



NASDAQ OMX Stockholm: SWMA

## PRESS RELEASE

11 October, 2013

### Revised outlook for US cigars

In the January-June half year 2013 report, the following statement was included in the outlook section:

*For the full year of 2013 we anticipate higher sales and operating profit for US cigars, driven by strong volume growth. However, due to pricing and promotional activities now planned in light of increased competition, operating profit growth is more uncertain and is expected to be modest.*

During recent months, competitive activities for US cigars have intensified further, which has resulted in lower than expected volumes and operating profit for our US mass market cigar business in the third quarter.

Given this development, we now anticipate operating profit for the Other tobacco products segment in the third quarter to be in the range of 50-60 MSEK below the third quarter of the prior year. As a result 2013 full year operating profit for Other tobacco products will also be below the level of 2012, driven by a decline in our mass market cigar business.

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The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Swedish Securities Markets Act. The information was disclosed to the media on 11 October, 2013 at 08.15 a.m. (CET).

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*Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product areas Snus and snuff, Other tobacco products (cigars and chewing tobacco), and Lights (matches and lighters). Well known brands include General snus, Longhorn moist snuff, White Owl cigars, Red Man chewing tobacco, Fiat Lux matches, and Cricket lighters. The Group sells products across the globe, with production units in six countries. The Group's global operations generated sales of 12,558 MSEK for the twelve month period ending June 30, 2013. The Swedish Match share is listed on NASDAQ OMX Stockholm (SWMA).*

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