Who we are,
what we do

Last update: August 2006
Swedish Match 2005

- Net sales 13,311 MSEK
- Operating income 2,825 MSEK
- Number of employees 14,333
- Manufacturing in 12 countries
- Sales in more than 120 countries
Swedish Match history 1915-1996

- 1915: Svenska Tobaksmonopolet
- 1917: Svenska Tändsticks AB
- 1961: Becomes Svenska Tobaks AB
- 1971: Transferred to Statsföretag AB
- 1980: Becomes Swedish Match
- 1984: Changes name to Procordia
- 1988: Acquired by STORA
- 1992: Procordia acquires Swedish Match
- 1994: Acquired by Volvo
- 1996: Listed on the Stockholm Exchange and on NASDAQ (delisted from NASDAQ in 2004)
Swedish Match history 1996-today

**Svenska Tobaks AB**
1915 - 1992

- Listed on the **Stockholm Exchange** and on NASDAQ
- **1996**
  - Acquires: **Match business** in Bulgaria, India and Turkey

**Svenska Tändsticks AB**
1917 - 1992

- Acquires: **Distribution company** in Australia
- **1998**
- **2000**
  - Acquires: **64% of General Cigar (Premium Cigars)**
  - Distribution company in South Africa

- **2002**
  - Acquires: **BAT/Rothmans South African Pipe Tobacco operations**
  - **Dry snuff operations in Continental Europe**
  - Distribution company in Italy

- **2003**
  - Acquires: **Distribution company in Slovenia**

- **2004**
  - Acquires: **Hajenius / Oud kampen from Burger Group**

- **2005**
  - Divests: **Arenco**
  - Acquires: **UST:s cigar business Distribution company in Poland**

- **2006**
  - Delisted from NASDAQ
  - Acquires: **remaining holding in General Cigar**
  - Divests: **Match businesses in a number of markets**

**1996**
- Acquires: **Distribution company in Australia**
- **1998**
- **2000**
  - Acquires: **General Cigar’s operations of machine made cigars in the US, El Credito, and Leonard Dingler**

**1999**
- Divests: **Cigarette operations**
The share is listed on Stockholmsbörsen (SWMA)

**Main shareholders:**

- Wellington .................... 10.1%
- SHB/SPP-fonder .......... 2.5%
- Robur Fonder ............... 1.6%
- Pensioenfonds PGGM .. 1.1%
- Första AP-fonden ...... 1.1%
- Tredje AP-fonden ...... 1.0%
- GMO Int’l Funds .......... 0.9%
- SEB fonder ............... 0.8%
- Threadneedle ............ 0.7%
- Govt of Singapore ...... 0.7%

**Total** 20.5%

*Excluding treasury shares
Source: SIS Ägarservice AB
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 2005

- Snuff: 23%
- Chewing tobacco: 25%
- Cigars: 8%
- Matches: 7%
- Lighters: 10%
- Pipe tobacco and accessories: 5%
- Other operations: 22%
Sales growth led by snus & snuff, cigars

Five year comparison of sales

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

Comparisons across years (2001-2005)
Operating Income growth led by snus & snuff, cigars

Five year comparison, operating income

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

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 strong position in the fast-growing value price segment

Major brands:

- General
- Ettan
- Catch
- Grovsnus
- Göteborgs Rapé
- Timber Wolf
- Longhorn
- Taxi
Swedish Match is the largest player in the market for American chewing tobacco

**Major brands:**
- Red Man
- Southern Pride
- Granger Select
- J.D’s Blend
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:**

- **Premium**
  - Macanudo
  - Partagas
  - Punch
  - Hoyo de Monterrey
  - Cohiba
  - La Gloria Cubana
  - Don Tomas
  - Helix

- **Machine-made**
  - White Owl
  - Garcia y Vega
  - Bellman
  - Hofnar
  - La Paz
  - Willem II
  - Justus van Maurik
  - Wings
Pipe tobacco and accessories

Swedish Match is one of the world’s largest manufacturers of pipe tobacco

**Major brands:**
- Borkum Riff
- Half and Half
- Paladin
- Best Blend
- Boxer
- Black & White
- Greve Gilbert Hamiltons blandning
- 1904
- Velvet
Swedish Match is the market leader in a number of markets for matches. The brands are mostly local.

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

**Major brands:**
- Cricket
- Poppell
Our core values

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