

May 31, 2021

Change in number of shares and votes in Swedish Match AB (publ)

In May, the number of shares and votes in Swedish Match AB (publ) increased as a result of the share split (ratio 10:1) that was resolved by Swedish Match AB's Annual General Meeting on April 13, 2021, through which each existing share was divided into ten shares.

As of May 31, 2021, the total number of shares in the Company amounts to 1,580,000,000 shares (previously 158,000,000 shares). The share capital of 389,515,417.20 SEK remains unchanged. At the time of the publication of this press release, Swedish Match holds 8,602,380 shares in treasury.

Contacts:

Lars Dahlgren, President and Chief Executive Officer Phone +46 8 658 0441

Anders Larsson, Chief Financial Officer and Senior Vice President Group Finance Phone +46 10 139 3006

Emmett Harrison, Senior Vice President Investor Relations Phone +46 70 938 0173

This information is information that Swedish Match AB (publ) is obliged to make public pursuant to the Financial Instruments Trading Act. The information was submitted for publication, through the agency of the contact persons set out above, at 10.00 a.m. CET on May 31, 2021.

Swedish Match's vision is a world without cigarettes. Some of its well-known brands include: General, ZYN, Longhorn, Game, Red Man, Fiat Lux, and Cricket.

Swedish Match AB (publ), SE-118 85 Stockholm, Sweden Visiting address: Sveavägen 44, 8th Floor. Telephone: +46 10 13 93 000 Corporate Identity Number: 556015-0756 www.swedishmatch.com

Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product segments Smokefree, Cigars, and Lights. Production is located in seven countries, with sales concentrated in the US and Scandinavia. The Group's global operations generated sales of 17,124 MSEK for the twelve month period ending March 31, 2021. The Swedish Match share is listed on Nasdag Stockholm (SWMA).