



SWEDISH MATCH

Who we are, what we do



- Net sales 13,007 MSEK
- Operating income 3,370 MSEK
- Number of employees 15,039
- Manufacturing in 16 countries
- Sales in more than 150 countries

Swedish Match 2004

www.swedishmatch.com

North America Division

Richmond, Virginia, USA

North Europe Division

Stockholm, Sweden

Overseas Division

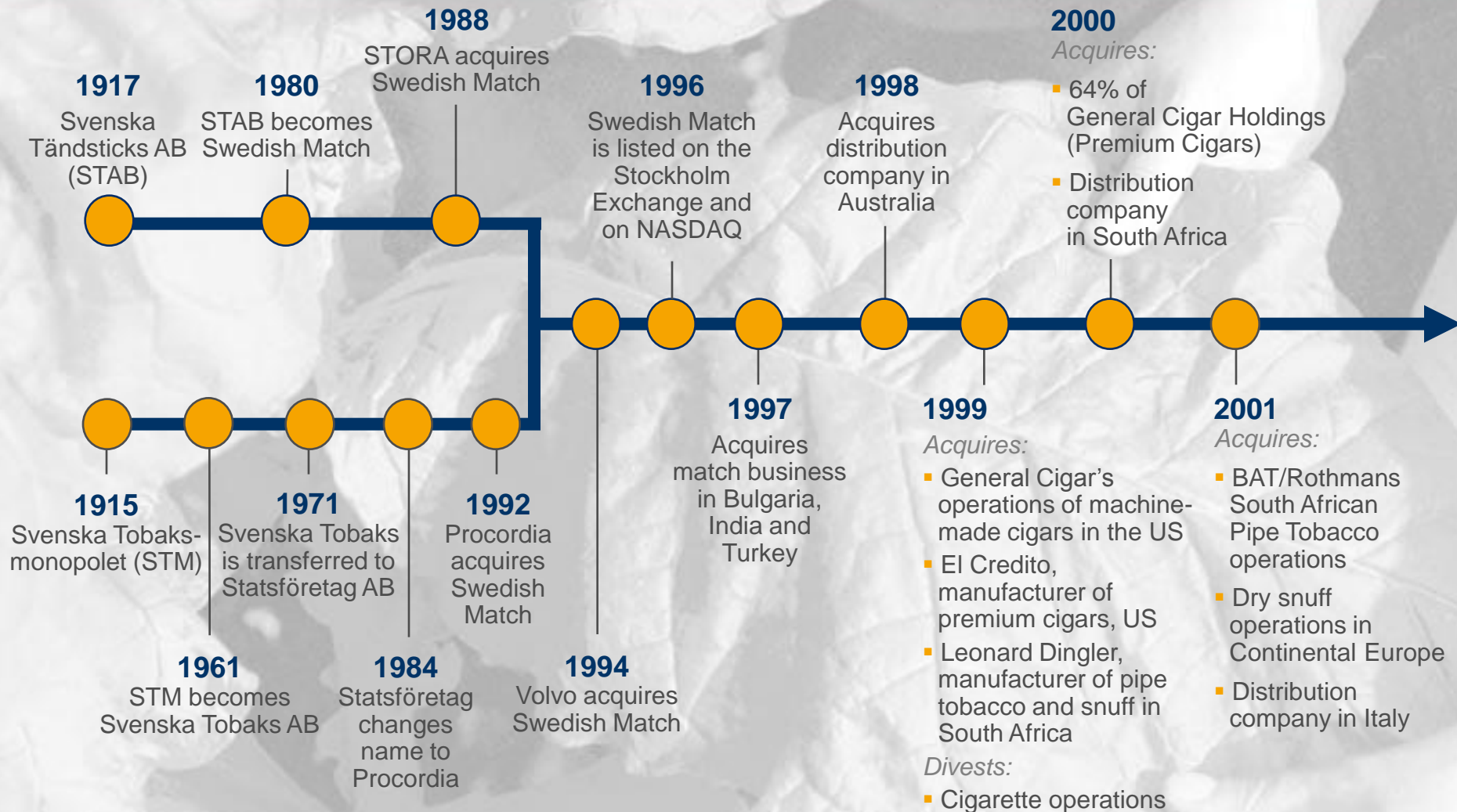
Rio de Janeiro, Brazil

Continental Europe Division

Valkenswaard, Netherlands

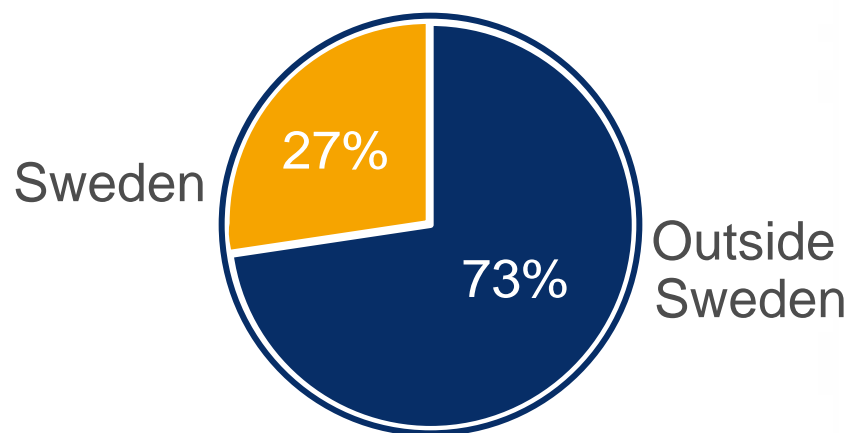


Swedish Match history



The share is listed on Stockholmsbörsen (SWMA)

December 31, 2004



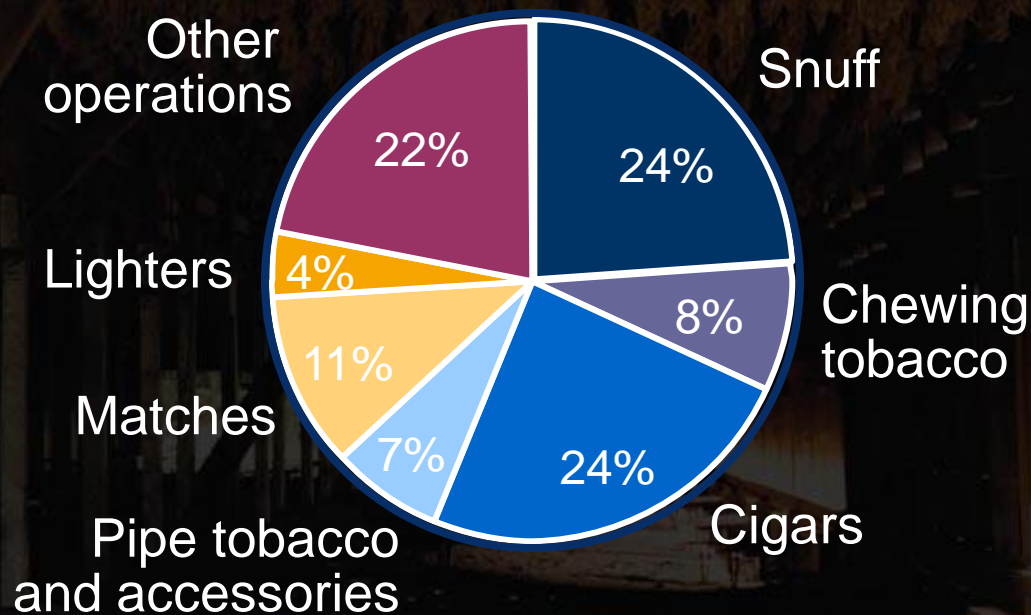
Main shareholders

Fidelity Funds.....	4.8%
Capital Group	3.8%
SHB/SPP-fonder	2.3%
Robur Fonder	2.0%
SEB	1.6%
Threadneedle Fund	1.4%
GMO Int'l Funds	1.2%
Janus Fund	1.1%
Andra AP-fonden	0.9%
Tredje AP-fonden	0.9%
Totalt	20.0%

Swedish Match intends to be a Unique Tobacco Company, using its world leading brands and niche products to work in growing markets in harmony with current social and consumer trends

Sales per product area 2004

www.swedishmatch.com



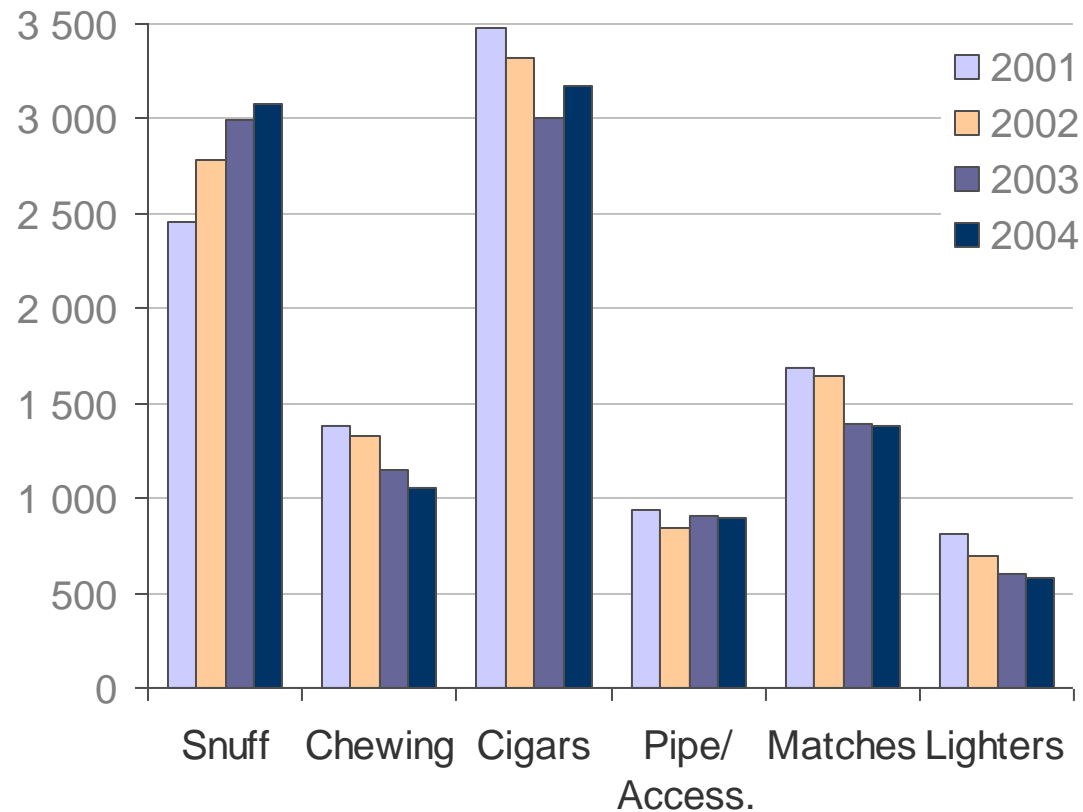
Sales growth led by snus & snuff, cigars

Sales growth from
Snuff and Chewing
- primarily organic

Sales growth from
Cigars and Pipe
- primarily through
acquisitions



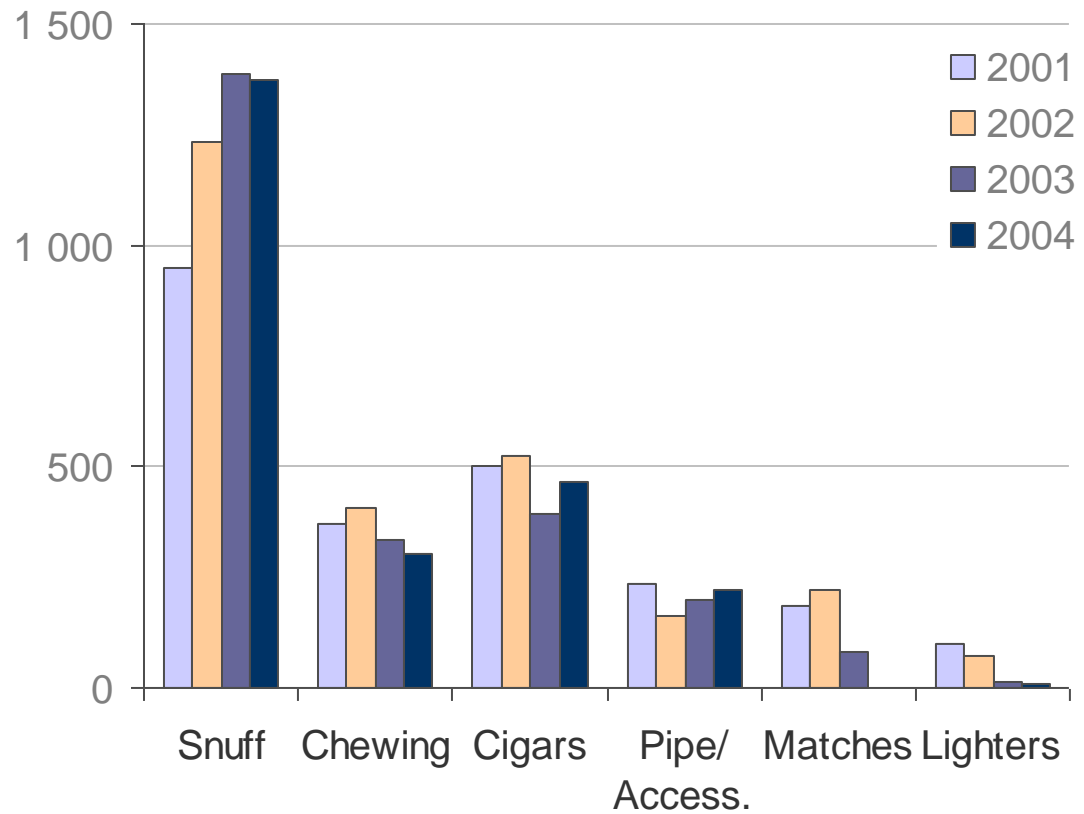
Four year comparison of sales



Sales growth led by snus & snuff, cigars

www.swedishmatch.com

Four year comparison, operating income





Swedish Match is the only company with significant international snuff operations. The company has a leading position...



...in the Nordic snuff market and in South Africa.

In North America, the company has the largest share of the fast-growing value price segment

Major brands:

- Catch
- Ettan
- General
- Grovsnus
- Renegades
- Taxi
- Timber Wolf

Swedish Match is the largest player in the market for American chewing tobacco



Major brands:

- Granger Select
- J.D's Blend
- Red Man
- Red Man Golden Blend
- Red Man Select
- Southern Pride

Swedish Match is one of the largest producers of cigars and cigarillos in the world, and is the second largest in sales value



Major brands:

- Bellman
- Garcia y Vega
- De Heeren van Ruysdael
- Justus van Maurik
- La Gloria Cubana
- La Paz
- Macanudo
- Partagas
- Punsch
- Willem II
- Wings

Swedish Match is one of the world's largest manufacturers of pipe tobacco



Major brands:

- Best Blend
- Borkum Riff
- Boxer
- Half and Half
- Hamiltons blandning
- Mellow Breeze
- Velvet

Swedish Match has approximately 10 percent of the world market for matches



Major brands:

- Englands Glory
- Fiat Lux
- Redheads
- Solstickan
- Swan Vestas
- Three Stars

Swedish Match is one of the players in the international market for lighters



Major brand:

- Cricket

Other brands:

- Various local and private label brands, as well as advertising products

Swedish Match Tour

www.swedishmatch.com

The purpose of Swedish Match corporate events is to create and deepen commercial relationships that strengthen the Group's image and long-term profitability

Swedish Match Tour consolidates the world's top match racing events under a single name





- Communication
 - Teamwork
- Trust
 - Innovation
- Recognition
 - Growth