Swedish Match 2006

- Net sales 12,911 MSEK
- Operating income 3,235 MSEK
- Number of employees 12,465
- Manufacturing in 11 countries
- Sales in more than 100 countries
Swedish Match 2006

North America Division
Richmond, Virginia, USA

Corporate headquarters
Stockholm, Sweden

North Europe Division
Stockholm, Sweden

International Division
Valkenswaard, Netherlands

A Top 10 Market
A Top 15 Market
Swedish Match company history

Svenska Tobaks AB
1915 - 1992

Listed on the Stockholm Exchange and on NASDAQ

1996

1997
Acquires: Match business in Bulgaria, India and Turkey

1999
Divests: Cigarette operations

1998
Acquires: Distribution company in Australia

2000
Acquires: 64% of General Cigar (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

2002
Acquires: UST:s cigar business Distribution company in Poland

2003
Acquires: remaining holding in General Cigar Distribution company in Slovenia

2004
Acquires: Hajenius / Oud kampen from Burger Group Divests: Arenco

2005
Acquires: remaining holding in General Cigar

2006
Acquires: Bogaert Cigars in Europe

2007
Acquires: 64% of General Cigar’s operations of machine made cigars in the US, El Credito, and Leonard Dingler

2008
Divests: Match businesses in a number of markets

2009
Delisted from NASDAQ
Shareholders

The share is listed on Stockholmsbörsen (SWMA)

December 31, 2006

Outside Sweden 79.2%
Sweden 20.8%

Main shareholders:

Wellington 11.2%
Swedbank Robur fonder 1.5%
SEB fonder 1.5%
SHB/SPP-fonder 1.3%
DWS Scudder fonder 1.1%
Första AP-fonden 1.1%
Tredje AP-fonden 1.0%
Pensioenefonds PGGM 0.9%
Andra AP-fonden 0.8%
Azimut Gestione Funds 0.8%
Total* 21.1%

* 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 2006

- Snuff: 26%
- Cigars: 26%
- Pipe tobacco and accessories: 7%
- Chewing tobacco: 8%
- Lights: 12%
- Other operations: 21%
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
Swedish Match holds a leading position…

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

In North America, Swedish Match is one of the major players in the growing value-price snuff segment.

**Major brands:**
- General
- Ettan
- Catch
- Grovsnus
- Göteborgs Rapé
- Timber Wolf
- Longhorn
- Taxi
Swedish Match is the world’s second largest producer and distributor of cigars and cigarillos. The Company has a leading position in the US market for premium cigars.

**Major brands:**

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

**Machine-made**
- White Owl
- Garcia y Vega
- Bellman
- Hofnar
- La Paz
- Willem II
- Justus van Maurik
Swedish Match is the largest player in the US market for chewing tobacco.

**Major brands:**
- Red Man
- Southern Pride
- Granger Select
- J.D’s Blend
Swedish Match is one of the world’s largest producers of pipe tobacco.

**Major brands:**
- Borkum Riff
- Half and Half
- Best Blend
- Boxer
- Black & White
- Greve Gilbert Hamiltons blandning
- Nineteen O’Four
Swedish Match has a strong position in a number of markets for matches. The brands are mostly local and very strong in their respective markets. Swedish Match is a key player in the international market for disposable lighters.

Major brands:

- Solstickan
- Swan
- Three Stars
- England’s Glory
- Redheads
- Fiat Lux
- Cricket
- Poppell
Our core values

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