



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

31 May, 2012

Swedish Match share capital and total numbers of shares

In accordance with the resolution at the Annual General Meeting on May 2, 2012 Swedish Match AB has cancelled 7,000,000 treasury shares.

The share capital remains unchanged, 389,515,417.20 SEK, since at the same time as the resolution to reduce the share capital by means of the redemption of 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 30, 2012 amounted to 206,000,000 equivalent to the same amount of votes. The Company's number of treasury shares amount to 1,223,957 shares, corresponding to 0.59 percent of the total amount of shares in the Company.

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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, 2012 at 08.00 a.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 11,937 MSEK for the twelve month period ending March 31, 2012. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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