FOCUSED STRATEGY**

**STRATEGIC PILLARS**

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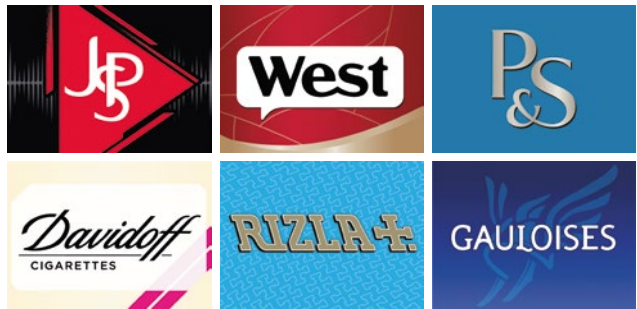
**CRITICAL ENABLERS**

Pages 24-29



**OUR PASSION FOR BRANDS**

**International brands**



**Local jewels**



**Next generation products (NGP)**



Vapour

Heated tobacco

Modern oral



## ACCELERATING DELIVERY ON OUR STRATEGIC PRIORITIES

Operational improvements, enhanced capital returns to shareholders and progress on environmental, social and governance priorities

Aggregate market share of our five priority combustible markets

**+10bps**

(2022: +35bps)

Tobacco & NGP net revenue (£ billion)

**£8.0bn**

2022: £7.7bn\*



2023 Tobacco & NGP net revenue growth at constant currency +1.4%

\* Excluding Russia

NGP net revenue growth at constant currency

**+26.4%**

(2022: +10.8%)

Dividend per share (pence)

**146.82p**

2022: 141.17p



2023 DPS growth +4.0%

FY24 share repurchase announced

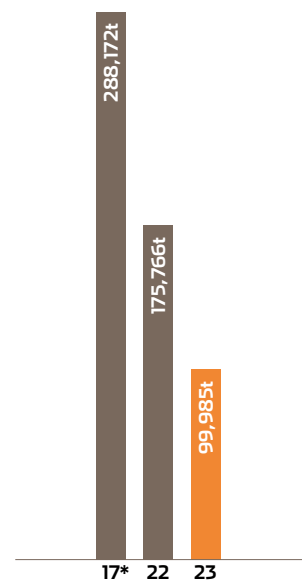
**£1.1bn**

(2023: £1.0bn)

Absolute CO<sub>2</sub> equivalent emissions Scope 1 and Scope 2 market-based (tonnes)

**99,985t**

2022: 175,766t



Our target is to be Net Zero in our direct operations by 2030

\* 2017 is the baseline year