



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

30 March, 2012

Swedish Match publishes annual report for 2011

Swedish Match annual report 2011 has been published and is available at the Group's website, www.swedishmatch.com/AnnualReports.

The printed version of the annual report will be distributed to shareholders and other stakeholders on the week commencing 9 April. It can also be ordered through the Swedish Match website at www.swedishmatch.com/Order-printed-publications or telephone +46 8 658 0200.

Following the publication of the annual report, Swedish Match's sustainability reporting document for 2011 will be available on the website and can be downloaded at www.swedishmatch.com/Sustainability/.

For further information, please contact:

*Emmett Harrison, Senior Vice President Corporate Communications and Sustainability
Office +46 8 658 0173, Mobile +46 70 938 0173*

The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Swedish Securities Markets Act. The information was disclosed to the media on 30 March, 2012 at 1.00 p.m. (CET).

Swedish Match develops, manufactures and sells market-leading brands in the product areas Snus and snuff, Other tobacco products (US mass market cigars and chewing tobacco), and Lights (matches and lighters). Well known brands include General snus, Longhorn moist snuff, Red Man chewing tobacco, White Owl cigars, Cricket lighters, and Fiat Lux matches. The Group sells products across the globe, with production units in six countries. The Group's global operations generated sales of 11,666 MSEK for the twelve month period ending December 31, 2011. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

*Swedish Match AB (publ), Box 7179, SE-103 88 Stockholm, Sweden
Visiting address: Västra Trädgårdsgatan 15. Telephone: +46 8 658 0200
Corporate Identity Number: 556015-0756
www.swedishmatch.com*