



Company Announcement
No. 6/2020

Copenhagen, 17 March 2020

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	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 2017-2019 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>13,630 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	13,630 shares
Price(s)	Volume(s)					
DKK 0	13,630 shares					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2020-03-17				
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

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	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 2017-2019 performance period. Settled 100% 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>6,216 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	6,216 shares
Price(s)	Volume(s)					
DKK 0	6,216 shares					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2020-03-17				
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	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 2017-2019 performance period. Settled 100% 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>5,269 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	5,269 shares
Price(s)	Volume(s)					
DKK 0	5,269 shares					
d)	Aggregated information	N/A				

	- Aggregated volume - Price	
e)	Date of the transaction	2020-03-17
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 an annual production of four billion cigars and 5,000 tonnes of pipe and fine-cut tobacco.

The Group holds market-leading positions in several categories and has a portfolio of more than 200 global and local brands.

Scandinavian Tobacco Group has its headquarter in Copenhagen, Denmark – and employs approximately 11,000 people in Europe, the US, Canada, Australia, New Zealand, the Dominican Republic, Honduras, Nicaragua, Indonesia and Sri Lanka. For more information please visit www.st-group.com