

**COMPANY ANNOUNCEMENT**

No. 24/2016

Copenhagen, 7 June 2016

**Reporting of Transaction 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 on transactions in shares and associated securities of Scandinavian Tobacco Group A/S made by members of the board of directors, executive management, key employees and their related parties:

|                    |  |
|--------------------|--|
| Name               | Nigel Northridge                                 |
| Reason             | Member of the board of directors (Vice-chairman) |
| Issuer             | Scandinavian Tobacco Group A/S                   |
| ISIN code / Symbol | DK0060696300 - STG                               |
| Transaction        | Acquisition of shares                            |
| Type of security   | Shares   |
| Trade day          | 7 June 2016                                      |
| Market             | Nasdaq Copenhagen A/S                            |
| Number             | 5,000  |
| Share price        | DKK 553,924                                      |

**For further information, please contact:**

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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](http://www.st-group.com).