



Company Announcement
No. 7/2019

Copenhagen, 15 May 2019

Reporting of Transactions by Persons 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					
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.				
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>6,472 PSUs</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	6,472 PSUs
Price(s)	Volume(s)					
DKK 0	6,472 PSUs					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2019-05-15				
f)	Place of the transaction	Outside a trading venue				

1.	Information on the person discharging managerial responsibilities/person closely associated	
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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	
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.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 0	1,264 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	2019-05-15	
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	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.	

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 0	2,838 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	2019-05-15	
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	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.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		DKK 0	2,526 PSUs
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	2019-05-15	
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.