



Company Announcement
No. 16/2020

Copenhagen, 14 July 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	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 2020-2022, as well as dividend 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>41,124 PSUs</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0	41,124 PSUs
Price(s)	Volume(s)					
DKK 0	41,124 PSUs					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	2020-07-14				
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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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