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SWEDISH MATCH

Subject Breakfast presentation of financial results January
– March 2001

From Investor Relations

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You are invited to a breakfast presentation on Wednesday April 25 at 9:00 a.m. (CET). At this time Lennart Sundén, President and CEO, and Sven Hindrikes, Executive Vice President and CFO, will review and comment on the Swedish Match results for the period January – March 2001. There will be an opportunity to ask questions.

The presentation should last about an hour, including a Q & A period.

Place: Our office at Rosenlundsgatan 36, Stockholm

Time: 08:30 Breakfast buffet
09:00 Presentation

Please notify us of your interest to participate by calling Hanna Erlandson not later than April 23, 4:00 p.m. (CET).

Telephone: 08-658 0145

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Welcome,

SWEDISH MATCH AB (publ)
Investor Relations

P.S. We will as usual hold a telephone conference the day we publish the results, Tuesday April 24. There will be a separate invitation for the telephone conference.