

## DIRECTOR/PDMR SHAREHOLDING

Britvic plc ("the Company") was notified on 14 November 2016 that the following transactions have taken place in relation to the Britvic Share Incentive Plan ("SIP") on 11 November 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 9,879 ordinary shares of 20 pence each to employees participating in the SIP as Matching Shares. These shares were allotted to the SIP on 11 November 2016 at nominal value (£1,975).
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 563 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	24	8
Doug Frost	PDMR	25	8
Paul Graham	PDMR	21	8
Matt Barwell	PDMR	20	8
Clive Hooper	PDMR	20	8

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	106,087	-	-	106,087	0.04%
Doug Frost	193,923	-	-	193,923	0.07%
Paul Graham	17,479	-	-	17,479	0.01%
Matt Barwell	1,779	-	-	1,779	0.00%
Clive Hooper	22,870	Rachel Hooper	14,705	37,575	0.01%

Enquiries:  
Clare Thomas  
Company Secretary

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

<b>1. Details of the person discharging managerial responsibilities/person closely associated</b>			
(a)	Name	MATT BARWELL	
Reason for the notification			
(a)	Position/status	CHIEF MARKETING OFFICER, PDMR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
<b>2. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
<b>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</b>			
(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) £5.63 £0.00	Volume(s) 20 (Partnership shares) 8 (Matching shares)
(d)	Aggregated information - Aggregated volume - Price	28 shares £112.60	
(e)	Date and time of the transaction	2016/11/11	
(f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

<b>4. Details of the person discharging managerial responsibilities/person closely associated</b>			
(a)	Name	DOUG FROST	
Reason for the notification			
(a)	Position/status	CHIEF PEOPLE OFFICER, PDMR	
(b)	Initial notification/Amendment	INITIAL NOTIFICATION	
<b>5. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
(a)	Name	BRITVIC PLC	
(b)	LEI	635400L3NVMYD4BVCI53	
<b>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</b>			
(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)	Volume(s)
		£5.63 £0.00	25 (Partnership shares) 8 (Matching shares)
(d)	Aggregated information - Aggregated volume - Price	33 shares £140.75	
(e)	Date and time of the transaction	2016/11/11	
(f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

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	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)	Volume(s)
		£5.63 £0.00	24 (Partnership shares) 8 (Matching shares)
(d)	Aggregated information <ul style="list-style-type: none"><li>- Aggregated volume</li><li>- Price</li></ul>	32 shares £135.12	
(e)	Date and time of the transaction	2016/11/11	
(f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

<b>10. Details of the person discharging managerial responsibilities/person closely associated</b>
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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	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)	Volume(s)
		£5.63 £0.00	21 (Partnership shares) 8 (Matching shares)
(d)	Aggregated information		
	- Aggregated volume - Price	29 shares £118.23	
(e)	Date and time of the transaction	2016/11/11	
(f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	

13.	Details of the person discharging managerial responsibilities/person closely associated	
(a)	Name	CLIVE HOOPER
Reason for the notification		
(a)	Position/status	CHIEF SUPPLY CHAIN OFFICER, PDMR
(b)	Initial notification/Amendment	INITIAL NOTIFICATION
14.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
(a)	Name	BRITVIC PLC
(b)	LEI	635400L3NVMYD4BVCI53
15.	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) £5.63 £0.00	Volume(s) 20 (Partnership shares) 8 (Matching shares)
(d)	Aggregated information - Aggregated volume - Price	28 shares £112.60	
(e)	Date and time of the transaction	2016/11/11	
(f)	Place of the transaction	London Stock Exchange, Main Market (XLON)	