



NASDAQ OMX Stockholm: SWMA

## **PRESS RELEASE**

*11 March, 2013*

### **New member proposed for Swedish Match Board of Directors**

**At the upcoming Annual General Meeting on April 25, 2013, the Nominating Committee of Swedish Match AB will propose the election of Wenche Rolfsen as a new member of the Swedish Match Board of Directors.**

Wenche Rolfsen has broad experience from development, marketing and sales of products within health care and consumer products.

Wenche Rolfsen is currently the Chairman of the Boards of Aprea AB, a Swedish biotech company, and of Index Pharmaceuticals, a Swedish pharmaceutical company. She is also the Vice Chairman of Moberg Derma, a Swedish pharmaceutical company listed on the NASDAQ OMX Stockholm and board member of Stiftelsen Industrifonden amongst others.

Wenche Rolfsen has a long experience of non-executive Board assignments from private and public companies in Sweden, Norway and in the UK. Previous Board assignments include AkerBiomarine AS, Axis Shield Diagnostics Plc, Bionor Pharma AS and Swedish Orphan Biovitrum AB.

Wenche Rolfsen holds a Master of Science in Pharmacy and a Ph.D in pharmacology (1980) from the Pharmaceutical Faculty of Uppsala University. For a number of years she held an adjunct professorship in Pharmacology at the same university.

Wenche Rolfsen has previously held several executive positions within the Pharmacia Corporation and in Quintiles Transnational, a global company in pharmaceutical services.

The Nominating Committee has made particular note of Rolfsen's knowledge of the Norwegian market as well as her broad experience with development and commercialization of highly regulated products within the health care and consumer products sectors in different parts of the world.

Consequently, the Nominating Committee will propose re-election of the present Board members Conny Karlsson, Andrew Cripps, Karen Guerra, Robert F. Sharpe, Meg Tivéus and Joakim Westh. New election is proposed of Wenche Rolfsen. The Nominating Committee will propose Conny Karlsson as the Chairman of the Board and Andrew Cripps as the deputy Chairman of the Board.

The Nominating Committee in Swedish Match AB consists of Conny Karlsson (Chairman of the Board), Andy Brown (Cedar Rock Capital), Björn Lind (AMF & AMF Funds), William Lock (Morgan Stanley Investment Management), and William von Mueffling (Cantillon Capital Management). Andy Brown is the Chairman of the Committee.

---

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 11 March 2013 11.00 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 12,486 MSEK for the twelve month period ending December 31, 2012. 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](http://www.swedishmatch.com)*