



Nasdaq: SWMAY Stockholmsbörsen: SWMA

PRESS RELEASE

23 June, 2004

Appointments in Swedish Match

Lars Dahlgren appointed CFO

Lars Dahlgren, Acting Chief Financial Officer, has been appointed Chief Financial Officer and Senior Vice President of Swedish Match effective July 1, 2004. He is a member of Group Management and reports to Sven Hindrikes, President and CEO of Swedish Match.

Lars Dahlgren joined Swedish Match in 1996. He has a broad managerial experience from various international positions within the Group. Lars has worked with Group Finance on the executive level since May 2002, primarily in the areas of business control and M&A issues.

Lars-Olof Löfman named President of North Europe Division

Lars-Olof Löfman, has been appointed President of the North Europe Division as of July 1, 2004. He joined the company in 1987 as a production manager and most recently served as Vice President Development & Production of the North Europe Division. He will be a member of Group Management and will report to Sven Hindrikes, President and CEO of Swedish Match.

Lars-Olof Löfman succeeds Stefan Gelkner who will retire on July 1, 2004.

Swedish Match is a unique company with its range of market-leading brands in the product areas of snuff and chewing tobacco, cigars and pipe tobacco – tobacco's niche products – as well as matches and lighters. The Group's global operations generated sales of 13,032 MSEK in 140 countries for the twelve month period ending March 31, 2004. Swedish Match shares are listed on Stockholmsbörsen (SWMA) and Nasdaq (SWMAY).

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