



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

27 April, 2010

Swedish Match Annual General Meeting 2010

Major items approved by today's Annual General Meeting include:

- Dividend of 4.75 SEK per share
- Mandate to repurchase up to 10 percent of the shares in the Company
- Withdrawal of 20 million shares repurchased by the Company

At the Annual General Meeting of Swedish Match on 27 April, it was resolved in accordance with the proposal of the Board of Directors to pay a dividend of 4.75 SEK per share. The record date for the dividend entitlement was set at 30 April, 2010. The dividend is expected to be distributed on 5 May, 2010, through Euroclear Sweden AB.

The shareholders re-elected Charles A. Blixt, Andrew Cripps, Karen Guerra, Arne Jurbrant, Conny Karlsson, Kersti Strandqvist and Meg Tivéus to the Board of Directors. Conny Karlsson was re-elected Chairman and Andrew Cripps was re-elected deputy Chairman of the Board of Directors.

Furthermore, the shareholders approved the Board of Directors proposal that it be authorized to decide on the acquisition, on one or more occasions prior to the next Annual General Meeting, of a maximum of as many shares as may be acquired without the Company's holding at any time exceeding 10 percent of all shares in the Company.

In addition, the shareholders approved a reduction in the Company's share capital of 31,037,085.04 SEK through withdrawal of 20,000,000 previously repurchased shares, with a simultaneous bonus issue without issuing new shares, of the corresponding amount to restore the share capital. The shareholders also approved the proposal that the reduction will be allocated to a fund for use in repurchasing the Company's own shares.

In addition, the shareholders approved all other proposals made by the Board of Directors and the Nominating Committee as outlined in the published notice of the Annual General Meeting for Swedish Match AB.

Swedish Match develops, manufactures and sells market-leading brands in smokefree products, cigars and lights products. The Group sells products across the globe, with production units in 10 countries. The Group's global operations generated sales of 14,204 MSEK for the twelve month period ending December 31, 2009. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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