



SWEDISH MATCH

Who we are,
what we do



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 2005

North America Division

Richmond, Virginia, USA

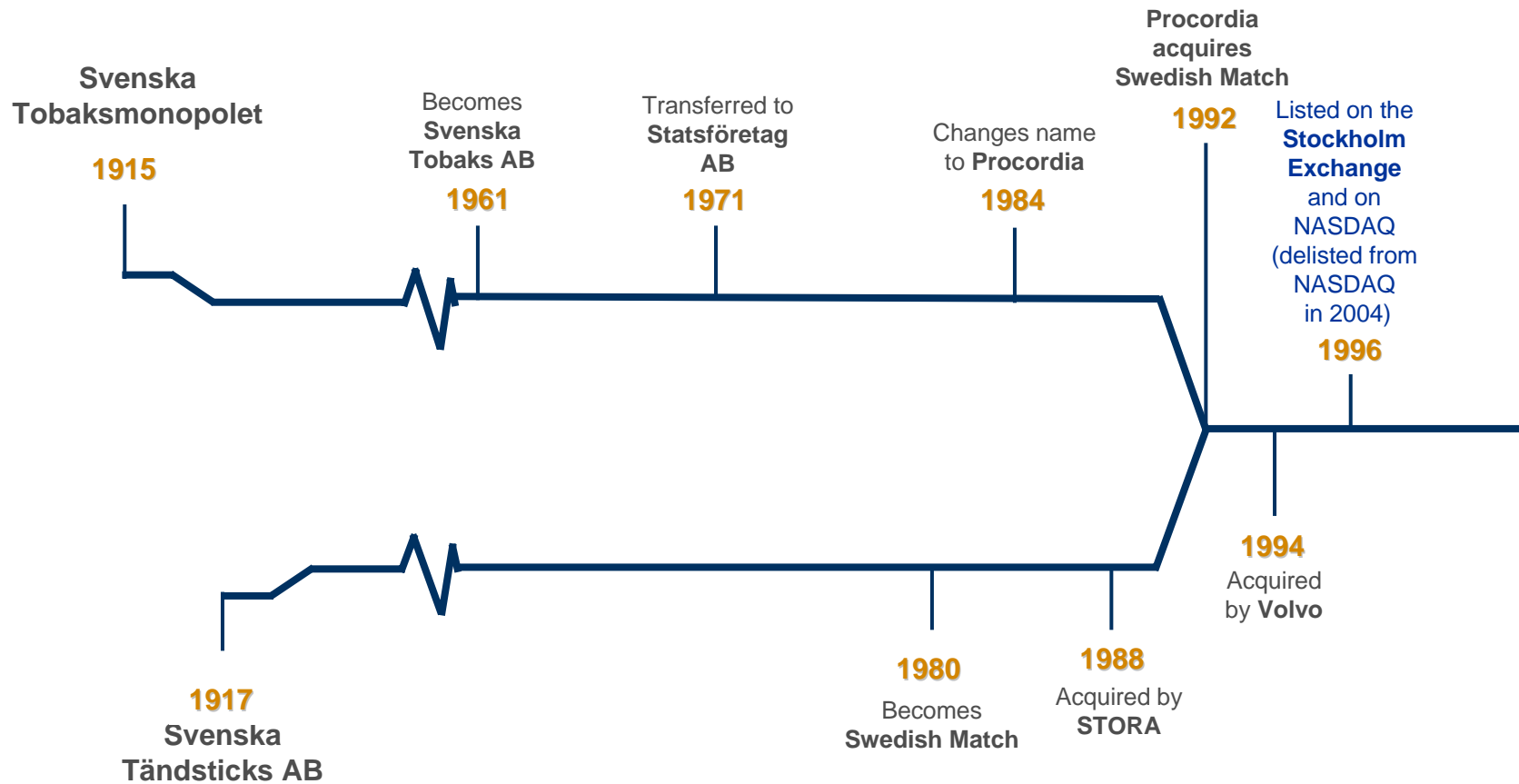
North Europe Division

Stockholm, Sweden

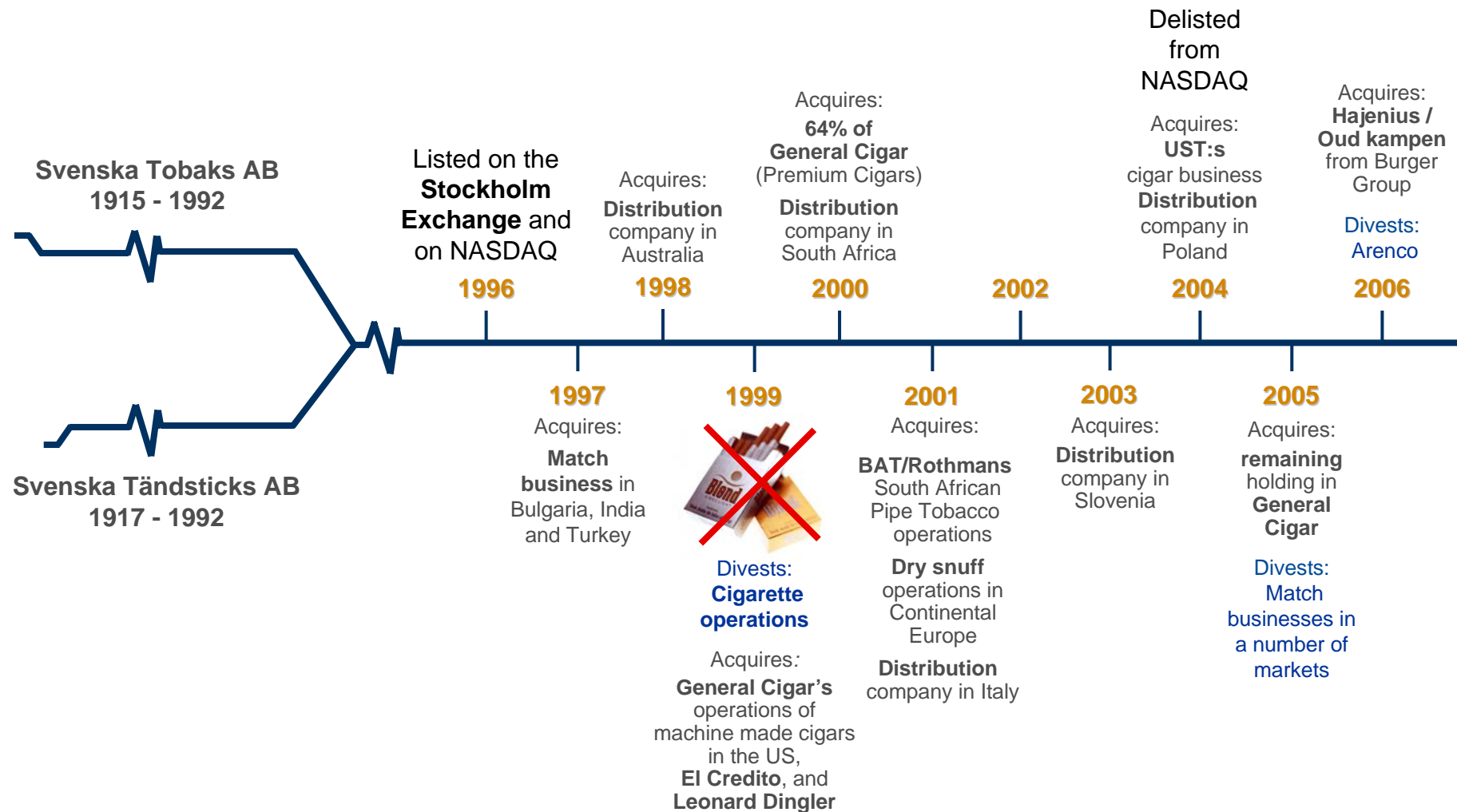
International Division

Valkenswaard, Netherlands

Swedish Match history 1915-1996

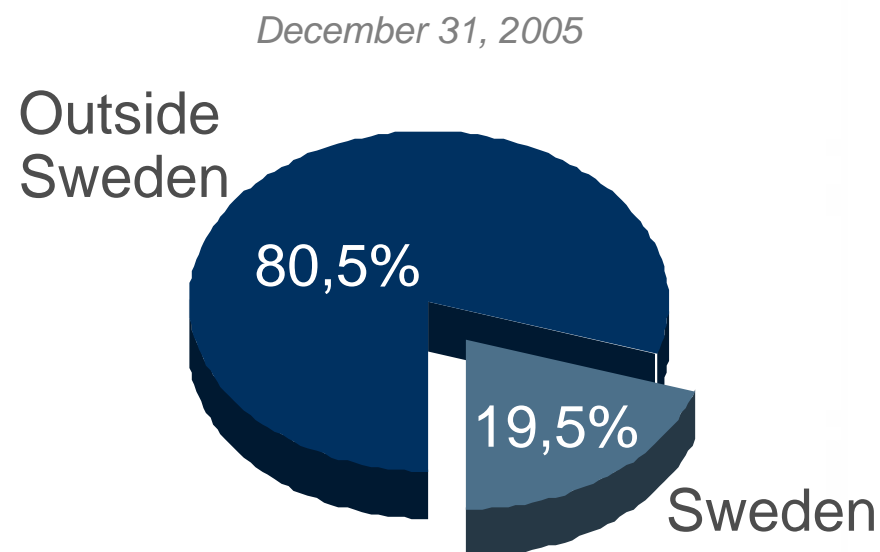


Swedish Match history 1996-today



Shareholders

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%

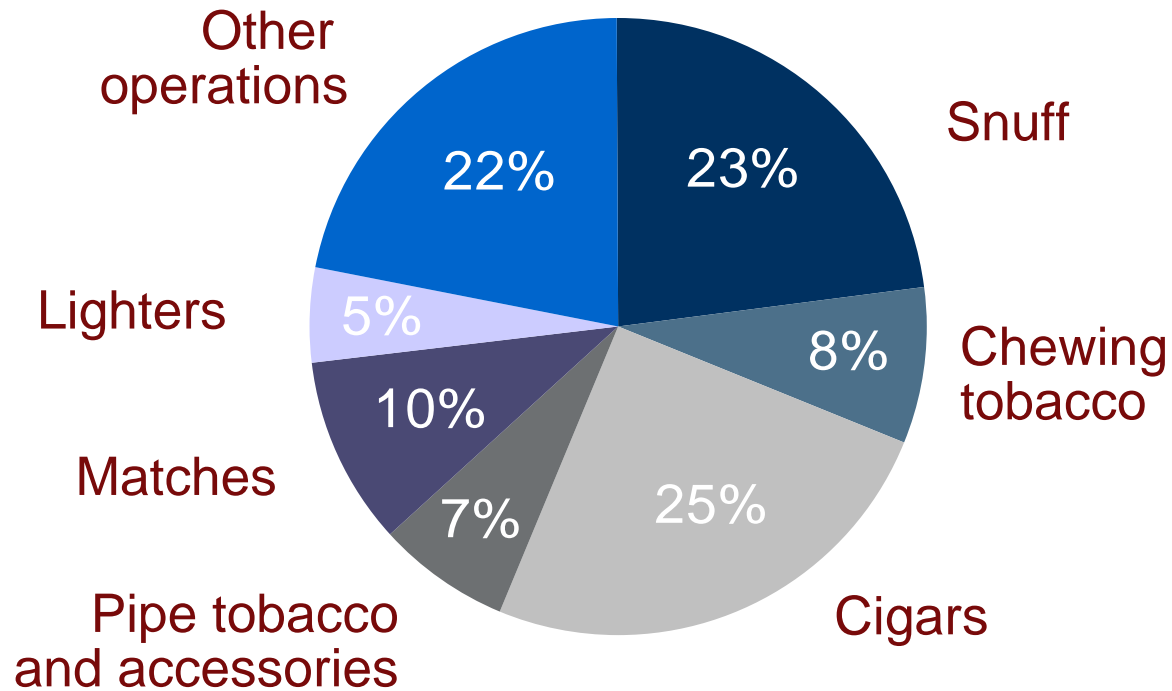
* Excluding treasury shares
Source: SIS Ägarservice AB

Strategic direction



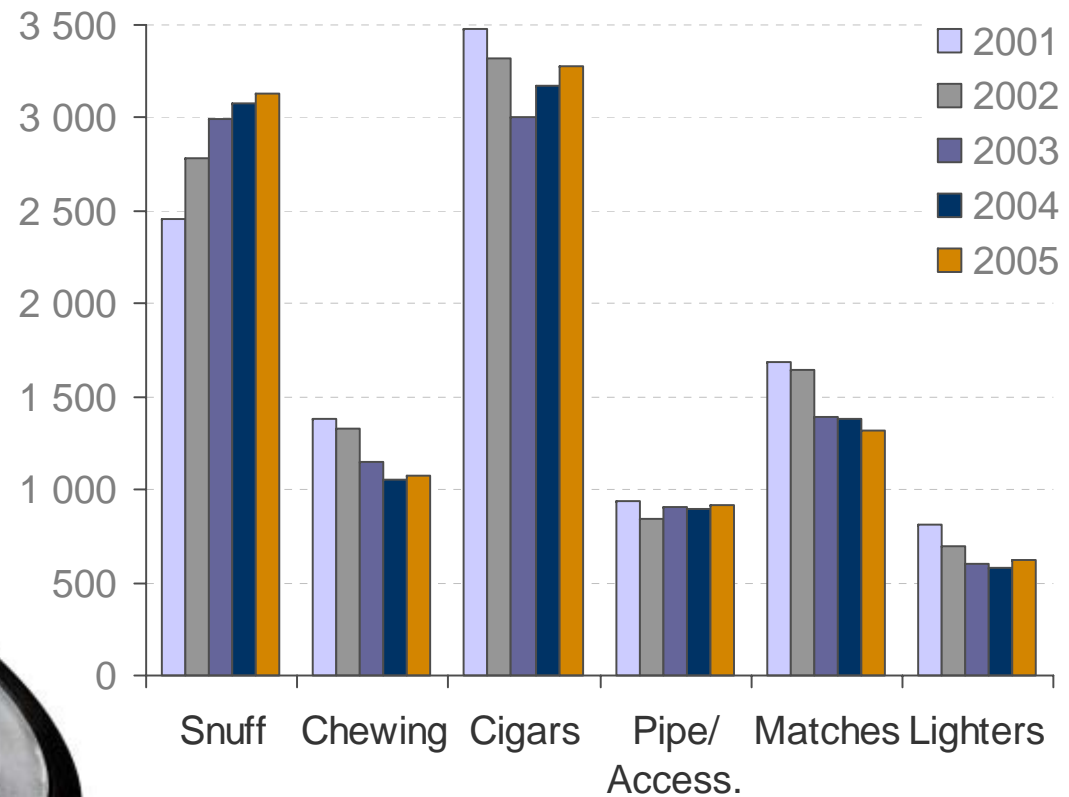
Swedish Match intends to be a Unique Tobacco Company, using its world leading brands and niche products to work in growing markets in harmony with current social and consumer trends

Sales per product area 2005



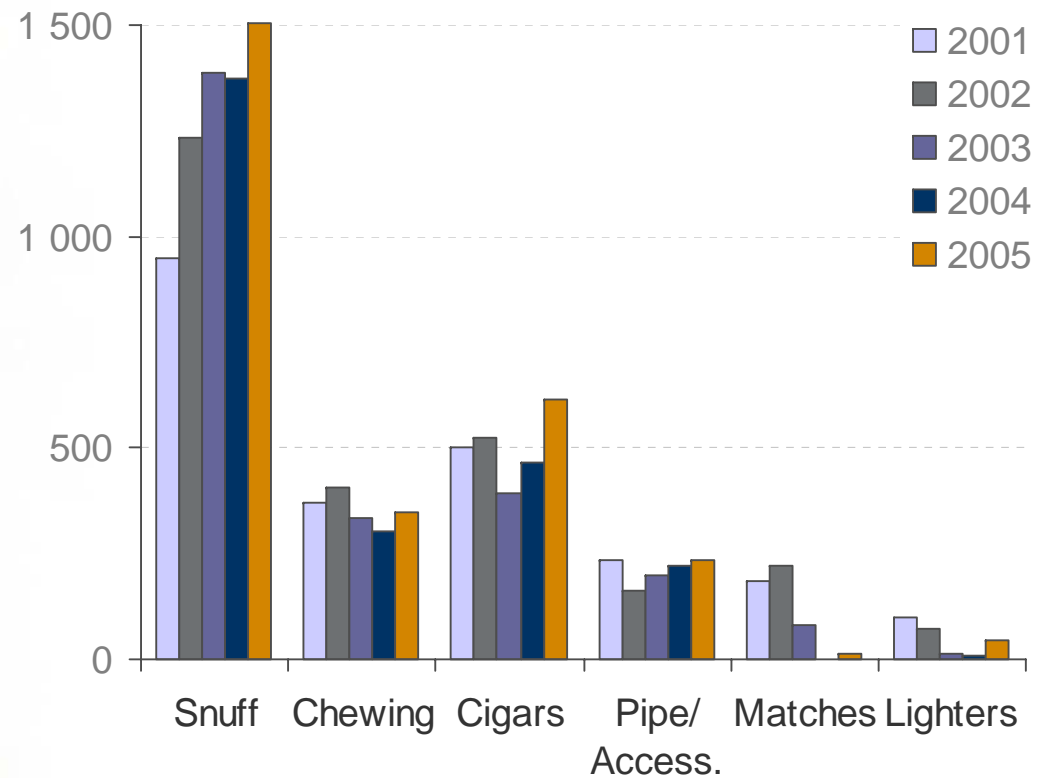
Sales growth led by snus & snuff, cigars

Five year comparison of sales

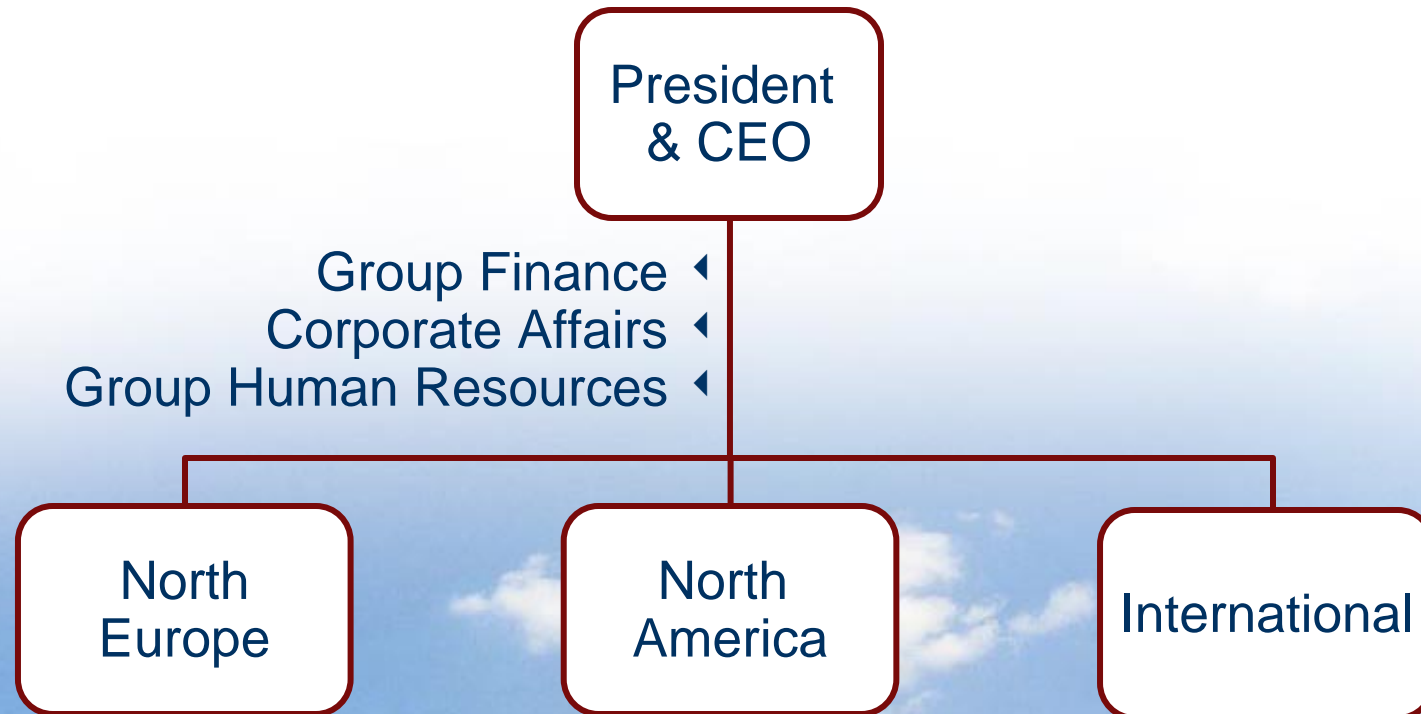


Operating Income growth led by snus & snuff, cigars

Five year comparison, operating income



Organization



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



Chewing tobacco

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



Cigars

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

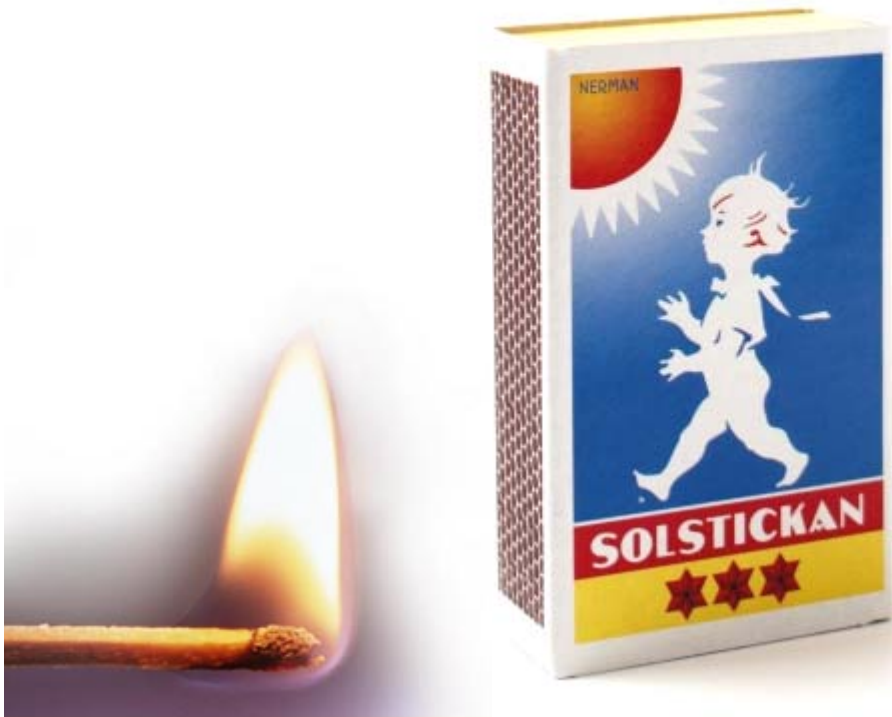
Major brands:

- Borkum Riff
- Half and Half
- Paladin
- Best Blend
- Boxer
- Black & White
- Greve Gilbert Hamiltons blandning
- 1904
- Velvet



Matches

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

Lighters

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