Britvic plc
20 September 2016

**DIRECTOR/PDMR SHAREHOLDING**

Britvic plc ("the Company") was notified on 19 September 2016 that the following transactions have taken place in relation to the Britvic Share Incentive Plan ("SIP") on 16 September 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 8,750 ordinary shares of 20 pence each to employees participating in the SIP as Matching Shares. These shares were allotted to the SIP on 16 September 2016 at nominal value (£1,750.00).

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 626.5 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 | 22 | 7 |
| Doug Frost | PDMR | 22 | 7 |
| Paul Graham | PDMR | 18 | 7 |
| Matt Barwell | PDMR | 19 | 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 | 106,022 | - | - | 106,022 | 0.04% |
| Doug Frost | 193,858 | - | - | 193,858 | 0.07% |
| Paul Graham | 17,422 | - | - | 17,422 | 0.01% |
| Matt Barwell | 1,723 | - | - | 1,723 | 0.00% |

Enquiries:
Clare Thomas
Company Secretary

**Notification of Transactions of Directors/Persons Discharging Managerial Responsibility and Persons Closely Associated with them**

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|---|---|---|---|
| **1.** | **Details of the person discharging managerial responsibilities/person closely associated** | | |
| (a) | Name | MATT BARWELL | |
| Reason for the notification | | | |
| (a) | Position/status | CHIEF MARKETING OFFICER, PDMR | |
| (b) | Initial notification/Amendment | INITIAL NOTIFICATION | |
| **2.** | **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor** | | |
| (a) | Name | BRITVIC PLC | |
| (b) | LEI | 635400L3NVMYD4BVCI53 | |
| **3.** | **Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted** | | |
| (a) | Description of the financial instrument, type of instrument<br><br>Identification code | ORDINARY SHARES OF 20 PENCE EACH<br><br>ISIN: GB00B0N8QD54 | |
| (b) | Nature of the transaction | ACQUISITION OF SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN | |
| (c) | Price(s) and volume(s) | Price(s)<br><br>£6.265<br>£0.00 | Volume(s)<br><br>19 (Partnership shares)<br>7 (Matching shares) |
| (d) | Aggregated information<br>- Aggregated volume<br>- Price | <br>26 shares<br>£119.03 | |
| (e) | Date and time of the transaction | 2016/09/16 | |
| (f) | Place of the transaction | London Stock Exchange, Main Market (XLON) | |

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| **4.** | **Details of the person discharging managerial responsibilities/person closely associated** | | |
| (a) | Name | DOUG FROST | |
| Reason for the notification | | | |
| (a) | Position/status | PLC DIRECTOR OF HR, PDMR | |
| (b) | Initial notification/Amendment | INITIAL NOTIFICATION | |
| **5.** | **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor** | | |
| (a) | Name | BRITVIC PLC | |
| (b) | LEI | 635400L3NVMYD4BVCI53 | |
| **6.** | **Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted** | | |
| (a) | Description of the financial instrument, type of instrument | ORDINARY SHARES OF 20 PENCE EACH | |

| | | | |
|---|---|---|---|
| | Identification code | ISIN: GB00B0N8QD54 | |
| (b) | Nature of the transaction | ACQUISITION OF SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN | |
| (c) | Price(s) and volume(s) | Price(s)<br><br>£6.265<br>£0.00 | Volume(s)<br><br>22 (Partnership shares)<br>7 (Matching shares) |
| (d) | Aggregated information<br>- Aggregated volume<br>- Price | <br>29 shares<br>£137.83 | |
| (e) | Date and time of the transaction | 2016/09/16 | |
| (f) | Place of the transaction | London Stock Exchange, Main Market (XLON) | |

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| **7.** | **Details of the person discharging managerial responsibilities/person closely associated** | | |
| (a) | Name | SIMON LITHERLAND | |
| Reason for the notification | | | |
| (a) | Position/status | CHIEF EXECUTIVE OFFICER | |
| (b) | Initial notification/Amendment | INITIAL NOTIFICATION | |
| **8.** | **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor** | | |
| (a) | Name | BRITVIC PLC | |
| (b) | LEI | 635400L3NVMYD4BVCI53 | |
| **9.** | **Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted** | | |
| (a) | Description of the financial instrument, type of instrument<br><br>Identification code | ORDINARY SHARES OF 20 PENCE EACH<br><br>ISIN: GB00B0N8QD54 | |
| (b) | Nature of the transaction | ACQUISITION OF SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN | |
| (c) | Price(s) and volume(s) | Price(s)<br><br>£6.265<br>£0.00 | Volume(s)<br><br>22 (Partnership shares)<br>7 (Matching shares) |
| (d) | Aggregated information<br>- Aggregated volume<br>- Price | <br>29 shares<br>£137.83 | |
| (e) | Date and time of the transaction | 2016/09/16 | |
| (f) | Place of the transaction | London Stock Exchange, Main Market (XLON) | |

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| **10.** | **Details of the person discharging managerial responsibilities/person closely associated** |

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|---|---|---|---|
| (a) | Name | PAUL GRAHAM | |
| Reason for the notification | | | |
| (a) | Position/status | MANAGING DIRECTOR - GB, PDMR | |
| (b) | Initial notification/Amendment | INITIAL NOTIFICATION | |
| **11.** | **Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor** | | |
| (a) | Name | BRITVIC PLC | |
| (b) | LEI | 635400L3NVMYD4BVCI53 | |
| **12.** | **Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted** | | |
| (a) | Description of the financial instrument, type of instrument<br><br>Identification code | ORDINARY SHARES OF 20 PENCE EACH<br><br>ISIN: GB00B0N8QD54 | |
| (b) | Nature of the transaction | ACQUISITION OF SHARES UNDER THE BRITVIC SHARE INCENTIVE PLAN | |
| (c) | Price(s) and volume(s) | Price(s)<br><br>£6.265<br>£0.00 | Volume(s)<br><br>18 (Partnership shares)<br>7 (Matching shares) |
| (d) | Aggregated information<br>- Aggregated volume<br>- Price | <br>25 shares<br>£112.77 | |
| (e) | Date and time of the transaction | 2016/09/16 | |
| (f) | Place of the transaction | London Stock Exchange, Main Market (XLON) | |