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SWEDISH MATCH

Lars Dahlgren
President and CEO



Swedish Match 2010, a strong year

Excellent results

- Comparable Group sales* **increased 7%** in local currencies
- Comparable operating profit* **increased 12%** in local currencies
- Earnings per share **13.12 SEK**

Strong results in all segments, particularly **Snus & snuff** and **Other tobacco products**

A new leaner and more efficient organization

- Closed the transaction with STG

* Excluding businesses transferred to STG



Creating a new Scandinavian Tobacco Group

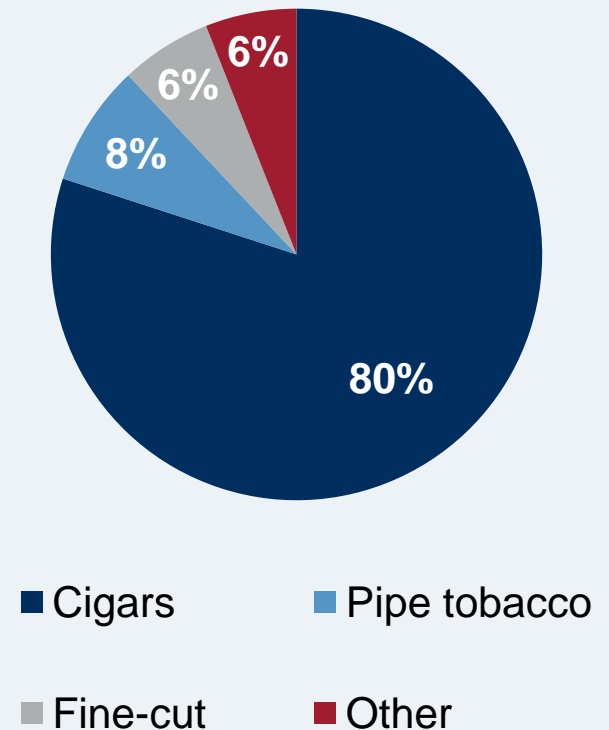
Strong brand portfolio and solid market positions

- The world's No. 1 in pipe tobacco
- The world's No. 1 manufacturer of cigars
- Strong market positions in fine-cut tobacco

A truly global player in cigars and pipe tobacco

- ~10,000 employees in 20 countries
- 15 manufacturing sites in 8 countries
- Sales companies in 16 countries

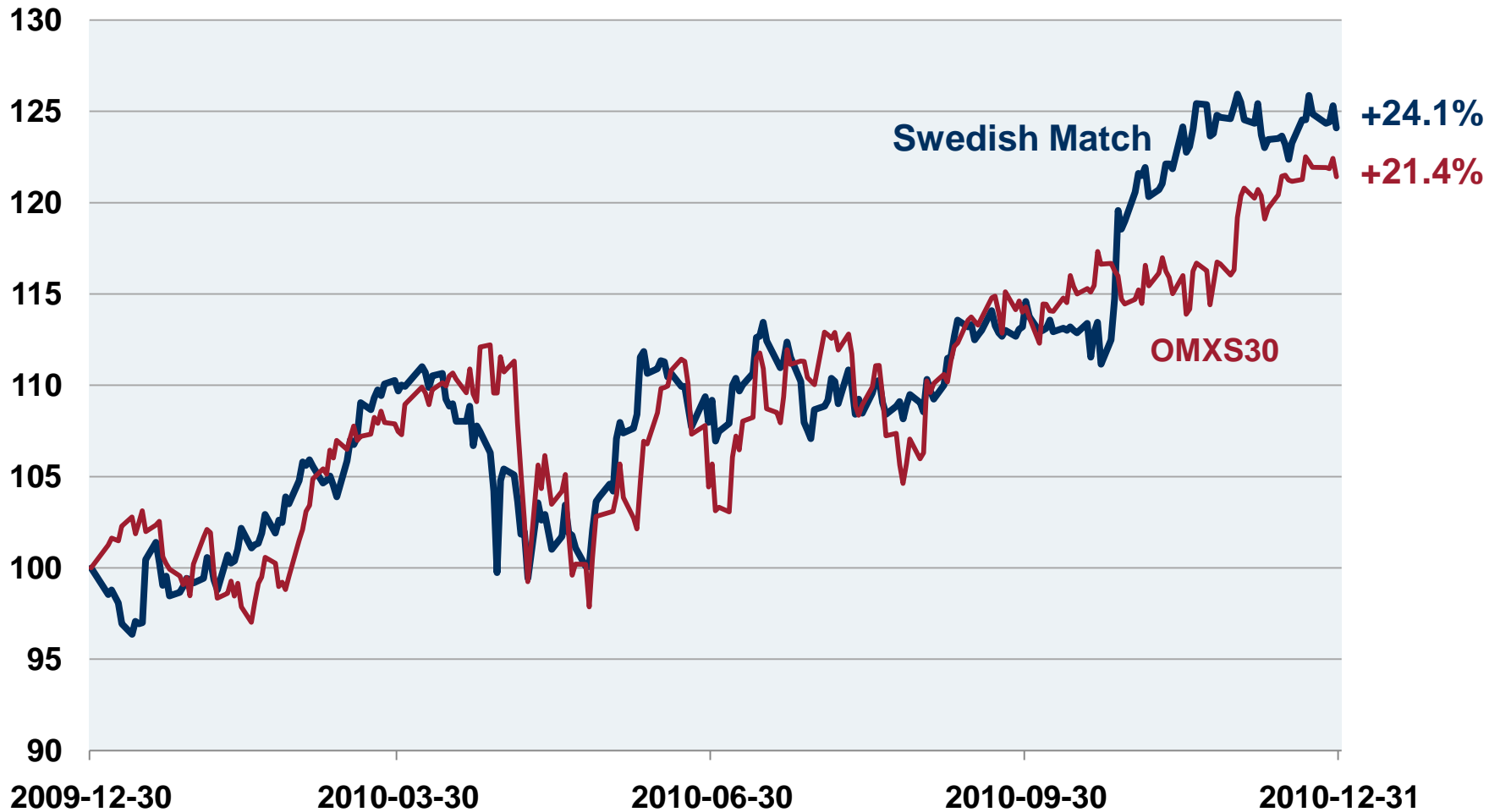
2009 sales ~ 690 MEUR*



* Pro forma based on the Swedish Match and STG 2009 results

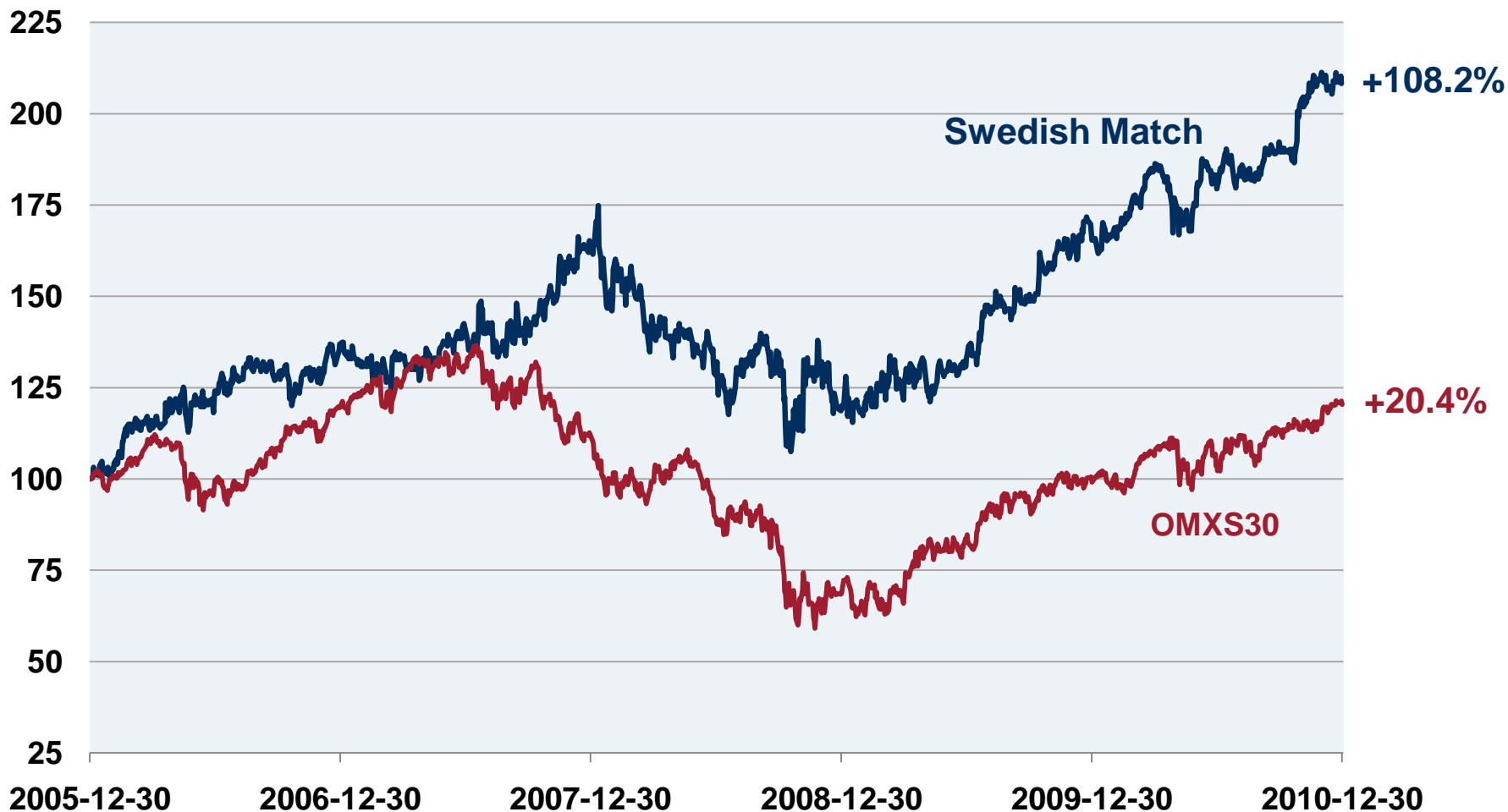
Share price performance

Swedish Match stock performance 2010 (indexed)



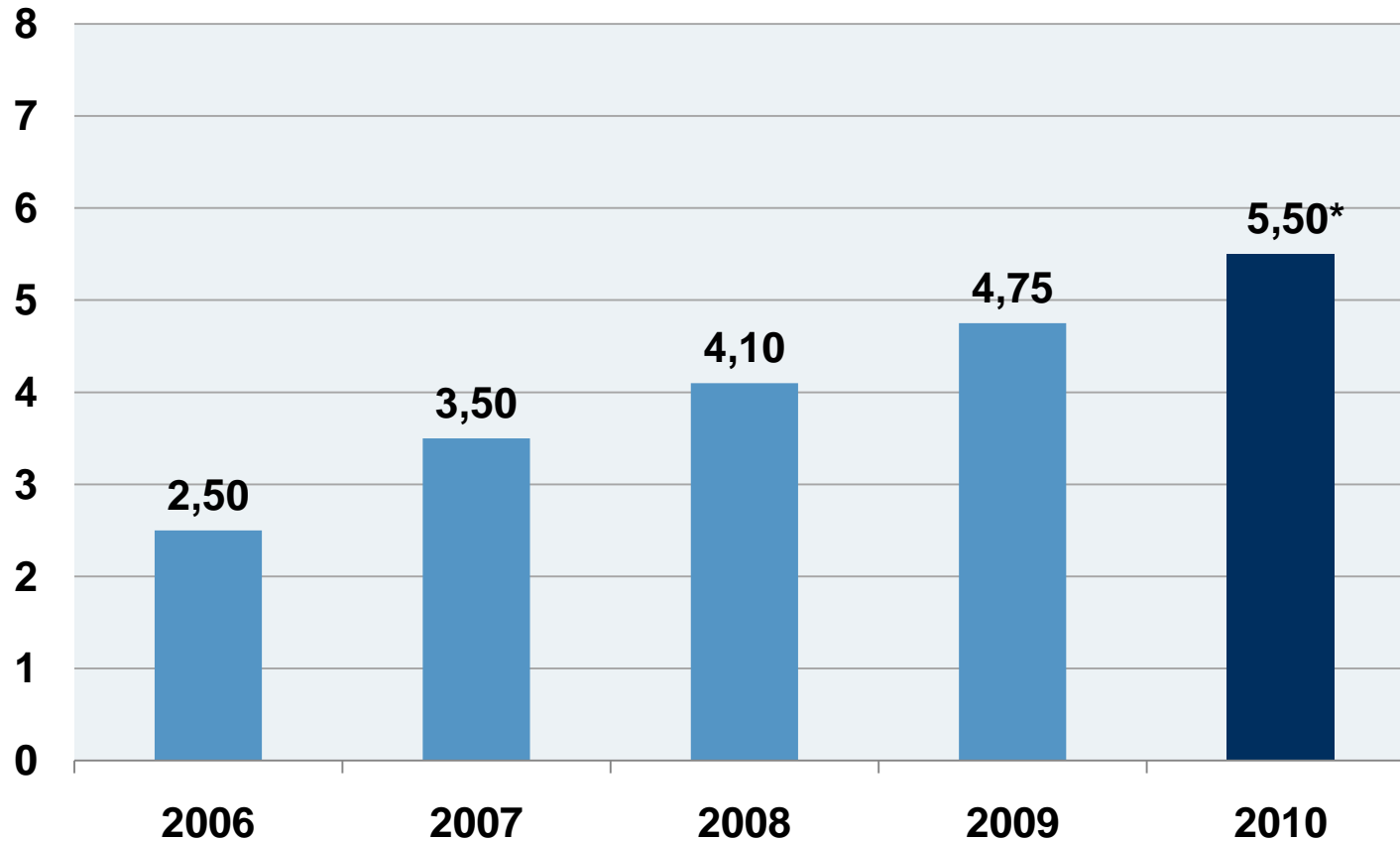
Share price performance

Swedish Match stock performance 2006-2010 (indexed)



Historic dividend

Dividend per share (SEK)

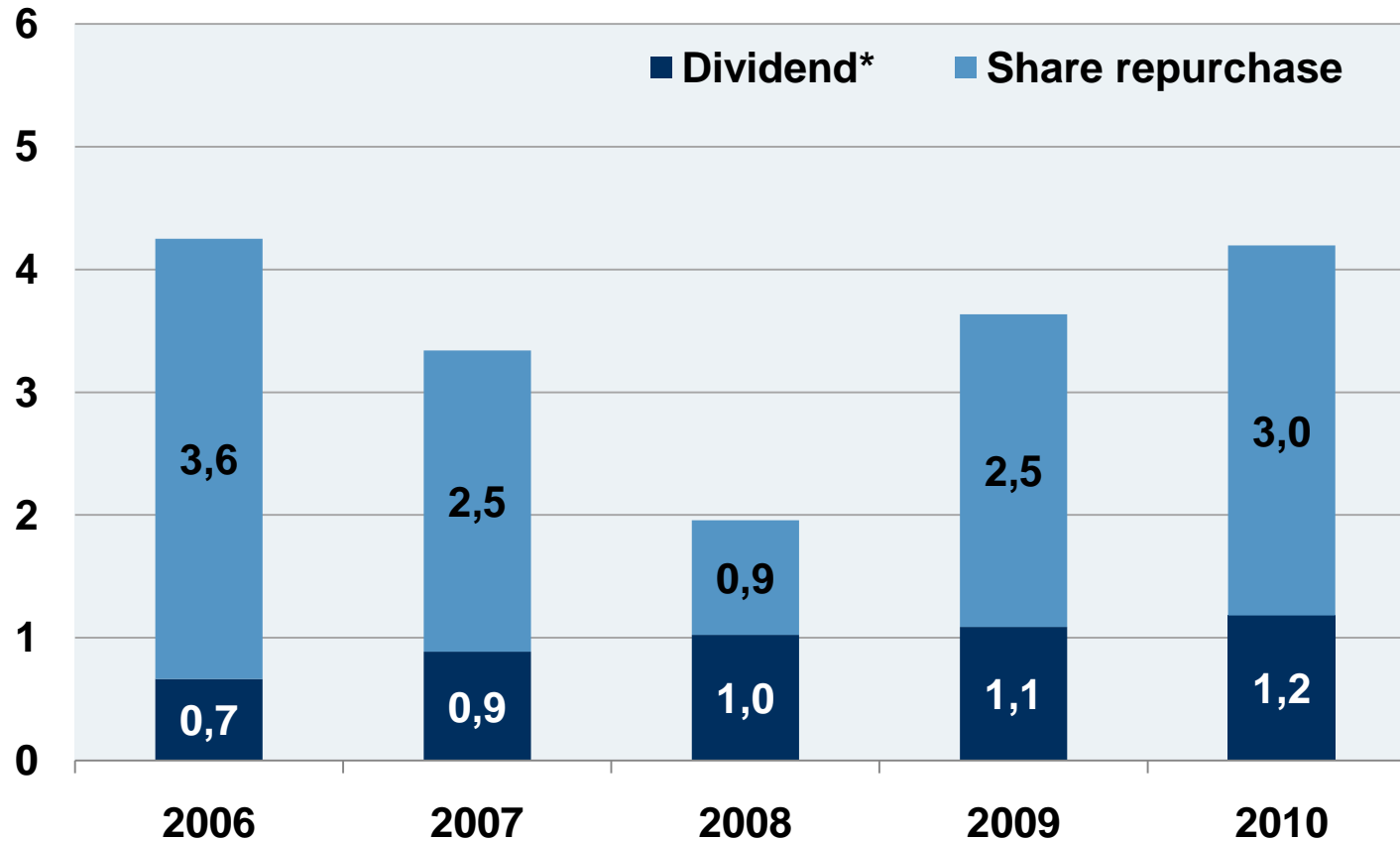


16%
proposed
increase in
dividend
per share

* Proposed dividend

Dividend and share repurchase

Value transferred to shareholders (billion SEK)



17.3
billion SEK
transferred
in the last
5 years

* Represents the dividend attributable to each year (2010 according to Board proposal)

Group results 2010*

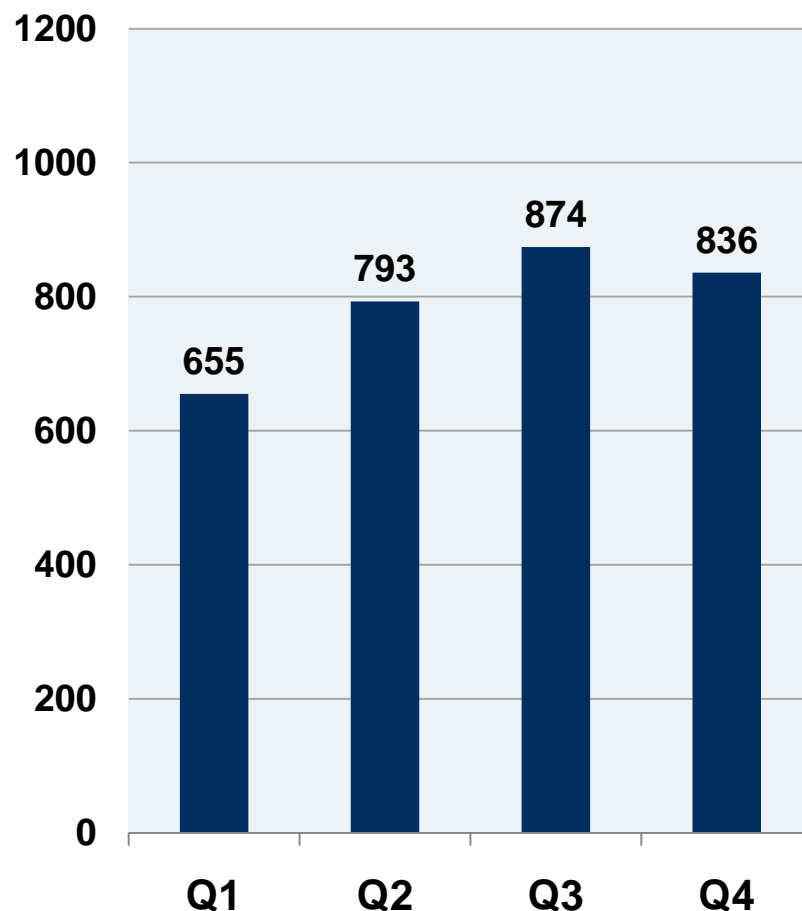
Comparable sales and operating profit

MSEK	2010	2009
Comparable sales	11,222	10,678
Comparable operating profit	3,158	2,900
EPS (SEK)	13.12	9.67

Comments to the results:

- Comparable sales increased 5% (7% in local currencies)
- Comparable operating profit increased 9% (12% in local currencies)
- Comparable operating margin improved to 28.1% (27.2% in 2009)
- Improvements largely driven by **Snus and snuff** as well as **Other tobacco products**

Comparable profit per quarter



* Excluding businesses transferred to STG

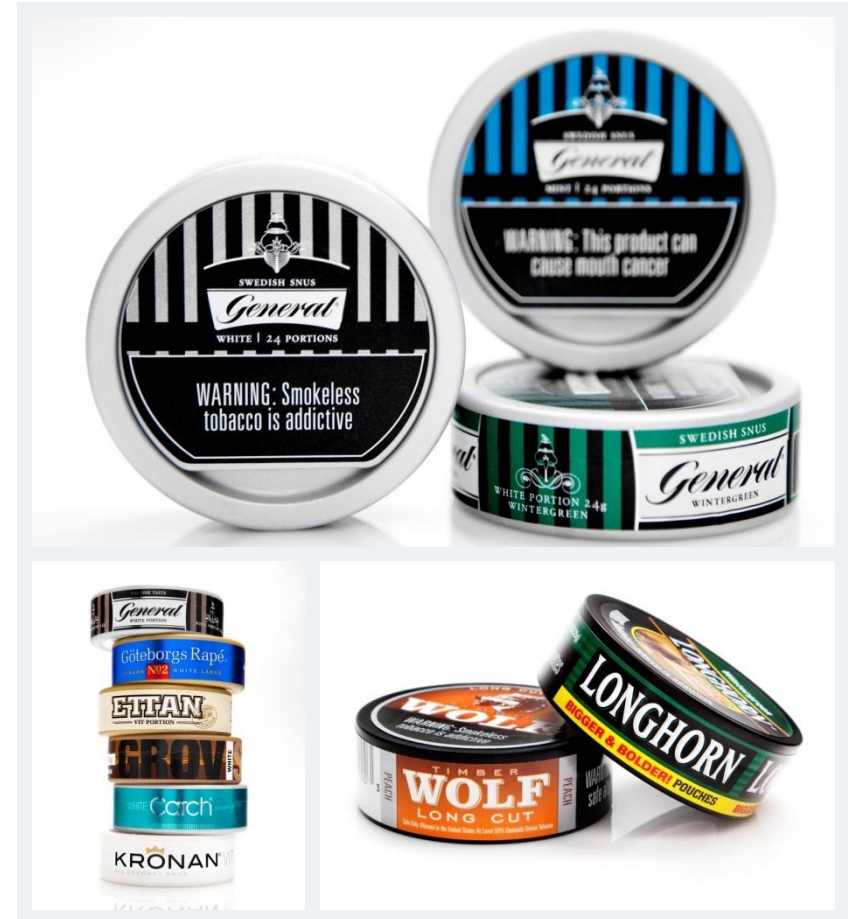
Group results 2010

Snus and snuff

MSEK	2010	2009	Chg
Sales	4,522	4,250	6%
Operating profit	2,080	1,916	9%
Operating margin	46.0%	45.1%	0.9pp

Comments to the results:

- Stable market shares in a growing Scandinavian market
- Highly competitive US moist snuff market
- Growing presence of snus in the US
- Test launches in Canada and Taiwan (SMPM International)



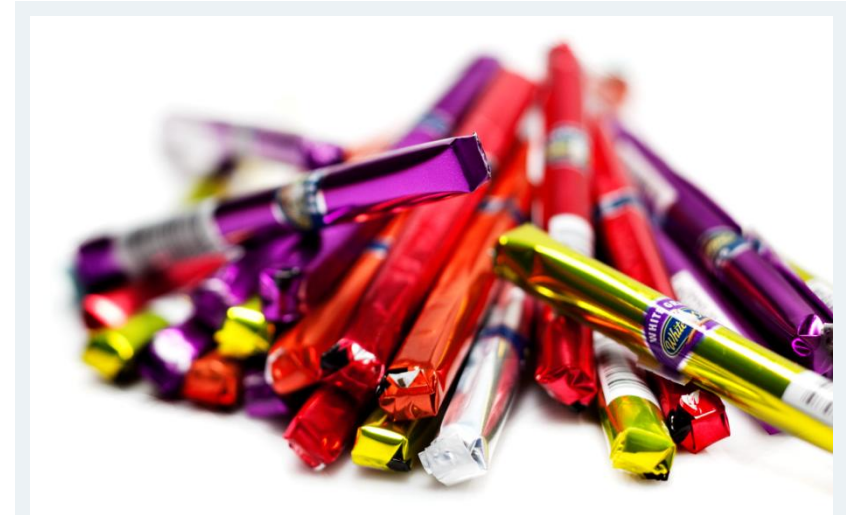
Group results 2010

Other tobacco products

MSEK	2010	2009	Chg
Sales	2,440	2,337	4%
Operating profit	942	804	17%
Operating margin	38.6%	34.4%	4.2pp

Comments to the results:

- Innovation driven success within US mass market cigars
- Volume declines for chewing tobacco mitigated by price increases
- Full absorption of overhead costs from National co-pack for chewing tobacco



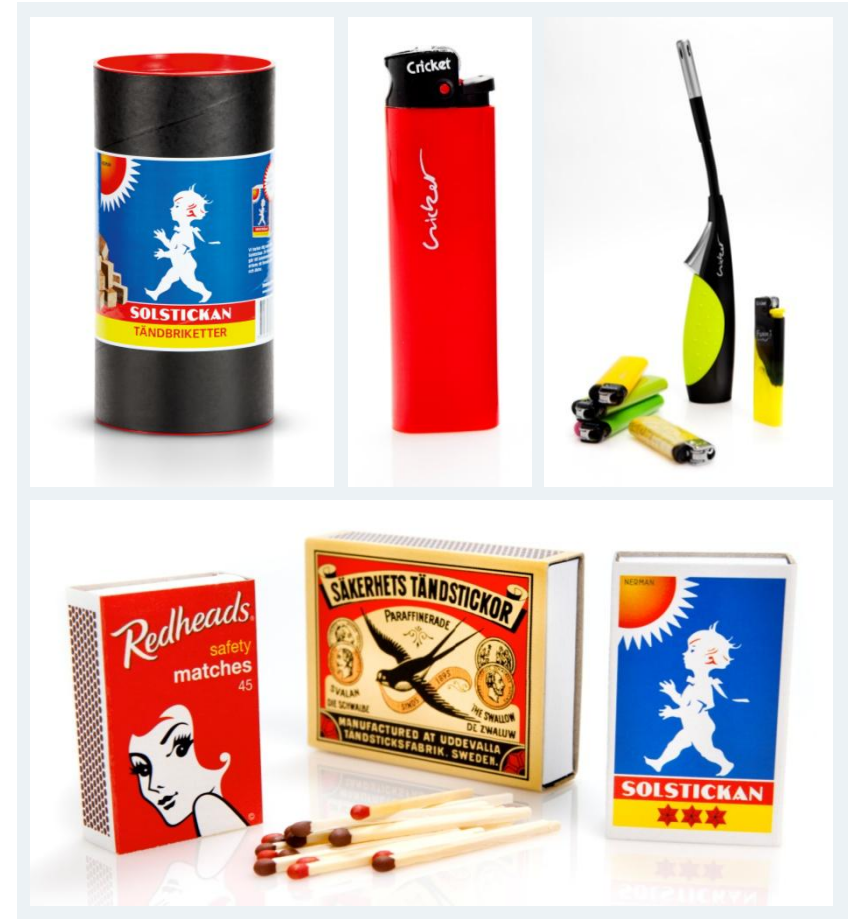
Group results 2010

Lights

MSEK	2010	2009	Chg
Sales	1,429	1,403	2%
Operating profit	279	312	-11%
Operating margin	19.5%	22.2%	-2.7pp

Comments to the results:

- Stable volume and sales development, especially for lighters
- Negative impact from strong SEK and raw material costs
- Still solid profitability and cash generation due to strong brand equity



The future of Swedish Match

A company well-positioned for the future

A smaller, more focused company

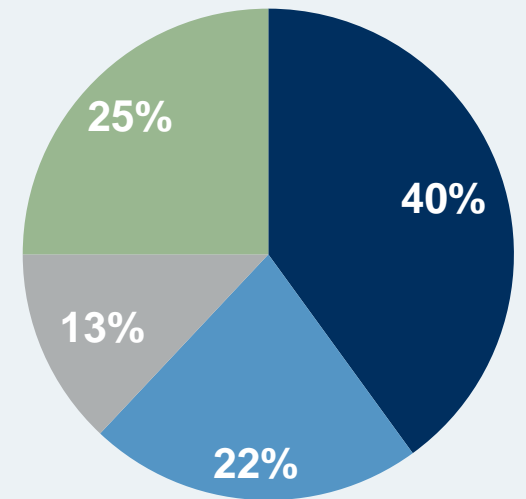
- Strong organizations in two main markets

Positioned in growth segments

Strong partnerships in place

- STG
- SMPM International
- Distribution partnerships within Lights

2010 sales per segment*



- Snus and snuff
- Other tobacco products
- Lights
- Other operations

* Excluding businesses transferred to STG

Future focus

Group strategy

Position the Company as the global smokefree leader

Leverage strong platforms to maximize long term profitability in other tobacco products

Continue to focus on operational excellence and profitability in lights

Realize the potential of STG through active ownership



Future focus

Snus and snuff

Drive category growth and maintain leading position in Scandinavia

Strengthen our position in the US

Explore global opportunities for Swedish snus through SMPMI



Future focus

Other tobacco products

Drive profitable growth in US mass market cigars through innovation and strong sales execution

Capitalize on leading position in the chewing tobacco category

Drive continuous productivity improvements



Future focus

Lights

Maintain and profit from market leading positions

Pursue selected growth opportunities

Continuously improve the supply chain



Scandinavian Tobacco Group

Integrate the businesses and start delivering expected synergies

Maintain and expand market positions

Leverage brand portfolio, geographic reach, and scale to deliver profitable growth



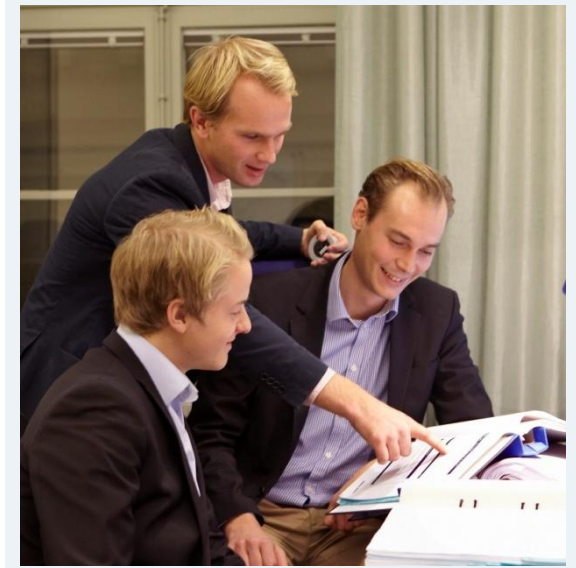
Future focus

Overreaching focus areas

Secure a long term and sustainable business model based on a constructive stakeholder dialogue

Motivate, develop and retain our employees

Increased long term shareholder value





Thank you!