

Nasdaq Stockholm: SWMA

November 22, 2018

Swedish Match comments on ECJ judgement

Today, the European Court of Justice (ECJ) published its judgment concerning the prohibition to sell Swedish snus to other European Union Member States. The court rules that Swedish snus will continue to be excluded from the EU's internal market.

In its judgement the court states that EU legislature has broad discretion within the area at issue and that this implies that judicial review is limited. These limitations apply both to measures decided by the EU legislature and to the basic facts on which these measures have been based. Based on such limited review the court does not find that the ban on snus is manifestly inappropriate.

The judgment of the ECJ cannot be appealed which leaves a future removal of the ban essentially a political issue.

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Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product segments 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 12,616 MSEK for the twelve month period ending September 30, 2018. 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, ZYN, Game, Red Man, Fiat Lux, and Cricket.*

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