

COMPANY ANNOUNCEMENT

No. 16/2016

Copenhagen, 15 March 2016

Reporting of Transactions in Accordance with Section 28A of the Danish Securities Trading Act

Scandinavian Tobacco Group A/S hereby notifies the following reporting under Section 28a of the Securities Trading Act of transactions in shares and associated securities of Scandinavian Tobacco Group A/S made by members of the board of directors, executive management, key employee and their related parties:

Name	Skandinavisk Holding II A/S
Reason	Related party to members of the Board of Directors (Jørgen Tandrup, Henning Kruse Petersen, Tommy Pedersen)
Issuer	Scandinavian Tobacco Group A/S
ISIN code / Symbol	DK0060696300 - STG
Transaction	Sale of shares in connection with the exercise the over-allotment option as further described in the prospectus published by Scandinavian Tobacco Group A/S on 28 January 2016
Type of security	Shares
Trade day	15 March 2016
Market	Nasdaq Copenhagen A/S
Number	130,093
Share price	DKK 13,009,300

Name	Swedish Match Cigars Holding AB
Reason	Related party to members of the Board of Directors (Conny Karlsson, Marlene Forsell)
Issuer	Scandinavian Tobacco Group A/S
ISIN code / Symbol	DK0060696300 - STG
Transaction	Sale of shares in connection with the exercise the over-allotment option as further described in the prospectus published by Scandinavian Tobacco Group A/S on 28 January 2016

Type of security	Shares
Trade day	15 March 2016
Market	Nasdaq Copenhagen A/S
Number	130,094
Share price	DKK 13,009,400

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About Scandinavian Tobacco Group

Scandinavian Tobacco Group A/S with its subsidiaries (the "**Group**") is a world leading producer of cigars and traditional pipe tobacco. The Group also produces fine-cut tobacco and sells tobacco-related accessories. The Group produces and sells 3 billion cigars and 5,000 tonnes of pipe and fine-cut tobacco annually. Scandinavian Tobacco Group believes it is the only company globally with a core strategic focus on production and distribution in all of these tobacco categories.

Scandinavian Tobacco Group holds market-leading positions in the machine-made cigar market in Europe, the handmade cigar market in the US, the online and catalogue retail sales of cigars in the US, the traditional pipe tobacco market globally and in selected fine-cut tobacco markets.

Scandinavian Tobacco Group has a diversified portfolio of more than 200 brands providing a complementary range of established global brands and local champions. In the cigar segment, the brand portfolio comprises Café Crème, La Paz, Macanudo, CAO, Partagas (US) and Cohiba (US). Pipe tobacco brands include Captain Black, Erinmore, Borkum Riff and W.Ø. Larsen, while leading fine-cut tobacco brands include Bugler, Break, Escort, Bali Shag and Tiedemanns.

As at 31 December 2015, the Group employed approx. 8,100 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.