

The Nominating Committee's proposal under item 12 on the Agenda of the Annual General Meeting of Swedish Match AB (publ) on April 2, 2020

The Nominating Committee proposes election of the Board of Directors according to the following:

Re-election of: Charles A. Blixt
 Andrew Cripps
 Jacqueline Hoogerbrugge
 Conny Karlsson
 Pauline Lindwall
 Wenche Rolfsen
 Joakim Westh

The Nominating Committee proposes Alexander Lacik to be elected as new member of the Board of Directors.

The Nominating Committee further proposes that Conny Karlsson is elected as Chairman of the Board of Directors and Andrew Cripps is elected as deputy Chairman of the Board of Directors.

All proposed Board members to be elected by the Annual General Meeting are considered to be independent in relation to the Company, the executive management and major shareholders of the Company.

Presentation of proposed Board members

Conny Karlsson

Born 1955. M.Sc. in Economics and Business. Chairman of the Board of Directors since 2007. Board member since 2006. Chairman of the Remuneration Committee.

Other board assignments: Chairman of Cake 0 emission AB. Non-Executive Board member of Malte Månsson AB and Yrkesakademin AB.

Previous positions: Chief Executive Officer, Duni AB; Marketing Director, Procter & Gamble UK; Marketing Director and Regional Director, Procter & Gamble Scandinavia; Marketing Director, Procter & Gamble E&SO.

Own and related parties' shares: 30,000

Andrew Cripps

Born 1957. B.A. University of Cambridge. Chartered Accountant. Board member since 2006. Deputy Chairman of the Board of Directors and member of the Audit Committee.

Other board assignments: Non-Executive Director and Audit Committee Chair of the Howden Joinery Group plc.

Previous positions: Director of Corporate Finance, Rothmans International Plc; Director of Investments, British American Tobacco; President, Laurens International SA. Board member of a number of European consumer products businesses.

Own and related parties' shares: 19,200

Charles A. Blixt

Born 1951, Jur.Dr. and B.A University of Illinois. Board member since 2015.

Member of the Remuneration Committee.

Other board assignments: Non-Executive Chairman, Atrum Coal Limited, Non-Executive Director, Lamb Weston Holdings Inc.

Previous positions: Interim General Counsel, Krispy Kreme Doughnuts Inc; Executive Vice President and General Counsel, Reynolds American Inc.

Own and related parties' shares: 3,000

Jacqueline Hoogerbrugge

Born 1963. M.Sc. Chemical Engineering from the University of Groningen. Board member since 2015. Member of the Remuneration Committee.

Other board assignments: Non-executive Board Member of Ikea Industry AB, Dometic AB, Broadview BV and BA Glass.

Previous positions President Operations, Cloetta AB; President Operations, Leaf International BV; Vice President Operations, Danone's Medical Nutrition Division; Vice President Procurement, Numico Baby & Medical Food, various positions in engineering, manufacturing and procurement, Unilever; and various positions in engineering and sales, Fluor Daniel.

Own and related parties' shares: 3,200

Pauline Lindwall

Born 1961. BSc, University of Växjö. Board member since 2017.

Other board assignments: Non-Executive Board member of McKesson Europe AG, and Duni AB.

Previous positions: Category Director Coffee, France and Southern Europe Mondelez International, Country Business Manager Nestlé Nutrition Germany & Austria, Country Business Manager Nestlé Nutrition Indonesia, Nordic Marketing Director Nestlé Nordic, Head of Nestlé Innovation Out of Home Coffee UK, Nordic Marketing Manager Nestlé Coffee & Beverages,

Own and related parties' shares: 2,165

Wenche Rolfsen

Born 1952. M.Sc. in Pharmacy and Ph.D. in Pharmacology from Uppsala University. Board member since 2013. Member of the Audit Committee.

Other board assignments: Chairman of Index Pharmaceuticals and Bioarctic AB.

Previous positions: Vice President Quintiles Phase I, Europe, CEO, Quintiles, Scandinavia; Director, Quintiles, Sweden; Managing Director of Pharmacology, Pharmacia Upjohn, Head of Pharmacology, Pharmacia Ophthalmics; Head of Pharmacology, Pharmacia Läkemedel.

Own and related parties' shares: 3,180

Joakim Westh

Born 1961. M.Sc. Royal Institute of Technology and M.Sc. Aeronautics and Astronautics MIT. Board member since 2011. Chairman of the Audit Committee.

Other board assignments: Chairman of the Board of Amexci AB. Board member and Chairman of the Audit Committee of Saab AB, Board member and Chairman of the HR Committee of CGI Inc; Non-Executive Board member of Absolent Group AB.

Previous positions: Senior Vice President and Head of Group Function Strategy and Operational Excellence and member of Group Management Team, Telefonaktiebolaget LM Ericsson; Group Vice President and member of the Executive Management Team, Assa Abloy AB; Chairman, Absolent AB; Partner, McKinsey & Co. Inc.

Own and related parties' shares: 2,500

Alexander Lacik

Born 1965. BSc in Business Administration from the Linnaeus University. CEO of Pandora.

Other board assignments: Board member of Coxa Carry International AB.

Previous positions: CEO of Britax Ltd., President of North America, Reckitt Benckiser, various international management positions, Reckitt Benckiser, positions in sales and marketing, Procter & Gamble.

Own and related parties' shares: 0

Additionally, the shareholders are informed that the employees' associations have, through special elections, appointed:

As members of the Board:

Patrik Engelbrektsson, LO
Pär-Ola Olausson, LO
Dragan Popovic, PTK

As deputy members of the Board:

Matthias Eklund, LO
Niclas Bengtsson, SACO
Niclas Ed, PTK