Who we are. What we do.
Swedish Match is a global Group with a broad offering of market-leading brands in smokeless tobacco products, cigars, pipe tobacco and lights products. The share is listed on the OMX Nordic Exchange in Stockholm.
Swedish Match 2007

- Net sales 12,551 MSEK
- Operating profit 2,997 MSEK
- Number of employees 12,075
- Manufacturing in 11 countries
- Sales worldwide in more than 100 countries
Swedish Match 2007

North America Division
Richmond, Virginia, USA

Corporate headquarters
Stockholm, Sweden

International Division
Valkenswaard, Netherlands

North Europe Division
Stockholm, Sweden

Top 10 markets
Top 15 markets
Other major markets
Swedish Match company history

Svenska Tobaks AB
1915 - 1992

Svenska Tändsticks AB
1917 - 1992

Listed on the
Stockholm
Exchange and
on NASDAQ

196

1996

1998

1999

2000

2002

2004

2006

1997

1999

2001

2003

2005

2007

Acquires:
Match
business in
Bulgaria, India
and Turkey

Acquires:
Distribution
company in
Australia

Acquires:
64% of
General Cigar
(Premium Cigars)

Distribution
company in
South Africa

Acquires:
Hajenius /
Oud kampen

Divests:
Cigarette
operations

Acquires:
General Cigar's
operations of
machine made cigars
in the US,
El Credito, and
Leonard Dingler

Dry snuff
operations in
Continental
Europe

Distribution
company in
Slovenia

Acquires:
remaining
holding in
General Cigar

Divests:
Match
businesses in
a number of
markets, incl. Arenco

Acquires:
Distribution
company in
Slovenia

Acquires:
BAT/Rothmans
South African
Pipe Tobacco
operations

Delisted
from
NASDAQ

Acquires:
cigar business
In US

Acquires:
Distribution
company in
Italy

Acquires:
64% of
General Cigar
(Premium Cigars)

Acquires:
Distribution
company in
South Africa

Acquires:
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Match
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markets, incl. Arenco
Shareholders

The share is listed on the OMX Nordic Exchange in Stockholm (SWMA)

**Main shareholders:**

<table>
<thead>
<tr>
<th>Shareholder</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parvus Asset Management</td>
<td>10.3%</td>
</tr>
<tr>
<td>Wellington Management Company</td>
<td>9.8%</td>
</tr>
<tr>
<td>Morgan Stanley Investment Mgmt</td>
<td>5.5%</td>
</tr>
<tr>
<td>Swedbank Robur Funds</td>
<td>2.3%</td>
</tr>
<tr>
<td>SHB/SPP Funds</td>
<td>2.0%</td>
</tr>
<tr>
<td>SEB Funds</td>
<td>1.6%</td>
</tr>
<tr>
<td>Nordea Funds</td>
<td>1.3%</td>
</tr>
<tr>
<td>Third Swedish National Pension Fund</td>
<td>1.0%</td>
</tr>
<tr>
<td>The Children’s Investment Fund</td>
<td>1.0%</td>
</tr>
<tr>
<td>Govt of Singapore Inv Corp</td>
<td>1.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35.8%</strong></td>
</tr>
</tbody>
</table>

- **Percent of share capital excluding Swedish Match shares held in Treasury**
- **Source:** VPC (official registry) and SIS Åganservice AB

**December 31, 2007**

**Outside Sweden:** 78.0%

**Sweden:** 22.0%
Sales 2007

Percentage split by product area, SEK

- Other operations: 20%
- Snuff: 26%
- Lights: 12%
- Cigars: 27%
- Pipe tobacco: 7%
- Chewing tobacco: 8%
Sales growth led by Snuff and Snus, cigars

Five year comparison of sales

- Snuff and Snus
- Cigars
- Chewing
- Pipe
- Lights
Operating profit growth led by Snuff and Snus, cigars

Five year comparison, operating profit
Snuff and Snus

Swedish Match Maintains a leading position in the Scandinavian snus market and in South Africa. In North America, Swedish Match is one of the major players in the growing value priced segment.

Major brands

- General
- Ettan
- Grovsnus
- Kronan
- Göteborgs Rapé
- Catch
- Red Man
- Timber Wolf
- Longhorn
- Taxi
Cigars

Swedish Match is the world’s second largest producer and distributor of cigars and cigarillos. The Company maintains a leading position in the US market for premium cigars.

**Major brands**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Machine-made</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macanudo</td>
<td>White Owl</td>
</tr>
<tr>
<td>Partagás</td>
<td>Garcia y Vega</td>
</tr>
<tr>
<td>Punch</td>
<td>La Paz</td>
</tr>
<tr>
<td>Hoyo de Monterrey</td>
<td>Willem II</td>
</tr>
<tr>
<td>La Gloria Cubana</td>
<td>Bellman</td>
</tr>
<tr>
<td>Cohiba</td>
<td>Oud Kampen</td>
</tr>
<tr>
<td>Helix</td>
<td>Justus van Maurik</td>
</tr>
<tr>
<td>Don Tomas</td>
<td>Hajenius</td>
</tr>
<tr>
<td></td>
<td>Hofnar</td>
</tr>
</tbody>
</table>
Swedish Match is the largest player in the US market for chewing tobacco.

**Major brands**
- Red Man
- Southern Pride
- Granger Select
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 maintains 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**

Matches
- Solstickan
- Fiat Lux
- Swan
- Tres Estrellas
- Feudor
- Redheads

Lighters
- Cricket
Our core values

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