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**SWEDISH MATCH**

**Subject** Financial results January - June 2001

**From** Investor Relations

**Date** July 16, 2001

**No of pages** 1

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Swedish Match will publish the results for the period January – June 2001 on Tuesday July 24.

You are invited to a telephone conference on Tuesday July 24 at 2:30 p.m. (CET). At this time we will review and comment on the results. Participants will be Lennart Sundén, President and CEO, Sven Hindrikes, Executive Vice President and CFO, and Bo Aulin, Senior Vice President Corporate Affairs, Secretary and General Counsel. There will be an opportunity to ask questions.

If you want to participate in the telephone conference, please notify us of your interest by e-mailing [irconference@swedishmatch.com](mailto:irconference@swedishmatch.com) not later than July 24, 12:00 noon (CET).

Replay will be available for one week on telephone number +44 20 8288 4459. Access code: 695 252.

Best regards,  
SWEDISH MATCH AB (publ)  
Investor Relations