

A rural landscape featuring a large building with a thatched roof made of dried palm fronds. In the foreground, there is a field of lush green tobacco plants. The background shows rolling hills and mountains under a blue sky with scattered white clouds.

☆☆☆
SWEDISH MATCH

Who we are. What we do.

Strategic direction

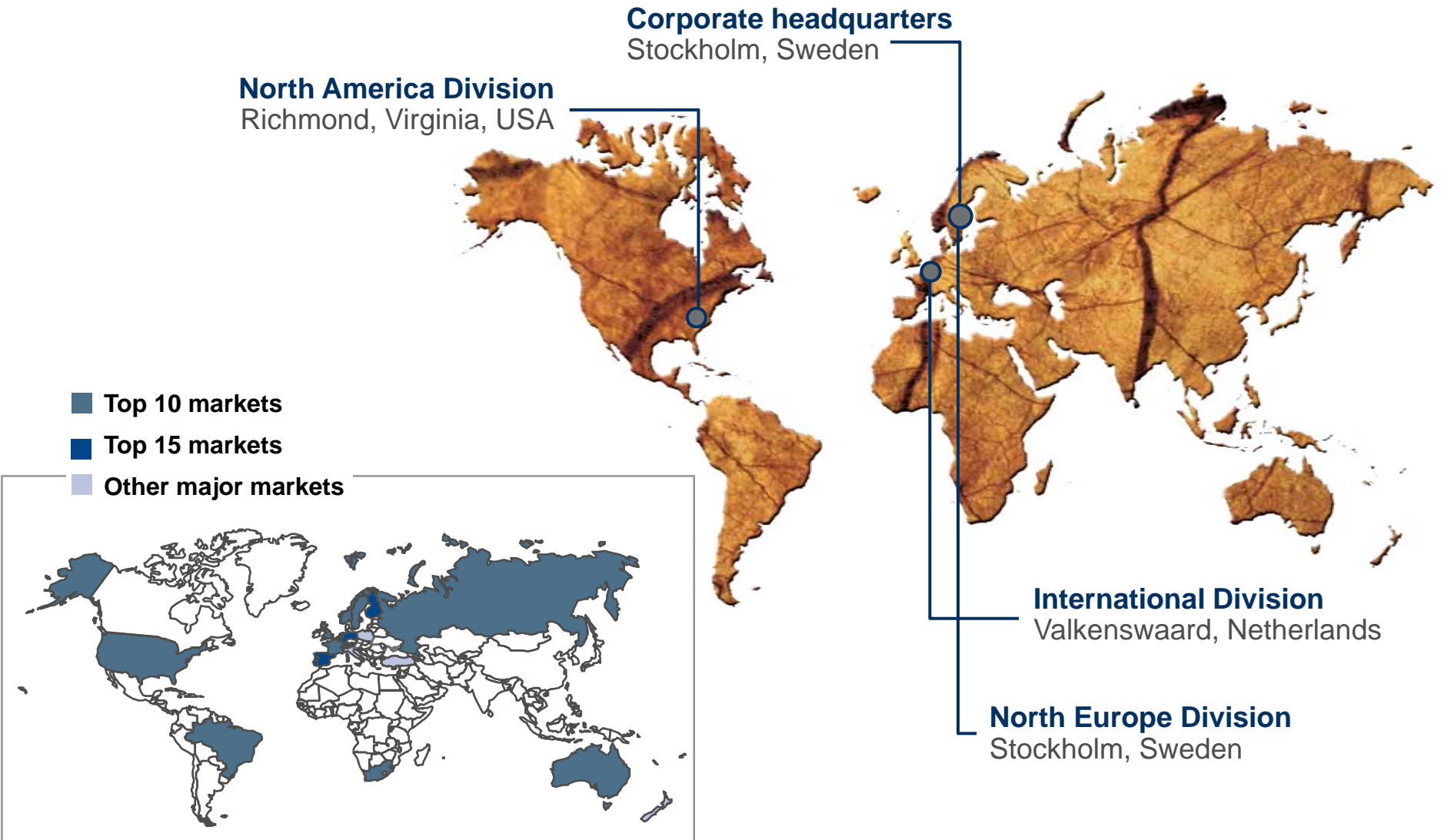
Swedish Match is a global Group with a broad offering of market-leading brands in smokeless tobacco products, cigars, pipe tobacco and lights products. The share is listed on the OMX Nordic Exchange in Stockholm.

Swedish Match 2007

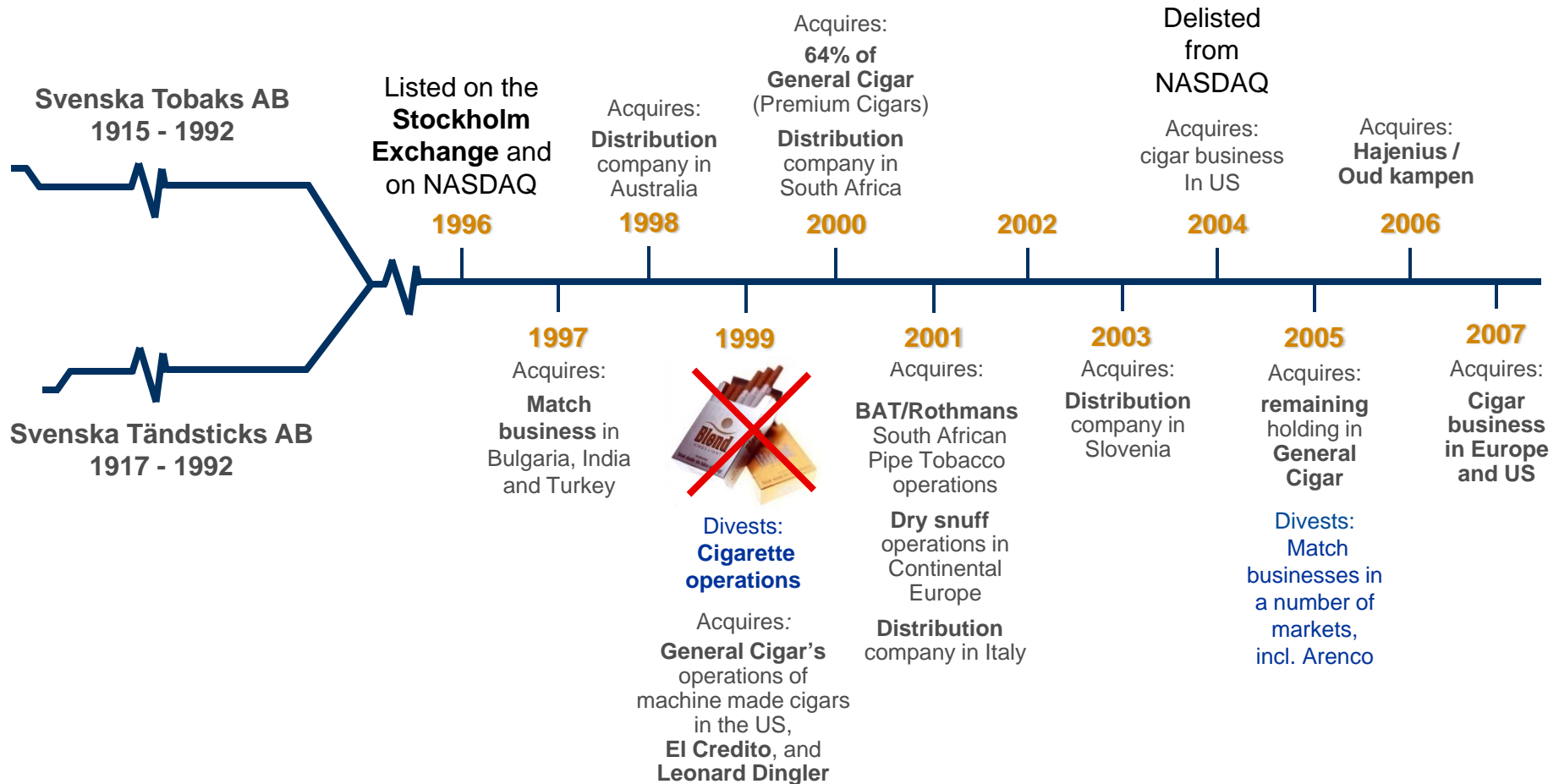


- Net sales 12,551 MSEK
- Operating profit 2,997 MSEK
- Number of employees 12,075
- Manufacturing in 11 countries
- Sales worldwide in more than 100 countries

Swedish Match 2007



Swedish Match company history

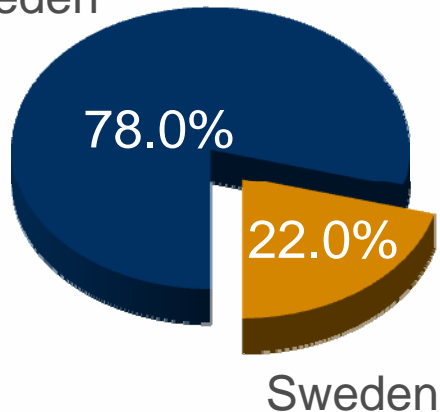


Shareholders

The share is listed on the OMX Nordic Exchange in Stockholm (SWMA)

December 31, 2007

Outside
Sweden



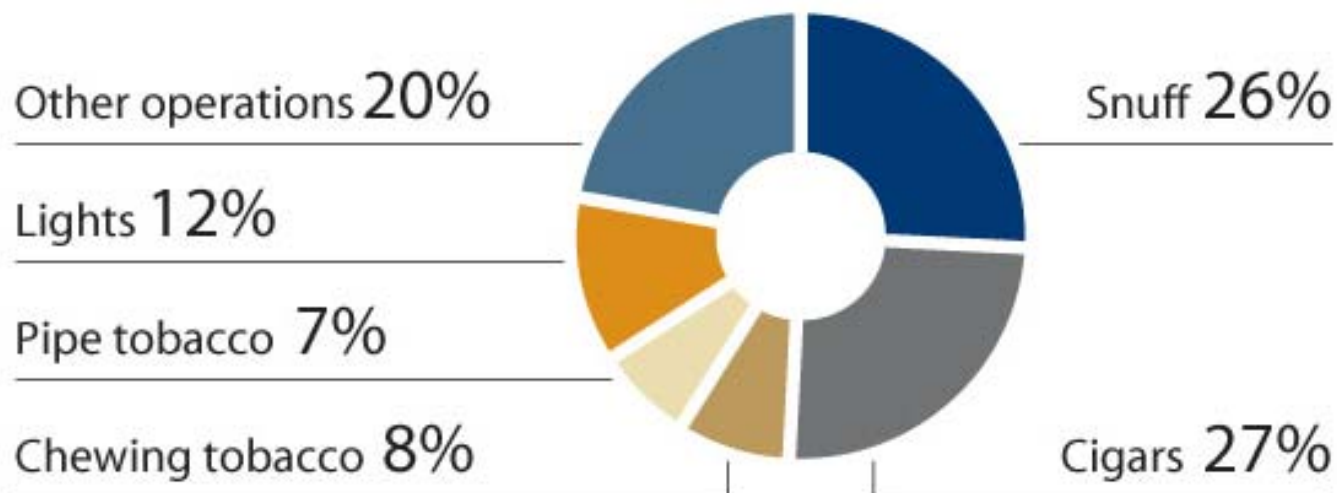
Main shareholders:

Parvus Asset Management	10.3%
Wellington Management Company	9.8%
Morgan Stanley Investment Mgmt	5.5%
Swedbank Robur Funds	2.3%
SHB/SPP Funds	2.0%
SEB Funds	1.6%
Nordea Funds	1.3%
Third Swedish National Pension Fund	1.0%
The Children's Investment Fund	1.0%
Govt of Singapore Inv Corp	1.0%
Total*	35.8%

* Percent of share capital excluding Swedish Match shares held in Treasury
Source: VPC (official registry) and SIS Ägarservice AB

Sales 2007

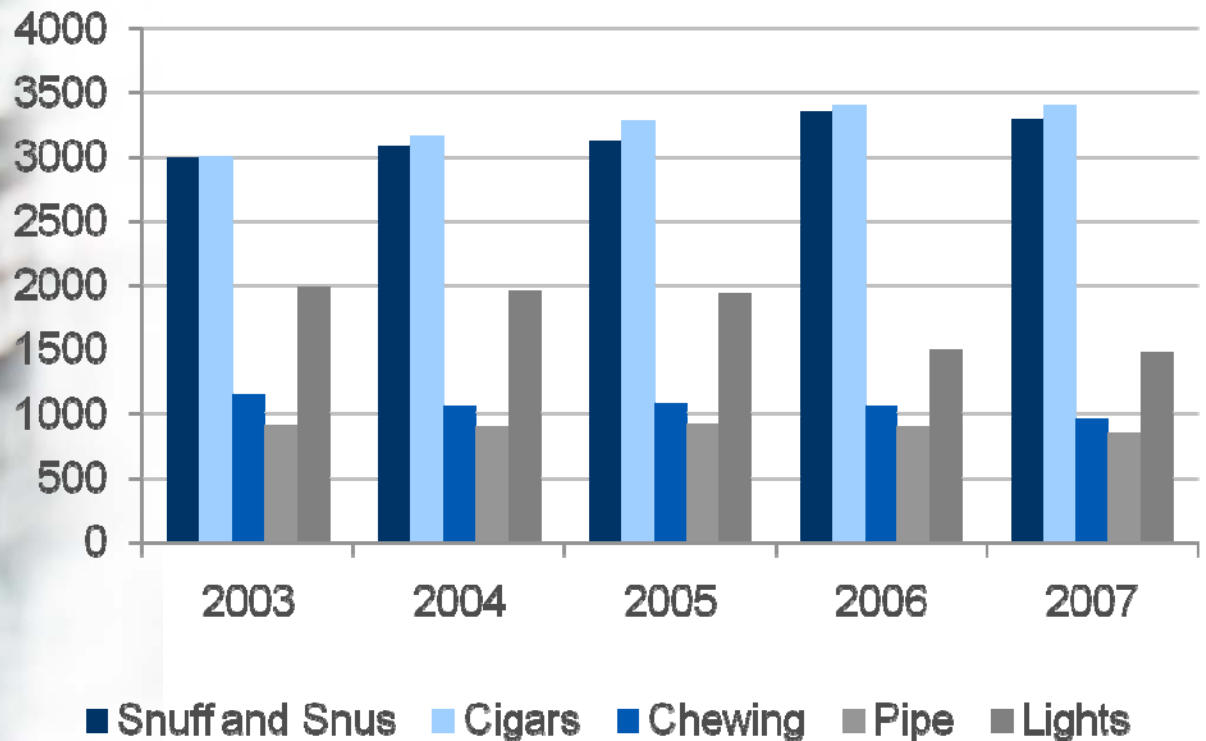
Percentage split by product area, SEK



Sales growth led by Snuff and Snus , cigars



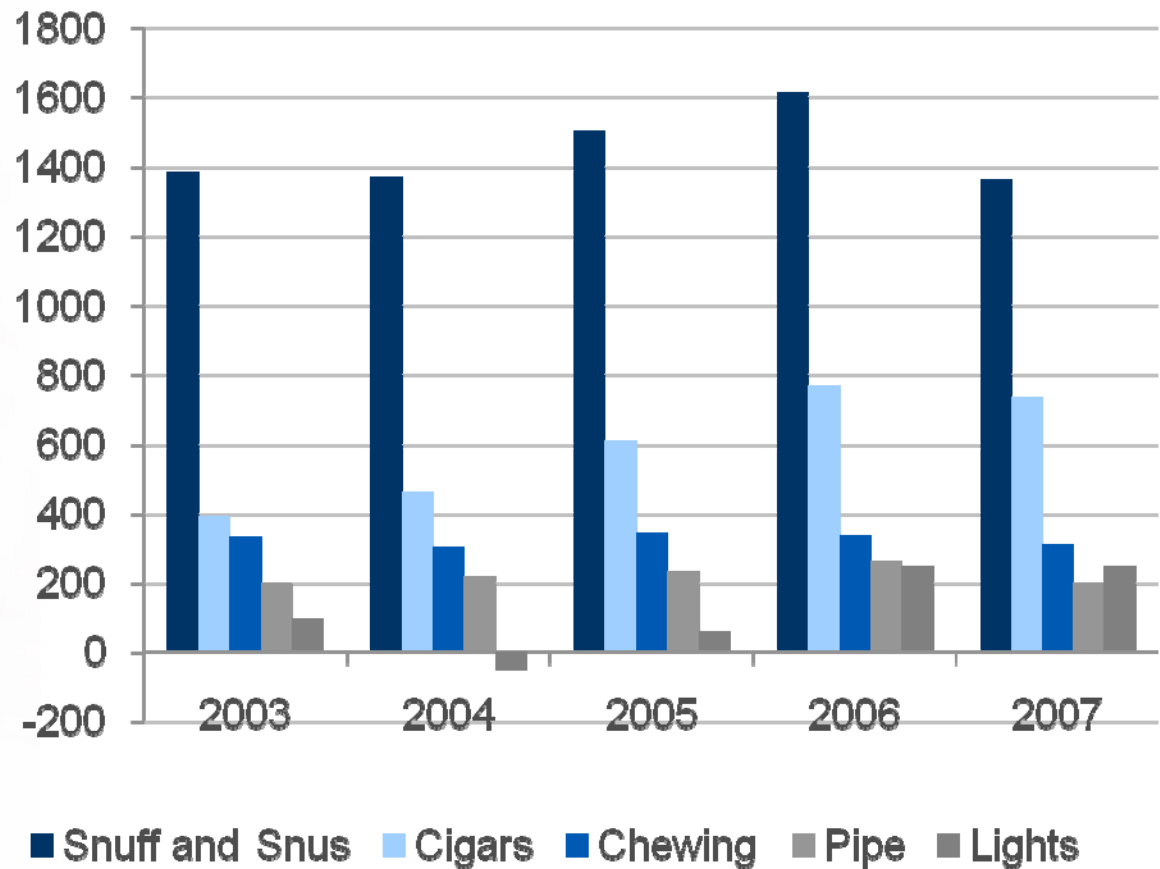
Five year comparison of sales



Operating profit growth led by Snuff and Snus , cigars



Five year comparison, operating profit



Organization



Smokefree

Snuff and Snus

Swedish Match Maintains a leading position in the Scandinavian snus market and in South Africa. In North America, Swedish Match is one of the major players in the growing value priced segment.



Major brands

- General
- Ettan
- Grovsnus
- Kronan
- Göteborgs Rapé
- Catch
- Red Man
- Timber Wolf
- Longhorn
- Taxi

Cigars

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

Major brands

Premium

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

Machine-made

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



Chewing tobacco



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

Major brands

- Red Man
- Southern Pride
- Granger Select

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



Swedish Match maintains 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.

Major brands

Matches

- Solstickan
- Fiat Lux
- Swan
- Tres Estrellas
- Feudor
- Redheads

Lighters

- Cricket

Our core values



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