



SWEDISH MATCH

Who we are,
What we do

Swedish Match 2006



- Net sales 12,911 MSEK
- Operating income 3,235 MSEK
- Number of employees 12,465
- Manufacturing in 11 countries
- Sales in more than 100 countries

Swedish Match 2006

North America Division
Richmond, Virginia, USA

Corporate headquarters
Stockholm, Sweden

North Europe Division
Stockholm, Sweden

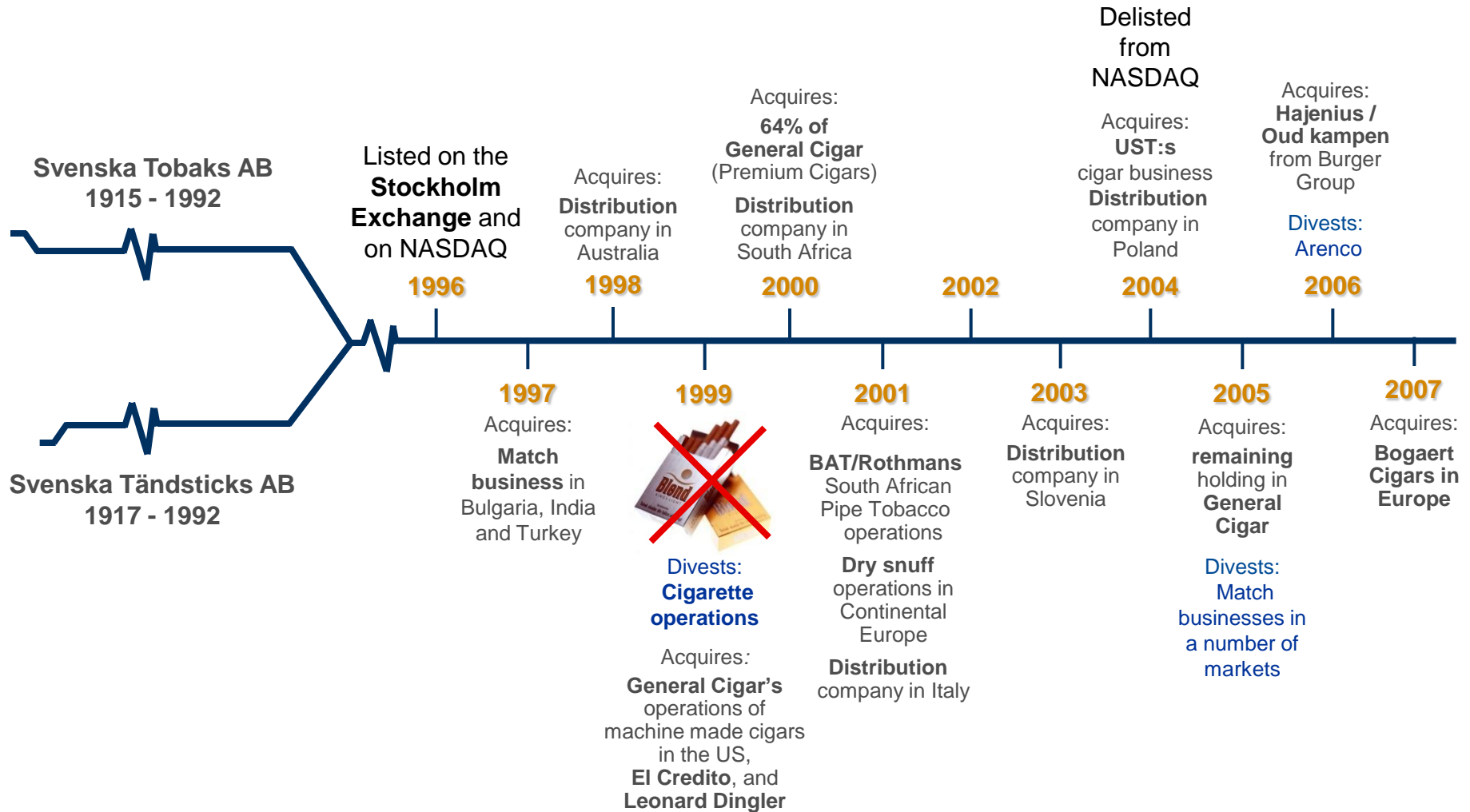
International Division
Valkenswaard, Netherlands

■ A Top 10 Market

■ A Top 15 Market

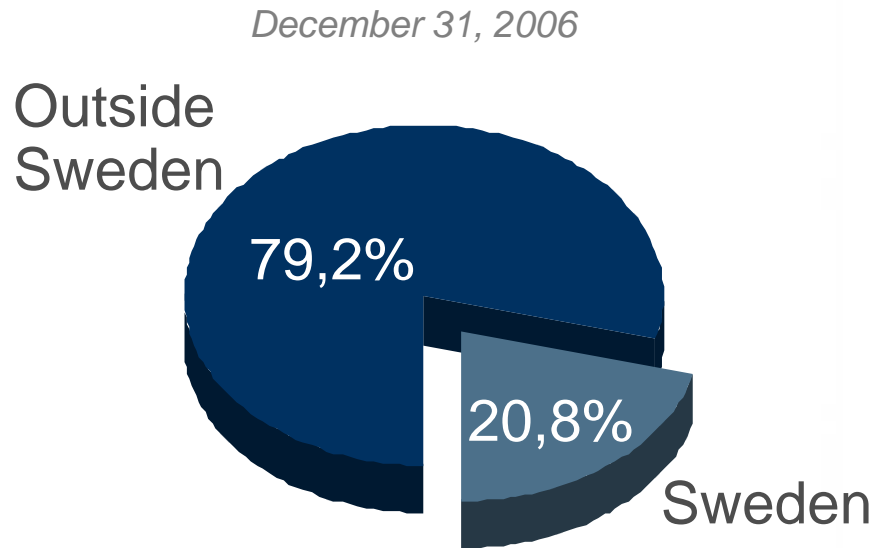


Swedish Match company history



Shareholders

The share is listed on Stockholmsbörsen (SWMA)



Main shareholders:

Wellington	11.2%
Swedbank Robur fonder	1.5%
SEB fonder	1.5%
SHB/SPP-fonder	1.3%
DWS Scudder fonder	1.1%
Första AP-fonden	1.1%
Tredje AP-fonden	1.0%
Pensioenfonds PGGM	0.9%
Andra AP-fonden	0.8%
Azimut Gestione Funds	0.8%
Total*	21.1%

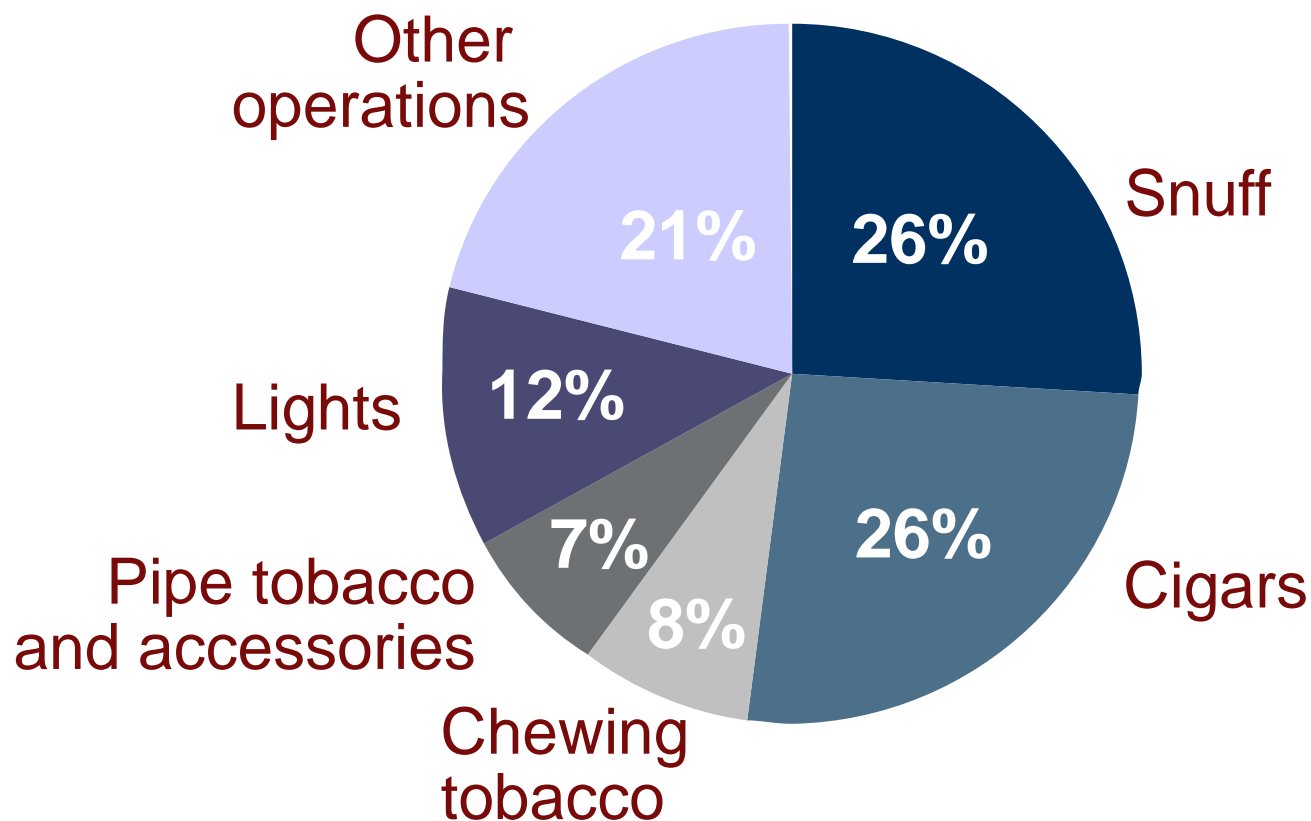
* Excluding treasury shares
Source: SIS Ägarservice AB

Strategic direction

A close-up photograph of a hand holding a large, vibrant green leaf. The leaf's veins are clearly visible, and the background is a solid, bright blue. The image is used as a background for the text.

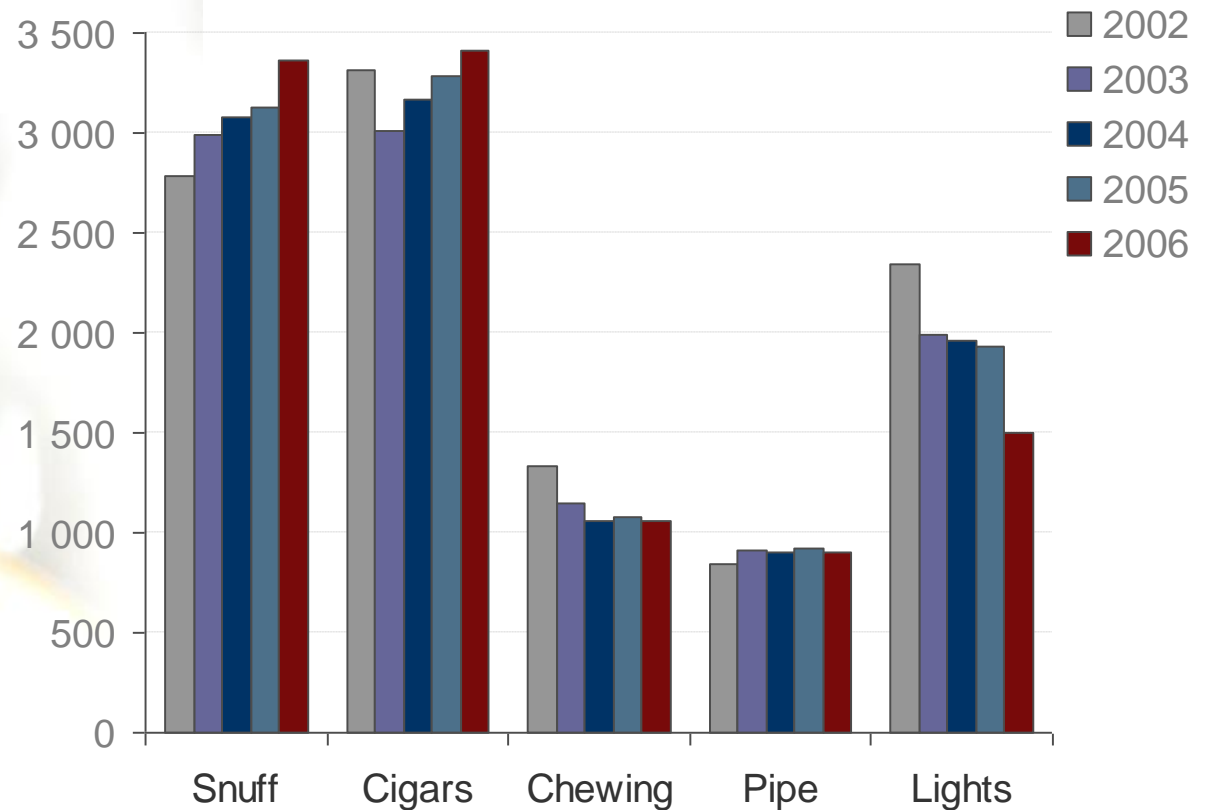
Swedish Match intends to be a Unique Tobacco Company, using its world leading brands and niche products to work in growing markets in harmony with current social and consumer trends

Sales per product area 2006



Sales growth led by snus & snuff, cigars

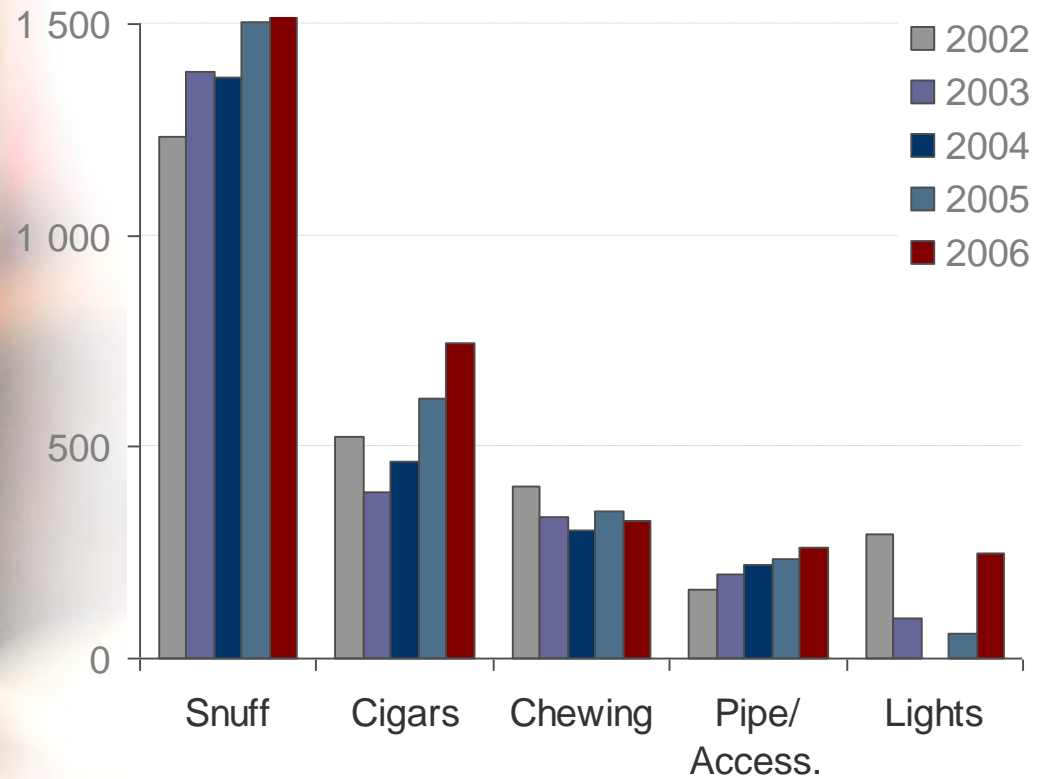
Five year comparison of sales



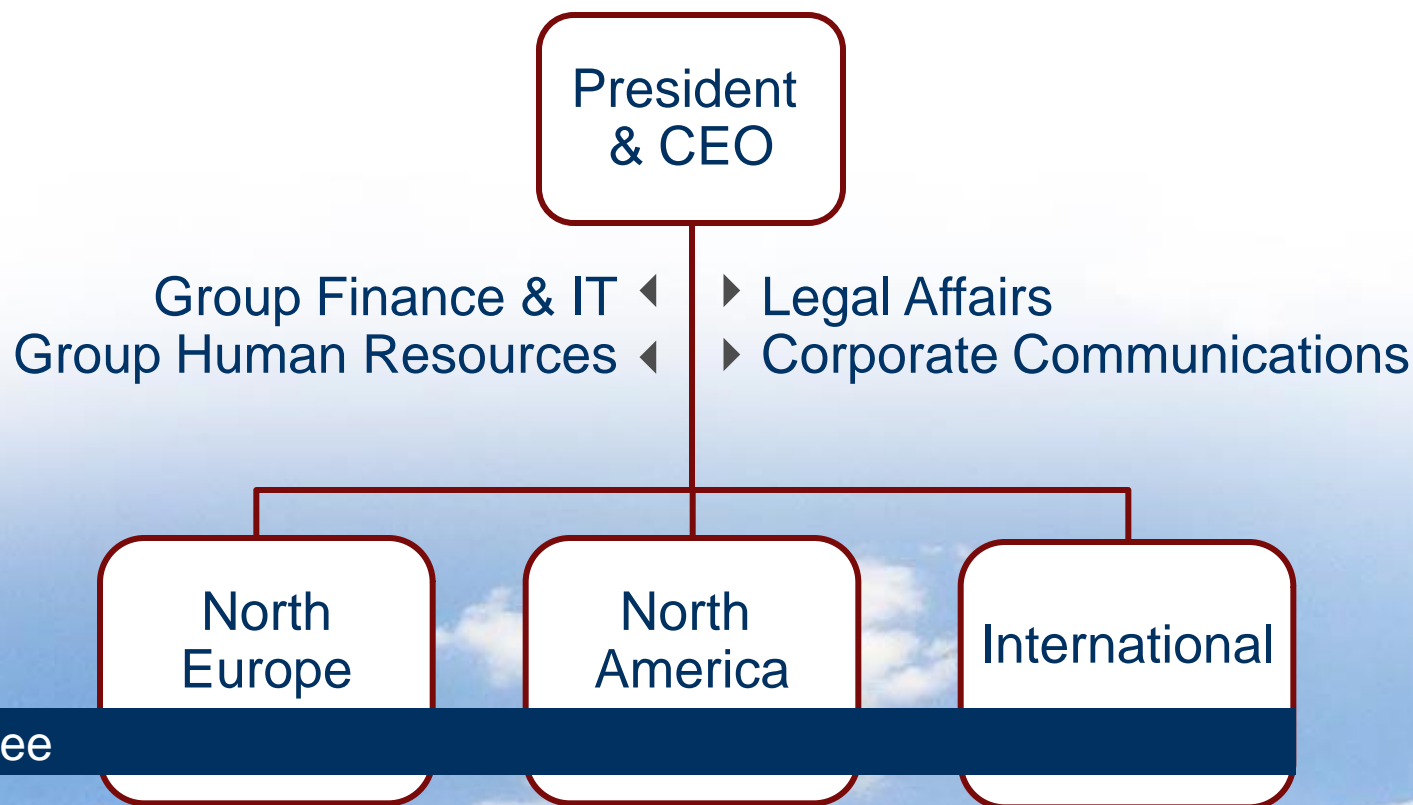
Operating Income growth led by snus & snuff, cigars



Five year comparison, operating income



Organization



Smokefree

Swedish Match holds a leading position...

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

In North America, Swedish Match is one of the major players in the growing value-price snuff segment.

Major brands:

- General
- Ettan
- Catch
- Grovsnus
- Göteborgs Rapé
- Timber Wolf
- Longhorn
- Taxi



Cigars

Swedish Match is the world's second largest producer and distributor of cigars and cigarillos. The Company has a leading position in the US market for premium cigars.

Major brands:

Premium

- Macanudo
- Partagas
- Punch
- Hoyo de Monterrey
- Cohiba
- La Gloria Cubana
- Don Tomas
- Helix
- Hajenius
- Oud Kampen

Machine-made

- White Owl
- Garcia y Vega
- Bellman
- Hofnar
- La Paz
- Willem II
- Justus van Maurik



Chewing tobacco

Swedish Match is the largest player in the US market for chewing tobacco.

Major brands:

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



Pipe tobacco and accessories

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

Major brands:

- Borkum Riff
- Half and Half
- Best Blend
- Boxer
- Black & White
- Greve Gilbert Hamiltons blandning
- Nineteen O'Four



Lights



Major brands:

- Solstickan
- Swan
- Three Stars
- England's Glory
- Redheads
- Fiat Lux
- Cricket
- Poppell

Swedish Match has a strong position in a number of markets for matches. The brands are mostly local and very strong in their respective markets. Swedish Match is a key player in the international market for disposable lighters.

Our core values



■ Communication

■ Teamwork

■ Trust

■ Innovation

■ Recognition

■ Growth