



**IMPERIAL
BRANDS**

INTERIM RESULTS

17 MAY 2022



DELIVERING ON OUR STRATEGIC PRIORITIES

Stefan Bomhard
CEO



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Agenda



RESULTS OVERVIEW

Stefan Bomhard

FINANCIAL REVIEW AND OUTLOOK

Lukas Paravicini

TRANSFORMING IMPERIAL BRANDS

Stefan Bomhard

Q&A

Stefan Bomhard
Lukas Paravicini

Good Progress In Line With Five Year Plan

DELIVERING ON YOUR STRATEGIC PRIORITIES



Investment drives aggregate market share growth in top-five markets



Successful NGP trials underpin further roll-outs



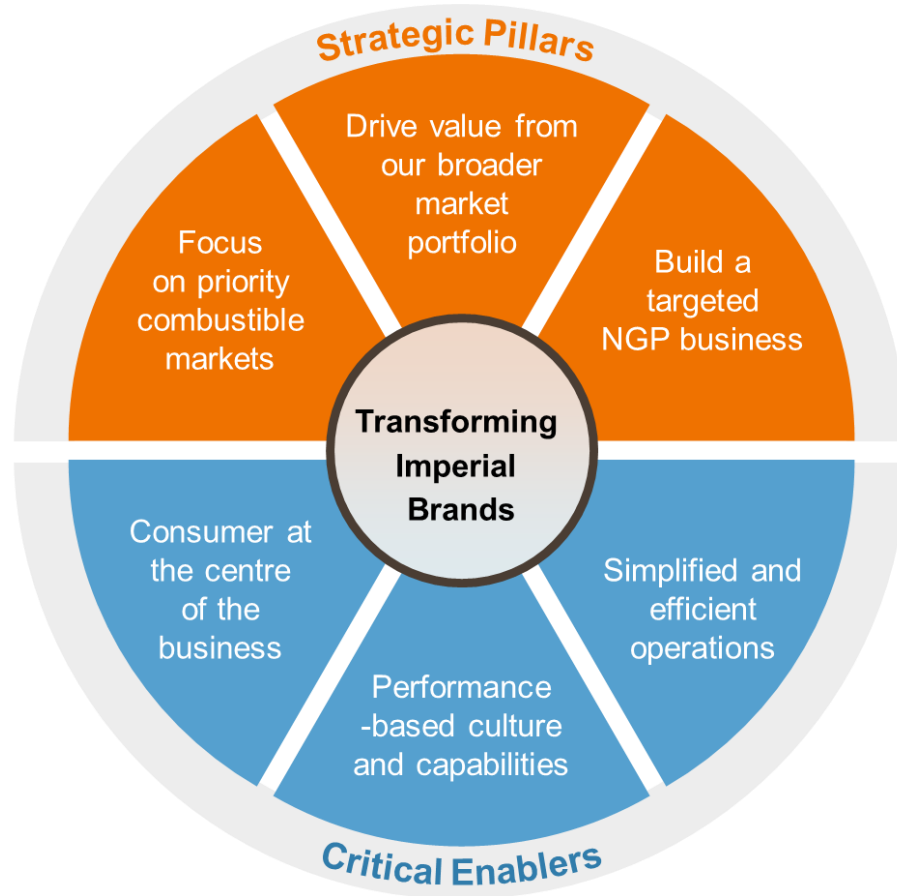
Strong cash generation enables further deleverage



On track to deliver full year results in line with guidance

Strengthening the Business

GOOD PROGRESS DELIVERING ON OUR OBJECTIVES



Strategic investment drives market share growth

Market prioritisation delivers improved performance

NGP trials validate focused, challenger approach

Consumer insights are building innovation pipeline

Culture change programme enables improved behaviours

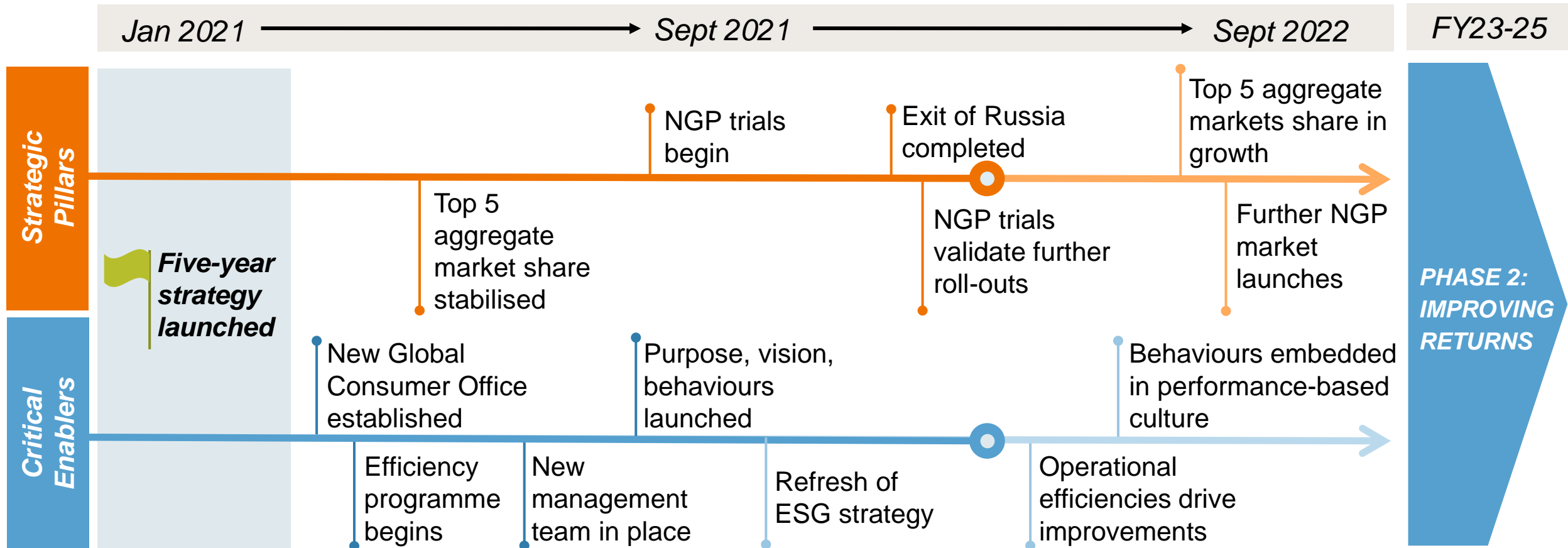
Transformation is creating efficiencies and effectiveness

On Track with Our Five-Year Transformation



COMPLETING OUR TWO-YEAR STRENGTHENING PHASE

PHASE 1 - STRENGTHENING

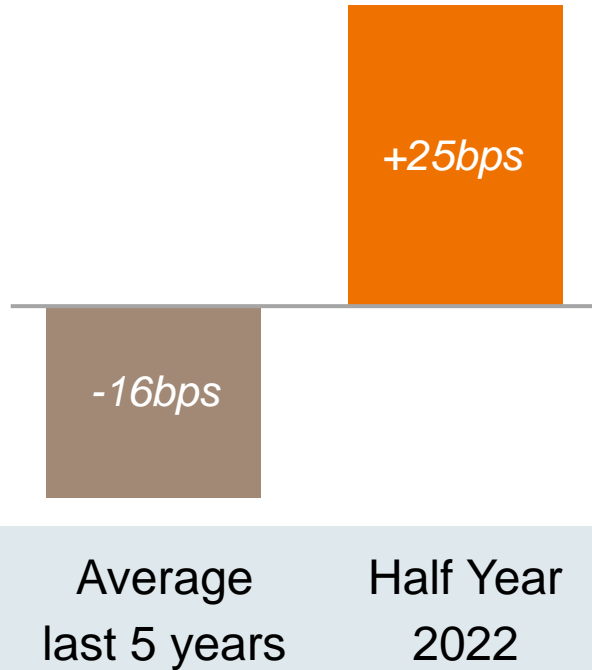


Stabilising our Priority Market Share

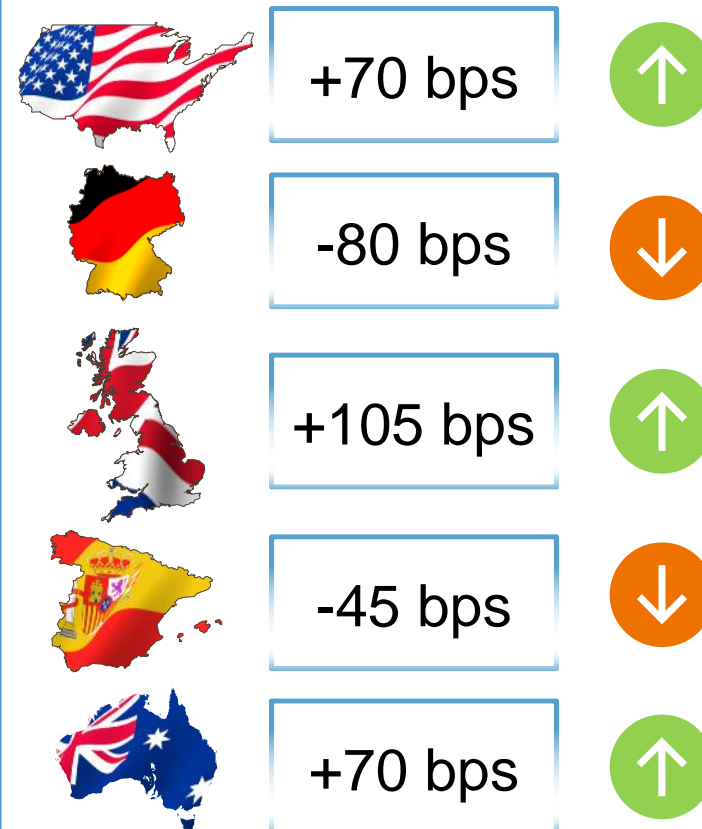


TARGETED INVESTMENT STRENGTHENING OUR SHARE OF MARKET

AVERAGE PRIORITY MARKET SHARE PERFORMANCE

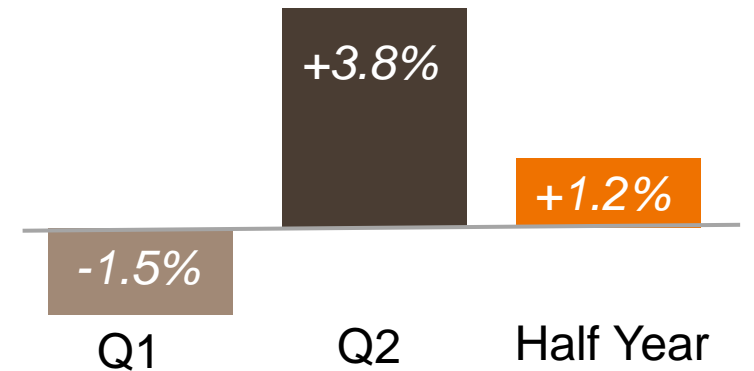


PRIORITY MARKET SHARES (6 month share Δ)



MAINTAINING PRICING DISCIPLINE

Phasing of Price Delivery



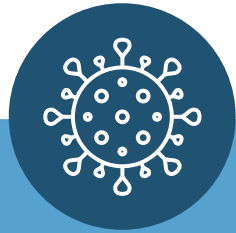
Q1 Australia duty timing impact

Q2 Germany and UK price rises

H1 embedded pricing supports stronger H2 price mix

Understanding Consumer Dynamics

ACTIVELY MANAGING THE BUSINESS TO MEET EVOLVING CONSUMER NEEDS



COVID-19 UNWIND

Lifting of restrictions is causing changes to consumer buying patterns

Impact:
Already underway



INFLATIONARY PRESSURES

Inflation likely to affect purchasing power of some consumers

Impact:
Not material in H1



POTENTIALLY REDUCED HARM

Consumers continue to seek reduced harm alternatives

Impact:
Long-term/structural

Improved agility and consumer insight mean we can navigate these trends and capture opportunities

FINANCIAL REVIEW

Lukas Paravicini
CFO




Delivering Against Our Plan




INITIATIVES TO STRENGTHEN THE BUSINESS ON TRACK AHEAD OF PHASE 2


AGGREGATE PRIORITY SHARE

 **+25bps**


TOTAL NET REVENUE*

 **+0.3%**


NGP NET REVENUE*

 **+8.7%**

ADJUSTED OPERATING PROFIT*

 **+2.9%**

ADJUSTED EPS*

 **+7.7%**

ADJUSTED NET DEBT TO EBITDA

 **-0.2x**
to 2.4x

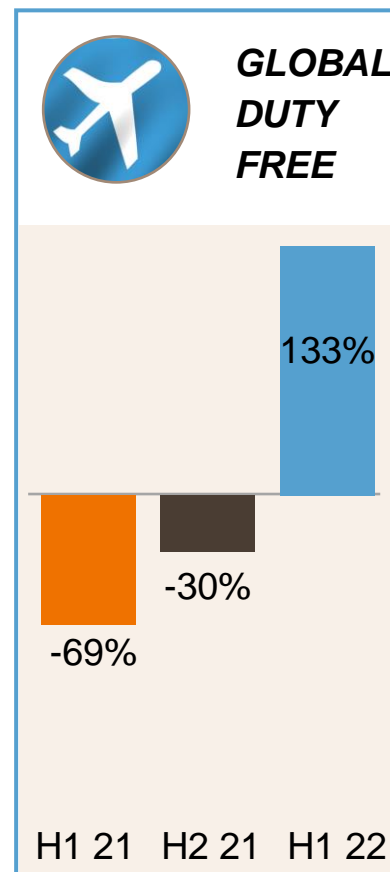
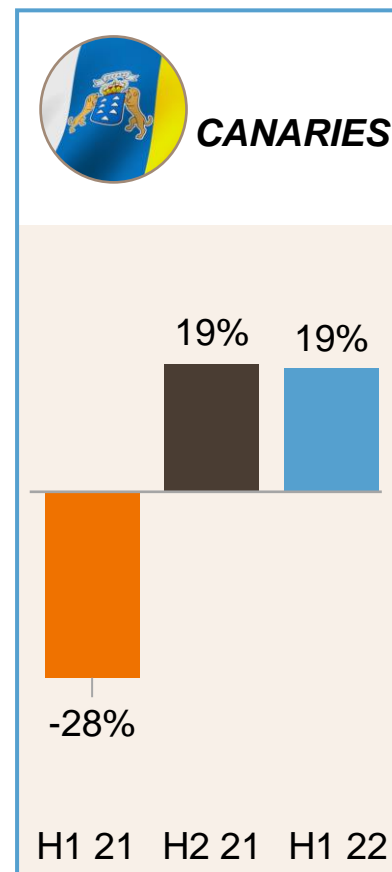
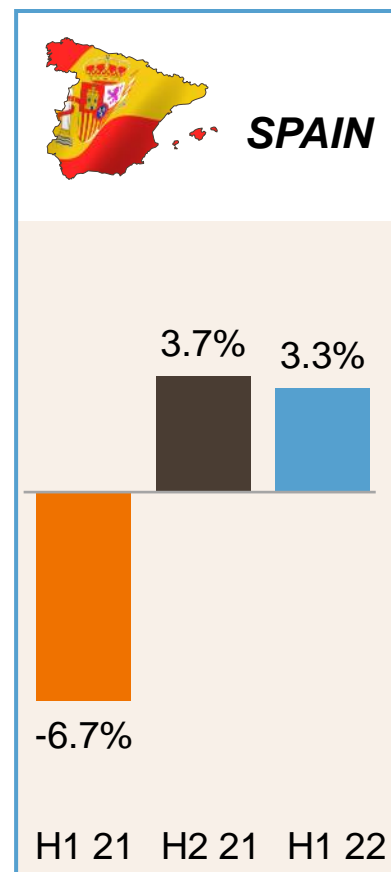
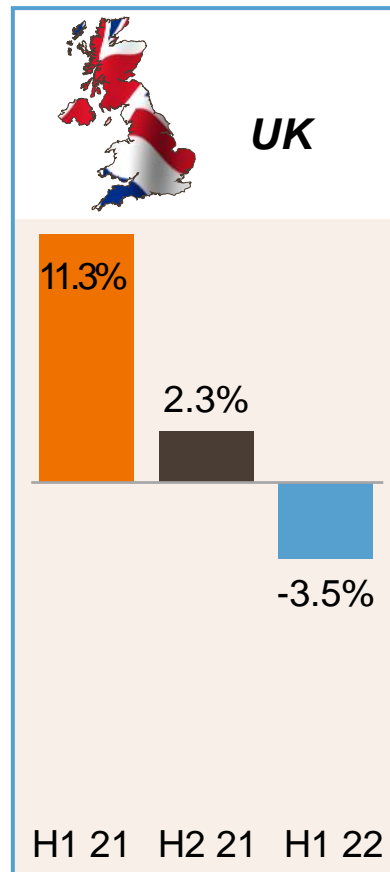
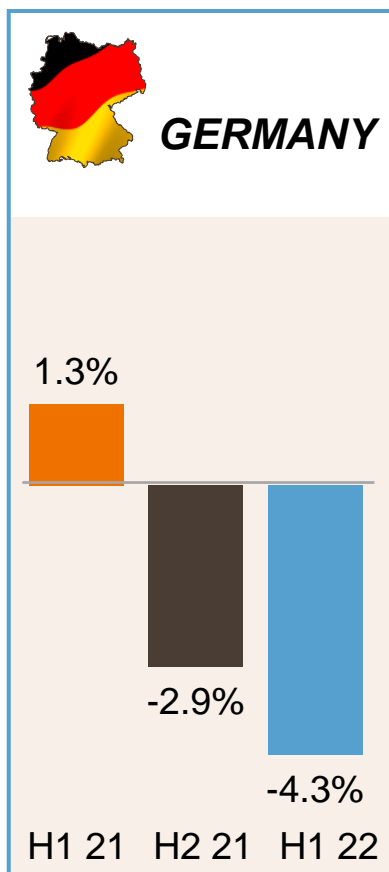
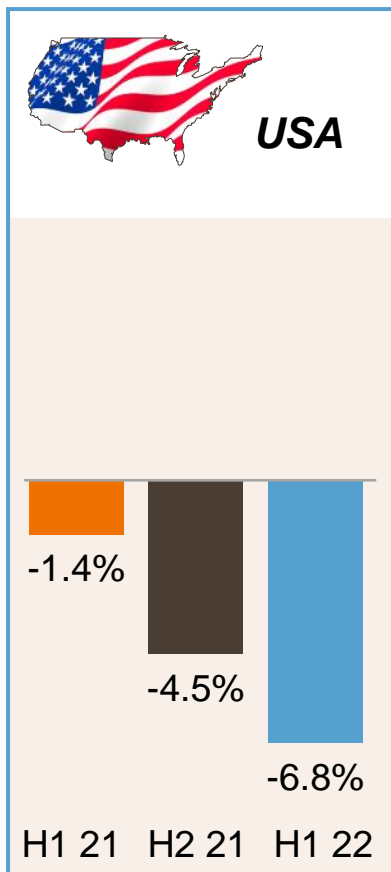
COVID-19 Market Trends Beginning to Unwind



REVERTING AS EXPECTED TO HISTORICAL TRENDS

-VE impact on market

+VE impact on market



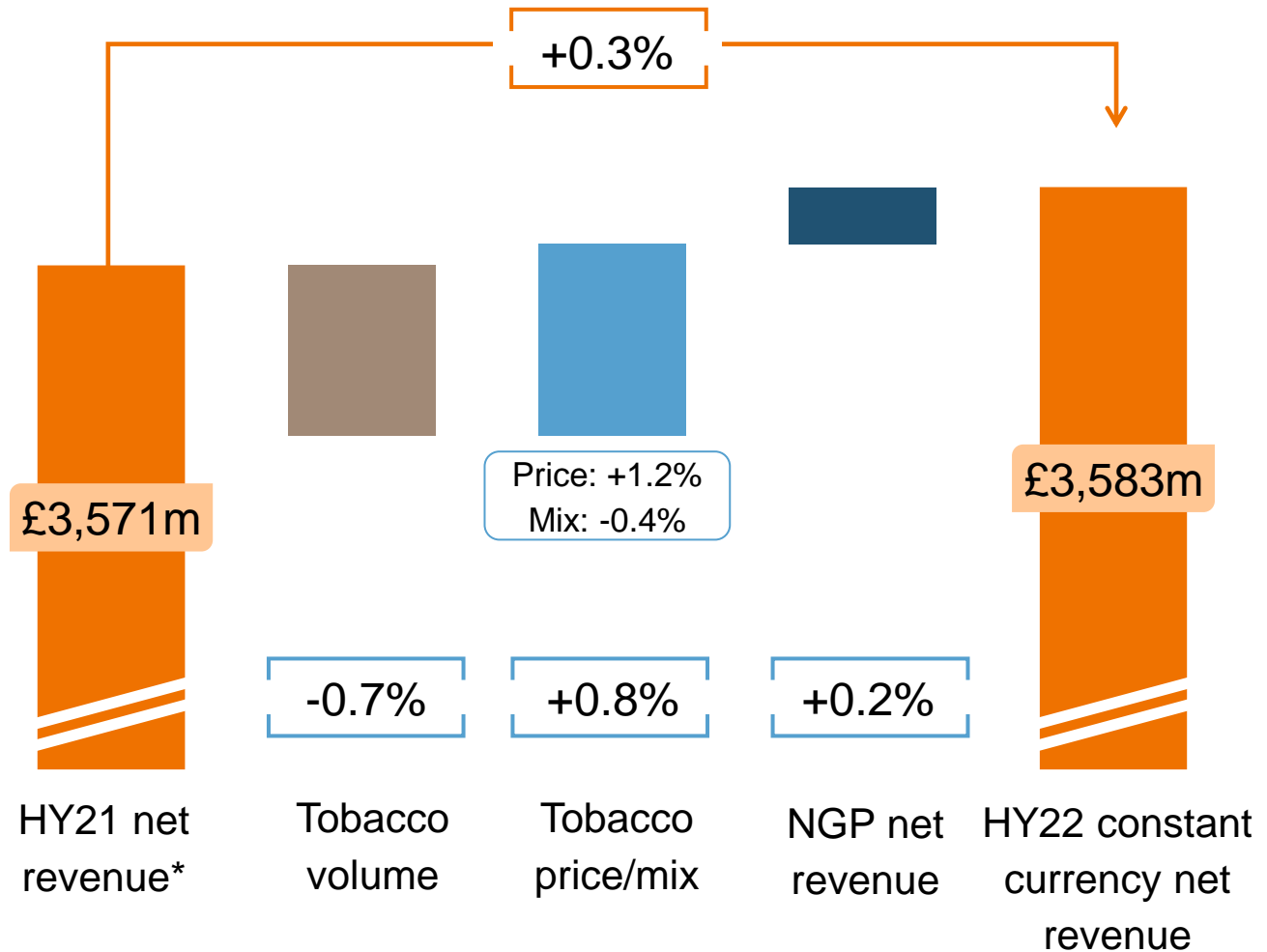
Net Revenue Growth Driven by NGP



TOBACCO PRICE MIX OFFSETS VOLUME DECLINES; STRENGTHENS IN Q2

VOLUMES REMAIN STRONG





- **-0.7% tobacco volumes**
 - Remain better than historical trend; reflecting strong performance in the US, Middle East and Australia
- **+0.1% tobacco net revenue**
 - +0.8% tobacco price/mix reflects price phasing and adverse product mix (US) and market mix (AAA)
- **+8.7% NGP net revenue growth**
 - Strong progress across all categories



Performance Driven by Americas and AAA

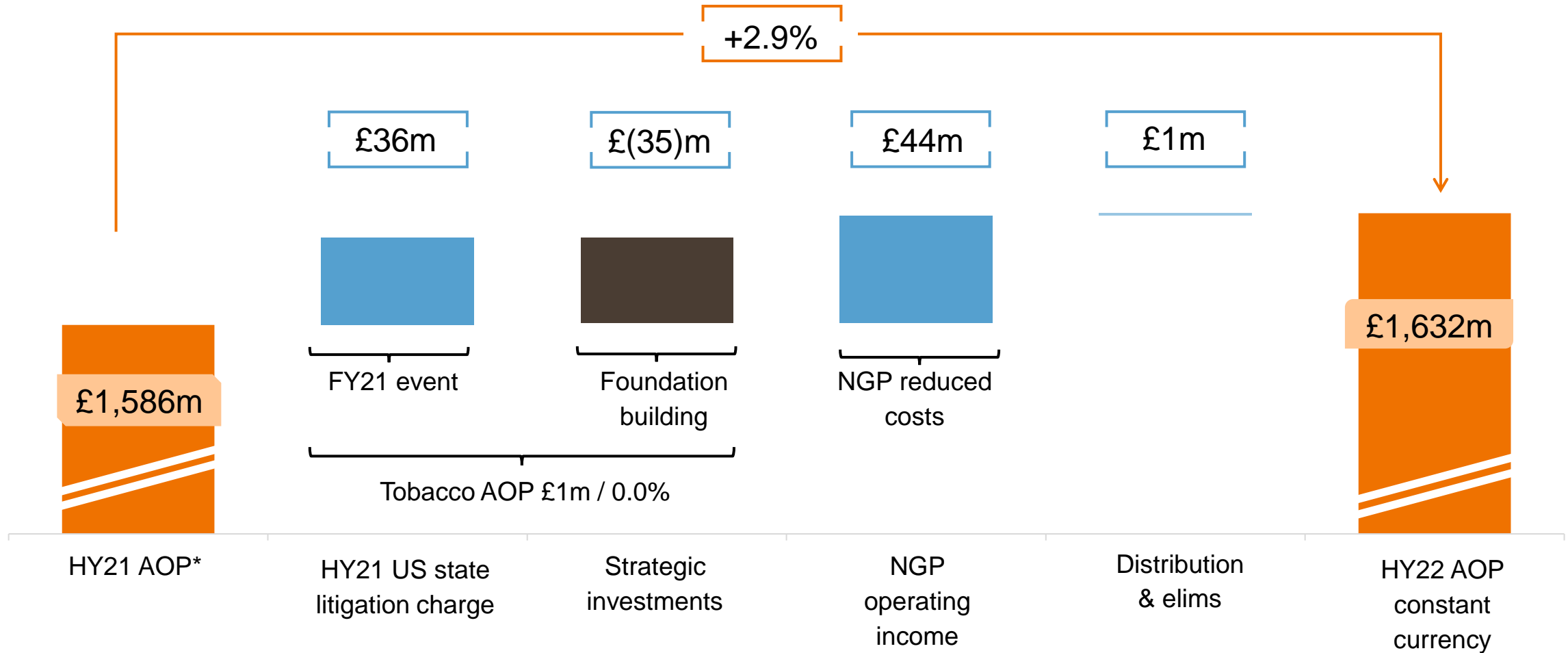


STRONG VOLUME PERFORMANCE IN AMERICAS AND AAA

	VOLUMES	TOBACCO NR	NGP NR	
EUROPE	-3.6%	-3.8% 	+45%	<ul style="list-style-type: none"> Price/mix impacted by price phasing Adverse geographic mix Strong NGP growth
AMERICAS	+3.9%	+3.2% 	-28%	<ul style="list-style-type: none"> Share gains; trade buying ahead of price rise Positive pricing offset by adverse product mix in cigarettes and mass market cigars
AAA	+2.6%	+4.1% 	Exit	<ul style="list-style-type: none"> Volume benefit as travel restrictions ease Price/mix supported by Africa/Middle East NGP reflects Russia and Japan exits
TOTAL	-0.7%	+0.1% 	+9%	

Delivering Adjusted Profit Growth

CONTINUED INVESTMENT IN FOUNDATION BUILDING



*HY21 net revenue excludes a £3m contribution from the Premium Cigar Division following its divestment in September 2020

Operating Profit: Adjusting Items as Guided

RUSSIAN OPERATION DIVESTED AS A GOING CONCERN



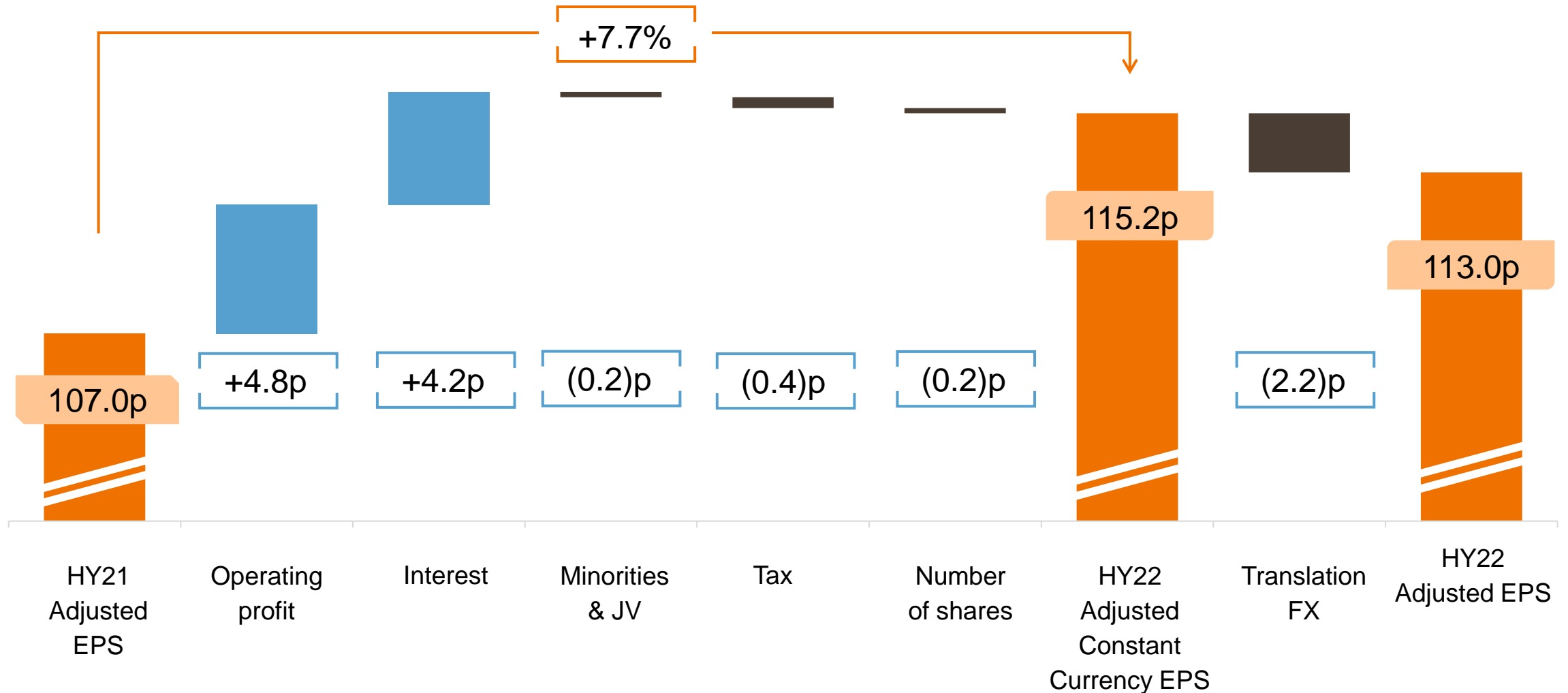
HY22 Reported operating profit	£1,201m
Russia & associated market exit costs	£201m
Amortisation of acquired intangibles	£182m
Restructuring costs	£7m
Net other*	£9m
HY22 Adjusted operating profit	£1,600m

Adjustments to reported operating profit

- **Russia & associated market costs**
 - Recognition of impairment and provision charge (impact on earnings: £225m)
- **Amortisation of acquired intangibles**
 - Lower annual amortisation due to certain assets now being fully amortised
- **Restructuring costs**
 - Supporting delivery of new transformation programme
 - Actions taken to date will deliver £90m annualised savings by end FY22, ahead of plan

Driving Stronger EPS Growth

WITH HIGHER OPERATING PROFIT AND REDUCED INTEREST COSTS



Resilient Cash Delivery

CONTINUED STRONG CASH FLOW GENERATION OVER LAST 12 MONTHS



**CONTINUED HIGH
CASH CONVERSION**

102%

*12-month
cash conversion*

**FREE CASH FLOW
(12-MONTH)**

£2.4bn

*High free cash flow
enables choices*

**PROGRESSIVE
DIVIDEND POLICY**

+1%

*Delivering cash returns
for shareholders*

**NET CASH FLOW
(12-MONTH)**

£1.3bn

*Driving de-leverage
momentum*

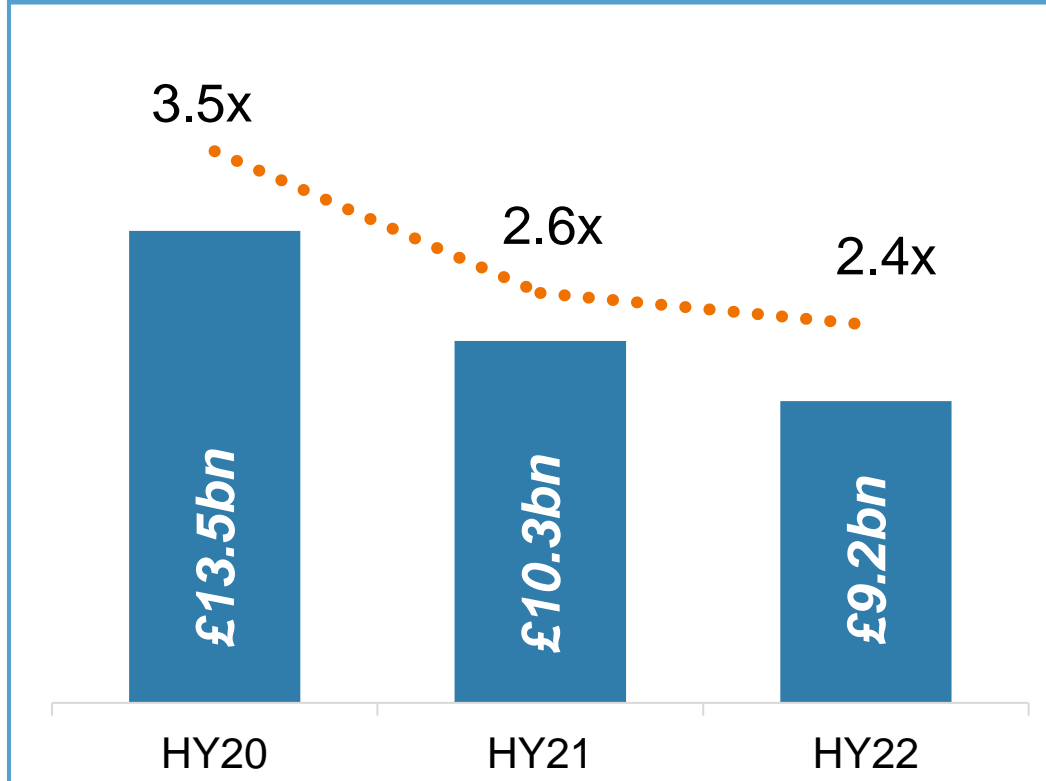
STRONG CASH GENERATION ENABLES OUR FOUR CAPITAL PRIORITIES

Strong Cash Supports Further Debt Reduction

DELIVERING 0.2 TIMES IMPROVEMENT IN LEVERAGE



Year-on-Year de-leverage Progress



Capital allocation priorities

- 1 Investing in the strategy
- 2 Strong and efficient balance sheet
- 3 Progressive dividend policy
- 4 Surplus capital returns

FY22 Outlook: On Track to Meet Full Year Expectations

FINANCIAL SUMMARY

- On track to deliver in line with our revised guidance
- Net revenue constant currency growth of between 0 to 1%
- Adjusted operating profit at constant currency to grow c. 1%
- EPS driven by profit growth, lower interest & revised tax rate expectation (c. 22%)

TRANSFORMING IMPERIAL BRANDS

Stefan Bomhard
CEO



Our Purpose, Vision and Strategy



CREATING A COMMON HIGH-PERFORMANCE CULTURE FOR IMPERIAL BRANDS



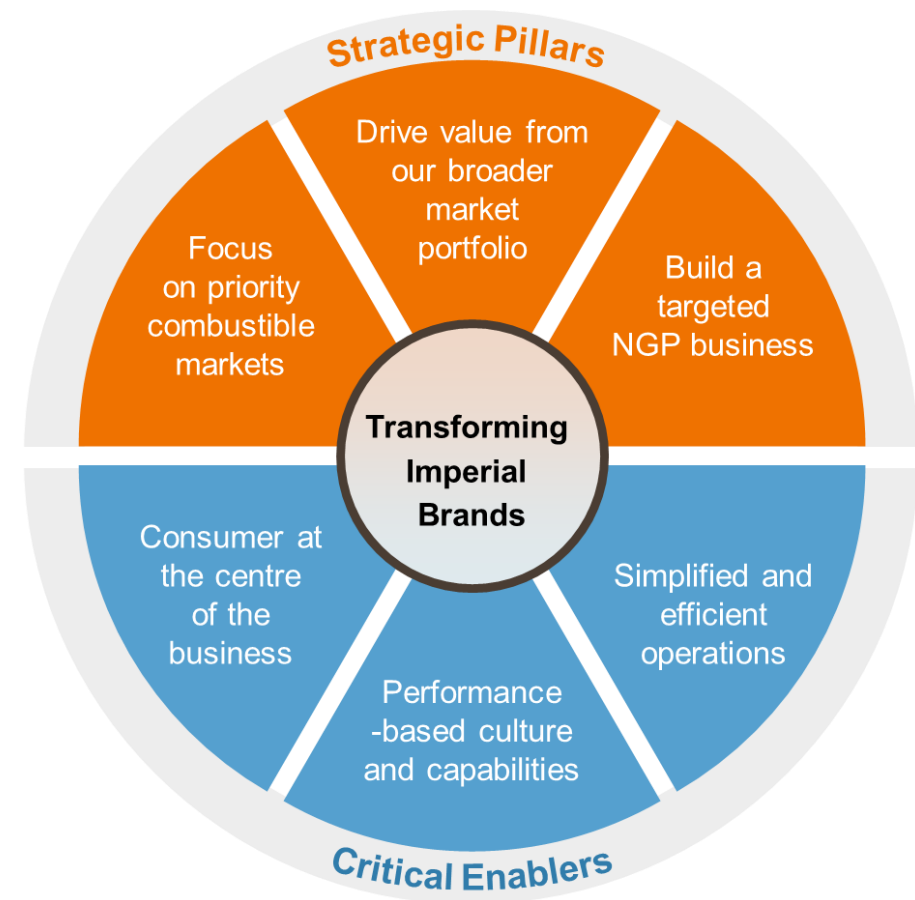
OUR PURPOSE

“Forging a path to a healthier future for moments of relaxation and pleasure”



OUR VISION

“To build a strong challenger business powered by responsibility, focus and choice”



On Track in Implementing Our Critical Enablers



WE'VE MADE A SIGNIFICANT PEOPLE INVESTMENT

Building a Movement: Embedding our Global Change Programme

Consumer at the centre of the business

- Group Consumer Office established with key hires in place
- Consumer insight enhanced
- NGP innovation pipeline beginning to deliver

Performance-based culture and capabilities

- Comprehensive behaviour roll-out underway
- On track to cover all employees by year end
- Incentives aligned to strategy
- Improving agility

Simplified and efficient operations

- Aligning organisation behind strategy
- Restructured S&M operations
- Actions already taken to date on track to realise £90m cost savings



Start with the
Consumer



Collaborate
with Purpose



Take Accountability
with Confidence



Be Authentic,
Inclusive to all



Build
our Future

ESG: Foundations for a Responsible Business

REFRESHED APPROACH WITH THREE KEY PRIORITY AREAS



HEALTHIER FUTURES			POSITIVE CONTRIBUTION TO SOCIETY			SAFE AND INCLUSIVE WORKPLACE	
Consumer health	Climate change	Packaging & waste	Farmer livelihoods & welfare	Sustainable responsible sourcing	Human rights	Employee health, safety	Diversity, equity & inclusion
3 GOOD HEALTH AND WELL-BEING	7 AFFORDABLE AND CLEAN ENERGY	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	1 NO POVERTY	4 QUALITY EDUCATION	6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH	5 GENDER EQUALITY
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	8 DECENT WORK AND ECONOMIC GROWTH	8 DECENT WORK AND ECONOMIC GROWTH

Pledged to become a net zero company by 2040

>90% of our electricity supplied by traceable renewable sources

Established our first carbon neutral factory with Skruf in Sweden

Developing detailed metrics and targets for all ESG focus areas

Priority Markets: Clear Levers to Improve Performance



>25 GROWTH INITIATIVES IN OUR FIVE PRIORITY MARKETS

SIX OPERATIONAL LEVERS IN OUR FIVE PRIORITY MARKETS

Cigarettes

1 Increase participation in premium

2 Drive and rejuvenate local jewel brands

3 Optimise our approach to the value segment

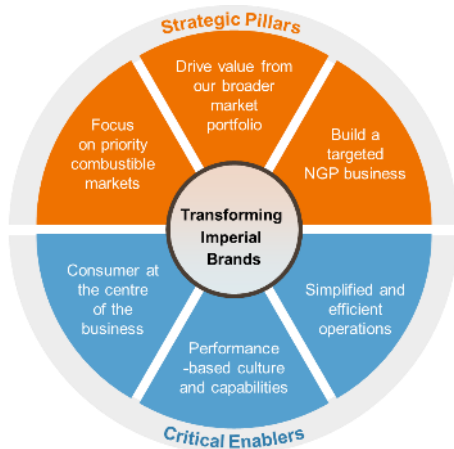
Fine-cut

4 Maximise the potential of fine-cut tobacco category

5 Drive performance in under-penetrated channels and regions

All Combustibles

6 Maximise value creation through Key Accounts





Americas: Strong Market Share Growth



MARKET FUNDAMENTALS SUPPORT POSITIVE OUTLOOK

PERFORMANCE DRIVEN BY INVESTMENT INITIATIVES & STRATEGIC CHOICES

- Market size beginning to revert to historic trend
- Strong H1 market share growth driven by underlying share gains & seizing KT&G exit opportunity
- Kool and Maverick growth supported by strategic investment and initiatives
- Salesforce investment driving performance in under-penetrated channels and regions
- MMC performing well against strong comparator

FOCUSED BRAND INVESTMENT

TRADE PARTNERSHIPS

KEY A/C MANAGEMENT

INCREASING SALES FORCE

26%

c. 700 January 2021

c. 880 Q3 FY22

RETAIL EXCELLENCE

SALES FORCE CAPABILITY

PORTFOLIO INNOVATION

TRADE & ACTIVATION

MMC BRAND INITIATIVES



Germany: Investing in Our Operational Levers

MARKET SIZE CONTRACTING AS TRAVEL INCREASES POST COVID



BRAND PORTFOLIO WELL POSITIONED ACROSS PRICING SEGMENTS

- Market size down against strong comparator
- Increased price competition creating tough market environment
- Successful tiering of Gauloises variants in premium segment growing share
- Consumers increasingly seeking value offers
- JPS and West investments building brand awareness but taking time to rejuvenate



IMPROVING PRICE PERCEPTION

VALUE MESSAGING



STORE ADVOCACY



BUILDING BRAND EQUITY

NEW PACK DESIGN



LIMITED EDITIONS



INCREASING RELEVANCE

NEW AD CAMPAIGN



RELAUNCH VARIANTS





UK: Initiatives Supporting Market Share Growth

MANAGING THE FULL PORTFOLIO TO MEET CONSUMER NEEDS



SHARE GAINS DRIVEN BY VALUE TIER SUCCESS & OPERATIONAL EXCELLENCE

- Market size beginning to revert to historical trends as travel increases
- Price increase in mid-March supports stronger H2 price mix
- Strategic positioning of Embassy and Richmond driving strong share growth in new value tier
- Players and Riverstone growing share in fine-cut
- Trade partnership & collaboration award



NEW VALUE GROWTH



FINE-CUT ACTIVATION



LIMITED EDITION VARIANTS



PARTNERSHIP & COLLABORATION AWARD



Spain: Focus on Revitalising Local Jewel Brands



PRICE INCREASES SUPPORT FINANCIAL PERFORMANCE

EFFECTIVELY LEVERAGING OUR LOCAL JEWELS AND INTERNATIONAL BRANDS

- First price increases achieved in five years
- Temporary price disconnect impacted H1 share
- Continued investment behind local brands
- West meeting increased demand for value
- Border trade and vending channel close to pre-COVID levels

PACKS REINFORCING SPANISH HISTORY

Fortuna ORIGINAL

Fumar aumenta el riesgo de ceguera

NEW UPGRADE

NATIONAL HERITAGE

URBAN CULTURE LIMITED EDITIONS

Nobel

QUALITY AND MODERN

West

SKS PRICING

Fumar reduce la fertilidad

RELAUNCHED FCT RANGE

REJUVENATING IN VALUE

LAUNCH OF EXTRA KS

DUCADOS RUBIO

NUEVO

GIFT WITH PURCHASE

REGIONAL FOCUS



Australia: Initiatives Delivering Share Growth

MARKET DYNAMICS STABILISING AFTER PERIOD OF CHANGE



IMPERIAL POSITION STABILISING; DRIVEN BY PORTFOLIO, PRICING & ENGAGEMENT

- Affordability pressures continue to drive consumer downtrading; 5th price tier now 40% of industry volumes
- Imperial share recovery supported by launch of Lambert & Butler brand
- JPS cigarette and fine-cut tiering targeted at specific demographics
- Implementing field force transformation to drive further efficiencies
- Investing to enhance supply chain and customer delivery

PRO FILTER. PRO SMOOTH.
PRO FILTER & VIRGINIA BLEND
SMOOTH & PREMIUM FEEL
EST. IN UK & NOW IN 12 COUNTRIES

L&B LAUNCHED 5th TIER

JOHN PLAYER SPECIAL
LET THE PLAYERS PLAY
JPS FMC & FCT TIERING

FIELD FORCE TRANSFORMATION

ENHANCING INVENTORY MANAGEMENT

NGP: Trials Validate Heated Tobacco Proposition



CONSUMER AND TRADE FEEDBACK VALIDATES PRODUCT OFFERING

1 MARKET SHARE

6 MONTH iD SOM



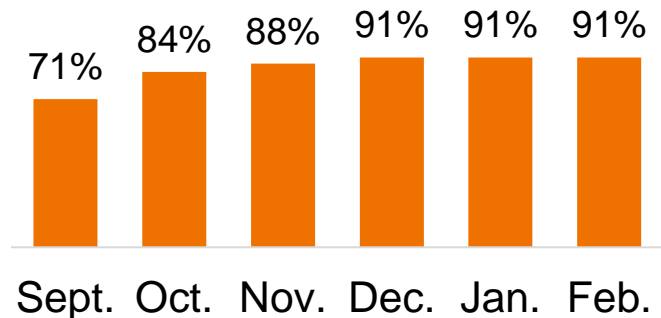
3.7%

2.8%

In 6 months we have achieved and sustained a meaningful market presence

2 DISTRIBUTION

iD WEIGHTED DISTRIBUTION



Consistent trade demand shows appetite to broaden category with more choice

3 FEEDBACK

“The devices longer battery life means I can rely on it more to be there for me during my busy life”

“iD sticks are of a good quality and flavour”

“I like the intensity and fullness of flavour the iD sticks deliver”

Consumer testing demonstrates Pulze and iD sticks resonate with a subsection of consumers

MARKET DATA VALIDATES FURTHER ROLL-OUT

NGP: Heated Tobacco Expanding Further This Year



SELECTED FURTHER MARKET ROLL-OUT AND FLAVOUR EXTENSIONS

MARKET ROLL-OUTS

MARKET SELECTION CRITERIA

Existing heated tobacco category

IMB established tobacco presence



PLANS UNDERWAY FOR FURTHER EUROPEAN MARKET LAUNCHES

FLAVOUR EXTENSIONS

5 FLAVOURS TRIALLED TO DATE



TWO FURTHER FLAVOURS LAUNCHED



NGP: blu Consumer Trials Support Further Roll-outs



EXTENDING US BLU TRIAL AND TRIALLING NEW BLU DEVICE IN FRANCE

EXPANSION OF CONSUMER MARKETING APPROACH IN USA

- Pilot trial validates further targeted expansion of new marketing approach
- Positive consumer response supports expansion across new territories



NEW BLU DEVICE LAUNCHED IN FRANCE

- Market trial of next generation blu device
- New partnership approach to innovation
- Key device features include; improved battery, smart functionalities and ergonomics
- Pipeline of innovation being developed



2022 Will Enhance Our Investment Case

CLEAR ACTIONS TO IMPROVE PERFORMANCE AND RETURNS



STATUS FY22 PRIORITIES



Increased investment in priority markets



NGP targeted trials



Embedding new ways of working



Continued focus on cash delivery



Disciplined capital allocation



INVESTMENT CASE

Revitalised tobacco business driving strong cash returns



A disciplined NGP business providing options for potential harm reduction and growth



Self-help initiatives deliver operational improvement and strengthen performance



Strong sustainable cash flow generated from a high-quality portfolio

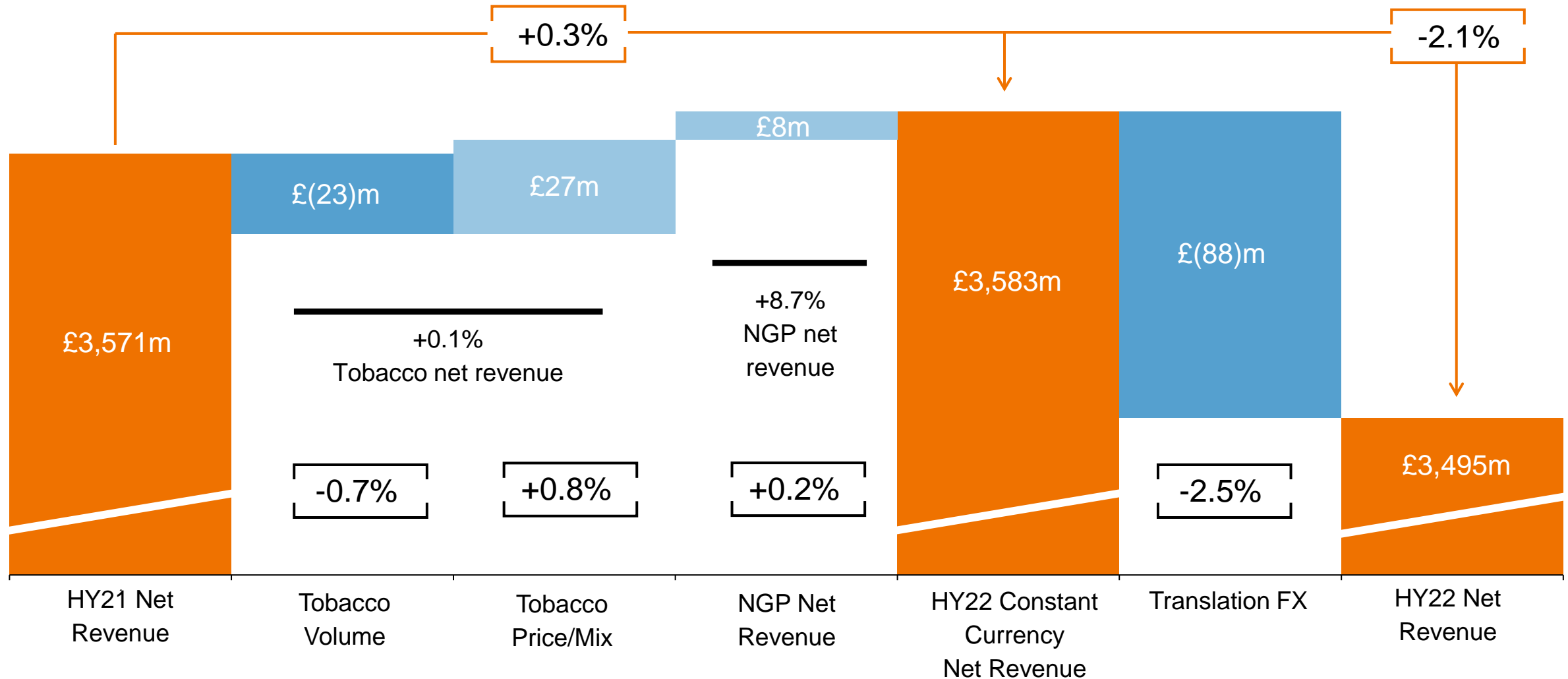


Progressive dividend supplemented by capital returns at the appropriate time

APPENDICES

***GROUP
FINANCIALS***

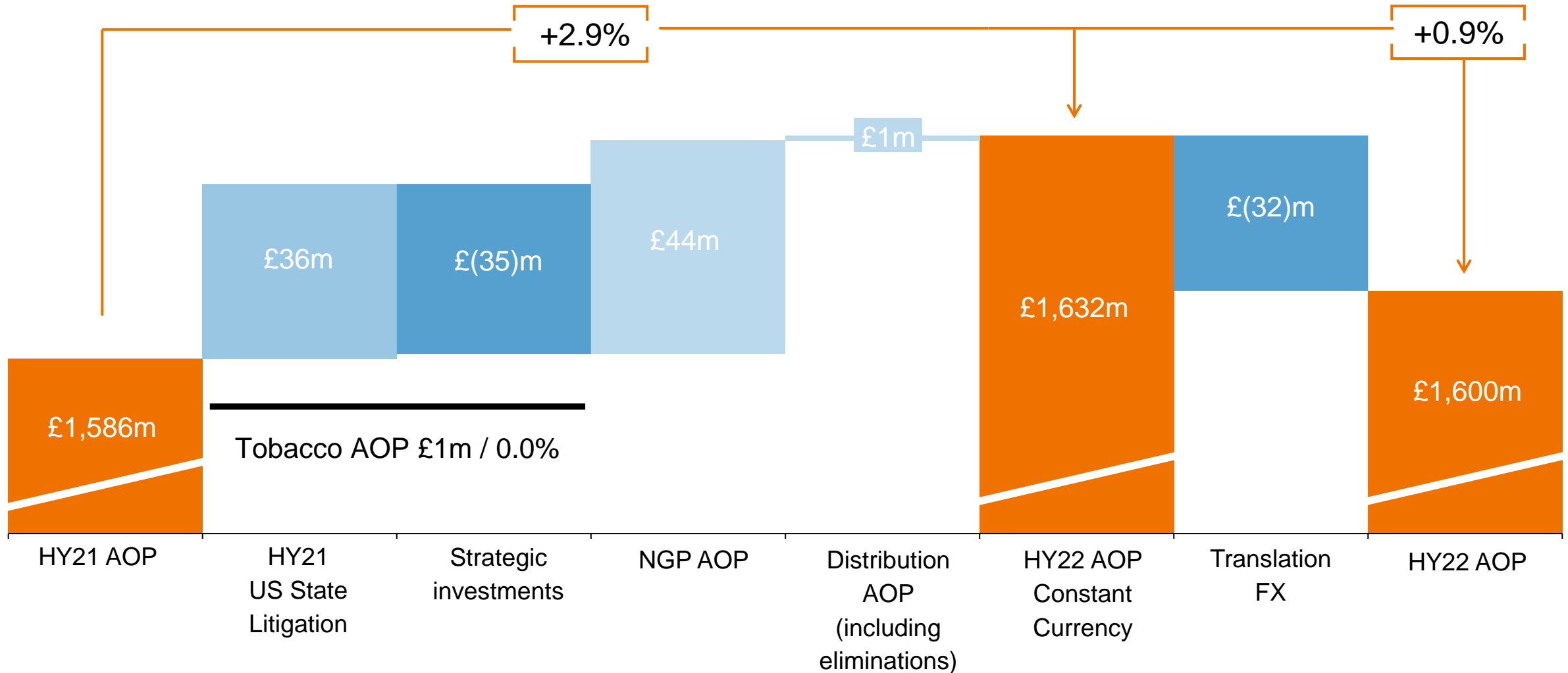
Net Revenue



* HY21 net revenue excludes the impact of the Premium Cigar Division divestment in October 2020. The Premium Cigar Division contributed £21 million to net revenue in 2021.

** Values are rounded which may result in numbers not casting.

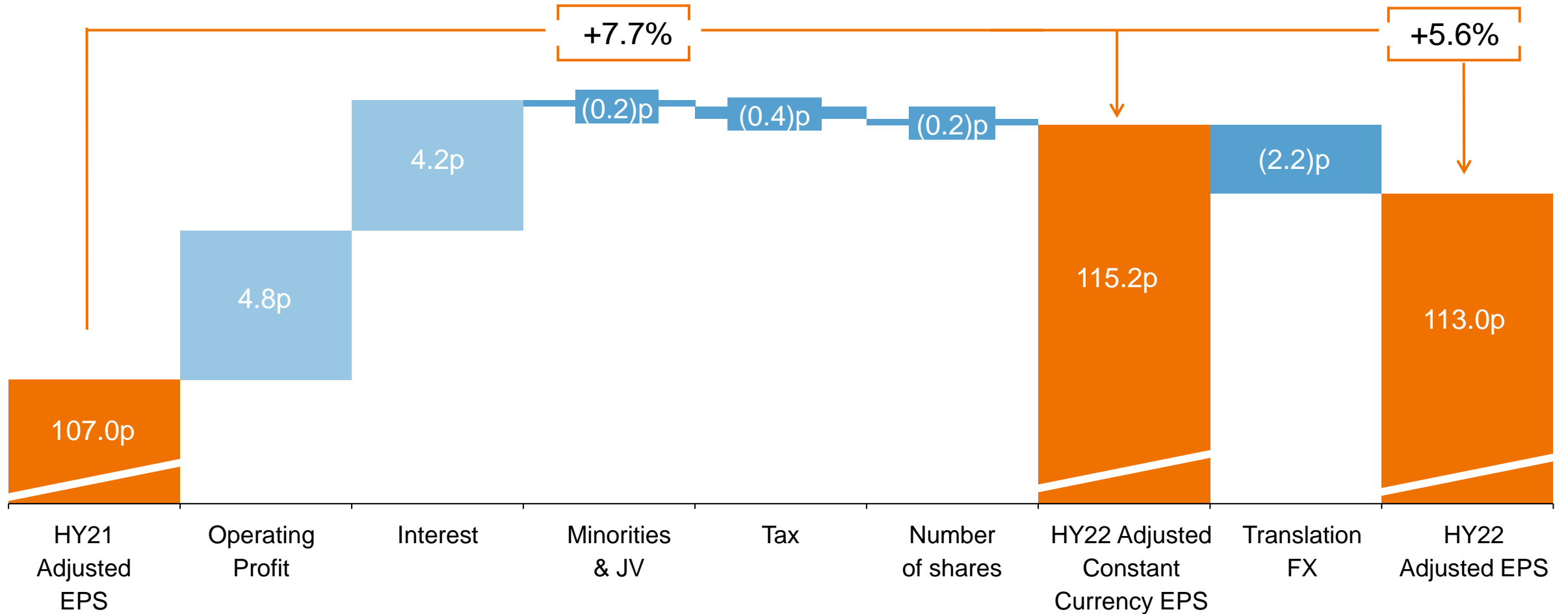
Adjusted Operating Profit



* HY21 adjusted operating profit excludes the impact of the Premium Cigar Division divestment in October 2020. The Premium Cigar Division contributed £3 million to operating profit in 2021.

** Values are rounded which may result in numbers not casting.

Adjusted Earnings Per Share



* HY21 adjusted EPS excludes the impact of the Premium Cigar Division divestment in October 2020. The Premium Cigar Division contributed 0.6 pence to adjusted EPS in 2021.

** Values are rounded which may result in numbers not casting.

Group Adjusted Results



		HY21	Premium Cigars	HY21 excl. divestment	Foreign Exchange	Constant Currency Growth	HY22 excl. divestment	Actual Δ	Constant Currency Δ
Tobacco net revenue	£m	3,497	(21)	3,476	(86)	4	3,394	-2.4%	+0.1%
NGP net revenue	£m	95	-	95	(2)	8	101	+5.7%	+8.7%
Tobacco & NGP operating profit	£m	1,465	(3)	1,462	(26)	45	1,481	+1.3%	+3.1%
Tobacco & NGP profit margin	%	40.8%	0.1%	40.9%	+30bps	+120bps	42.4%	+370bps	+290bps
Distribution net revenue	£m	533	-	533	(28)	(3)	502	-5.8%	-0.6%
Distribution operating profit	£m	121	-	121	(6)	7	121	+0.3%	+5.5%
Distribution margin	%	22.7%	0.0%	22.7%	-5bps	+145bps	24.1%	+620bps	+640bps
Distribution Eliminations	£m	3	-	3	-	(5)	(2)	-174.9%	-179.0%
Group adjusted operating profit	£m	1,589	(3)	1,586	(32)	46	1,600	+0.9%	+2.9%

Group Adjusted Results



		HY22	HY21*
Group adjusted operating profit	£m	1,600	1,589
Adjusted net finance costs	£m	(165)	(206)
Share of profit of JVs	£m	4	8
Adjusted profit before tax	£m	1,439	1,391
Adjusted tax rate	%	21.9%	23.0%
Adjusted EPS	pence	113.0	107.6
Dividend per share	pence	42.5	42.1
12-month Cash conversion	%	102%	122%
Adjusted net debt	£m	(9,157)	(10,328)

Reconciliation: Reported to Adjusted



£m (unless otherwise stated)	Reported HY22	Russian & associated market exits	Acquisition and disposal costs	Amort. of acquired intangibles	Excise tax provision	Fair value adj. of loan receivable	Loss on disposal of subs	Rest. Costs	Fair value losses on financial instruments	Post employment net financing cost	Brand impairment in equity a/c JV	Uncertain tax provisions	Deferred tax on unremitted earnings	Tax on unrecognised losses	Adj. attributable to non- controlling interests	Adjusted HY22
Operating profit	1,201	201	5	182	(10)	(2)	16	7	-	-	-	-	-	-	-	1,600
Share of profit of JV	(20)	-	-	-	-	-	-	-	-	-	24	-	-	-	-	4
Net finance costs	75	-	-	-	-	-	-	-	(236)	(4)	-	-	-	-	-	(165)
Profit before tax	1,256	201	5	182	(10)	(2)	16	7	(236)	(4)	24	-	-	-	-	1,439
Tax	(221)	-	-	(8)	-	-	(7)	(3)	(2)	-	-	(57)	(26)	8	-	(316)
Profit after tax	1,035	201	5	174	(10)	(2)	9	4	(238)	(4)	24	(57)	(26)	8	-	1,123
Minority interest	(40)	-	-	-	-	-	-	-	-	-	-	-	-	-	(14)	(54)
Earnings attributable to equity shareholders*	995	201	5	174	(10)	(2)	9	4	(238)	(4)	24	(57)	(26)	8	(14)	1,069
Basic EPS (pence)*	105.2	21.3	0.5	18.4	(1.1)	(0.2)	1.0	0.4	(25.2)	(0.4)	2.5	(6.0)	(2.7)	0.8	(1.5)	113.0

Income Statement



£m (unless otherwise stated)	HY22	HY21*
Revenue	15,362	15,568
Adjusted operating profit	1,600	1,589
Russian and associated market exits	(201)	-
Acquisition and disposal costs	(5)	-
Amortisation and impairment of acquired intangibles	(182)	(211)
Restructuring costs	(7)	(40)
Excise tax provision	10	1
Profit on disposal of subsidiaries	(16)	281
Fair value adjustment of loan receivable	2	17
Share of profit of investments accounted for using the equity method	(20)	8
Net finance costs**	75	414
Profit before tax	1,256	2,059
Tax	(221)	(215)
Profit after tax	1,035	1,844
Minority interests	40	38
Basic EPS (pence)	105.2	191.2
Adjusted EPS (pence)	113.0	107.6

* HY21 financials as reported, prior to the exclusion of contribution from the Premium Cigar Division divestment in October 2020. The Premium Cigar Division contributed £21 million to net revenue and £3 million to adjusted operating profit in 2021.

** Including net fair value and exchange gains/losses on financial instruments and post-employment benefits net financing costs.

Balance Sheet



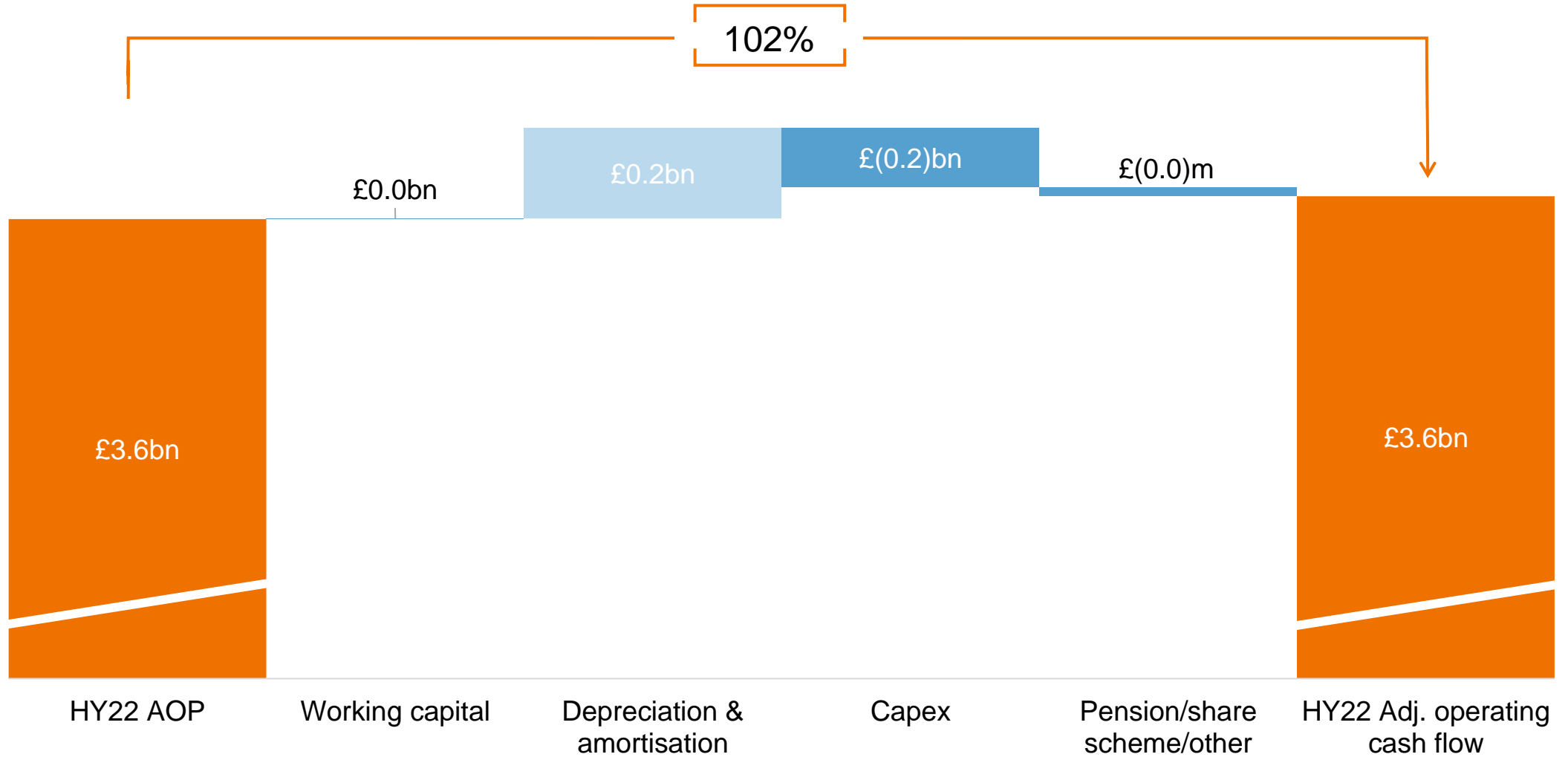
£m		HY22	HY21
Non-current assets:	tangible	3,813	3,954
	intangible	16,431	16,753
Current assets:	inventories	4,445	4,575
	other	3,422	3,850
Current liabilities		(11,158)	(11,088)
Non-current liabilities		(11,060)	(13,016)
Net assets		5,893	5,028

Cash flow



£m	HY22	HY21
Cash flows from operating activities pre tax	973	272
Tax paid	(273)	(431)
Cash flows from operating activities	700	(159)
Net Capex	(64)	(61)
Purchase of subsidiaries	(13)	-
Repurchase of shares by Employee share ownership trusts	(1)	-
Net proceeds from sale of subsidiaries	57	626
Dividends paid (inc. minority interests)	(975)	(969)
Net interest paid	(242)	(255)
Net cash flow	(538)	(818)
Opening net debt	(9,373)	(11,141)
Closing net debt before non-cash movements	(9,911)	(11,959)
Non-cash movements		
Exchange movement	79	820
Other non-cash movements including revaluation of derivative financial instruments	141	156
New leases and modifications	(26)	(20)
Transferred to assets held for disposal	(40)	-
Closing net debt after non-cash adjustments	(9,757)	(11,003)

12-month Cash Conversion



12-month Cash Conversion



£m (unless otherwise stated)	HY22	HY21
Net cash flow from operating activities	3,026	3,744
Tax	662	745
Net capex	(153)	(170)
Restructuring cash spend	108	118
Cash flow post capex pre interest and tax	3,643	4,437
Adjusted operating profit	3,584	3,647
Cash conversion (%)	102%	122%
Working capital inflow	15	685

Net Finance Costs



£m	HY22	HY21
Net finance (income)	(75)	(414)
Adjusted for:		
- interest income on net defined benefit assets	53	45
- interest cost on net defined benefit liabilities	(49)	(44)
- fair value & exchange gains on financial instruments	236	619
Adjusted net finance costs	165	206

Net Debt Reconciliation



£m	Reported HY22	Accrued interest	Lease liabilities	Fair value of derivatives	Adjusted HY22
Opening net debt	(9,373)	140	251	367	(8,615)
Free cash flow	437	-	(34)	-	403
Dividends paid (incl. minority interests)	(975)	-	-	-	(975)
Accretion of interest	69	(72)	3	-	-
New leases and modifications	(26)	-	26	-	-
Change in fair values	72	-	-	(76)	(4)
Transferred to assets held for disposal	(40)	-	(2)	-	(42)
Exchange movements	79	-	(3)	-	76
Closing net debt	(9,757)	68	241	291	(9,157)

Foreign Exchange



	Average		
	HY21	HY22	Δ
USD \$	1.350	1.346	-0.3%
EURO €	1.125	1.188	+5.5%
AUD \$	1.796	1.853	+3.2%
Russian Rouble	101.623	106.380	+4.7%

	Closing		
	HY21	HY22	Δ
USD \$	1.376	1.312	-4.6%
EURO €	1.174	1.182	+0.7%
AUD \$	1.809	1.753	-3.1%
Russian Rouble	103.647	108.784	+5.0%

Foreign Currency

DIVISIONAL CURRENCY EXPOSURE



Approximate weight of currency in Tobacco Net Revenue	GBP £	EUR / EUR Linked	USD \$	AUD \$	Other Currencies	Other includes
Europe	20%	70%	0%	0%	10%	Polish Zloty, Hungarian Franc,
Americas	0%	0%	100%	0%	0%	
AAA	0%	25%	15%	20%	40%	Moroccan Dirham, Taiwanese Dollar,

- €0.01 (1 cent) movement in the € Euro has c. £9m impact on net revenue.
- \$0.01 (1 cent) movement in the \$ USD has a c. £11m impact on net revenue.

Approximate weight of currency in Operating Profit	GBP £	EUR / EUR Linked	USD \$	AUD \$	Other Currencies	Other includes
Europe	30%	70%	0%	0%	0%	
Americas	0%	0%	100%	0%	0%	
AAA	0%	15%	10%	35%	40%	Moroccan Dirham, New Zealand Dollar
Logistics		100%				

- €0.01 (1 cent) movement in the € Euro has a c. £5m impact on PBT.
- \$0.01 (1 cent) movement in the \$ USD has a c. £5m impact on PBT

Divisional Market Share

MAT MARKET SHARE DATA



	HY22	HY21	Δ
Europe	19.3%	19.5%	-20bps
Americas	9.5%	9.0%	+50bps
AAA	10.8%	11.1%	-30bps
Total Group	13.9%	14.0%	-10bps

Market Share Calculation

Market share is presented as a 12 month average (MAT). Aggregate market share is a weighted average across markets within our footprint. The sources of market share information by market are continually reviewed to ensure the most accurate data available. Where any changes have been made we have restated (as denoted R) the PY number to ensure comparability

FY22 Guidance



OTHER FINANCIAL ITEMS

Financing & Cost of Debt

- Finance charge for FY22 expected to be c. £330m

Tax Rate

- Expected to be c. 22%

Capex

- Expect net capex to be c. £300m

Cash Conversion

- Expect 90 to 100% range

Foreign Exchange

- Translation FX: c. 1.5% tailwind at prevailing FX rates (USD \$1.22, EUR €1.17, AUD 1.78)

Restructuring costs

- FY22 cash cost expected at around £170m

APPENDICES

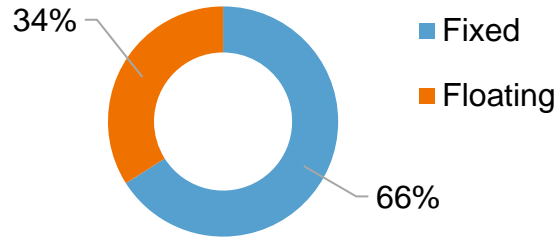
FINANCING

Financial Profile

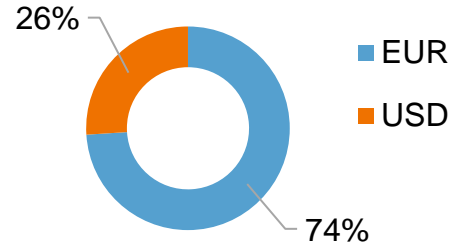
31 March 2022



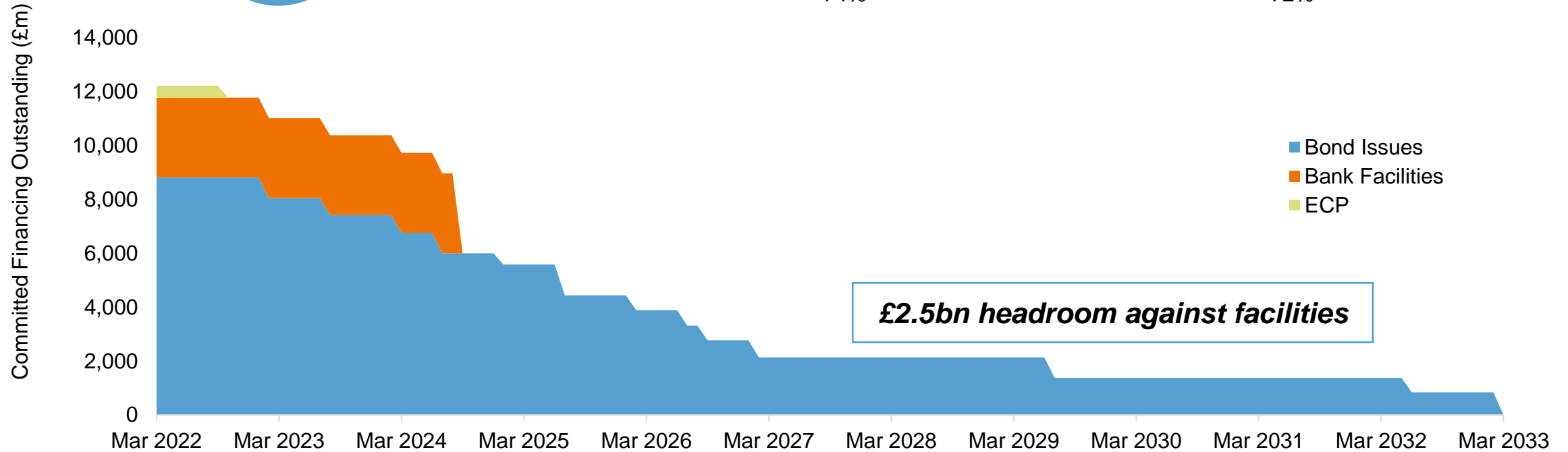
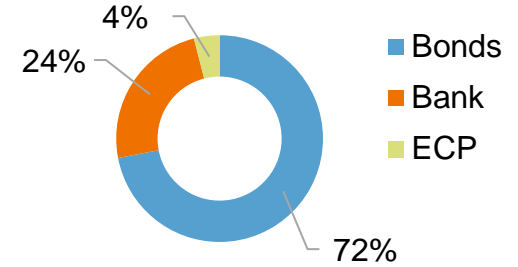
Interest Split



Currency Split (adjusted)



Committed Funding Split



Committed Bank Facilities

31 March 2022



Description	Maturity date	Amount (EUR m)	£m equiv.
Committed 3-year Revolving Credit Facility	30 March 2025	3,500	2,961
Total			2,961

Bond Issues

31 March 2022



Currency of issue	Amount (ccy m)	Issuer	Coupon	Issue Date	Maturity Date	£m equiv.	Margin*
USD	1,250**	Imperial Brands Finance PLC	3.75%	Jul-15	May-22***	-	-
USD	1,000	Imperial Brands Finance PLC	3.50%	Feb-13	Feb-23	762	1.13%
EUR	750	Imperial Brands Finance PLC	1.13%	Feb-19	Aug-23	635	1.25%
GBP	600	Imperial Brands Finance PLC	8.13%	Sep-08	Mar-24	653	3.10%
USD	1,000	Imperial Brands Finance PLC	3.13%	Jul-19	Jul-24	760	1.20%
EUR	500	Imperial Brands Finance PLC	1.38%	Jan-17	Jan-25	423	1.00%
USD	1,500	Imperial Brands Finance PLC	4.25%	Jul-15	Jul-25	1,143	2.22%
EUR	650	Imperial Brands Finance PLC	3.38%	Feb-14	Feb-26	550	1.45%
USD	750	Imperial Brands Finance PLC	3.50%	Jul-19	Jul-26	570	1.52%
GBP	500	Imperial Brands Finance PLC	5.50%	Sep-11	Sep-26	544	2.72%
EUR	750	Imperial Brands Finance PLC	2.13%	Feb-19	Feb-27	634	1.83%
USD	1,000	Imperial Brands Finance PLC	3.88%	Jul-19	Jul-29	762	1.97%
GBP	500	Imperial Brands Finance PLC	4.88%	Feb-14	Jun-32	529	2.12%
EUR	1,000	Imperial Brands Finance Netherlands BV	1.75%	Mar-21	Mar-33	846	1.76%
Total/Weighted Average Margin						8,812	2.1%

* Above respective final currency IBOR rate after the effects of related interest rate derivative transactions

** Bond defeased and discharged

*** 2 month Par Call notice served moving maturity from Jul to May

Glossary



SE Stick Equivalent (SE) volumes reflect our combined cigarette, fine cut tobacco, cigar and snus volumes.

Constant Currency Change at constant currency removes the effect of exchange rate movements on the translation of the results of our overseas operations.

Tobacco Total Tobacco includes cigarettes, fine cut tobacco, cigar, traditional snus and other tobacco products.

NGP NGP includes vapour products, next generation oral nicotine including all-white oral snus

Logista Logista is a 50.01% owned subsidiary and 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.



IMPERIAL
BRANDS

*INTERIM
RESULTS*

17 MAY 2022

