SWEDISH MATCH

# PRESS RELEASE

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## Senior executives acquire call options in Swedish Match.

**23 senior executives within the Swedish Match Group have acquired a total of 975,000 call options in Swedish Match AB. This corresponds to full enrolment in the option programme approved by the Board of Swedish Match. A further 90,000 call options have been acquired by a subsidiary, and will subsequently be offered to newly employed senior executives.**

Swedish Match acquired the call options in question from a securities institute for sale on to senior executives, within the framework of the offers. The executives in question have received one option free of charge, for every two options they acquired at market price.

The call options have varying maturity and exercise prices. The exercise price is SEK 33:74 for a three year maturity, and SEK 35:09 and SEK 36:44 for four and five year maturity, respectively. The highest total number of call options acquired by an individual senior executive is 105,000. The average price per option was approximately SEK 2:50.

Swedish Match is a company specialised in Tobacco, Matches and Lighter products with a turnover of approximately MSEK 7,500 and more than 6,500 employees in approximately 80 offices and factories worldwide. Swedish Match is a listed company both at the Stockholm Stock Exchange and at the NASDAQ, USA.

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