



EMPLOYEES

33,000



TOTAL TOBACCO VOLUMES

255.5bn*

stick equivalents



GROWTH BRAND VOLUMES

162.9bn*



NET REVENUE

£7,730m*



ADJUSTED OPERATING
PROFIT

£3,766m*

* 2018 financial year

WHO WE ARE

We are a dynamic fast-moving consumer goods company borne out of a strong tobacco heritage.

Driven by our strong challenger culture, our purpose is to create something better for the world's smokers with a portfolio of high quality next generation and tobacco products.

Consumer habits are changing and as our industry continues to evolve, so are we; transforming into a leaner, more agile business with a wider repertoire of products.

Our core business is built around a broad portfolio of tobacco products, which we sell in around 160 markets.

We also have a rapidly growing Next Generation Products (NGP) business focused on providing adult smokers with a range of less harmful alternatives to cigarettes.

Our most important brands are our Growth Brands, comprising nine tobacco offerings and our blu vapour brand.

Our partnership with Auxly represents our second investment in the cannabis sector. In 2018 we acquired an equity stake in Oxford Cannabinoid Technologies (OCT), a UK biopharmaceutical company focused on researching, developing, and licensing cannabinoid-based compounds and therapies.

OCT's activities are licensed for operation by the UK Home Office. Our investment has enabled us to support OCT's important research while building a deeper understanding of the cannabis market.

NEXT GENERATION PRODUCTS

In NGP we have vapour, oral nicotine and heated tobacco products. Cannabis is a complementary addition and enables us to further diversify our portfolio.

Vapour is the largest and most developed NGP category. Our pioneering brand blu offers adult smokers a significantly safer experience and is available in an increasing number of markets, including Canada.

NGP technology is evolving fast and we substantially enhanced our scientific and technical capabilities in 2017 with the acquisition of the innovation business Nerudia.

Nerudia is focused on developing a pipeline of innovations that will accelerate smoker conversion rates and stop smokers reverting to tobacco.



For more information visit
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OUR STRATEGY: FOCUSED ON QUALITY GROWTH

Our strategy is aligned to our purpose of creating something better for the world's smokers and focuses on driving results in three key areas. In Tobacco we are maximising opportunities for our Growth Brands in priority markets. Through our growing portfolio of Next Generation Products we are providing adult smokers with a range of less harmful alternatives to cigarettes, with a particular focus on the vapour category. The disciplined approach we take to managing cost and cash provides the funds to invest in growth. Our updated sustainability strategy supports our commercial and public health ambitions, and everything we do is underpinned by high standards of governance.



OUR GROWTH BRANDS

