

Nasdaq Stockholm: SWMA

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Advocate General does not recommend the European Court of Justice to find the EU snus ban invalid

ECJ Advocate General Saugmandsgaard Øe has today issued his opinion on the EU snus ban. Although he finds that snus is less hazardous than cigarettes he does not recommend the ECJ to find the EU snus ban invalid. In the opinion, the Advocate General gives the EU legislature a very broad discretion in areas which involve political, economic and social choices. He states that in his opinion it is not the task of the Court to assess the scientific evidence submitted in the case but rather recommends that the Court leave such assessments to the EU legislature.

“We are disappointed with the opinion and hope that the Court will come to a different conclusion in its final ruling,” says Marie-Louise Heiman, General Counsel at Swedish Match. The reasoning behind the Advocate General’s opinion would severely limit the Court’s assessment of EU legislation. With this reasoning, almost any product could be banned in the EU without a meaningful judicial review. The final ruling is expected towards the end of the second quarter or in the third quarter of this year.

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Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product areas Snus and moist snuff, Other tobacco products, and Lights. Production is located in seven countries, with sales concentrated in Scandinavia and the US. The Group’s global operations generated sales of 16,101 MSEK for the twelve month period ending 31 December 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.*

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