

Imperial Brands PLC (IMB:LN)



London
Stock Exchange

Consumer Staples/Tobacco

Price: 27.53

Report Date: April 22, 2026

Business Description and Key Statistics

Imperial Brands PLC is a fast-moving consumer goods company. The Company offers a range of cigarettes, fine cut and smokeless tobacco, papers, and cigars. The Company operates through two businesses: Tobacco & NGP and Distribution. The Tobacco & NGP business manufactures, markets, and sells tobacco and next-generation products (NGP) and tobacco and NGP-related products, including sales to (but not by) the Distribution business. The Distribution business distributes tobacco and NGP products for tobacco and NGP product manufacturers, including Imperial Brands, as well as a range of non-tobacco and NGP products and services. Its segments include Europe, Americas, Africa, Asia, Australasia and Central and Eastern Europe (AAACE) and Distribution. It brands include John Player Special, Davidoff, Gauloises, West, Winston, Kool, Lambert & Butler, Fortuna, Nobel, News, Backwoods, Champion, Golden Virginia, Maverick, Dutch Masters, Fine, Rizla, blu, Pulze, Skruf, and Zone.

Website: <https://www.imperialbrandspc.com/index.html>

ICB Industry: Consumer Staples

ICB Subsector: Tobacco

Address: 121 Winterstoke Road
BRISTOL BS3 2LL
GBR

Employees: 25,100

	Current	YTY % Chg
Revenue LFY (M)	32,171	-0.7
EPS Diluted LFY	2.49	-21.6
Market Value (M)	22,225	
Shares Outstanding LFY (000)	807,302	
Book Value Per Share	5.98	
EBITDA Margin %	12.10	
Net Margin %	4.3	
Long-Term Debt / Capital %	61.9	
Dividends and Yield TTM	1.60 - 5.82%	
Payout Ratio TTM %	100.0	
60-Day Average Volume (000)	2,600	
52-Week High & Low	33.41 - 26.67	
Price / 52-Week High & Low	0.82 - 1.03	

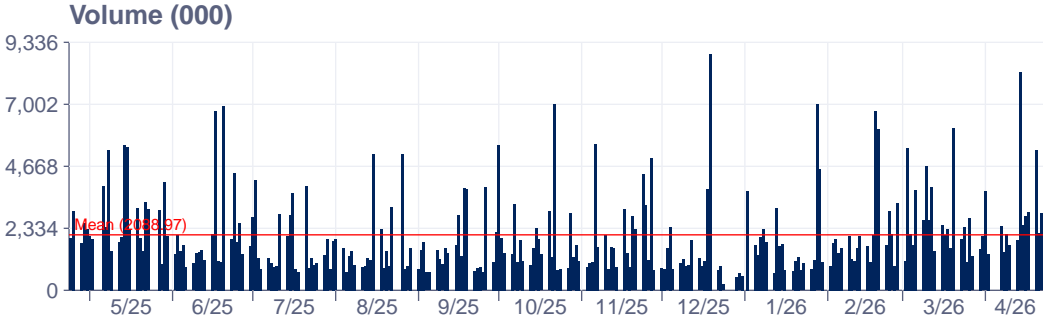
Price, Moving Averages & Volume



Imperial Brands PLC is currently trading at 27.53 which is 11.7% below its 50 day moving average price of 31.18 and 11.1% below its 200 day moving average price of 30.97.

IMB:LN is currently 17.6% below its 52-week high price of 33.41 and is 3.2% above its 52-week low price of 26.67. Over the past 52-weeks, IMB:LN is down 8.6% while on a calendar year-to-date basis it is down 11.7%.

The Relative Strength Index (RSI) indicator for IMB:LN is currently 27.79. An RSI value of 70 and above is considered overbought and 30 and below oversold.



— Price — Price (50-Day Simple Moving Average) — Price (200-Day Simple Moving Average)

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Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	0.69	0.87	50-Day Average Price	31.18
1-Week %	-2.70	-2.13	Price / 50-Day Average	0.88
4-Week %	-8.81	-14.93	200-Day Average Price	30.97
52-Week %	-8.63	-32.55	Price / 200-Day Average	0.89
Quarter-to-Date %	-9.94	-13.43	RSI - Relative Strength Index	27.79
Year-to-Date %	-11.73	-16.85	Risk Metrics	
Last Month %	-8.06	-0.91	Price Volatility	1.42
Last Quarter %	-1.99	-3.57	Sharpe Ratio	0.19
Last Calendar Year %	22.17	2.25	Sortino Ratio	0.33

5-Year Price Performance vs. FTSE 350

Imperial Brands PLC
FTSE 350 Index

Current: 1.72 CAGR: 11.5%
Current: 1.39 CAGR: 6.9%



Over the past five years, Imperial Brands PLC's stock price is up 71.7% which is 32.6% above the FTSE 350 Index performance of 39.2% over the same period. Imperial Brands PLC's cumulative annualized growth rate (CAGR) over the five year period has been 11.5% while that of the FTSE 350 Index has been 6.9%.

Over the past year, Imperial Brands PLC's stock price performance of -8.6% has underperformed that of the FTSE 350 Index by 32.6%. On a year-to-date basis, Imperial Brands PLC's stock price performance of -11.7% has underperformed the FTSE 350 Index by 16.9%.

Over the past week, Imperial Brands PLC's stock price performance of -2.7% has underperformed that of the FTSE 350 Index by 2.1%.

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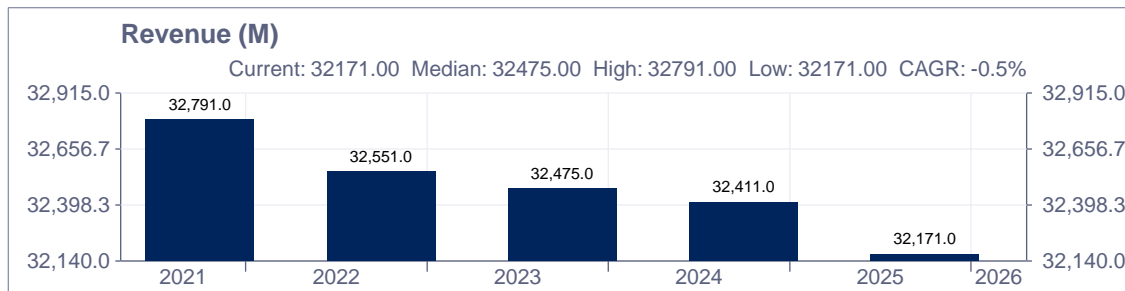
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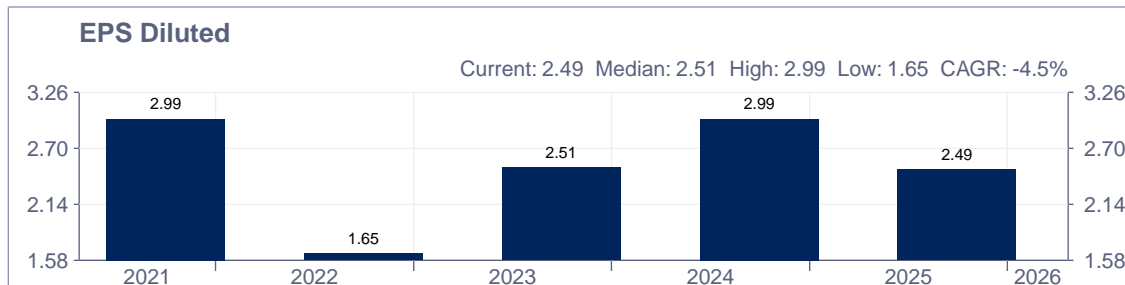
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Growth and Profitability Metrics

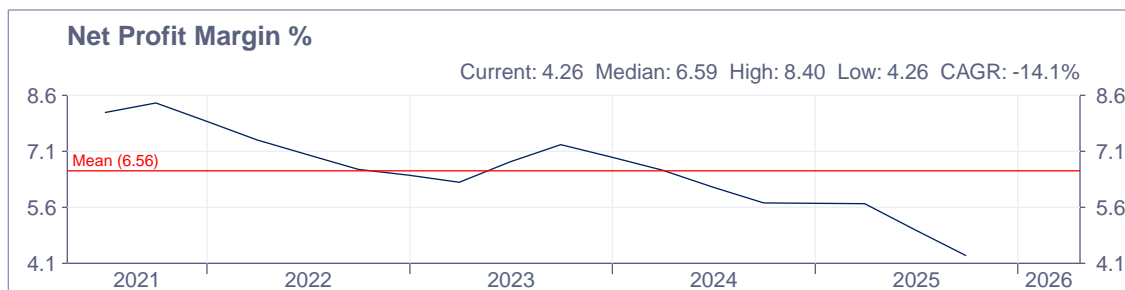
Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %	-0.4	-0.2	2.4	Gross Margin %	21.8	19.9	20.1
Revenues Per Share %	3.8	2.2	3.8	EBITDA Margin %	12.1	11.0	10.3
EBITDA %	8.8	4.0	4.7	Pre-Tax Margin %	9.7	9.0	7.3
EPS Diluted %	-10.2	-1.8	-2.3	Net Margin %	4.3	6.6	5.6
Free Cash Flow %	7.6	0.8	999.9	Return on Equity %	26.7	39.5	34.3
Cash from Operations %	4.4	-1.8	2.8	Return on Capital %	9.9	14.6	11.7
Book Value %	-6.1	3.0	0.7	Return on Assets %	4.9	7.3	5.9



Imperial Brands PLC's cumulative annualized revenue growth rate over the charted period is -0.5%. This compares to cumulative annualized growth of -0.4% over the past 3 years.



Imperial Brands PLC's cumulative annualized EPS growth rate over the charted period is -4.5%. This compares to cumulative annualized growth of -10.2% over the past 3 years.



Imperial Brands PLC's net profit margin of 4.3% is 2.3% below the period's mean net margin of 6.6%. During the charted period, the observed net profit margin high and low were 8.4% and 4.3% respectively.



Imperial Brands PLC's return on equity of 26.7% is 12.8% below the period's mean return on equity of 39.5%. During the charted period, the observed ROE high and low were 57.9% and 26.7% respectively.

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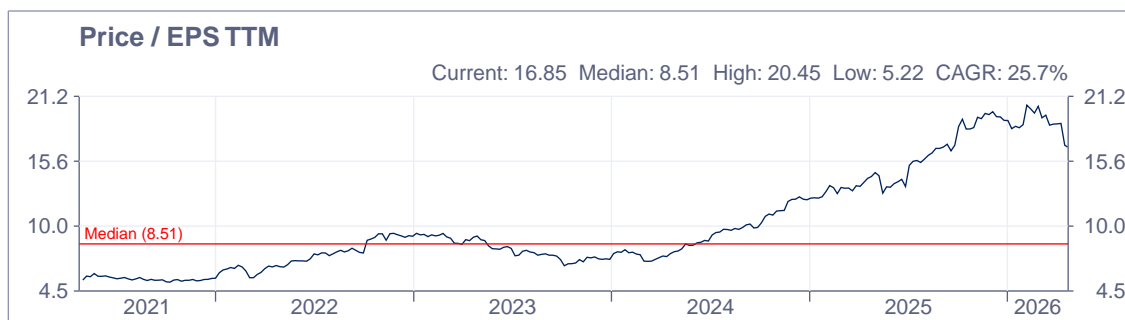
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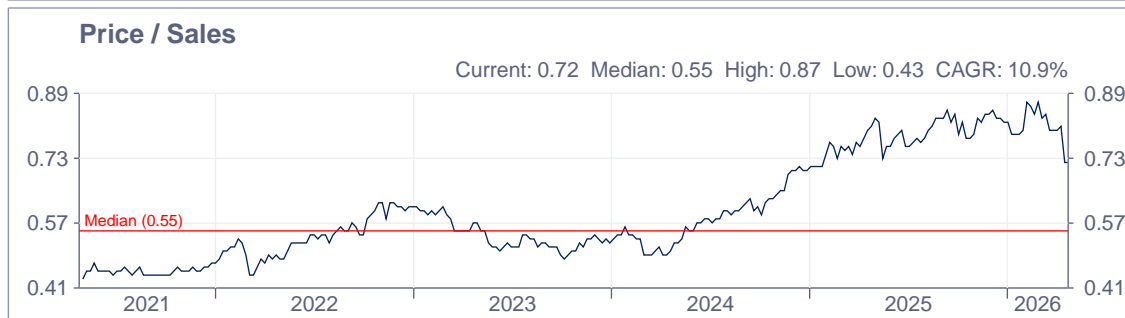
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Valuation Metrics

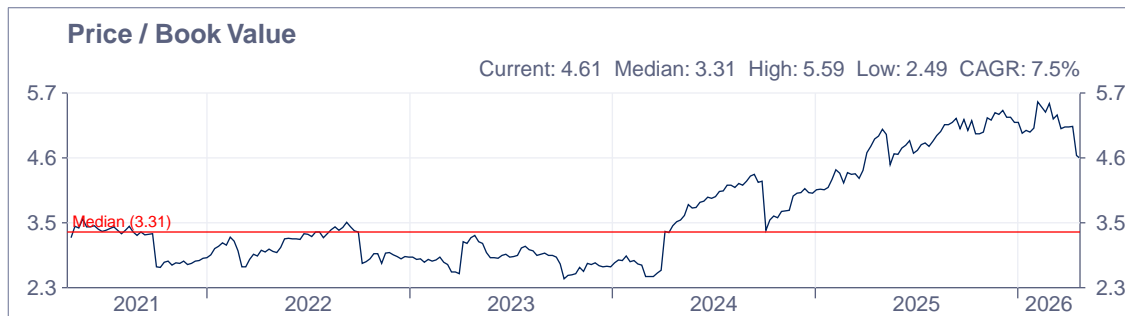
	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	16.9	8.5	12.9	Earnings Yield %	4.91	12.03	7.79
Price / Sales	0.7	0.6	0.6	Free Cash Flow Yield %	7.00	7.02	6.49
Price / Operating Cash Flow	13.1	7.4	9.0	Dividend Yield %	5.82	7.43	7.17
Price / Book Value	4.6	3.3	3.9	Enterprise Value / EBITDA	7.6	7.4	8.4



Imperial Brands PLC is trading at 16.85 times its EPS generated during the latest fiscal year. This multiple is above the historically observed median of 8.51, while high and low observations have been 20.45 and 5.22.



Imperial Brands PLC is trading at a Price to Sales ratio of 0.72 based on sales generated during the latest fiscal year. This ratio is above the historically observed median ratio of 0.55, while high and low observations have been 0.87 and 0.43.



Imperial Brands PLC is trading at a Price to Book ratio of 4.61 based on book value at the latest fiscal year end. This ratio is above the historically observed median of 3.31, while high and low observations have been 5.59 and 2.49.



Imperial Brands PLC has a Free Cash Flow Yield of 7.00% based on free cash flow generated during the latest fiscal year. This value is equal to the historically observed Free Cash Flow Yield of 7.00%, while high and low observations have been 12.24 and 5.40.

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Dividends Data

Dividends Per Share TTM		1.60	Payout Ratio TTM %		100.00%	Dividend Yield TTM %		5.82%
Rate	Ex Date	Record Date	Payment Date	Currency	Note			
0.401	19-02-2026	20-02-2026	31-03-2026	GBP				
0.401	27-11-2025	28-11-2025	31-12-2025	GBP				
0.401	21-08-2025	22-08-2025	30-09-2025	GBP				
0.401	22-05-2025	23-05-2025	30-06-2025	GBP				
0.543	20-02-2025	21-02-2025	31-03-2025	GBP				
0.543	28-11-2024	29-11-2024	31-12-2024	GBP				
0.225	22-08-2024	23-08-2024	30-09-2024	GBP				
0.225	23-05-2024	24-05-2024	28-06-2024	GBP				
0.518	15-02-2024	16-02-2024	28-03-2024	GBP				
0.518	23-11-2023	24-11-2023	29-12-2023	GBP				
0.216	17-08-2023	18-08-2023	29-09-2023	GBP				
0.216	25-05-2023	26-05-2023	30-06-2023	GBP				

Dividend Growth and Yield

Dividends Per Share TTM



Imperial Brands PLC's trailing 12-month dividend per share is 1.60 and its dividend has grown at a cumulative annualized rate of 3.2% over the charted period. This compares to dividend growth of 4.50% over the past year and cumulative annualized growth of 4.30% over the past 3 years.

Dividend Yield TTM %



Imperial Brands PLC's current dividend yield is 5.82% based on trailing 12 month dividends. The current yield is below the historically observed median of 7.42% and, over the charted time period, the observed high yield has been 9.13% and the observed low yield has been 4.99%.

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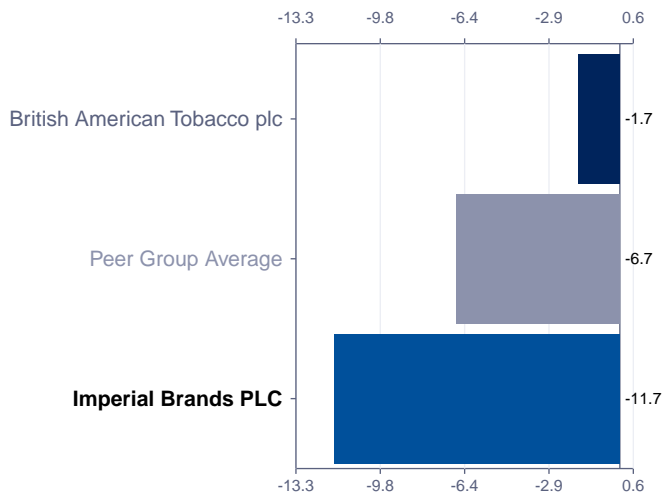
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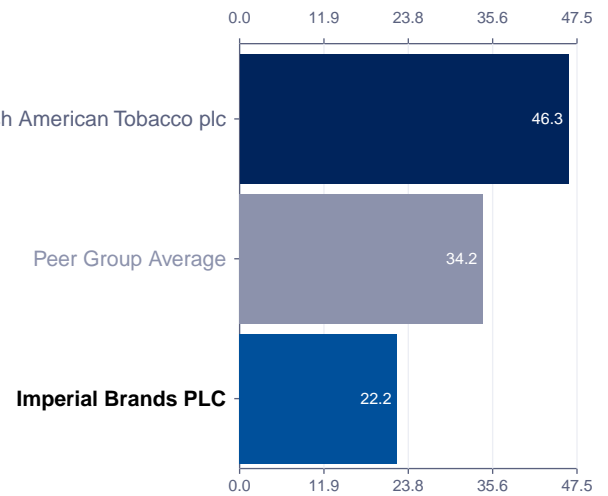
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ICB Subsector Peer Comparisons

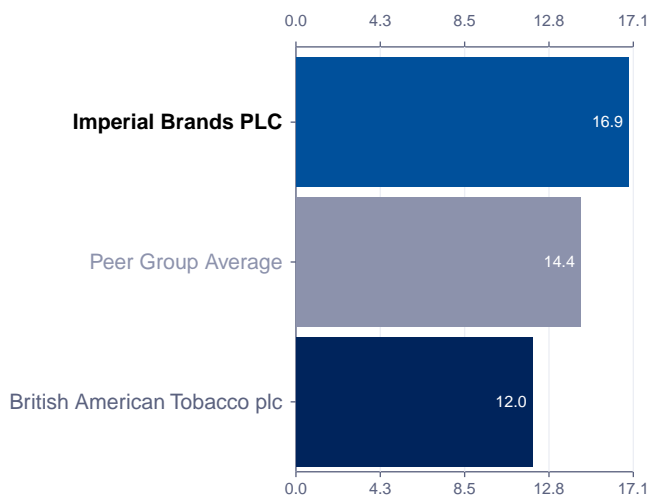
Price Change Year to Date %



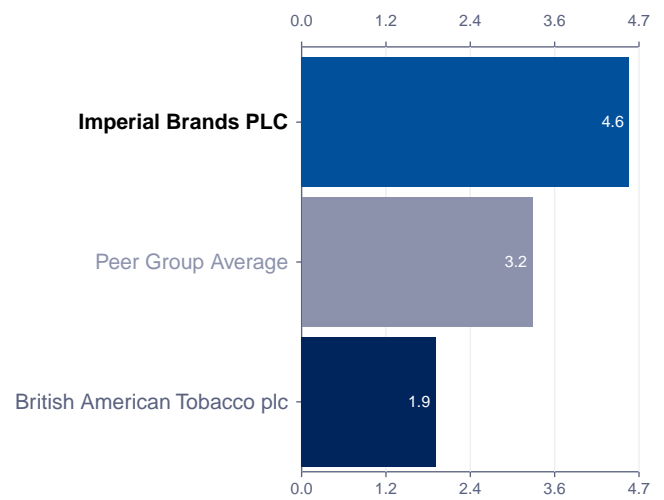
Price Change Last Calendar Year %



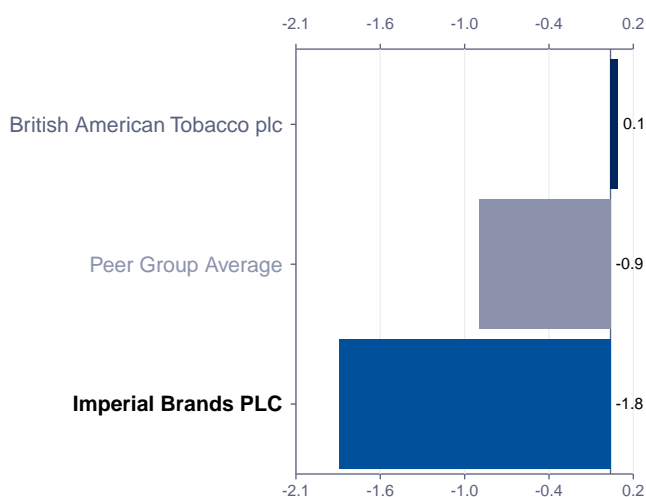
Price / EPS TTM



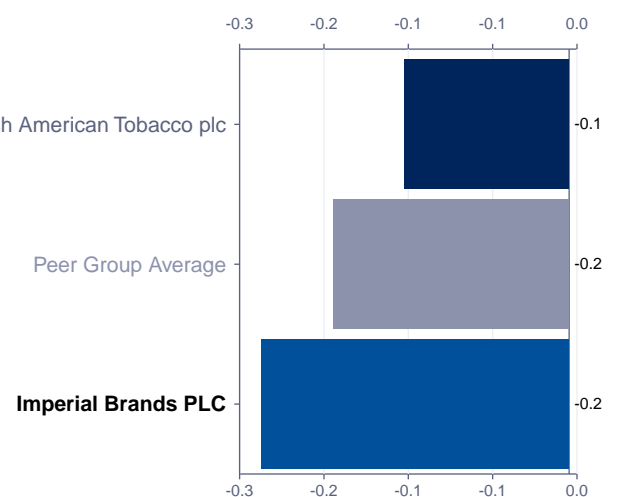
Price / Book Value



EPS 5-Year Growth Rate %



Revenue 5-Year Growth Rate %



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Abbreviations:

CAGR	- Cumulative annual growth rate.
EBIT	- Earnings before interest and taxes.
EBITDA	- Earnings before interest, taxes, depreciation & amortization.
LFY	- Last fiscal year
M	- Million
LON	- London Stock Exchange

Definitions:

Market Value - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

Revenue - Sum of the last four quarters of Revenues.

Revenue Per Share - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

Normalized EPS LFY- EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

60-Day Average Volume (000) - The average of the last 60 daily volume values in thousands of shares.

Price 52-Week High - The high closing price from the last 52 weeks of daily closing prices.

Price 52-Week Low - The low closing price from the last 52 weeks of daily closing prices.

Price / 52-Week High - Latest price divided by the high price from the past 52 weeks of daily closing prices.

Price / 52-Week Low - Latest price divided by the low price from the past 52 weeks of daily closing prices.

50-Day Average Price - Mean of last 50 daily closing prices.

200-Day Average Price - Mean of last 200 daily closing prices.

Price / 50-Day Average Price - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

Price / 200-Day Average Price - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

Relative Strength Index - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is $RSI = 100 - 100 / (1 + RS)$ where $RS = (\text{total gains} / n) / (\text{total losses} / n)$ and $n = \text{number of RSI periods}$. In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

Price Volatility - The standard deviation of the last 20 days of daily closing prices.

Sharpe Ratio - The 5 year average of the excess monthly return over the risk - free rate(1 - month T - bill) over the 5 year standard deviation of the same series.

Sortino Ratio - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

Dividends Per Share TTM - Sum of the last four quarters of Dividends Per Share.

Payout Ratio - Dividends Per Share TTM divided by Normalized EPS TTM.

Dividend Yield TTM % - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

EBITDA - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

Free Cash Flow - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

Book Value Per Share - Total Common Equity last quarter divided by Shares Outstanding last quarter.

Gross Margin % - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

EBITDA Margin % - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

Pre-Tax Margin % - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

Net Profit Margin % - Sum of the last four quarters of Normalized EPS divided by sum of the last four quarters Revenues Per Share.

Return on Equity % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Book Value.

Return on Capital % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Capital Per Share.

Return on Assets % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Assets Per Share.

Price / EPS TTM - Weekly Price divided by the sum of the last four quarters of Normalized EPS (capped at 99.9).

Price / Sales - Weekly Price divided by Revenues Per Share TTM.

Price / Book Value - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

Free Cash Flow Yield % - Free Cash Flow Per Share TTM divided by Weekly Price.

Enterprise Value - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

Enterprise Value / Sales - Enterprise Value divided by the sum of the last four quarters of Revenue.

Enterprise Value / EBITDA - Enterprise Value divided by EBITDA TTM.

Enterprise Value / EBIT - Enterprise Value divided by trailing four quarters of Operating Income.

Enterprise Value / Free Cash Flow- Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

Russell 1000 Index - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.

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