



Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

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Swedish Match announces appointment of Acting CFO

Lars Dahlgren, Vice President Group Finance, has been appointed Acting Chief Financial Officer effective April 1, 2004.

Lars Dahlgren has been with Swedish Match since 1996. He has a broad experience on management level from various international positions within the Group. Lars has worked with Group Finance on the executive level since May 2002 primarily in the areas of business control and M&A issues.

“Lars brings a great deal of value and expertise to our management team, and will help us in reaching our goal to be one of the world’s largest non-cigarette tobacco companies”, said Sven Hindrikes, Acting President and CEO.

Swedish Match is a unique company with its range of market-leading brands in the product areas of snuff and chewing tobacco, cigars and pipe tobacco – tobacco’s niche products – as well as matches and lighters. The Group’s global operations generated sales of 13,036 MSEK in 140 countries for the twelve month period ending December 31, 2003. Swedish Match shares are listed on Stockholmsbörsen (SWMA) and Nasdaq (SWMAY).

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