Britvic plc

7 March 2016

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

Britvic plc ("the Company") was notified on 7 March 2016 that the following transactions have taken place in relation to the Britvic Share Incentive Plan ("SIP") on 4 March 2016. 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 8,744 ordinary shares of 20 pence each to employees participating in the SIP as Matching Shares. These shares were allotted to the SIP on 4 March 2016 at nominal value (£1,748).

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 694 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	20	7
Doug Frost	PDMR	20	7
Paul Graham	PDMR	17	7
Matt Barwell	PDMR	16	7

As a result of the above transactions, the interests of the above Directors and PDMRs 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	Total of Ordinary Shares	Name of Connected Person	Number of Ordinary Shares	Total of Ordinary Shares	Percentage of Issued Share Capital
Simon Litherland	35,689	-	-	35,689	0.01%
Doug Frost	193,663	-	-	193,663	0.07%
Paul Graham	17,080	-	-	17,080	0.01%
Matt Barwell	1,552	-	-	1,552	0.00%

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

Clare Thomas
General Counsel and Company Secretary
Britvic plc