

# TIME TO TURNAROUND: EVOLVING IMPERIAL BRANDS' SHARE PLANS



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Today we're going to cover:



About us and our plans



The journey we are on together



What have we learnt?



What are we doing now?

# About Imperial Brands

- › FTSE 100 company
- › Headquartered in Bristol
- › Specialises in tobacco and non-tobacco products
- › Focused on maximising opportunities for our brands and generating sustainable returns for our shareholders



# Imperial's five businesses



# About Imperial's share plans - From



**Plan**



**Participants**



**Plan type**



**Countries**

Plan	Participants	Plan type	Countries
The Long Term Incentive Plan / the Long Term Bonus Incentive Plan	61	Discretionary	9
The Share Matching Scheme / the Bonus Match Plan	800	Bonus and Matching Plan	34
The Discretionary Share Award Plan	100	Discretionary	18
The Sharesave Plan	3000	All-employee	25

# About Imperial's share plans - To



**Plan**



**Participants**



**Plan type**



**Countries**

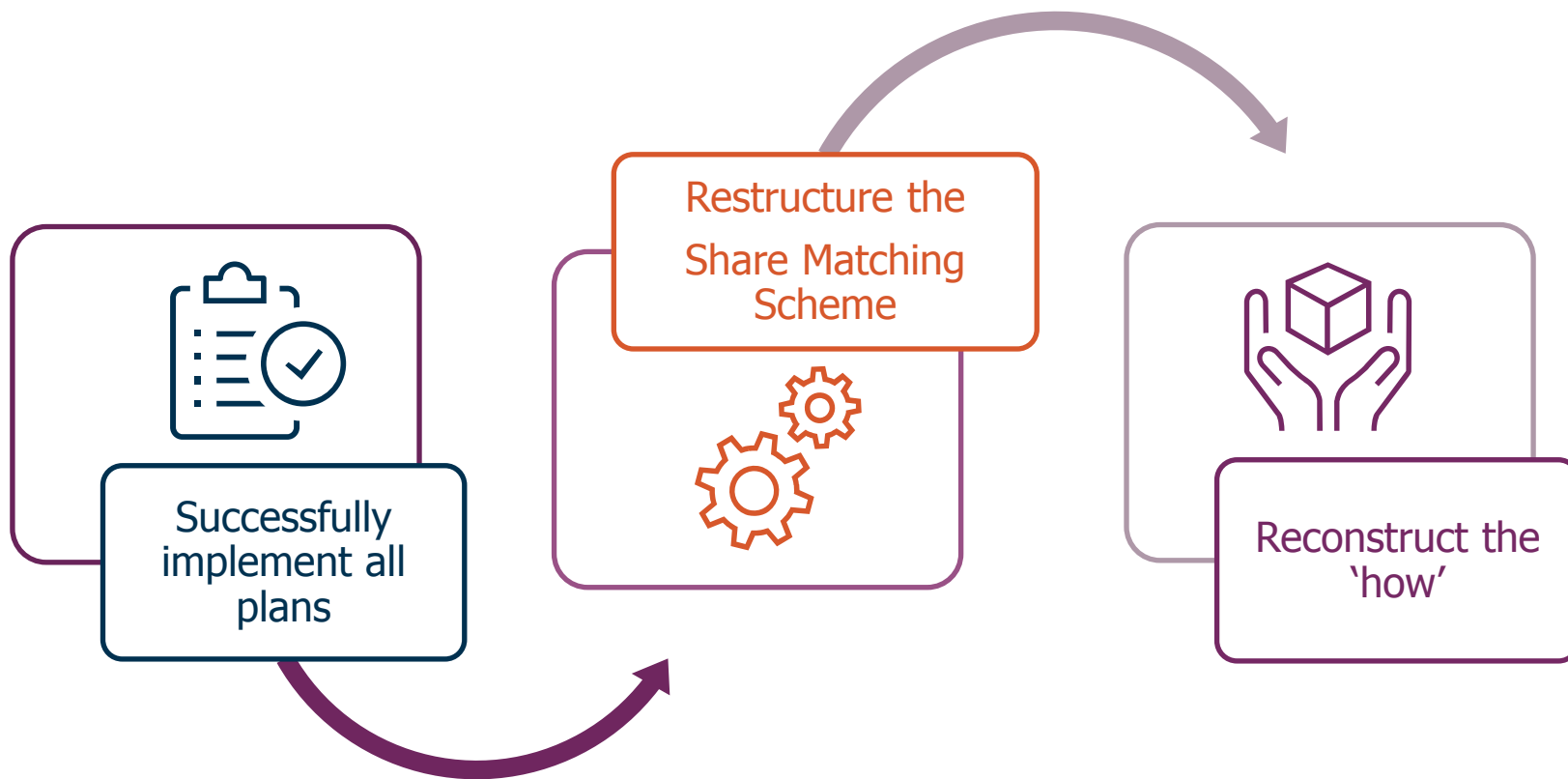
Plan	Participants	Plan type	Countries
The Long Term Incentive Plan / the Long Term Bonus Incentive Plan	<b>500</b>	Discretionary	<b>48</b>
The Share Matching Scheme / the Bonus Match Plan	<b>500</b>	Bonus and Matching Plan	<b>43</b>
The Discretionary Share Award Plan	100	Discretionary	18
The Sharesave Plan	3000	All-employee	25

# Why did we choose Computershare?

- ✓ Provide a range of comprehensive services unmatched by other providers
- ✓ Specialist in global share plans
- ✓ They are local to us
- ✓ They are fully compliant
- ✓ We use their GEMS service

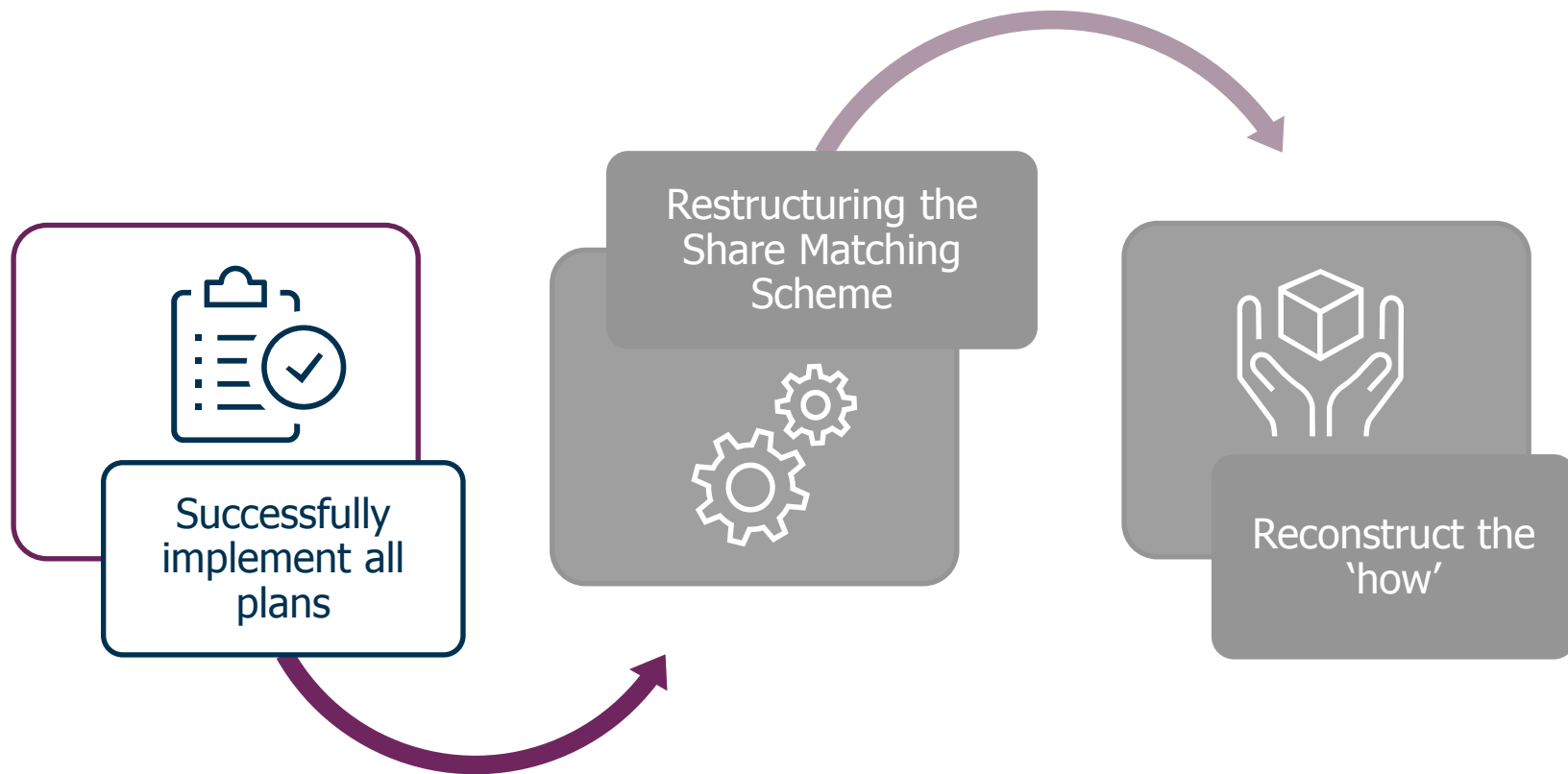


# What were the priorities?

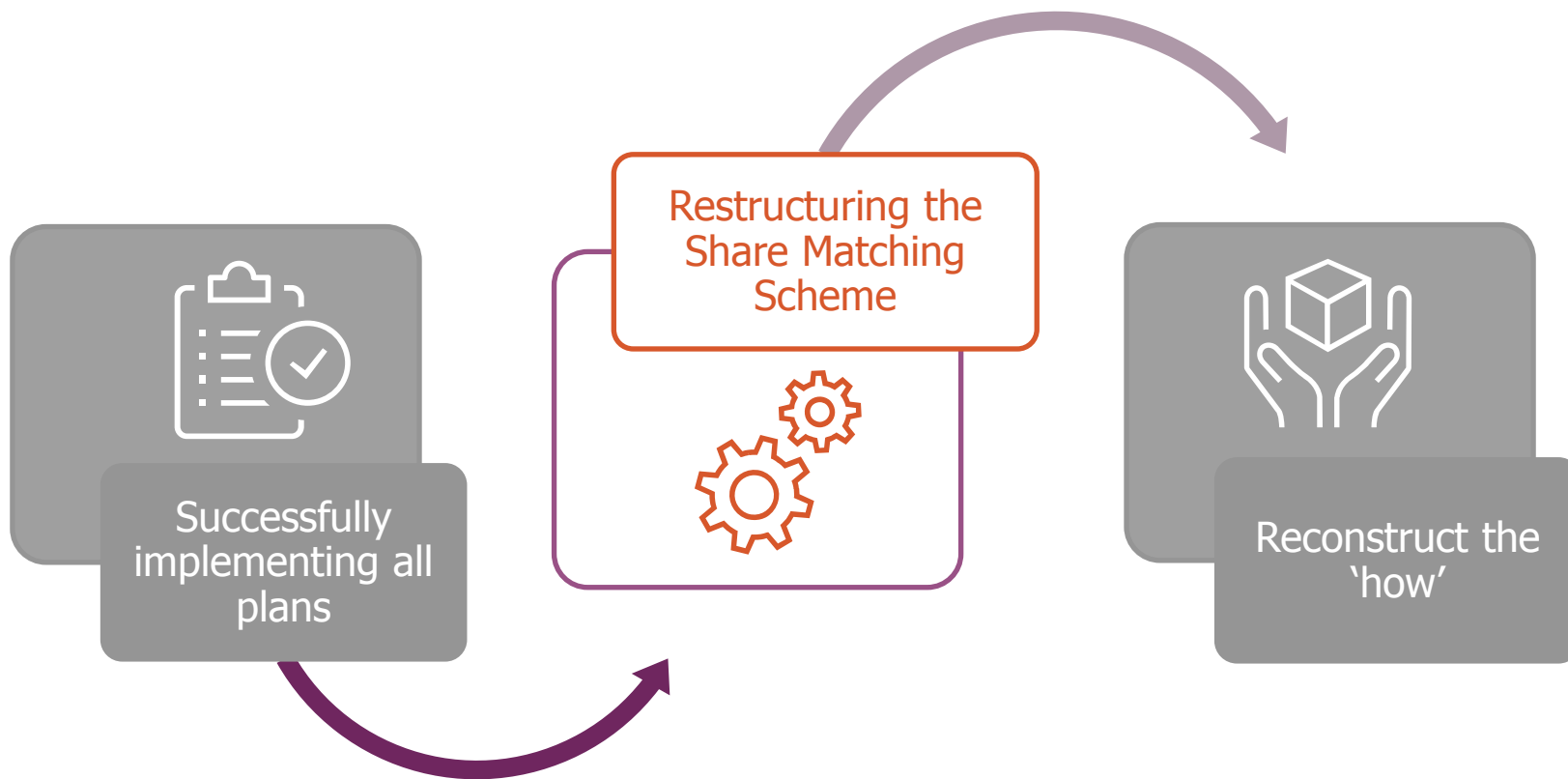




# What did we focus on in the first year?



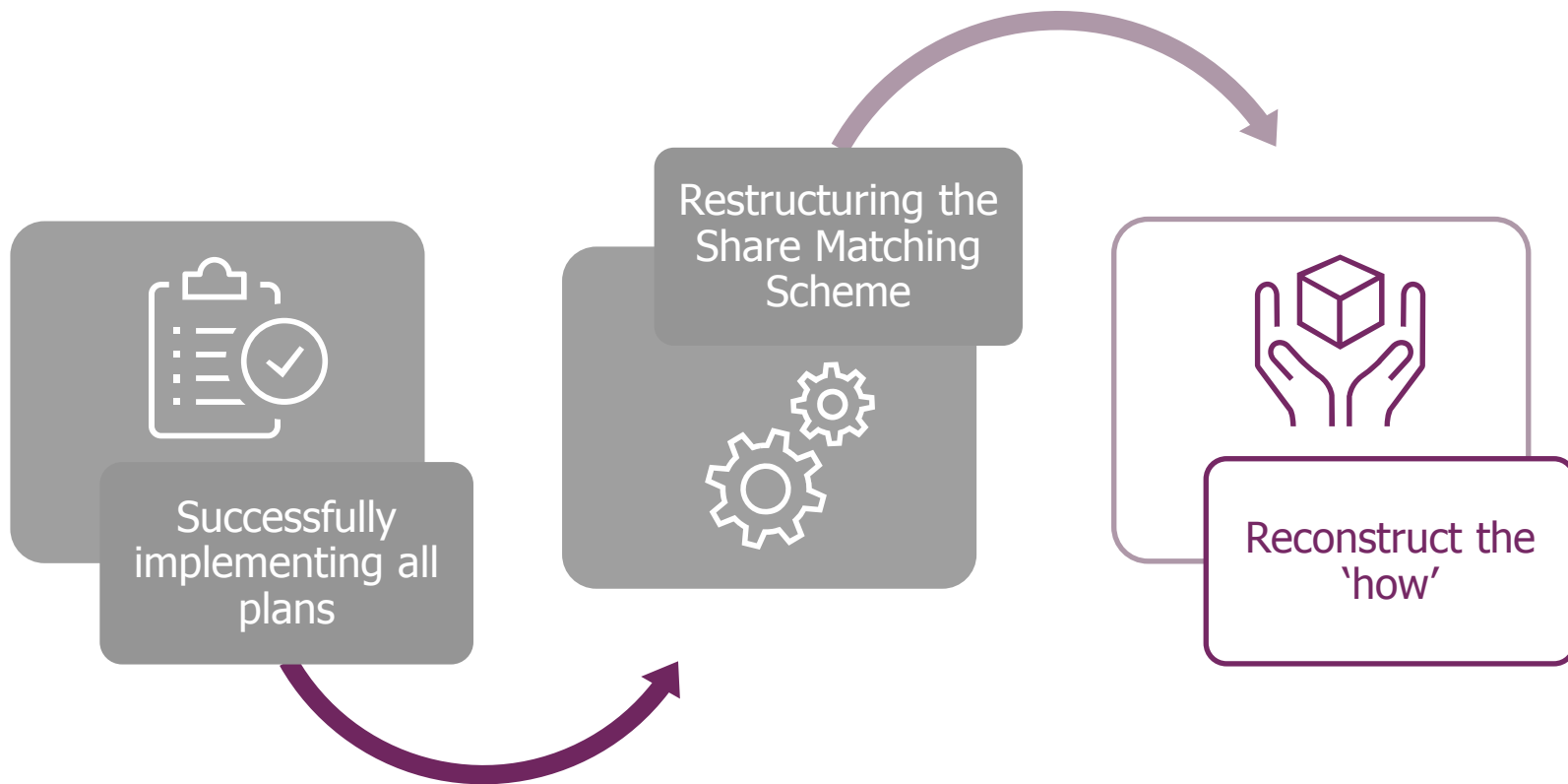
# What did we focus on in the second year?



# What did we learn?



# What's next for the partnership?



# Reconstruct the 'how' – what did Imperial Brands need?

Reduced risk

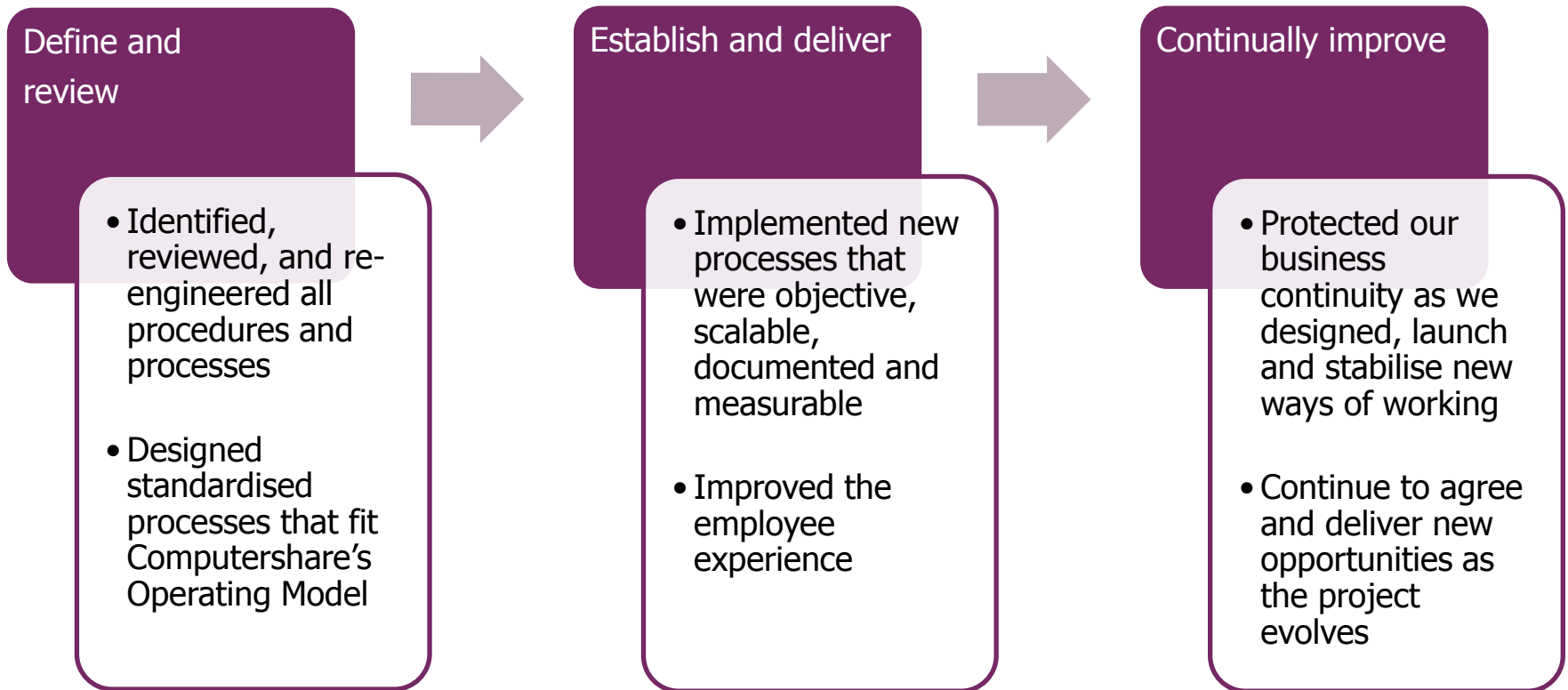
Reduced fixed costs

Better business continuity and to negate succession planning

A streamlined approach at all touchpoints

A better employee experience

# Reconstruct the 'how' – what did we do in partnership?



# Reconstruct the 'how' – what were the results?



A legacy of continual improvement, collaboration and trust between Imperial Brands and Computershare



A standard approach to our share plan administration process, which is efficient, scalable, agile with as little risk as possible



A smoother experience across multiple Imperial Brands teams, such as payroll, company secretary, finance and HR.

Any questions?





# Thank you for listening



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