

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 www.st-group.com.

For further information, please contact:

For media inquiries:

Kaspar Bach Habersaat, Director of Group Communications,
phone: +45 7220 7152 or kaspar.bach@st-group.com.

For investor inquiries:

Torben Sand, Head of Investor Relations,
phone: +45 7220 7126 or torben.sand@st-group.com.

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
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
Income taxes	-48	-67	-49	-52	-216
Net Profit	148	206	140	174	668
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
CATEGORIES					
2015	Q1	Q2	Q3	Q4	Year
DKK million	2015	2015	2015	2015	2015
NET SALES, REPORTED					
Handmade cigars	372	512	555	497	1,935
Machine-made cigars	629	683	679	711	2,702
Pipe tobacco	143	167	150	170	629
Fine-cut tobacco	127	160	152	144	583
Other	206	226	205	245	882
Group total	1,477	1,748	1,741	1,767	6,732
GROSS PROFIT, REPORTED					
Handmade cigars	160	219	248	217	843
Machine-made cigars	326	363	329	354	1,372
Pipe tobacco	86	105	96	91	378
Fine-cut tobacco	76	100	89	76	342
Other	69	83	69	84	304
Group total	716	870	831	822	3,239
GROSS MARGIN, %					
Handmade cigars	42.9%	42.8%	44.6%	43.7%	43.6%
Machine-made cigars	51.9%	53.1%	48.4%	49.8%	50.8%
Pipe tobacco	60.3%	62.9%	64.0%	53.6%	60.1%
Fine-cut tobacco	59.8%	62.5%	58.7%	52.8%	58.5%
Other	33.2%	36.8%	33.5%	34.2%	34.5%
Group total	48.5%	49.8%	47.7%	46.5%	48.1%