



- ▶▶ Net sales for the first quarter amounted to 2,818 MSEK (2,663)
- ▶▶ In local currencies, net sales for the first quarter increased by 10 percent
- ▶▶ Operating profit for the first quarter amounted to 543 MSEK (534)
- ▶▶ Net profit for the first quarter amounted to 341 MSEK (332)
- ▶▶ EPS for the first quarter amounted to 1.34 SEK (1.23)
- ▶▶ Significantly improved profitability in the Scandinavian snus business compared to the first quarter previous year
- ▶▶ US cigar business had a weak first quarter but sales and operating profit are expected to improve for the remainder of the year

The first quarter

Sales and results

In local currencies sales for the first quarter 2008 increased by 10 percent compared with the first quarter 2007. Reported sales for the first quarter increased by 6 percent to 2,818 MSEK (2,663). Currency translation has affected the sales comparison negatively by 100 MSEK.

SALES

2,818 MSEK

OPERATING PROFIT

543 MSEK

For snuff, sales increased by 24 percent during the first quarter to 821 MSEK (662) and operating profit increased by 38 percent to 318 MSEK (231). Scandinavian snuff sales were up 32 percent compared to the first quarter prior year. Sales volumes increased as the negative hoarding effects in Sweden were less accentuated in 2008. Sales for North American snuff increased by 21 percent in local currency, driven by strong volume growth.

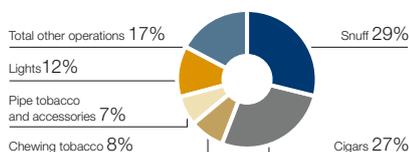
Sales of cigars in the first quarter were 757 MSEK (735), while operating profit was 112 MSEK (164). Sales for cigars grew in both the US and in Europe in local currencies as a result of acquired businesses. Operating margin for cigars reached 14.8 percent (22.3). The main explanation for the decline in operating profit and margin is the weak start of the year for premium cigars in the US market.

Group operating profit for the first quarter increased by 2 percent to 543 MSEK (534). In local currencies operating profit increased by 6 percent. Currency translation has affected the operating profit comparison negatively by 21 MSEK.

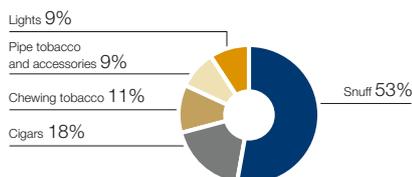
Operating margin for the first quarter amounted to 19.3 percent compared to 20.0 percent for the first quarter 2007.

EPS (basic) for the first quarter was 1.34 SEK (1.23). Diluted EPS amounted to 1.33 SEK (1.22).

SALES BY PRODUCT AREA



OPERATING PROFIT BY PRODUCT AREA



* Excluding Other operations.

SUMMARY OF CONSOLIDATED INCOME STATEMENT

MSEK	January–March		Full year
	2008	2007	2007
Sales	2,818	2,663	12,551
Operating profit excl. larger one time items	543	534	2,730
Operating profit	543	534	2,997
Profit before income tax	427	468	2,662
Net profit for the period	341	332	2,056
Earnings per share (SEK)	1.34	1.23	7.82

Sales by product area, MSEK	January–March		Change	Full year
	2008	2007	%	2007
Snuff	821	662	24	3,289
Cigars	757	735	3	3,411
Chewing tobacco	210	238	-12	956
Pipe tobacco & accessories	198	205	-3	851
Lights	347	340	2	1,473
Other operations	484	483	0	2,571
Total	2,818	2,663	6	12,551

Operating profit by product area, MSEK	January–March		Change	Full year
	2008	2007	%	2007
Snuff	318	231	38	1,366
Cigars	112	164	-32	737
Chewing tobacco	69	72	-4	312
Pipe tobacco & accessories	51	56	-7	201
Lights	54	57	-5	252
Other operations	-61	-45		-137
Subtotal	543	534	2	2,730
<i>Larger one time items</i>				
Capital gain from sale of real estate	-	-		267
Total	543	534	2	2,997

Operating margin by product area*, percent	January–March		Full year
	2008	2007	2007
Snuff	38.7	34.9	41.5
Cigars	14.8	22.3	21.6
Chewing tobacco	32.7	30.1	32.7
Pipe tobacco & accessories	26.0	27.1	23.6
Lights	15.5	16.8	17.1
Group	19.3	20.0	21.8

* Excluding larger one time items

EBITDA by product area, MSEK	January–March		Change	Full year
	2008	2007	%	2007
Snuff	356	267	34	1,511
Cigars	161	209	-23	920
Chewing tobacco	74	77	-4	330
Pipe tobacco & accessories	60	64	-7	235
Lights	64	69	-6	299
Other operations	-60	-43		-129
Total	655	642	2	3,166

EBITDA margin by product area, percent	January–March		Full year
	2008	2007	2007
Snuff	43.4	40.3	45.9
Cigars	21.3	28.5	27.0
Chewing tobacco	35.2	32.3	34.5
Pipe tobacco & accessories	30.1	31.3	27.6
Lights	18.5	20.2	20.3
Group	23.3	24.1	25.2

Product area

Snuff/Snus

Sweden is the world's largest snuff market measured by per capita consumption. A substantially larger proportion of the male population uses the Swedish type of moist snuff called snus* compared to cigarettes. The Norwegian market is significantly smaller than the Swedish market but in recent years has experienced solid volume growth. The US is the world's largest snuff market measured in number of cans and is approximately five times larger than the Swedish market. In Sweden and Norway, Swedish Match has a leading position. In the US, the Group is well positioned as the third largest player. Some of the best known brands include General, Ettan, and Grov in Sweden, Timber Wolf and Longhorn in the US. In 2007 the Company launched a snuff line extension under its well known Red Man brand in the US market.

During the first quarter, sales increased by 24 percent compared to the same quarter previous year, to 821 MSEK (662), and operating profit increased by 38 percent, to 318 MSEK (231). Currency translation impacts have affected the sales and operating profit comparison negatively. Operating profit improved significantly in the Scandinavian snus business.

The operating margin improved in Scandinavia as a result of higher volumes and improved pricing. In the US, the operating margin was significantly lower than previous year due to substantial marketing costs related to the national rollout of Red Man moist snuff. The operating margin for the total product group was 38.7 percent (34.9).

In Scandinavia, sales volumes measured in number of cans, were up by 8 percent during the first quarter compared to the previous year. Effective January 1, 2008 the excise tax on snus in Sweden increased by 37 percent to 336 SEK per kilogram. As a result of the tax increase, sales volumes were unusually low in the first quarter of both 2007 and 2008. In 2008 destocking from the hoarding at the

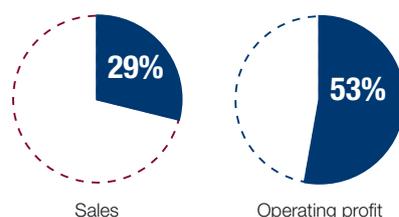
end of 2007 is estimated to have affected sales volumes negatively by approximately 5 million cans. In the first quarter of 2007 a similar negative hoarding effect was estimated to be more than twice that amount of cans.

Excluding destocking effects in both 2007 and 2008, net sales and operating profit in Scandinavia increased as strong volume growth in tax-free channels and improved price levels more than offset an underlying volume decline in the Swedish market.

In the US, sales volumes during the first quarter were up by 22 percent compared to the same period in the previous year. Volumes for Longhorn and Timber Wolf combined were up by 7 percent. Volumes of Red Man moist snuff contributed significantly to the volume increase, as the brand began to be rolled out nationally. The Red Man national launch is being supported by extensive marketing programs throughout the year. At the beginning of the year, the Triumph brand of Swedish style snus was launched in a test market in Ohio as part of the joint venture with Lorillard. The product is currently available in most outlets that sell tobacco products in the state.



SHARE OF GROUP TOTAL



KEY DATA

MSEK	January–March		Full year
	2008	2007	2007
Sales	821	662	3,289
Operating profit	318	231	1,366
Operating margin, %	38.7	34.9	41.5

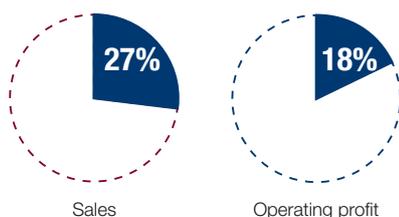
* Swedish snus is moist snuff which is produced using a special heat treated process, much like pasteurization, as opposed to other snuff products for which a fermentation process is used.

Product area

Cigars

Swedish Match is one of the world's largest producers of cigars and cigarillos. Swedish Match offers a full range of different cigars and brands. Well known brands include Macanudo, La Gloria Cubana, White Owl, Garcia y Vega, La Paz, Hajenius, Justus van Maurik, Willem II, Salsa, and Wings. The US is the largest cigar market in the world. Swedish Match has a leading position in the premium segment and is well established in the segment for machine made cigars. After the US, the most important cigar markets are in Europe, where Swedish Match is well represented in most countries. The largest markets for Swedish Match in sales terms in Europe are France, Benelux, Finland and Spain.

SHARE OF GROUP TOTAL



KEY DATA

MSEK	January–March		Full year
	2008	2007	2007
Sales	757	735	3,411
Operating profit	112	164	737
Operating margin, %	14.8	22.3	21.6

During the first quarter, sales were 757 MSEK (735), while operating profit was 112 MSEK (164). Currency translation has affected the comparisons for both sales and operating profit negatively. In local currencies, sales in the first quarter increased by 9 percent compared to the same period previous year, while operating profit declined by 28 percent. Operating margin was 14.8 percent (22.3).

In the US, Cigars International, acquired in September 2007 has showed a strong performance and growth in line with the acquisition plan. Excluding the impact of acquisitions, sales in local currencies were down approximately 25 percent for premium cigars in the US primarily due to lower shipments to national

accounts and trade destocking. It is expected that in the coming quarters there will be a return to more normal shipment levels for premium cigars. Sales of mass market cigars in the US also decreased. Higher shipments are expected for mass market cigars in the US from new product launches going forward. For the remainder of the year, sales and operating profit in the US should therefore improve. Cigar sales in Europe increased. Excluding the impact of the Bogaert acquisition, sales were flat despite difficult market conditions in some countries. Operating profit declined somewhat.



Product area

Chewing tobacco



Chewing tobacco is sold primarily on the North American market, mainly in the southern US. Swedish Match is the leading producer of chewing tobacco in the US. Well known brands include Red Man and Southern Pride. The chewing tobacco segment shows a declining trend.

During the first quarter, sales declined by 12 percent, to 210 MSEK (238). In local currency, sales of chewing tobacco on the North American market declined by 1 percent. As a result of the weaker USD, operating profit declined by 4 percent, to 69 MSEK (72). Operating margin was 32.7 percent (30.1).

Product area

Pipe tobacco and accessories



Swedish Match is one of the world's largest pipe tobacco companies. The Borkum Riff brand is sold in over 60 countries. The Company has a significant presence in South Africa. Best Blend and Boxer are the most important brands in South Africa. Accessories include the sales of papers and other smoking related items. Pipe tobacco consumption is declining in most established markets.

During the first quarter, sales declined by 3 percent to 198 MSEK (205) and the operating profit declined to 51 MSEK (56). The sales and operating profit comparisons are affected by the depreciation of the South African Rand. Operating margin was 26.0 percent (27.1).

Product area

Lights



Swedish Match is the market leader in a number of markets for matches. The brands are mostly local, with leading positions in their home countries. Larger brands include Solstickan, Three Stars, Fiat Lux, and Redheads. The Group's main brand for disposable lighters is Cricket. Swedish Match's largest market for lighters is Russia.

During the first quarter sales amounted to 347 MSEK (340), while operating profit amounted to 54 MSEK (57). Operating margin was 15.5 percent (16.8).

Other operations

Other operations include the distribution of tobacco products on the Swedish market, as well as corporate overheads.

Sales in Other operations for the first quarter amounted to 484 MSEK (483). Sales were unusually low both in the first quarter of 2008 and 2007 as a result of high retail inventories at the beginning of the year in anticipation of the increased excise taxes for tobacco products. Operating profit for Other operations was a negative 61 MSEK (negative 45).

Taxes

The Group tax expense for the first quarter amounted to 85 MSEK (136), corresponding to a tax rate of 20 percent (29). In 2007 a realignment of the operational and legal structures resulted in a more effective capital structure and thus a lower tax rate.

Earnings per share

Earnings per share for the first quarter amounted to 1.34 SEK (1.23).

Depreciation and amortization

Total depreciation and amortization for the first quarter amounted to 113 MSEK (109), of which depreciation on property, plant and equipment amounted to 78 MSEK (76) and amortization of intangible assets amounted to 34 MSEK (33).

Financing and cash flow

Cash flow from operations for the first quarter decreased to negative 22 MSEK compared with 34 MSEK for the same period previous year. Tax payments during the quarter were 206 MSEK, compared with 169 MSEK in 2007. The cash flow was adversely impacted by high payments of tobacco taxes following the hoarding of tobacco products in the Swedish market at the end of 2007.

The net debt as per March 31, 2008 amounted to 7,600 MSEK compared

to 7,127 MSEK at December 31, 2007. The increase of 473 MSEK was impacted by share repurchases, net, of 436 MSEK. Investments in property, plant and equipment amounted to 73 MSEK (124).

During the first quarter new bond loans of 236 MSEK were issued. Repayment of bond loans for the same period amounted to 642 MSEK.

Cash and cash equivalents amounted to 2,324 MSEK at the end of the period, compared with 3,439 MSEK at the beginning of the year. As of March 31, 2008, Swedish Match had 2,849 MSEK in unutilized committed credit lines.

Net finance cost for the first quarter increased to 116 MSEK (66) as a result of higher net debt and increased interest rates on bond loans with variable rates.

Average number of employees

The average number of employees in the Group during the first quarter was 11,834 compared with 12,075 for the full year 2007.

Share structure

During the first quarter 3.6 million shares were repurchased at an average price of 138.81 SEK. Total shares bought back by Swedish Match since the buyback programs started have been repurchased at an average price of 78.18 SEK. During the first quarter the Company sold 0.8 million treasury shares at an average price of 78.22 SEK as a result of option holders exercising options. As per March 31, 2008 Swedish Match held 13.9 million shares, corresponding to 5.2 percent of the total number of shares. The number of shares outstanding, net after repurchase and after the sale of treasury shares, as per March 31, 2008 amounted to 253.1 million. In addition, the Company has call options outstanding as of March 31, 2008 corresponding to 2.6 million shares exercisable in gradual stages from 2008–2012.

Annual General Meeting

The Annual General Meeting on April 22, 2008 approved the Board's proposal to pay a dividend to the shareholders of 3.50 SEK per share for a total of 886 MSEK. The Meeting also approved a mandate to repurchase shares for a maximum amount of 3,000 MSEK until the next Annual General Meeting with the condition that the Company at any time does not hold more than 10 percent of all shares of the Company. In addition, a decision was made to cancel 12.0 million shares held in treasury, with a contemporaneous bonus issue, without issuing of new shares, of an amount equivalent the amount represented by the cancelled shares or 17.5 MSEK. With the latter transaction the Company's share capital will not decrease through the cancellation of shares. The total amount of registered shares in the Company before the cancellation of shares is 267,000,000.

The Annual General Meeting also approved the proposal of the Board of Directors that the Company may issue a maximum of 1,592,851 call options to senior Company officials and key employees for the stock option program for 2007 and that the Company, in deviation from the preferential rights of shareholders, be permitted to transfer a maximum of 1,592,851 shares of the Company at a selling price of 172.68 SEK per share in conjunction with a demand for the redemption of these call options. Redemption can take place from March 2011 to February 2013.

The Meeting re-elected Charles A. Blixt, Andrew Cripps, Arne Jurbrant, Conny Karlsson, Kersti Strandqvist and Meg Tivéus as Board members and elected Karen Guerra as new member of the Board. Conny Karlsson was elected Chairman of the Board and Andrew Cripps was elected deputy Chairman of the Board.

Risk factors

Swedish Match faces intense competition in all of its markets and for each of its products and such

competition may increase in the future. In order to be successful the Group must promote its brands successfully and anticipate and respond to new customer trends. Restrictions on advertising and promotion may, however, make it more difficult to counteract loss of consumer loyalty. Competitors may develop and promote new products which could be successful, and could thereby have an adverse effect on Swedish Match's results of operations.

Changes in the regulatory landscape might affect the demand for Swedish Match products in the market place.

Swedish Match has a substantial part of its production and sales in EMU member countries as well as South Africa, Brazil and the US. Consequently, changes in exchange rates of euro, South African rand, Brazilian real and the US dollar in particular may adversely affect the Group's results of operations, cash flow, financial condition or relative price competitiveness in the future. Such effects may occur both in local currencies and when such local currencies are translated into Swedish

currency for purposes of financial reporting.

Regulatory changes in the countries where the Group is operating related to tobacco taxes as well as to the marketing, sale and consumption of tobacco products may have an adverse effect on Swedish Match's results of operations.

For a further description of risk factors affecting Swedish Match see Report of the Board of Directors in the Swedish Match Annual Report for 2007.

Outlook

A positive development is foreseen for the remainder of 2008. Both underlying sales and operating profit for the Group are expected to improve compared to 2007.

For the product line snuff a continued volume and market share increase is expected in the US during 2008. The Scandinavian snus business is expected to improve sales and operating profit for the year.

After a weak start in the first quarter, we expect both sales and operating profit in the cigar business to

improve for the remainder of the year.

The tax rate for 2008 is estimated to be around 20 percent.

Accounting principles

The financial information in this report has been prepared in accordance with the International Financial Reporting Standards (IFRS) approved by the European Commission for application within the EU. The report is prepared in accordance with the Accounting Standard IAS 34 Interim Financial Reporting. The accounting principles are the same as in the 2007 Annual Report.

Additional information

This report has not been reviewed by the Company's auditors. The half year 2008 report will be released on July 18.

Stockholm, April 25, 2008



Sven Hindrikes
President and Chief Executive Officer

The character of the information in this report 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 April 25, 2008 at 08.00 a.m (CET).

Key data

	January–March			
	2008	2007	12 months ended March 31, 2008	Full year 2007
Operating margin, % ¹⁾	19.3	20.0	21.6	21.8
Operating capital, MSEK	8,213	8,486	8,213	8,439
Return on operating capital, % ¹⁾			32.8	33.1
Net debt, MSEK	7,600	6,800	7,600	7,127
Investments in property, plant and equipment, MSEK ²⁾	73	124	490	541
EBITDA, MSEK ³⁾	655	642	3,179	3,166
EBITA, MSEK ⁴⁾	577	566	2,876	2,865
EBITA interest cover	5.4	8.4	8.0	9.0
Net debt/EBITA			2.6	2.5
Share data ⁵⁾				
Earnings per share, SEK				
Basic	1.34	1.23	7.97	7.82
Diluted	1.33	1.22	7.95	7.80
Number of shares outstanding at end of period	253,084,575	265,759,734	253,084,575	255,874,800
Average number of shares outstanding	255,309,093	270,159,813	258,891,964	262,604,644
Average number of shares outstanding, diluted	255,811,611	271,198,474	259,586,211	263,405,637

¹⁾ Excluding a gain of 267 MSEK from the sale of head office buildings in Stockholm during the fourth quarter 2007

²⁾ Includes investments in assets held for sale and biological assets

³⁾ Operating profit excluding larger one time items adjusted for depreciation, amortization and writedowns of tangible and intangible assets

⁴⁾ Operating profit excluding larger one time items adjusted for amortization and writedowns of intangible assets

⁵⁾ Profit attributable to equity holders of the Parent

Consolidated Income Statement in summary

MSEK	January–March		Change %	12 months ended March 31, 2008	Full year 2007	Change %
	2008	2007				
Sales, including tobacco tax	5,002	4,623		23,230	22,852	
Less tobacco tax	-2,183	-1,961		-10,524	-10,301	
Sales	2,818	2,663	6	12,706	12,551	1
Cost of sales	-1,434	-1,368		-6,645	-6,578	
Gross profit	1,384	1,295	7	6,061	5,973	1
Sales and administrative expenses*	-838	-762		-3,053	-2,976	
Share of profit in equity accounted investees	-3	0		-2	1	
Operating profit	543	534	2	3,006	2,997	0
Financial income	40	36		169	165	
Financial expenses	-156	-102		-555	-501	
Net finance cost	-116	-66		-386	-336	
Profit before income taxes	427	468	-9	2,621	2,662	-2
Income tax expense	-85	-136		-556	-606	
Net profit for the period	341	332	3	2,065	2,056	0
<i>Attributable to:</i>						
Equity holders of the Parent	341	332		2,064	2,055	
Minority interests	0	0		1	1	
Net profit for the period	341	332	3	2,065	2,056	0
Earnings per share, basic, SEK	1.34	1.23		7.97	7.82	
Earnings per share, diluted, SEK	1.33	1.22		7.95	7.80	

* Including a gain of 267 MSEK from sale of head office buildings in Stockholm during the fourth quarter 2007

Consolidated Balance Sheet in summary

MSEK	Mar 31, 2008	Dec 31, 2007
Intangible fixed assets	4,058	4,419
Property, plant and equipment	2,291	2,388
Financial fixed assets	976	1,011
Current operating assets*	4,614	5,204
Other current investments	5	5
Cash and cash equivalents	2,324	3,439
Total assets	14,268	16,467
Equity attributable to equity holders of the Parent	-18	720
Minority interest	4	4
Total equity	-15	724
Non-current provisions	1,309	1,292
Non-current loans	8,669	8,768
Other non-current liabilities	538	567
Current provisions	39	60
Current loans	918	1,271
Other current liabilities	2,810	3,785
Total equity and liabilities	14,268	16,467

* Includes assets held for sale amounting to 7 MSEK (0)

Consolidated Cash Flow Statement in summary

MSEK	January–March	
	2008	2007
Profit before income taxes	427	468
Adjustments for non-cash items and other	170	100
Income tax paid	-206	-169
Cash flow from operating activities before changes in working capital	391	400
Cash flow from changes in working capital	-413	-365
Net cash from operating activities	-22	34
<i>Investing activities</i>		
Acquisition of property, plant and equipment*	-73	-124
Proceeds from sale of property, plant and equipment	30	16
Acquisition of intangible assets	-	-34
Acquisition of subsidiaries, net of cash acquired	-4	-
Changes in financial receivables etc.	-6	47
Changes in current investments	0	1
Net cash used in investing activities	-53	-94
<i>Financing activities</i>		
Changes in loans	-408	740
Repurchase of own shares	-497	-1,243
Stock options exercised	61	122
Other	-138	14
Net cash used in financing activities	-983	-367
Net decrease in cash and cash equivalents	-1,057	-427
Cash and cash equivalents at the beginning of the period	3,439	3,042
Effect of exchange rate fluctuations on cash and cash equivalents	-59	26
Cash and cash equivalents at the end of the period	2,324	2,641

* Includes investments held for sale and biological assets

Consolidated Statement of Recognized Income and Expense

MSEK	January–March	
	2008	2007
Net profit for the period recognized in the income statement	341	332
<i>Income and expenses recognized in equity:</i>		
Effective portion of changes in fair value of cash flow hedges	10	21
Translation difference in foreign operations	-659	131
Tax on items taken to/transferred from equity	-3	-6
Total transactions taken to equity	-652	146
Total income and expense recognized for the period	-310	478
<i>Attributable to:</i>		
Equity holders of the Parent	-310	478
Minority interest	0	0
Total income and expense recognized for the period	-310	478

Change in Shareholders' Equity

MSEK	January–March	
	2008	2007
Opening balance as per January 1	724	2,041
Total income and expense recognized for the period	-310	478
Repurchase of own shares	-497	-1,243
Stock options exercised	62	122
Share-based payments, IFRS 2	7	8
Minority interest	0	0
Closing balance as per March 31	-15	1,405

Quarterly data

MSEK	2006				2007				2008
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Sales, including tobacco tax	4,797	5,502	5,595	6,097	4,623	5,645	5,984	6,600	5,002
Less tobacco tax	-1,846	-2,260	-2,335	-2,640	-1,961	-2,555	-2,713	-3,073	-2,183
Sales	2,951	3,242	3,261	3,457	2,663	3,090	3,272	3,527	2,818
Cost of sales	-1,456	-1,657	-1,675	-1,877	-1,368	-1,629	-1,702	-1,880	-1,434
Gross profit	1,495	1,584	1,586	1,581	1,295	1,461	1,570	1,647	1,384
Sales and administrative expenses	-763	-805	-780	-772	-762	-821	-810	-851	-838
Share of profit in equity accounted investees	1	5	3	3	0	2	0	-1	-3
	733	785	809	811	534	642	759	795	543
<i>Larger one time items</i>									
Capital gain from sale of real estate	-	-	-	-	-	-	-	267	-
Pension curtailment gain	-	148	-	-	-	-	-	-	-
Operating profit	733	933	809	811	534	642	759	1,062	543
Financial income	32	26	34	39	36	40	33	56	40
Financial expenses	-68	-77	-101	-107	-102	-119	-137	-142	-156
	-36	-51	-67	-68	-66	-79	-105	-86	-116
<i>Larger one time items</i>									
Gain on sale of securities	-	-	-	111	-	-	-	-	-
Net finance cost	-36	-51	-67	43	-66	-79	-105	-86	-116
Profit before income taxes	697	882	742	854	468	563	655	976	427
Income tax expense	-209	-264	-113	-251	-136	-122	-164	-185	-85
Net profit for the period	488	617	628	603	332	441	491	791	341
<i>Attributable to:</i>									
Equity holders of the Parent	488	617	628	603	332	441	491	791	341
Minority interest	0	0	0	0	0	0	0	0	0
Net profit for the period	488	617	628	603	332	441	491	791	341

Sales by product area

MSEK	2006				2007				2008
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Snuff	785	831	785	963	662	794	852	981	821
Cigars	759	888	903	857	735	847	902	928	757
Chewing tobacco	273	277	273	240	238	253	243	222	210
Pipe tobacco & accessories	238	218	217	226	205	203	220	223	198
Lights	387	368	360	388	340	354	374	405	347
Other operations	510	659	723	784	483	638	682	769	484
Total	2,951	3,242	3,261	3,457	2,663	3,090	3,272	3,527	2,818

Operating profit by product area

MSEK	2006				2007				2008
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Snuff	383	383	385	462	231	311	383	441	318
Cigars	163	207	231	168	164	193	185	195	112
Chewing tobacco	86	81	95	76	72	82	83	75	69
Pipe tobacco & accessories	76	58	68	63	56	24	64	58	51
Lights	63	72	64	51	57	62	67	67	54
Other operations	-38	-17	-35	-9	-45	-29	-22	-41	-61
Subtotal	733	784	808	811	534	642	759	795	543
<i>Larger one time items</i>									
Capital gain from sale of real estate	-	-	-	-	-	-	-	267	-
Pension curtailment gain	-	148	-	-	-	-	-	-	-
Subtotal	-	148	-	-	-	-	-	267	-
Total	733	932	808	811	534	642	759	1,062	543

Operating margin by product area*

Percent	2006				2007				2008
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Snuff	48.8	46.1	49.1	48.0	34.9	39.1	45.0	45.0	38.7
Cigars	21.5	23.4	25.6	19.6	22.3	22.7	20.5	21.0	14.8
Chewing tobacco	31.5	29.3	34.7	31.7	30.1	32.3	34.3	34.1	32.7
Pipe tobacco & accessories	31.8	26.5	31.5	28.0	27.1	11.7	28.9	25.9	26.0
Lights	16.2	19.5	17.7	13.1	16.8	17.5	17.8	16.4	15.5
Group	24.8	24.2	24.8	23.5	20.0	20.8	23.2	22.5	19.3

* Excluding larger one time items

Swedish Match is a global Group with a broad offering of market-leading brands in smokefree tobacco products, cigars, pipe tobacco and lights products. The Company sells products in more than 100 countries, with production units in 11 countries. The markets for snuff/snus and cigars have been growing in both sales and volume terms over the past several years, while the markets for chewing tobacco, pipe tobacco, and lights have been declining. Swedish Match also distributes third parties' tobacco products on the Swedish market. Swedish Match generates approximately half of its sales and more than two thirds of its operating income from snuff and cigars. The Swedish Match share is listed on the OMX Nordic Exchange in Stockholm.

Swedish Match AB (publ)

SE-118 85 Stockholm

Visiting address: Rosenlundsgatan 36
Telephone: +46 8 658 02 00
Fax: +46 8 658 35 22
Corporate Identity Number: 556015-0756
www.swedishmatch.com