



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

31 May, 2010

Swedish Match share capital and total number of shares

In accordance with the resolution at the Annual General Meeting on April 27, 2010 Swedish Match AB (publ) has cancelled 20,000,000 treasury shares. The share capital remains unchanged, 389,515,417.20 SEK, since at the same time as the resolution to redeem the treasury shares, it was resolved to increase the Company's share capital through a transfer from non-restricted shareholders' equity to the share capital (bonus issue), whereby the share capital was restored to the same level as prior to the reduction without having to issue new shares.

The total number of shares outstanding in Swedish Match, including any treasury shares held by Swedish Match, on May 31, 2010 amounted to 231,000,000 equivalent to the same amount of votes. The Company's number of treasury shares amount to 2,682,500 shares, corresponding to 1.161 percent of the total amount of shares in the Company.

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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 14,100 MSEK for the twelve month period ending March 31, 2010. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on 31 May, 2010 at 08.00 a.m. (CET).