

Nasdaq Stockholm: SWMA

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7 September, 2016

## Sale of shares in Scandinavian Tobacco Group A/S

Swedish Match Cigars Holding AB (the “Seller”), a wholly-owned subsidiary to Swedish Match AB (publ), has sold in total 13,000,000 shares in Scandinavian Tobacco Group A/S, a company listed on Nasdaq Copenhagen, (“STG”) through an accelerated bookbuilding process to institutional investors at a price of DKK 106 per share (the “Placing”). The size of the Placing was increased from approximately 10,000,000 shares to 13,000,000 shares due to strong investor demand.

Following the Placing, the Seller owns 18,069,906 shares, corresponding to 18.1 percent of the total number of shares and votes in STG. The Seller has agreed to a 90-day lock-up undertaking on the remaining shares held in STG.

J.P. Morgan and Nordea have acted as joint bookrunners in connection with the Placing. Erixon & Co has acted as financial adviser to the Seller.

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This information is information that Swedish Match AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 8.00 a.m. CET on 7 September, 2016.

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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 14,951 MSEK for the twelve month period ending 30 June 2016. The Swedish Match share is listed on Nasdaq 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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