SWEDISH MATCH

Pressrelease
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Swedish Match - First to Freemantle!

Internal investment the motive for participation
The winner of the second stage of the Whitbread Round the World Race was the yacht sponsored by the company Swedish Match. For Swedish Match, the Whitbread Race represents part of a new programme of internal development and training.

At every port of call, information is spread to all employees about the region concerned and the company's activities there. Specific projects on all levels of the company are helping to create and establish a set of values that will characterise the corporate activities of the future.
The new company was founded a year ago, when the various parts of the business were brought together to form one single structure under the name Swedish Match.

The aim of the internal development programme is to create a new, shared corporate culture. Key words in this endeavour are: communication, co-operation, confidence, innovation, recognition, and growth. We need to enhance our understanding of all parts of the business, says Göran Ekdahl, Vice President Corporate Communications, at Swedish Match. For Swedish Match, growth is not only about money, but also about the personal devlopment of everyone who contributes to the company's achievements. The global programme is giving the group's employees the opportunity to get to know and understand not only their own business, but all the other lines of business within the group.

Swedish Match is a global company with operations in the tobacco industry and in manufacturing matches and disposable lighters. The group has 6,500 employees working in 24 factories, 43 sales offices, and four administrative offices. Turnover in 1996 amounted to approx. 7.4 billion Swedish kronor.
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(On the spot in Freemantle is Bo Aulin, Senior Vice President of Corporate Affairs. He will be happy to answer questions about Swedish Match and its internal development programme.)