



Company Announcement
No. 14/2020

Copenhagen, 27 May 2020

Notification and Public Disclosure of Transactions by Person 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 | Chief Executive Officer | | | | | | |
| 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 | Purchase of shares | | | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>97,00</td> <td>9,749 shares</td> </tr> <tr> <td>98,50</td> <td>11,619 shares</td> </tr> </tbody> </table> | Price(s) | Volume(s) | 97,00 | 9,749 shares | 98,50 | 11,619 shares |
| Price(s) | Volume(s) | | | | | | | |
| 97,00 | 9,749 shares | | | | | | | |
| 98,50 | 11,619 shares | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | 21,368 shares 97.82 | | | | | | |
| e) | Date of the transaction | 2020-05-27 | | | | | | |
| f) | Place of the transaction | Nasdaq Copenhagen | | | | | | |

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