Britvic plc

2 June 2015

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

Britvic plc ("the Company") was notified on 1 June 2015 that the following transactions have taken place in relation to the Britvic Share Incentive Plan ("SIP") on 29 May 2015. The SIP is an all-employee trust arrangement approved by HM Revenue and Customs, under which employees are able to buy ordinary shares in the Company of 20 pence each ("Ordinary Shares"), using deductions from salary in each 4-week pay period, and receive allocations of matching free Ordinary Shares ("Matching Shares").

1. The SIP trustees have allocated 7,640 ordinary shares of 20 pence each to employees participating in the SIP as Matching Shares. These shares were allotted to the SIP on 6 January 2014 at nominal value (£1,528.00).

2. The following Directors and Persons Discharging Managerial Responsibilities ("PDMR") purchased the number of Ordinary Shares set out against their names below, at a price of 743 pence per Ordinary Share, and were allocated for no consideration the number of Matching Shares set out against their names below:

Name	Role	Number of Ordinary Shares purchased	Number of Matching Shares
Simon Litherland	Executive Director	15	6
John Gibney	Executive Director	16	6
Doug Frost	PDMR	16	6
Simon Stewart	PDMR	15	6
Paul Graham	PDMR	15	6
Matt Barwell	PDMR	16	6

As a result of the above transactions, the interests of the above directors and persons discharging managerial responsibilities and their connected persons in the Company's Ordinary Shares (excluding options, awards under the Company's LTIPs and interests as potential beneficiaries of the Company's Employee Benefit Trusts) are as follows:

Name	Number of Ordinary Shares	Name of Connected Person	Number of Ordinary Shares	Total of Ordinary Shares	Percentage of Issued Share Capital
Simon Litherland	33,860	-	-	33,860	0.01
John Gibney	245,301	-	-	245,301	0.10
Doug Frost	12,773	Laura Frost	160,179	172,952	0.07
Simon Stewart	44,749	-	-	44,749	0.02
Paul Graham	1,345	-	-	1,345	0.00
Matt Barwell	820	-	-	820	0.00

This notification is made pursuant to Disclosure and Transparency Rule 3.1.4(1).

Jonathan Adelman
General Counsel (Interim)
Britvic plc