

SCHEDULE “B”

PROXY COMPLETION INSTRUCTIONS

1. These instructions should be read in conjunction with the Court-Appointed Mediator’s and Monitors’ CCAA Plan of Compromise and Arrangement for Imperial Tobacco Canada Limited and Imperial Tobacco Company Limited (collectively, “**Imperial**”) dated October 17, 2024 (as may be amended, restated, or supplemented from time to time, the “**Plan**”) or in the meeting order dated October 31, 2024 (as may be amended, restated or supplemented from time to time, the “**Meeting Order**”). Capitalized terms used and not otherwise defined herein have the meanings ascribed to them in the Plan or the Meeting Order.
2. The Meeting will be held via videoconference on a virtual meeting platform at 11:00 a.m. (Eastern Time) on December 12, 2024.
3. The Person named on the completed and submitted proxy as “Nominee” for the Eligible Voting Creditor shall be the Person that serves as proxyholder for the Eligible Voting Creditor to attend on behalf of and act for the Eligible Voting Creditor at the Meeting. If a Person is not named in the “Name of Nominee” space provided on a completed and submitted proxy, a representative of the Monitor shall be deemed to be the representative of that Eligible Voting Creditor to act for such Eligible Voting Creditor at the Meeting.
4. An Eligible Voting Creditor who has given a proxy may revoke it as to any matter on which a vote has not already been cast pursuant to its authority by delivering written notice to the Monitor at the contact details set out below prior to 5:00 p.m. (Eastern time) on December 5, 2024 (the “**Proxy Voting Deadline**”). Such written notice must be delivered by e-mail, courier or personal delivery in accordance with Paragraph 11 below.
5. If a completed and submitted proxy is not dated in the space provided, it shall be deemed to be dated as of the date on which it is received by the Monitor.
6. A valid proxy from the same Eligible Voting Creditor bearing, or deemed to bear, a later date shall revoke the earlier dated proxy. If more than one valid proxy from the same Eligible Voting Creditor in the same capacity and bearing, or deemed to bear, the same date are received with conflicting instructions, such proxies shall not be counted for the purposes of the vote.
7. The proxyholder shall vote the Voting Claim of the Eligible Voting Creditor in accordance with the direction of the Eligible Voting Creditor appointing them on any ballot that may be called for at the applicable Meeting or any adjournment or postponement of such Meeting.

IF AN ELIGIBLE VOTING CREDITOR SUBMITS A PROXY AND FAILS TO INDICATE ON THE PROXY A VOTE FOR OR AGAINST APPROVAL OF THE PLAN, SUCH PROXY SHALL BE VOTED FOR APPROVAL OF THE PLAN, INCLUDING ANY AMENDMENTS, VARIATIONS OR SUPPLEMENTS THERETO.

8. A completed and submitted proxy confers discretionary authority upon the proxy holder with respect to other matters that may properly come before the Meeting or any adjournment or postponement of the Meeting.
9. If the Eligible Voting Creditor is an individual, the proxy must be signed by the Eligible Voting Creditor or by a person duly authorized (by power of attorney) to sign on the Eligible Voting Creditor’s behalf. If the Eligible Voting Creditor is a corporation, partnership, trust or other

entity, the proxy must be signed by a duly authorized officer or attorney of the corporation, partnership, trust or other entity. A signatory may be required to provide documentation evidencing their power and authority to sign the proxy.

10. An electronic signature of the applicable signatory or a photo of the dated and signed signature page will be acceptable.

11. **A PROXY ONCE DULY COMPLETED, DATED AND SIGNED, MUST BE SUBMITTED BY E-MAIL, COURIER OR PERSONAL DELIVERY TO THE MONITOR SO THAT IT IS RECEIVED BY NO LATER THAN 5:00 P.M. (EASTERN TIME) ON THE PROXY VOTING DEADLINE.**

(Note: Delivery by e-mail is strongly recommended and preferred to ensure the proxy is received by the Monitor prior to the deadline.)

By e-mail: imperialtobacco@fticonsulting.com

By courier or personal delivery: FTI Consulting Canada Inc., as Monitor of Imperial
79 Wellington Street West
Suite 2010,
Toronto, ON M5K 1G8
Attention: Kamran Hamidi

12. The Monitor is authorized to use reasonable discretion as to the adequacy of compliance with respect to the manner in which any proxy is completed and executed and may waive strict compliance with the requirements in connection with the deadlines imposed by the Meeting Order.