

## Press release

NASDAQ OMX Stockholm: SWMA

20 March, 2015

### Swedish Match publishes annual report for 2014

Swedish Match's annual report for 2014 has been published and is available at the Group's website, [www.swedishmatch.com/annual-reports](http://www.swedishmatch.com/annual-reports).

The printed version of the annual report will be distributed to shareholders and other stakeholders who have requested to receive a copy on the week commencing April 7, 2015.

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For further information, please contact:

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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 Swedish Securities Markets Act and/or Financial Instruments Trading Act. The information was disclosed to the media on 20 March, 2015 at 3.00 p.m. (CET).

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Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product areas Snus and moist snuff, Other tobacco products (cigars and chewing tobacco), and Lights (matches, lighters, and complementary products). Production is located in six countries, with sales concentrated in Scandinavia and the US. The Group's global operations generated sales of 13,305 MSEK for the twelve month period ending 31 December 2014. The Swedish Match share is listed on NASDAQ OMX Stockholm (SWMA).

Swedish Match's vision is a world without cigarettes. Some of its well-known brands include: *General, Longhorn, White Owl, Red Man, Fiat Lux, and Cricket*.

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