

Nasdaq Stockholm: SWMA

31 May, 2016

Swedish Match (publ) share capital and total number of shares

In accordance with the resolution at the Annual General Meeting on April 28, 2016, Swedish Match AB (publ) has cancelled 7,750,000 repurchased treasury shares.

The share capital of 389,515,417.20 SEK remains unchanged, since it, simultaneously with the resolution to reduce the share capital by means of withdrawal of repurchased treasury shares, was resolved to increase the share capital by a transfer from non-restricted shareholders' equity to the share capital (bonus issue). Thereby the share capital was restored to its balance prior to the reduction, without the issuing of any new shares.

The total number of shares in the Company, including the treasury shares held by Swedish Match AB (publ) on May 31, 2016, amount to 188,750,000 shares with the equivalent amount of votes. As per May 31, 2016, Swedish Match AB (publ) held 1,060,632 of these shares in treasury, which corresponds to 0.56 percent of the total amount of shares in the Company.

Contacts:

Marlene Forsell, Senior Vice President and Chief Financial Officer
Office +46 8 658 0489

Emmett Harrison, Senior Vice President Investor Relations and Corporate Sustainability
Office +46 8 658 0173

The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on 31 May, 2016 at 10.00 a.m. (CET).

Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product areas Snus and moist snuff, Other tobacco products (cigars and chewing tobacco), and Lights (matches, lighters, and complementary products). Production is located in six countries, with sales concentrated in Scandinavia and the US. The Group's global operations generated sales of 14,675 MSEK for the twelve month period ending 31 March 2016. The Swedish Match share is listed on Nasdaq Stockholm (SWMA).

Swedish Match's vision is a world without cigarettes. Some of its well-known brands include: *General, Longhorn, White Owl, Red Man, Fiat Lux, and Cricket.*

Swedish Match AB (publ), SE-118 85 Stockholm, Sweden
Visiting address: Sveavägen 44, 8th Floor. Telephone: +46 8 658 0200
Corporate Identity Number: 556015-0756
www.swedishmatch.com