

COMPANY ANNOUNCEMENT No. 20/2016

Copenhagen, 12 May 2016

HISTORICAL QUARTERLY DATA

Scandinavian Tobacco Group A/S (the "Company") releases the interim report for the period 1 January – 31 March 2016 on 25 May 2016. In this company announcement selected historical and quarterly financial numbers for 2015 have been published including numbers for the first quarter of 2015. Please notice all data are reported numbers.

In relation to the publication of the report, scheduled for 25 May at CET 08:00, the Company will host a web-casted conference call for investors and analysts 25 May at CET 10:00. The details will be announced ahead of the call on the company web-site <u>www.st-group.com</u>.

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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.

GROUP FINANCIAL HIGHLIGHTS

2015	Q1	Q2	Q3	Q4	Year
DKK million	2015	2015	2015	2015	2015
	2010	2010	2010	2010	2015
INCOME STATEMENT (REPORTED)					
Net sales	1,477	1,748	1,741	1,767	6,732
Gross Profit	716	870	831	822	3,239
EBITDA	260	373	305	308	1,247
Depreciation	-26	-26	-39	-31	-122
Amortisation	-45	-45	-48	-47	-184
EBIT	190	302	219	230	941
Net financial items a.o.	6	-29	-30	-4	-57
Profit before tax	196	273	189	226	884
	40	(7	40	52	210
Income taxes Net Profit	-48 148	-67 206	-49 140	-52 174	-216 668
NetProfit	140	200	140	1/4	000
CASH FLOW STATEMENT					
CF from operating activities	22	408	467	389	1,285
Investing activities	-36	-84	-46	-63	-229
Free cash flow	-14	324	421	326	1,057
BALANCE SHEET					
Total assets	14,686	14,375	14,231	14,544	14,544
Equity	9,499	9,492	8,689	8,998	8,998
Net interest-bearing debt	3,232	2,866	3,323	3,011	3,011
Inventory	3,368	3,239	3,093	2,999	2,999
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CATEGORIES	01	03	03		M = = =
2015	Q1	Q2	Q3	Q4	Year
	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Year 2015
2015 DKK million					
2015 DKK million NET SALES, REPORTED					2015
2015 DKK million NET SALES, REPORTED Handmade cigars	2015	2015	2015	2015	2015 1,935
2015 DKK million NET SALES, REPORTED	2015 372	2015 512	2015 555	2015 497	2015
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars	2015 372 629	2015 512 683	2015 555 679	2015 497 711	2015 1,935 2,702
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco	2015 372 629 143	2015 512 683 167	2015 555 679 150	2015 497 711 170	2015 1,935 2,702 629
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco	2015 372 629 143 127	2015 512 683 167 160	2015 555 679 150 152	2015 497 711 170 144	2015 1,935 2,702 629 583
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total	2015 372 629 143 127 206	2015 512 683 167 160 226	2015 555 679 150 152 205	2015 497 711 170 144 245	2015 1,935 2,702 629 583 882
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED	2015 372 629 143 127 206 1,477	2015 512 683 167 160 226 1,748	2015 555 679 150 152 205 1,741	2015 497 711 170 144 245 1,767	2015 1,935 2,702 629 583 882 6,732
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars	2015 372 629 143 127 206 1,477 160	2015 512 683 167 160 226 1,748 219	2015 555 679 150 152 205 1,741 248	2015 497 711 170 144 245 1,767 217	2015 1,935 2,702 629 583 882 6,732 843
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars	2015 372 629 143 127 206 1,477 160 326	2015 512 683 167 160 226 1,748 219 363	2015 5555 679 150 152 205 1,741 248 329	2015 497 711 170 144 245 1,767 217 354	2015 1,935 2,702 629 583 882 6,732 843 1,372
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars	2015 372 629 143 127 206 1,477 160 326 86	2015 512 683 167 160 226 1,748 219 363 105	2015 555 679 150 152 205 1,741 248 329 96	2015 497 711 170 144 245 1,767 217	2015 1,935 2,702 629 583 882 6,732 843
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco	2015 372 629 143 127 206 1,477 160 326 86 86 76	2015 512 683 167 160 226 1,748 219 363	2015 5555 679 150 152 205 1,741 248 329 96 89	2015 497 711 170 144 245 1,767 217 354 91	2015 1,935 2,702 629 583 882 6,732 843 1,372 378
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco	2015 372 629 143 127 206 1,477 160 326 86	2015 512 683 167 160 226 1,748 219 363 105 100	2015 555 679 150 152 205 1,741 248 329 96	2015 497 711 170 144 245 1,767 217 354 91 76	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total	2015 372 629 143 127 206 1,477 160 326 86 76 69	2015 512 683 167 160 226 1,748 219 363 105 100 83	2015 555 679 150 152 205 1,741 248 329 96 89 69	2015 497 711 170 144 245 1,767 217 354 91 76 84	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS MARGIN, %	2015 372 629 143 127 206 1,477 160 326 86 76 69 716	2015 512 683 167 160 226 1,748 219 363 105 100 83 870	2015 555 679 150 152 205 1,741 248 329 96 89 69 831	2015 497 711 170 144 245 1,767 217 354 91 76 84 84 822	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304 3,239
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS MARGIN, % Handmade cigars	2015 372 629 143 127 206 1,477 160 326 86 76 69 716 42.9%	2015 512 683 167 160 226 1,748 219 363 105 100 83 870 42.8%	2015 555 679 150 152 205 1,741 248 329 96 89 69 89 69 831	2015 497 711 170 144 245 1,767 217 354 91 76 84 822 43.7%	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304 3,239 43.6%
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS MARGIN, % Handmade cigars Machine-made cigars	2015 372 629 143 127 206 1,477 160 326 86 76 69 716 42.9% 51.9%	2015 512 683 167 160 226 1,748 219 363 105 100 83 870 42.8% 53.1%	2015 555 679 150 152 205 1,741 248 329 96 89 69 831 44.6% 48.4%	2015 497 711 170 144 245 1,767 217 354 91 76 84 822 43.7% 49.8%	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304 3,239 43.6% 50.8%
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS MARGIN, % Handmade cigars	2015 372 629 143 127 206 1,477 160 326 86 76 69 716 42.9%	2015 512 683 167 160 226 1,748 219 363 105 100 83 870 42.8%	2015 555 679 150 152 205 1,741 248 329 96 89 69 89 69 831	2015 497 711 170 144 245 1,767 217 354 91 76 84 822 43.7%	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304 3,239 43.6%
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS MARGIN, % Handmade cigars Machine-made cigars Pipe tobacco Pine-cut tobacco	2015 372 629 143 127 206 1,477 160 326 86 76 69 716 42.9% 51.9% 60.3%	2015 512 683 167 160 226 1,748 219 363 105 100 83 870 42.8% 53.1% 62.9%	2015 555 679 150 152 205 1,741 248 329 96 89 69 831 44.6% 48.4% 64.0%	2015 497 711 170 144 245 1,767 217 354 91 76 84 822 43.7% 49.8% 53.6%	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304 3,239 43.6% 50.8% 60.1%
2015 DKK million NET SALES, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS PROFIT, REPORTED Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total GROSS MARGIN, % Handmade cigars Machine-made cigars Pipe tobacco Fine-cut tobacco Other Group total	2015 372 629 143 127 206 1,477 160 326 86 76 69 716 42.9% 51.9% 60.3% 59.8%	2015 512 683 167 160 226 1,748 219 363 105 100 83 870 42.8% 53.1% 62.9% 62.5%	2015 5555 679 150 152 205 1,741 248 329 96 89 69 89 69 831 44.6% 48.4% 64.0% 58.7%	2015 497 711 170 144 245 1,767 217 354 91 76 84 822 43.7% 49.8% 53.6% 52.8%	2015 1,935 2,702 629 583 882 6,732 843 1,372 378 342 304 3,239 43.6% 50.8% 60.1% 58.5%