Company Announcement
No. 5/2018

Copenhagen, 16 March 2018

Reporting of Transaction by Person Discharging Managerial Responsibilities

With reference to Article 19 of Regulation No. 596/2014 on Market Abuse the company hereby reports the following transactions:

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**	

<table>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Shares

DK0060696300 – STG</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Acquisition of shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>DKK 495,597</td><td>4,526 shares</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td></td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2018-03-16</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>Nasdaq Copenhagen</td></tr>
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For further information, please contact:

For investor enquiries: Torben Sand, Head of Investor Relations, phone: +45 7220 7126 or torbensand@st-group.com

For media enquiries: Simon Mehl Augustesen, Director of Group Communications, phone: +45 7220 7152 or simon.augustesen@st-group.com

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.