



Stockholmsbörsen: SWMA

## **PRESS RELEASE**

*20 March, 2006*

### **Andrew Cripps and Conny Karlsson proposed for Swedish Match Board of Directors**

At the upcoming Annual General Meeting the Election Committee of Swedish Match AB will propose the election of Andrew Cripps and Conny Karlsson to the Swedish Match Board of Directors. Furthermore, the Election Committee will propose re-election of Bernt Magnusson (Chairman), Sven Hindrikes, Tuve Johannesson, Arne Jurbrant, Karsten Slotte, Kersti Strandqvist and Meg Tivéus. Jan Blomberg has declined to be re-elected.

At present, Andrew Cripps is holding a position as a non-executive director at the UK listed company, Trifast plc, where he is also Chairman of the Remuneration Committee and member of the Audit and Nominating Committees.

For the last 22 years, Andrew Cripps has held a number of strategic positions within British American Tobacco (BAT) and Rothmans. Andrew Cripps left the BAT organization at the end of 2005. He possesses a broad strategic experience within the areas of mergers & acquisitions, corporate finance and corporate governance. Andrew Cripps is a Chartered Accountant at the Institute of Chartered Accountants.

Conny Karlsson is currently holding board assignments at Zodiac AB where he is Chairman, Wihl. Sonesson AB, Scribona AB and Lindex AB where he acted as CEO for eight months in 2004. For ten years, Conny Karlsson held the position as CEO of Duni AB in Sweden (1990-2000) and prior to that, he has acquired ten years of international experience from the field of fast-moving consumer goods from various positions within Procter & Gamble. Conny Karlsson has a MBA from Stockholm School of Economics.

In its proposal to the Annual General Meeting, the Election Committee has made particular note of Andrew Cripps' broad experience from the tobacco business, both from Rothmans and BAT, as well as the vast experience of fast-moving consumer goods on the European market of Conny Karlsson.

The Election Committee is appointed by the Annual General Meeting and consists of Joachim Spetz, Chairman, (Handelsbanken Fonder), Marianne Nilsson (Robur Funds), Pernilla Klein (Third AP-fund) and Bernt Magnusson as ordinary members. Carl Rosén (Second AP-Fund) has served as deputy member of the Committee. William N. Booth (Wellington Management Company) and Mads Eg Gensmann and Edoardo Mercadante (Parvus Asset Management) have been co-opted to the Committee during the course of the year.

---

*Swedish Match is a unique company with its range of market-leading brands in the product areas of snuff and chewing tobacco, cigars and pipe tobacco – tobacco's niche products – as well as matches and lighters. The Group's global operations generated sales of 13,311MSEK for the twelve month period ending December 31, 2005. Swedish Match shares are listed on Stockholmsbörsen (SWMA).*

---

*Swedish Match AB (publ), SE-118 85 Stockholm  
Visiting address: Rosenlundsgatan 36, Telephone: + 46 8 658 02 00  
Corporate Identity Number: 556015-0756  
[www.swedishmatch.com](http://www.swedishmatch.com)*

---