

COMPANY ANNOUNCEMENT
No. 31/2017

Copenhagen, 4 December 2017

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	Performance share units					
	Identification code	DK0060696300 – STG					
b)	Nature of the transaction	Received dividend performance share units (PSUs) related to PSUs previously granted under the Long-term Incentive Programme and Transition Share Programme.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 0</td><td>2,091 PSUs</td></tr></table>		Price(s)	Volume(s)	DKK 0	2,091 PSUs
Price(s)	Volume(s)						
DKK 0	2,091 PSUs						

d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	2017-12-04
f)	Place of the transaction	Outside a trading venue

1.	Information on the person discharging managerial responsibilities/person closely associated						
a)	Name	Sisse Fjelsted Rasmussen					
2.	Reason for the notification						
a)	Position/title	CFO 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						
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	Identification code	DK0060696300 - STG					
b)	Nature of the transaction	Received dividend performance share units (PSUs) related to PSUs previously granted under the Long-term Incentive Programme and Transition Share Programme.					
c)	Price(s) and volume(s)	<table> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>DKK 0</td><td>920 PSUs</td></tr> </table>		Price(s)	Volume(s)	DKK 0	920 PSUs
Price(s)	Volume(s)						
DKK 0	920 PSUs						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	2017-12-04					

f)	Place of the transaction	Outside a trading venue
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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 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					
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a)	Description of the financial instrument, type of instrument	Performance share units					
	Identification code	DK0060696300 - STG					
b)	Nature of the transaction	Received dividend performance share units (PSUs) related to PSUs previously granted under the Long-term Incentive Programme and Transition Share Programme.					
c)	Price(s) and volume(s)	<table> <tr> <td>Price(s)</td><td>Volume(s)</td></tr> <tr> <td>DKK 0</td><td>1,114 PSUs</td></tr> </table>		Price(s)	Volume(s)	DKK 0	1,114 PSUs
Price(s)	Volume(s)						
DKK 0	1,114 PSUs						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	2017-12-04					
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 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	Performance share units					
	Identification code	DK0060696300 - STG					
b)	Nature of the transaction	Received dividend performance share units (PSUs) related to PSUs previously granted under the Long-term Incentive Programme and Transition Share Programme.					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>DKK 0</td> <td>938 PSUs</td> </tr> </table>		Price(s)	Volume(s)	DKK 0	938 PSUs
Price(s)	Volume(s)						
DKK 0	938 PSUs						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	2017-12-04					
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 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 dividend performance share units (PSUs) related to PSUs previously granted under the Long-term Incentive Programme and Transition Share Programme.					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 0</td><td>820 PSUs</td></tr></table>		Price(s)	Volume(s)	DKK 0	820 PSUs
Price(s)	Volume(s)						
DKK 0	820 PSUs						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	2017-12-04					
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 with its subsidiaries (the "**Group**") is a world leading producer of cigars and traditional pipe tobacco. The Group also produces fine-cut tobacco and sells tobacco-related accessories. The Group produces and sells 3 billion cigars and 5,000 tonnes of pipe and fine-cut tobacco annually. Scandinavian Tobacco Group believes it is the only company globally with a core strategic focus on production and distribution in all of these tobacco categories.

Scandinavian Tobacco Group holds market-leading positions in the machine-made cigar market in Europe, the handmade cigar market in the US, the online and catalogue retail sales of cigars in the US, the traditional pipe tobacco market globally and in selected fine-cut tobacco markets.

Scandinavian Tobacco Group has a diversified portfolio of more than 200 brands providing a complementary range of established global brands and local champions. In the cigar segment, the brand portfolio comprises Café Crème, La Paz, Macanudo, CAO, Partagas (US) and Cohiba (US). Pipe tobacco brands include Captain Black, Erinmore, Borkum Riff and W.Ø. Larsen, while leading fine-cut tobacco brands include Bugler, Break, Escort, Bali Shag and Tiedemanns.

As at 31 December 2016, the Group employed 7,600 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.

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