SWEDISH Match

Who we are, what we do
Swedish Match 2004

- Net sales 13,007 MSEK
- Operating income 3,370 MSEK
- Number of employees 15,039
- Manufacturing in 16 countries
- Sales in more than 150 countries
Swedish Match history

1917
Svenska Tändsticks AB (STAB)

1915
Svenska Tobaksmonopolet (STM)

1961
STM becomes Svenska Tobaks AB

1971
Svenska Tobaks is transferred to Statsföretag AB

1984
Statsföretag changes name to Procordia

1980
STAB becomes Swedish Match

1988
STORA acquires Swedish Match

1992
Procordia acquires Swedish Match

1994
Volvo acquires Swedish Match

1996
Swedish Match is listed on the Stockholm Exchange and on NASDAQ

1997
Acquires match business in Bulgaria, India and Turkey

1998
Acquires distribution company in Australia

1999
Acquires:
- General Cigar’s operations of machine-made cigars in the US
- El Credito, manufacturer of premium cigars, US
- Leonard Dingler, manufacturer of pipe tobacco and snuff in South Africa

Divests:
- Cigarette operations

2000
Acquires:
- 64% of General Cigar Holdings (Premium Cigars)
- Distribution company in South Africa

2001
Acquires:
- BAT/Rothmans South African Pipe Tobacco operations
- Dry snuff operations in Continental Europe
- Distribution company in Italy
The share is listed on Stockholmsbörsen (SWMA)

Main shareholders

- Fidelity Funds.............. 4.8%
- Capital Group ............ 3.8%
- SHB/SPP-fonder .......... 2.3%
- Robur Fonder .............. 2.0%
- SEB .......................... 1.6%
- Threadneedle Fund ...... 1.4%
- GMO Int’l Funds .......... 1.2%
- Janus Fund .............. 1.1%
- Andra AP-fonden ....... 0.9%
- Tredje AP-fonden ....... 0.9%

Totalt 20.0%

Source: SIS Ägarservice AB

December 31, 2004
Swedish Match intends to be a Unique Tobacco Company, using its world leading brands and niche products to work in growing markets in harmony with current social and consumer trends.
Sales per product area 2004

- **Snuff**: 24%
- **Chewing tobacco**: 22%
- **Cigars**: 24%
- **Lighters**: 8%
- **Matches**: 7%
- **Pipe tobacco and accessories**: 11%
- **Other operations**: 4%

www.swedishmatch.com
Sales growth led by snus & snuff, cigars

Sales growth from **Snuff and Chewing**
- primarily organic

Sales growth from **Cigars and Pipe**
- primarily through acquisitions

Four year comparison of sales

- **2001**
- **2002**
- **2003**
- **2004**

Sales growth from Snuff and Chewing - primarily organic
Sales growth from Cigars and Pipe - primarily through acquisitions
Sales growth led by snus & snuff, cigars

Four year comparison, operating income

- Snuff
- Chewing
- Cigars
- Pipe/Access.
- Matches
- Lighters
Organization

President & CEO

Group Finance
Corporate Affairs
Group Human Resources

North Europe
Continental Europe
North America
Overseas
Swedish Match is the only company with significant international snuff operations. The company has a leading position...

...in the Nordic snuff market and in South Africa.

In North America, the company has the largest share of the fast-growing value price segment

Major brands:
- Catch
- Ettan
- General
- Grovsnus
- Renegades
- Taxi
- Timber Wolf
Chewing tobacco

Swedish Match is the largest player in the market for American chewing tobacco

**Major brands:**
- Granger Select
- J.D’s Blend
- Red Man
- Red Man Golden Blend
- Red Man Select
- Southern Pride
Swedish Match is one of the largest producers of cigars and cigarillos in the world, and is the second largest in sales value.

Major brands:
- Bellman
- Garcia y Vega
- De Heeren van Ruysdael
- Justus van Maurik
- La Gloria Cubana
- La Paz
- Macanudo
- Partagas
- Punsch
- Willem II
- Wings
Swedish Match is one of the world’s largest manufacturers of pipe tobacco

Major brands:
- Best Blend
- Borkum Riff
- Boxer
- Half and Half
- Hamitons blandning
- Mellow Breeze
- Velvet
Swedish Match has approximately 10 percent of the world market for matches

**Major brands:**
- Englands Glory
- Fiat Lux
- Redheads
- Solstickan
- Swan Vestas
- Three Stars
Swedish Match is one of the players in the international market for lighters

Major brand:
- Cricket

Other brands:
- Various local and private label brands, as well as advertising products
Swedish Match Tour

The purpose of Swedish Match corporate events is to create and deepen commercial relationships that strengthen the Group’s image and long-term profitability.

Swedish Match Tour consolidates the world’s top match racing events under a single name.
Our core values

- Communication
- Teamwork
- Trust
- Innovation
- Recognition
- Growth