



Copenhagen, 16 April 2019

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 2019-2021				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0</td> <td>33,278 PSUs</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	33,278 PSUs
Price(s)	Volume(s)					
DKK 0	33,278 PSUs					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2019-04-16				
f)	Place of the transaction	Outside a trading venue				

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				
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a)	Description of the financial instrument, type of instrument Identification code	Shares DK0060696300 - STG				
b)	Nature of the transaction	Grant of shares due to vesting of performance share units granted under Long-term Incentive Programme based on KPIs related to the 2016-2018 performance period.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0</td> <td>15,002 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	15,002 shares
Price(s)	Volume(s)					
DKK 0	15,002 shares					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2019-04-16				
f)	Place of the transaction	Outside a trading venue				

1.	Information on the person discharging managerial responsibilities/person closely associated					
a)	Name	Marianne Rørslev Bock				
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				
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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 2019-2021				
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Price(s)	Volume(s)					
DKK 0	13,797 PSUs					
d)	Aggregated information	N/A				

	- Aggregated volume - Price	
e)	Date of the transaction	2019-04-16
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 2019-2021				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0</td> <td>14,430 PSUs</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	14,430 PSUs
Price(s)	Volume(s)					
DKK 0	14,430 PSUs					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2019-04-16				
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
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a)	Description of the financial instrument, type of instrument Identification code	Shares DK0060696300 - STG				
b)	Nature of the transaction	Grant of shares due to vesting of performance share units granted under Long-term Incentive Programme based on KPIs related to the 2016-2018 performance period.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0</td> <td>6,673 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	6,673 shares
Price(s)	Volume(s)					
DKK 0	6,673 shares					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2019-04-16				
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 2019-2021				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0</td> <td>13,084 PSUs</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	13,084 PSUs
Price(s)	Volume(s)					
DKK 0	13,084 PSUs					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2019-04-16				
f)	Place of the transaction	Outside a trading venue				

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a)	Name	Vincent Crepy					
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a)	Position/title	Executive Vice President and member of the Executive Board					
b)	Initial notification/amendment	Initial notification					
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a)	Description of the financial instrument, type of instrument Identification code	Shares DK0060696300 - STG					
b)	Nature of the transaction	Grant of shares due to vesting of performance share units granted under the Long-term Incentive Programme based on KPIs related to the 2016-2018 performance period. 100% settled in cash.					
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0</td> <td>5,931 shares</td> </tr> </tbody> </table>		Price(s)	Volume(s)	DKK 0	5,931 shares
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DKK 0	5,931 shares						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	2019-04-16					
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 7,650 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