

Nasdaq Stockholm: SWMA

September 8, 2022

Comment to corrected insider trade reporting by the Chairman of the Board

The Chairman of the Board, Conny Karlsson, has corrected the reporting which today was mistakenly made to the Swedish Financial Supervisory Authority regarding a sale of his shareholding in Swedish Match. The background to the mistake is the Chairman's instruction to his bank to accept the public offer from Philip Morris in respect of his shares in Swedish Match. Such acceptance of the offer may be withdrawn at any time until the expiry of the acceptance period in accordance with the terms of the offer and Swedish Takeover Regulation. An acceptance of the offer should only be reported if and when the offer is declared unconditional and provided it has not then been withdrawn.

Contacts:

Johan Levén, Vice President Investor Relations
Phone +46 70 207 2116

Johan Wredberg, Director Communications and Media Relations
Phone +46 730 27 93 43

Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product segments Smokefree, Cigars, and Lights. Production is located in seven countries, with sales concentrated in the US and Scandinavia. The Group's global operations generated sales of 19,983 MSEK for the twelve month period ending June 30, 2022. 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, ZYN, Longhorn, Game, America's Best Chew, Fiat Lux, and Cricket*.

Swedish Match AB (publ), SE-118 85 Stockholm, Sweden
Visiting address: Sveavägen 44, 8th Floor. Telephone: +46 10 13 93 000
Corporate Identity Number: 556015-0756
www.swedishmatch.com