



NASDAQ OMX Stockholm: SWMA

PRESS RELEASE

31 May, 2011

Swedish Match share capital and total number of shares

In accordance with the resolution at the Annual General Meeting on May 2, 2011 Swedish Match AB has cancelled 18,000,000 treasury shares.

The share capital remains unchanged, 389,515,417.20 SEK, since at the same time as the resolution to reduce the share capital by means of the redemption of treasury shares, it was resolved to increase the Company's share capital through a transfer from non-restricted shareholders' equity to the share capital (bonus issue), whereby the share capital was restored to the same level as prior to the reduction without having to issue new shares.

The total number of shares outstanding in Swedish Match, including any treasury shares held by Swedish Match, on May 31, 2011 amounted to 213,000,000 equivalent to the same amount of votes. The Company's number of treasury shares amount to 3,591,926 shares, corresponding to 1.686 percent of the total amount of shares in the Company.

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The character of this information is such that it shall be disclosed by Swedish Match AB (publ) in accordance with the Financial Instruments Trading Act. The information was disclosed to the media on 31 May, 2011 at 08.00 a.m. (CET).

Swedish Match develops, manufactures and sells market-leading brands in product areas Snus and snuff, Other tobacco products (US mass market cigars and chewing tobacco) and Lights. The Group sells products across the globe, with production units in seven countries. The Group's global operations generated comparable sales of 11,260 MSEK for the twelve month period ending March 31, 2011. Comparable sales exclude businesses transferred to STG. The Swedish Match share is listed on the NASDAQ OMX Stockholm (SWMA).

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