

Nasdaq Stockholm: SWMA

December 11, 2017

New Chief Financial Officer at Swedish Match

Swedish Match today announced that Marlene Forsell has decided to resign as Chief Financial Officer for family reasons and that she will leave her position on March 9, 2018. She will be replaced by Tom Hayes who is currently Vice President Business Control and CFO in Swedish Match's US Division.

CEO Lars Dahlgren's comment:

Marlene joined our company in 2004 and became CFO in 2013. Throughout her successful career at Swedish Match she has made many important contributions to our Company. We are very sorry that Marlene has decided to resign.

We are fortunate to have a strong replacement in Tom Hayes who has been with Swedish Match since 2006. He already has experience in the CFO role at Swedish Match as he was acting CFO for nine months during Marlene's parental leave in 2013 and 2014.

Contacts:

Lars Dahlgren, President and Chief Executive Officer
Office +46 8 658 0441

Marlene Forsell, Senior Vice President and Chief Financial Officer
Office +46 70 864 9244

Swedish Match develops, manufactures, and sells quality products with market-leading brands. Swedish Match's product areas are Snus and moist snuff, Other tobacco products (cigars and chewing tobacco), Lights (matches, lighters, and complementary products), and Other operations. Production is located in six countries, with sales concentrated in Scandinavia and the US. The Group's global operations generated sales of 16,014 MSEK for the twelve month period ending 30 September 2017. 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