



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

May 30, 2014

Swedish Match AB (publ) share capital and total numbers of shares

In accordance with the resolution at the Annual General Meeting on May 7, 2014, Swedish Match AB (publ) has cancelled 1,500,000 repurchased treasury shares.

The share capital of 389,515,417.20 SEK remains unchanged, since it, simultaneously with the resolution to reduce the share capital by means of withdrawal of repurchased treasury shares, was resolved to increase the share capital by a transfer from non-restricted shareholders' equity to the share capital (bonus issue). Thereby the share capital was restored to its balance prior to the reduction, without the issuing of any new shares.

The total number of shares in the Company, including the treasury shares held by Swedish Match AB (publ) on May 30, 2014, amount to 200,500,000 shares with the equivalent amount of votes. Swedish Match AB (publ) holds 1,411,271 of these shares in treasury, which corresponds to 0.70 percent of the total amount of shares in the Company.

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The character of this information is such that shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on 30 May, 2014 at 08.00 a.m. (CET).

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 and lighters). Well known brands include General snus, Longhorn moist snuff, White Owl cigars, Red Man chewing tobacco, Fiat Lux matches, and Cricket lighters. The Group sells products across the globe, with production units in six countries. The Group's global operations generated sales of 12,642 MSEK for the twelve month period ending March 31, 2014. The Swedish Match share is listed on NASDAQ OMX Stockholm (SWMA).

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