

Swedish Match Public Affairs

Henrik Brehmer
*Senior VP Corporate
Communications and
Public Affairs*



Update on public affairs issues



■ SOU 2009:23 review of Swedish tobacco regulation

- Focus on limiting accessibility to minors
- Self service restrictions at point of sales for snus
- Proposal to Parliament expected March 2010 at the latest
- No excise tax increase on snus announced for 2010



■ Changes in Finnish tobacco law & tax-free trade

- Limitation of private import of snus – 30 cans per purchase
- Amended law expected to be adopted end 2009
- Regulatory situation for tax-free trade on the Baltic-Sea continues to be debated



■ Changes at point of sales & tax adjustments

- Display ban of snus at point of sales effective from January 1, 2010
- Snus excise tax increase of 6.5 percent (NOK 0.77 to 0.82 per gram) but lower than for cigarettes
- Increased scientific debate on relative risk – snus vs. cigarettes

Update on public affairs issues



- Review of current tobacco product directive 2001/38/EG
 - First Commission proposal expected in Q4 2010
 - Adoption expected in Q4 2011 – timeframe uncertain at this point
 - Review will be impacted by WHO Framework Convention Tobacco Control (FCTC), Council Recommendations, SCENIHR 2010 and several impact assessments lead by DG Sanco
 - Swedish government position stands firm



- FDA tobacco regulations
 - First compliance requirements in effect from mid 2010 – labeling, advertising, ingredients filing, plant registration
 - Modified risk products – FDA to provide regulatory guidance no later than mid 2011
 - Consumer communication and comparative claims for Swedish snus vs. cigarettes and other oral tobacco products