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SWEDISH MATCH

COMPANY PRESENTATION 2010



Swedish Match at a glance



Swedish Match develops, manufactures and sells market-leading brands in Snus and snuff, Other tobacco products (US mass market cigars and chewing tobacco), and Lights products (matches and lighters). The share is listed on NASDAQ OMX Stockholm.

- Comparable sales¹⁾ : 11,222 MSEK
- Sales: 13,606 MSEK
- Comparable operating profit²⁾ : 3,158 MSEK
- Operating profit³⁾ : 4,169 MSEK
- Number of employees⁴⁾ : 3,908
- Manufacturing in 7 countries
- Sales worldwide

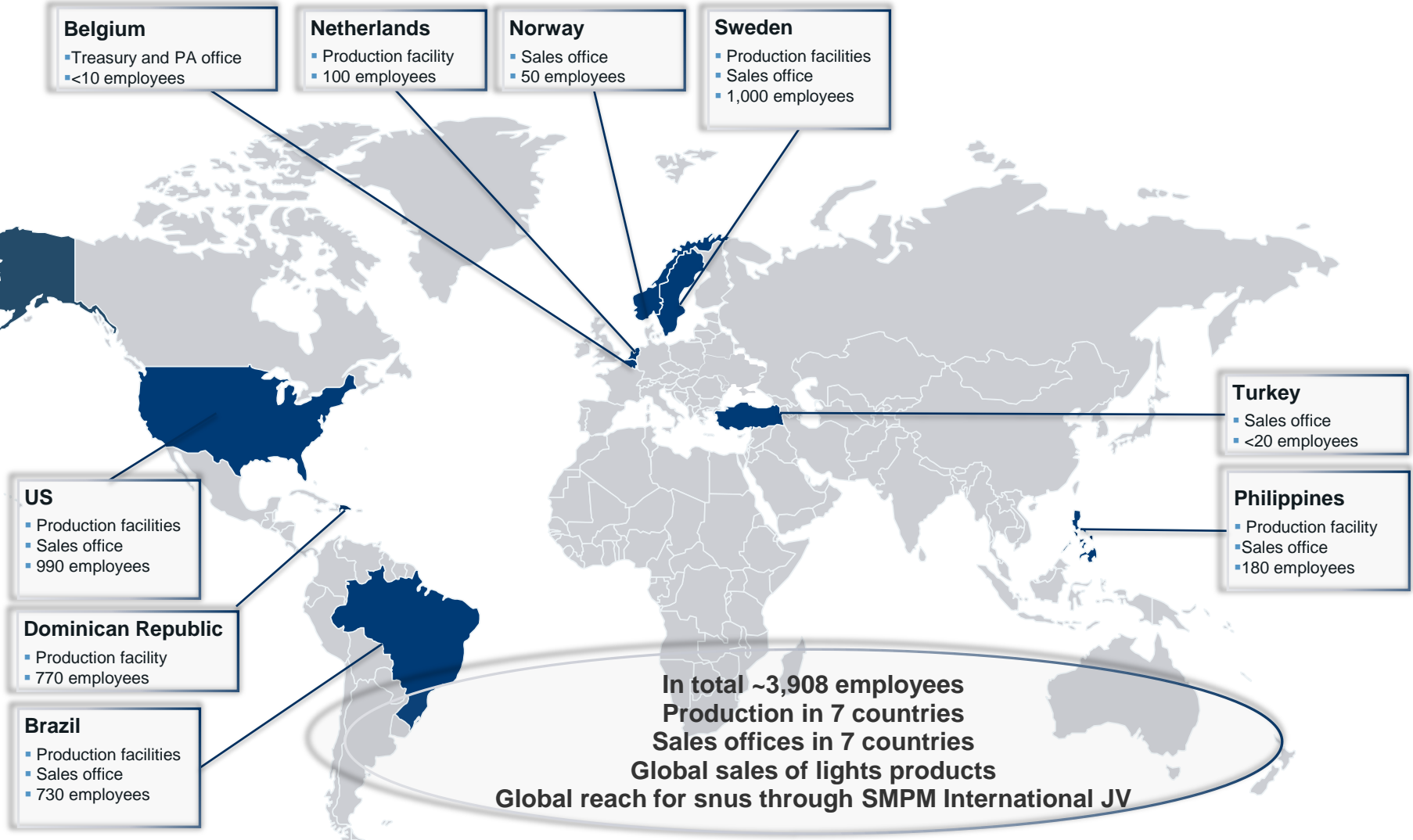
1) Sales excluding businesses transferred to STG.

2) Operating profit excluding businesses transferred to STG, share of loss in STG and larger one time items.

3) Including operating profit from businesses transferred to STG for 2009 and in the first nine months of 2010, as well as the share of loss in STG in the fourth quarter of 2010.

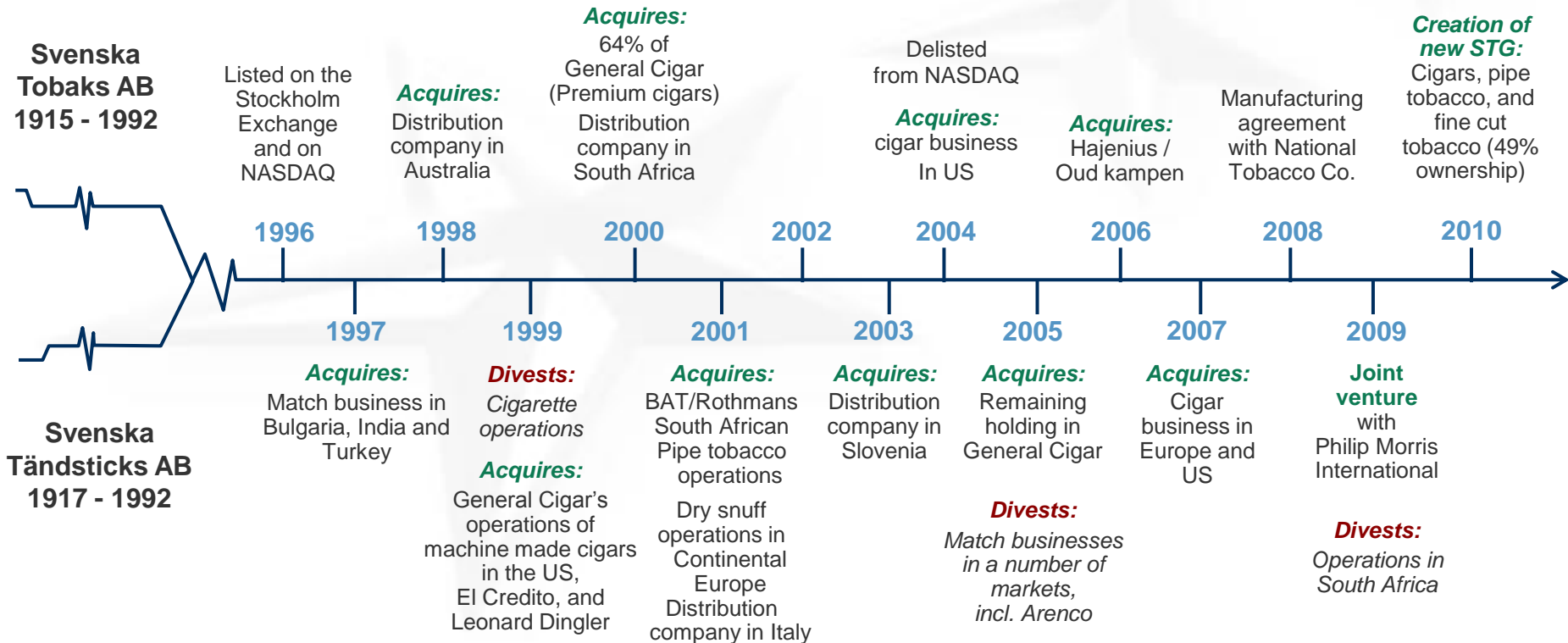
4) Post STG transaction.

Swedish Match – where we operate



NOTE: Employee numbers are post STG transaction.

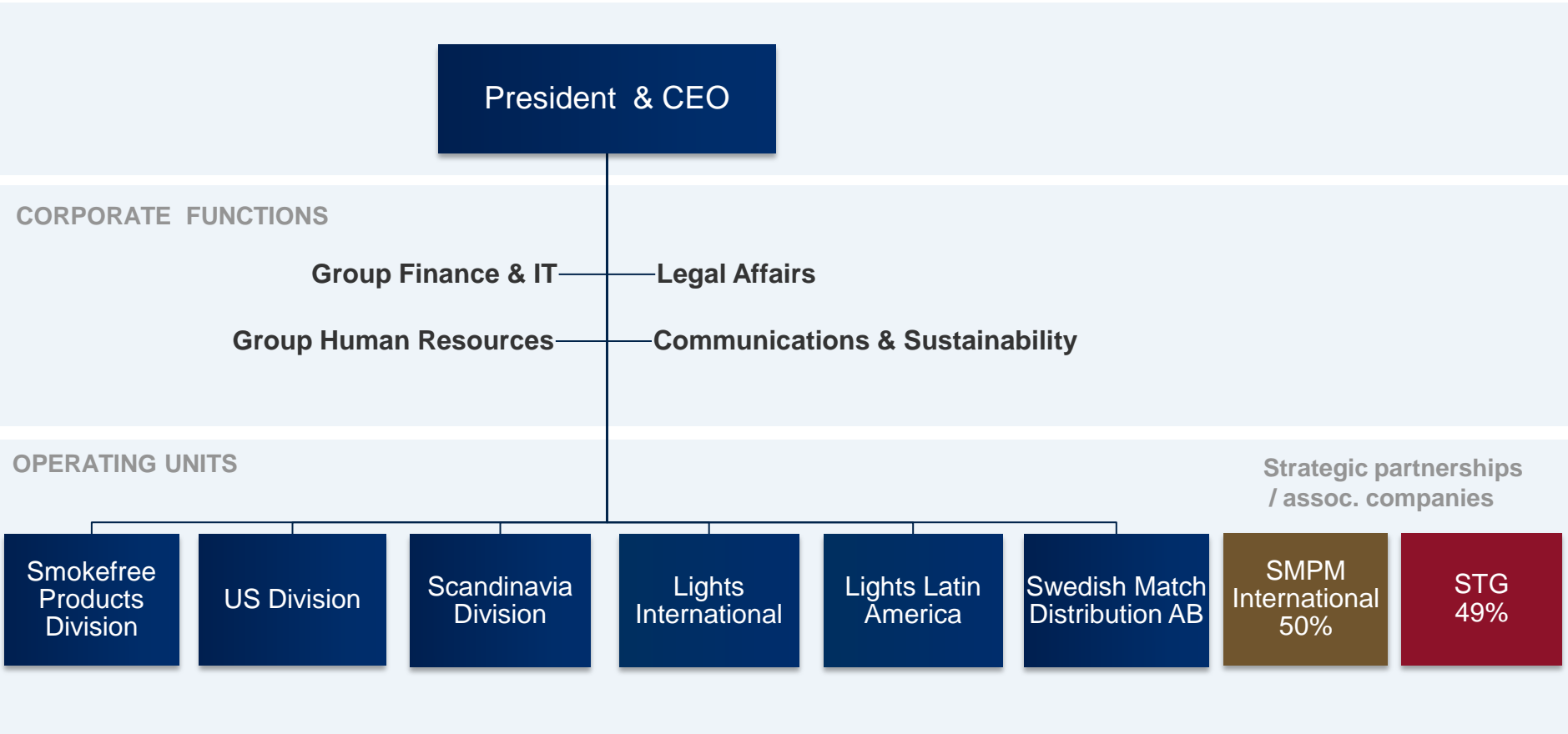
Swedish Match company history



Swedish Match today

- The largest snus manufacturer in Scandinavia, number one position
- The third largest moist snuff manufacturer in the US
- Well positioned in the growing US snus market
- A 50/50 joint venture with Philip Morris International (PMI) to commercialize snus outside of Scandinavia and the US
- The largest manufacturer of chewing tobacco in the US, with market leading brands
- A significant and growing presence in the US mass market cigar market
- A leading manufacturer and distributor of matches and lighters with a strong brand portfolio across the globe
- The largest distributor of tobacco products on the Swedish market
- A 49 percent ownership of Scandinavian Tobacco Group (STG), the world's largest cigar manufacturer, with market leading positions for US premium cigars, European machine-made cigars, and pipe tobacco, as well as for fine cut tobacco

The organization



Group strategy



- Position the Company as the global smokefree leader
 - Leverage our unique heritage, technological lead, talented organization and brand portfolio globally
 - More aggressively pursue growth opportunities on a global basis
 - Be the preferred choice by consumers
 - Be the most valued partner to the trade
 - Remain the industry authority for regulators and opinion makers

- Leverage strong platforms to maximize long term profitability in Other tobacco products
 - Drive profitable growth in US mass market cigars through consumer driven innovation and strong sales execution
 - Capitalize on leading position in the chewing tobacco category and continuously drive productivity improvements

- Continue to focus on operational excellence and profitability in Lights
 - Strong market positions
 - Efficient supply chain

- Realize the potential of STG through active ownership
 - Decisively pursue synergy opportunities
 - Leverage brand portfolio and scale to drive profitable growth

Swedish Match reporting segments

Snus and snuff

- Swedish snus in Scandinavia and US
- US moist snuff
- Income from SMPM International



Other tobacco products (OTP)

- US mass market cigars
- Chewing tobacco



Lights

- Lighters
- Matches
- Fire related products



Other operations

- Distribution
- Central costs

Snus and snuff

- Leading positions for snus in Sweden and Norway
- Well positioned in the value priced moist snuff segment in the US
- Expanding national presence in the rapidly growing US snus market
- Joint venture with Philip Morris International to develop markets outside Scandinavia and the US
- Production in Sweden (snus) and the US (moist snuff)
- Main brands:
 - Scandinavia:** General, Göteborgs Rapé, Ettan, Grovsnus, Catch, and Kronan
 - US:** Longhorn, Timber Wolf, and Red Man for moist snuff and General for snus



Other tobacco products

US mass market cigars and chewing tobacco

- Swedish Match has a significant and growing presence in US mass market cigars
- Swedish Match is the largest manufacturer of US chewing tobacco with market leading brands
- Nearly all the products are sold exclusively in the US
- Production in the US (cigars and chewing tobacco) and in the Dominican Republic (cigars)

- Main brands:

US mass market cigars: White Owl, Garcia y Vega, and Game by Garcia y Vega

Chewing tobacco: Red Man, Red Man Golden Blend, Red Man Silver Blend Southern Pride, J.D.'s Blend and Granger Select



Lights

Matches and lighters

- Swedish Match is the market leader in many markets
- The brands are mainly local and strong in their respective home countries
- Production in Brazil, Bulgaria, the Netherlands, the Philippines, and Sweden
- Some of the largest markets for Swedish Match include Australia, Brazil, France, Russia, Spain, Sweden, and the UK

- Main brands:
Matches and fire related products:
Solstickan, Fiat Lux, Swan, Tres Estrellas, Feudor and Redheads

Lighters: Cricket



Other operations

- Other operations include the distribution company in Sweden and Corporate functions
- The Swedish distribution company is operating independently with several different suppliers. Focus is on distribution of tobacco products and other adjacent categories
- Corporate functions include CEO office, Group Finance and IT, Group Human Resources, Legal Affairs, Corporate Communications & Sustainability



Swedish Match and STG has formed a new company

On October 1, 2010, Swedish Match and Scandinavian Tobacco Group created a new Scandinavian Tobacco Group.

Parts of Swedish Match

- General Cigar (Premium cigars)
- Cigars International (Premium cigars)
- Machine made cigars outside the US
- Pipe tobacco
- Distribution of lights products in selective markets

Former STG

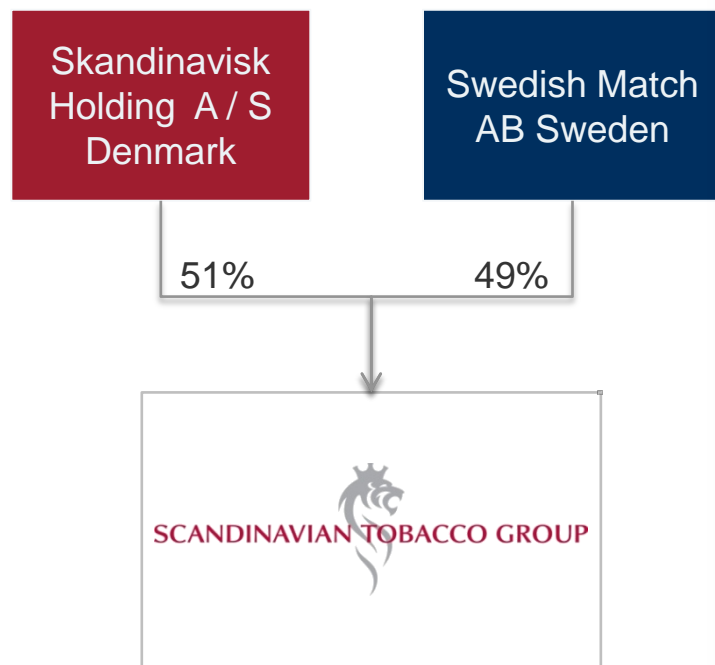
- Cigars
- Pipe tobacco
- Fine cut tobacco



1. Leading position in US premium cigars
2. Leading position in cigars outside the US
3. World leader in pipe tobacco
4. Stronger brand portfolio
5. Additional scale
6. Improved capabilities

The new Scandinavian Tobacco Group (STG)

A leading, global company – with focus on cigars



- Swedish Match share of STG net loss after interests and tax amounted to 60 MSEK in Q4
 - Swedish Match share of loss includes restructuring, other transaction costs, and IFRS adjustments of 175 MSEK pretax
- Q4 total STG operating profit excluding extraordinary items amounted to 206 MSEK
 - Sales increased modestly for machine made cigars and smoking tobacco, while sales declined for premium cigars

Strategic partnership with PMI



- Long term commitment to growing the smokefree category globally
- World class Swedish snus manufacturing, combined with access to a sales force of 75,000 in 160 countries
- Leading smokefree expertise and leading global market capabilities
- Leverage of strong brands and innovation capacities
- Flexible and adaptable, with in depth local knowledge, worldwide
- Long term shareholder value creation potential

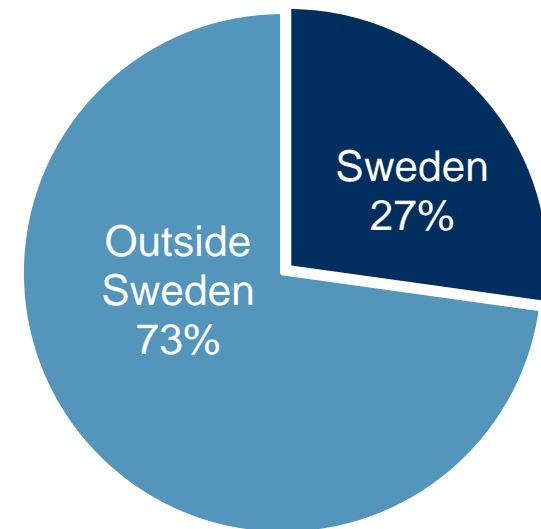
Largest shareholders*

As per December 31, 2010

Largest shareholders

Parvus Asset Management	6.6%
Morgan Stanley Investment Management	6.1%
Swedbank Robur Funds	3.1%
AMF Insurance & Funds	2.4%
SEB Funds	1.5%
Didner & Gerge Mutual Funds	1.5%
SHB Funds	1.4%
Standard Life Investment Fund	1.4%
Second Swedish National Pension Fund	1.3%
Fourth Swedish National Pension Fund	0.9%
	26.2%

53,238 shareholders



Source: Euroclear, official registry and SIS Ägaranalys.

* Percent split of share capital held, excluding Swedish Match shares held in treasury.