



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

10 November, 2010

Disclosure of substantial holding of shares

Swedish Match has on 9 November bought back 135,977 shares. The Company's holding of own shares thereby amounts to 11,599,782 shares, corresponding to 5.022 percent of the total amount of shares and votes in the Company. The total amount of shares outstanding, including shares held in treasury, amounts to 231,000,000.

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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 10 November, 2010 at 10.00 a.m. (CET).

Swedish Match develops, manufactures and sells market-leading brands in product areas Snus and snuff, Other tobacco products (US mass market cigars and chewing tobacco) and Lights. The Group sells products across the globe, with production units in seven countries. The Group's global operations generated sales of 14,351 MSEK for the twelve month period ending September 30, 2010. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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