

IMPERIAL BRANDS

Fact Sheet

IMBBY

SYMBOL

OTCQX

IMPERIAL BRANDS

QUICK REFERENCE

Imperial Brands PLC

OTCQX: **IMBBY**

www.IMPERIALBRANDSPLC.com

BUSINESS SUMMARY

Imperial Brands, a FTSE 100 company headquartered in Bristol in the UK, is the parent company of a dynamic international business specialising in tobacco and non-tobacco brands. The company comprises five distinct entities: Imperial Tobacco, Tabacalera, ITG Brands, Fontem Ventures and Logista. Our core business is built around a tobacco portfolio that offers a comprehensive range of cigarettes, fine cut and smokeless tobaccos, papers and cigars. Our tobacco brands are sold in 160 markets worldwide, including the USA where we have a significant presence through ITG Brands. Through our Fontem Ventures business, we're also developing a portfolio of brands beyond tobacco, including the e-vapour brand blu. Adding to the breadth of our activities is Logista, one of the largest logistics businesses in Europe. Through consistent delivery of our strategy we have built a long track record of creating sustainable value for our shareholders.

BRANDS OF CHOICE

- **Cigarettes**
Our cigarette portfolio includes well-known international brands such as West, Davidoff, Gauloises and JPS, as well as Winston in the US, Nobel in Spain and Lambert & Butler in the UK and beyond.
- **Other tobacco products & accessories**
We have a leading range of other tobacco products and smoking accessories including Golden Virginia fine cut tobacco, Rizla rolling papers, Backwoods cigars, and traditional oral tobacco offerings in the Nordics such as Skruf.
- **Vapour**
The Pulze device and iD sticks make up Imperial's heated tobacco offering. The insights we're gathering from consumer trials in Europe will inform the scale and pace of further rollouts.
- **Heated Tobacco**
blu - Driven by a determination to create an appealing alternative to smoking, the vape brand blu was created in the US by founder Jason Healy in 2009.
- **Oral Nicotene**
Zone X - Consumer interest in modern oral nicotine products is growing swiftly in certain markets, and we've developed Zone X to capitalise on this trend.

CONTACT INFORMATION

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