Company Announcement
No. 8/2018

Copenhagen, 25 April 2018

Notification and Public Disclosure of Transactions by Persons Discharging Managerial Responsibilities

1.	**Information on the person discharging managerial responsibilities/person closely associated**	
a)	Name	Niels Frederiksen
2.	**Reason for the notification**	
a)	Position/title	CEO and member of the Executive Management
b)	Initial notification/amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Scandinavian Tobacco Group A/S
b)	LEI code	5299003KG4JS99TRML67
4.	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Performance share units DK0060696300 – STG
b)	Nature of the transaction	Received performance share units (PSUs) under the Long-term Incentive Programme which are conditional upon fulfilment of certain performance indicators in the financial years 2018-2020
c)	Price(s) and volume(s)	Price(s): DKK 0 / Volume(s): 24,484 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A

e)	Date of the transaction	2018-04-25
f)	Place of the transaction	Outside a trading venue

1.	**Information on the person discharging managerial responsibilities/person closely associated**	
a)	Name	Christian Hother Sørensen
2.	**Reason for the notification**	
a)	Position/title	Executive Vice President and member of the Executive Board
b)	Initial notification/amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Scandinavian Tobacco Group A/S
b)	LEI code	5299003KG4JS99TRML67
4.	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Performance share units DK0060696300 – STG
b)	Nature of the transaction	Received performance share units (PSUs) under the Long-term Incentive Programme which are conditional upon fulfilment of certain performance indicators in the financial years 2018-2020
c)	Price(s) and volume(s)	Price(s): DKK 0 / Volume(s): 12,465 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	2018-04-25
f)	Place of the transaction	Outside a trading venue

1.	**Information on the person discharging managerial responsibilities/person closely associated**	
a)	Name	Craig Reynolds
2.	**Reason for the notification**	
a)	Position/title	Executive Vice President and member of the Executive Board
b)	Initial notification/amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Scandinavian Tobacco Group A/S
b)	LEI code	5299003KG4JS99TRML67
4.	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Performance share units DK0060696300 – STG
b)	Nature of the transaction	Received performance share units (PSUs) under the Long-term Incentive Programme which are conditional upon fulfilment of certain performance indicators in the financial years 2018-2020
c)	Price(s) and volume(s)	Price(s): DKK 0 / Volume(s): 10,470 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	2018-04-25
f)	Place of the transaction	Outside a trading venue

1.	**Information on the person discharging managerial responsibilities/person closely associated**	
a)	Name	Vincent Crepy

2.	**Reason for the notification**	
a)	Position/title	Executive Vice President and member of the Executive Board
b)	Initial notification/amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Scandinavian Tobacco Group A/S
b)	LEI code	5299003KG4JS99TRML67
4.	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Performance share units DK0060696300 – STG
b)	Nature of the transaction	Received performance share units (PSUs) under the Long-term Incentive Programme which are conditional upon fulfilment of certain performance indicators in the financial years 2018-2020
c)	Price(s) and volume(s)	Price(s): DKK 0 / Volume(s): 9,553 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	2018-04-25
f)	Place of the transaction	Outside a trading venue

For further information, please contact:

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About Scandinavian Tobacco Group

Scandinavian Tobacco Group A/S is a world leading manufacturer of cigars and pipe tobacco with annual production of three billion cigars and 5,000 tonnes of pipe and fine-cut tobacco.

Scandinavian Tobacco Group holds market-leading positions in several categories and has a portfolio of more than 200 brands providing a complementary range of established global brands and local champions.

The Group employs 7,300 people in the Dominican Republic, Honduras, Nicaragua, Indonesia, Europe, New Zealand, Australia, Canada and the US. For more information please visit www.st-group.com