

COMPANY PRESENTATION



WHO WE ARE, WHAT WE DO

Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product segments Smokefree, Cigars, and Lights. With its vision of *a world without cigarettes*, the Group is dedicated to the improvement of public health by offering attractive alternatives to cigarettes with its smokefree products.

Some of Swedish Match's brands include: General (snus), ZYN (nicotine pouches), Longhorn (moist snuff), Qvitt (pouch products with neither tobacco nor nicotine), Red Man (chewing tobacco), Thunder (chew bags), Oliver Twist (tobacco bits), White Owl (homogenized tobacco leaf cigars), Game (natural leaf cigars), Fiat Lux (matches), and Cricket (lighters).

Production is located in seven countries with the majority of Group sales coming from the US and Scandinavia.

The Swedish Match share is listed on Nasdaq Stockholm (SWMA).



A WORLD WITHOUT CIGARETTES

We create shareholder value by offering consumers enjoyable nicotine-containing products of superior quality in a responsible way. By providing products that are recognized as safer alternatives to cigarettes, we can contribute significantly to improved public health.

CORE VALUES

Swedish Match promotes a culture of openness and trust, and a healthy work environment. Our employees are actively engaged and demonstrate the Company's core values of passion, ownership, innovation and quality. Every decision the Company makes supports our strong corporate culture helping to drive a successful organization.

Passion, Ownership, Innovation, Quality

Swedish Match's core values are central to the Company's business ethics and, as such, they are demonstrated in all relations with stakeholders and are a natural part of the way the Company conducts business.



PASSION



OWNERSHIP



INNOVATION



QUALITY



HIGHLIGHTS IN SWEDISH MATCH'S HISTORY

- 1996** Listed on Nasdaq Stockholm
- 1999** Divested cigarette operations
Acquired General Cigar's operations of machine made mass market cigars in the US
- 2008** Manufacturing agreement with National Tobacco for chewing tobacco in the US
- 2009** Divested pipe tobacco operations in South Africa
- 2010** Creation of new STG: cigars, pipe tobacco, fine cut tobacco (49% ownership), and simultaneous divestment of Swedish Match premium cigar, European cigar, and pipe tobacco businesses
- 2014** New Company vision: A world without cigarettes
- 2016** Reduced its shareholding in STG in connection with the listing of STG on Nasdaq Copenhagen and sold the final remaining shareholding in STG in 2017
- 2017** Acquired V2 Tobacco (chewing tobacco and snus business)
- 2018** Acquired Oliver Twist (chewing tobacco business) and 95% of the shareholding in Gotlandssnus (snus business)

For more information on Swedish Match's history, please visit the Company website.

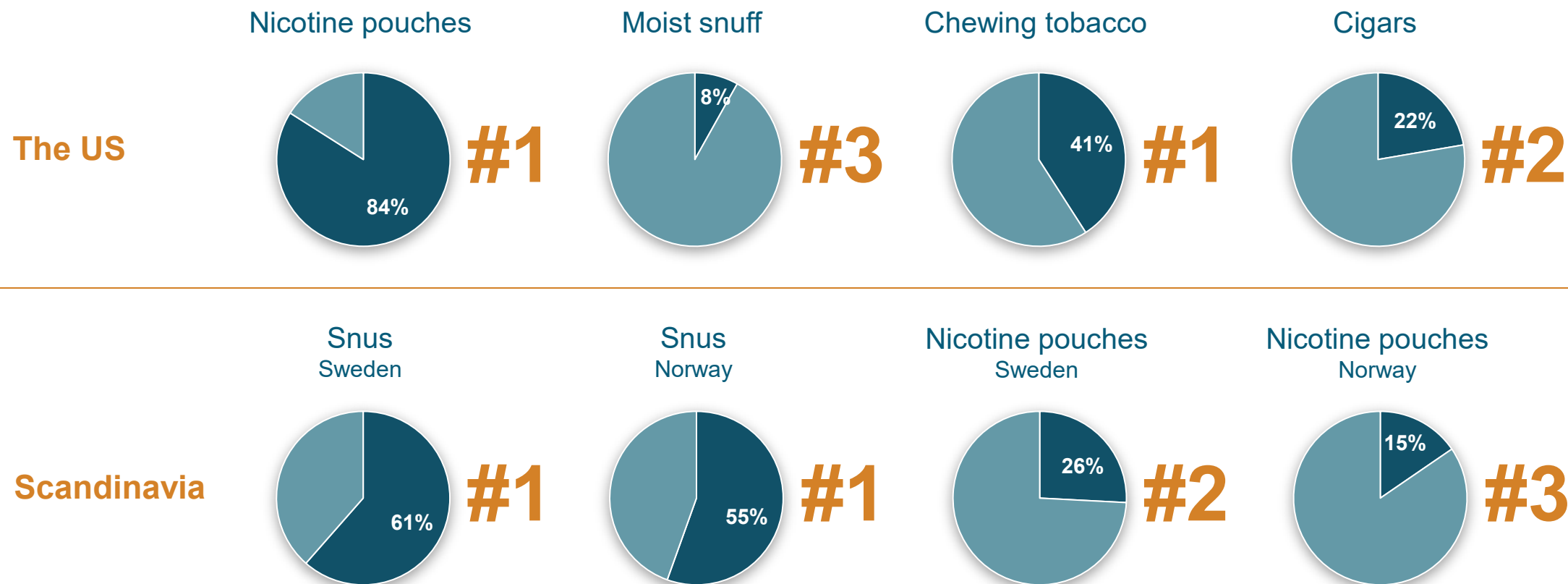
SWEDISH MATCH TODAY

- A global company with international and local brands. The US and Scandinavia are our largest markets.
- An innovative company, with an expanding assortment of tobacco and non-tobacco products with well known brands, meeting the needs of today's adult consumer.
- Proud of our vision of *a world without cigarettes* and our commitment to provide cigarette smokers with less harmful alternatives.
- The market leader in the rapidly growing nicotine pouch category in the US, while also expanding our geographic footprint for nicotine pouches outside of the US.
- Scandinavia's largest snus manufacturer with a product portfolio of both modern and longstanding brands.
- A leading manufacturer of matches and lighters with worldwide distribution, and a strong position for machine made mass market cigars in the US.
- SMD Logistics is the leading distributor of tobacco products in Sweden.



A GLOBAL COMPANY WITH STRONG MARKET POSITIONS

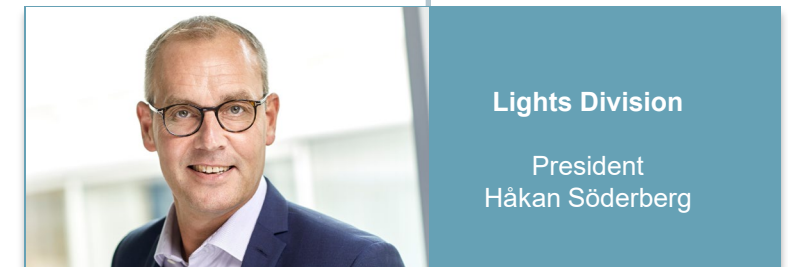
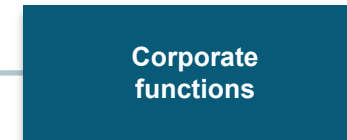
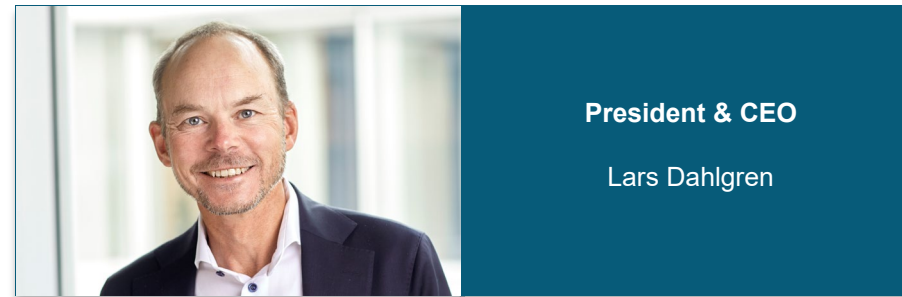
Swedish Match's largest markets for smokefree products are the US and Scandinavia. Swedish Match is also present in the US cigar market. The Company is the leading manufacturer of matches and lighters with a strong brand portfolio across the globe.



Source: Swedish Match estimates based on different sources, including Nielsen, and reported industry shipments. All figures refer to the full year 2019.

ORGANIZATION

Swedish Match's organization is made up of three divisions as well as Corporate functions.



OPERATING LOCATIONS

USA

- Production of nicotine pouches, moist snuff, chewing tobacco, cigars
- Sales offices
- 1,067 employees

The Dominican Republic

- Production of cigars
- 2,940 employees

Brazil

- Production of matches, lighters
- Sales offices
- 485 employees

Norway

- Sales offices
- 45 employees

Sweden

- Head office
- Production of snus, nicotine pouches, pouch products with neither tobacco nor nicotine, matches
- Sales offices
- Distribution
- 1,273 employees

Denmark

- Production of snus, nicotine pouches, chew bags, tobacco bits
- Sales offices
- 111 employees

Belgium

- Public Affairs office
- 2 employees

The Netherlands

- Production of lighters
- 96 employees

Switzerland

- Treasury office
- Sales offices
- 4 employees

Turkey

- Sales offices
- 15 employees

The Philippines

- Production of lighters
- Sales offices
- 179 employees

COUNTRIES

11

FACTORIES

15

EMPLOYEES

6,270

The number of employees refers to the average number of employees during 2019.

PRODUCT SEGMENTS AND MAIN GEOGRAPHIES¹⁾



SMOKEFREE

- Snus (Scandinavia, US)
- Nicotine pouches (Scandinavia, US)
- Moist snuff (US)
- Chewing tobacco (US)
- Chew bags and tobacco bits (Europe)



CIGARS

- Cigars (US)

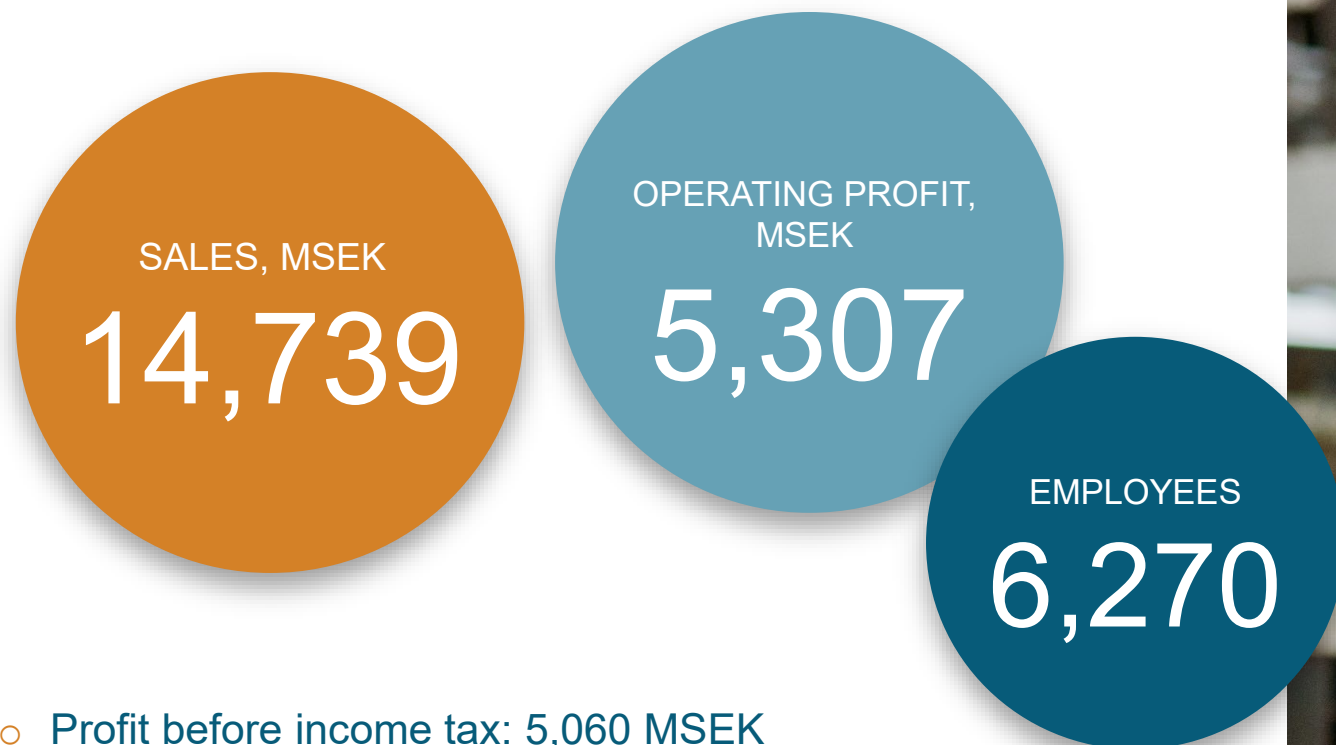


LIGHTS

- Lighters (worldwide)
- Matches (worldwide)
- Complementary products (Brazil)

¹⁾ Product segments as of January 1, 2020. May exist in certain other geographies beyond those mentioned.

SWEDISH MATCH IN FIGURES 2019



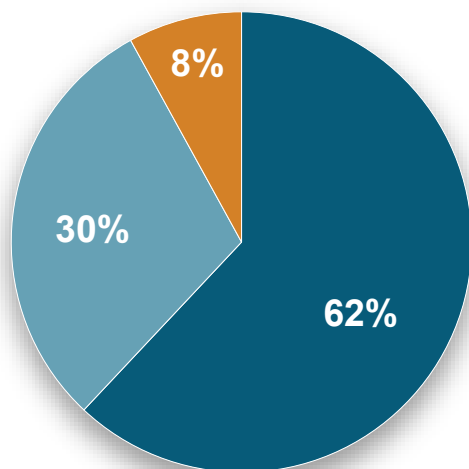
- Profit before income tax: 5,060 MSEK
- Profit for the year: 3,896 MSEK
- EBITDA from product segments: 6,312 MSEK
- EPS: 23.22 SEK
- Cash returned to shareholders¹⁾: 4,766 MSEK

1) Dividends plus share repurchases.



SALES AND OPERATING PROFIT IN 2019

Sales by product segment

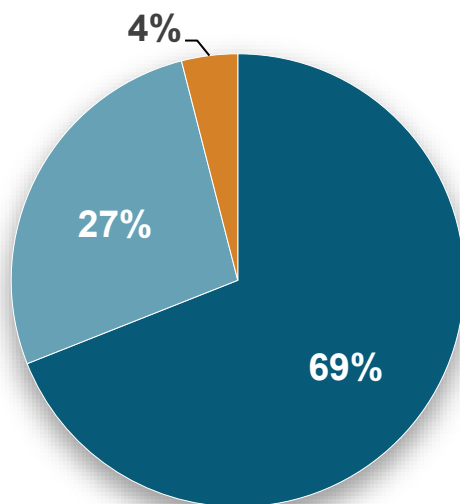


■ Smokefree

■ Cigars

■ Lights

Operating profit by product segment



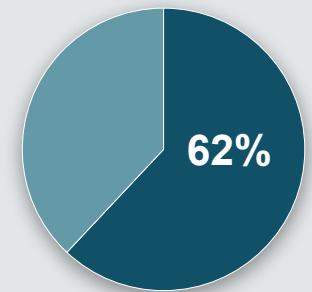
Growth driven by innovative products and formats

- Leading position for snus in Scandinavia and a significant player for snus in the US.
- The largest player in the US non-tobacco nicotine pouch category and a significant player for nicotine pouches in Scandinavia.
- The largest producer of US chewing tobacco and the third largest producer of moist snuff in the US.
- Main markets are the US, Scandinavia and other parts of Europe.
- Production in Sweden (snus and nicotine pouches), the US (nicotine pouches, moist snuff, and chewing tobacco) and Denmark (snus, nicotine pouches, chew bags and tobacco bits).

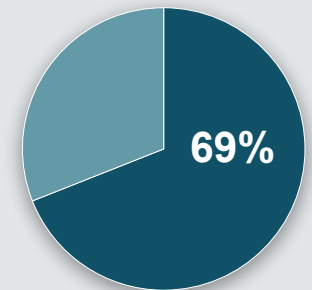


Share of Group full year 2019

Sales



Operating profit



SMOKEFREE – MAIN GEOGRAPHIES AND BRANDS

The US

Nicotine pouches: *ZYN*

Moist snuff: *Longhorn, Timber Wolf*

Snus: *General*

Chewing tobacco: *Red Man*

Scandinavia

Snus (Sweden): *General, Göteborgs Rapé, Ettan, Kronan, Kaliber*

Snus (Norway): *General, G.3, The Lab, Nick & Johnny*

Nicotine pouches (Sweden and Denmark): *ZYN*

Nicotine pouches (Norway): *G.4¹⁾*

Chew bags (Denmark): *Thunder, Göteborgs Rapé*

Tobacco bits (Sweden, Norway and Denmark): *Oliver Twist*

Pouches with neither tobacco nor nicotine (Sweden and Norway): *Onico, Qvitt*

Other markets

Nicotine pouches: *ZYN, G.4*

Chew bags: *Thunder, Göteborgs Rapé*

Tobacco bits: *Oliver Twist*

1) Nicotine pouches are oral products that contain nicotine, but no tobacco. There are certain markets, like Norway, that do not currently allow nicotine pouches without tobacco. In those markets, nicotine pouches refer to products that contain small amounts of tobacco.



Strong player for machine made mass market cigars in the US

- The number two player in the US.
- The segment leader for natural leaf cigars.
- A strong position within the HTL (homogenized tobacco leaf) segment.
- Production in the US and the Dominican Republic.

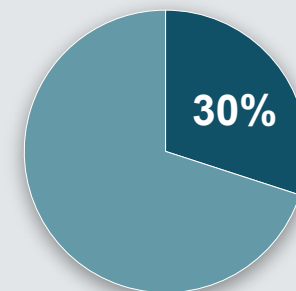
Main brands

Game, Garcia y Vega, 1882, White Owl, Jackpot

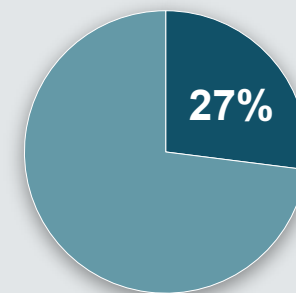


Share of Group full year 2019

Sales



Operating profit



1) The Cigars product segment derives its sales and profit almost exclusively from the US operations.

Our matches and lighters are sold across the globe

- Swedish Match is market leader in many markets. Match brands tend to be local and hold a strong position in their respective markets.
- Most important markets are in Europe and Asia, as well as in Brazil and parts of Africa.
- Production in Brazil, the Netherlands, the Philippines, and Sweden.
- The Company also offers a portfolio of complementary products, primarily in Brazil.



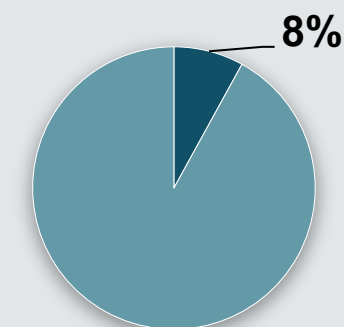
Main brands

Matches: *Solstickan* (Sweden), *Nitedals* (Norway), *Fiat Lux* (Brazil), *Redheads* (Australia)

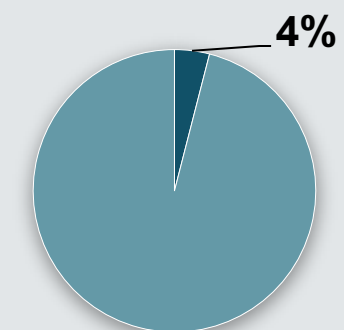
Lighters: *Cricket* (globally)

Share of Group full year 2019

Sales



Operating profit



OTHER OPERATIONS

Other operations consists of corporate functions providing services to the Swedish Match operating divisions. Services provided are in such areas as regulatory affairs, legal and financial services, and also includes a distribution function.

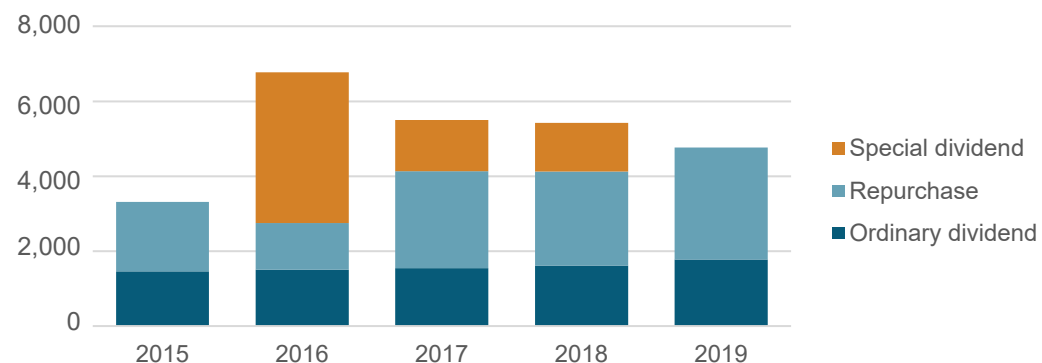
The distribution function provides services to Swedish Match in Sweden and Norway as well as to other manufacturers within the Swedish distribution network.



Swedish Match's operations are characterized by strong cash flows

- **Financial strategy**
 - Optimize balance sheet
 - Return excess funds to shareholders
- **Financial policy**
 - Dividend policy: payout ratio of 40-60% of earnings per share
 - Maintain a net debt that does not exceed 3 times EBITA
 - Maintain an investment grade rating from Standard & Poor's and Moody's

Transfer of capital, MSEK



SUSTAINABILITY – OUR 6 FOCUS AREAS



Improve public health

Our goal is to eliminate cigarette use and tobacco related morbidity and mortality by offering smokers attractive sources of nicotine for recreational use (such as Swedish snus and other nicotine containing products like ZYN).



Ensure ethical business practices

At Swedish Match, we will take the necessary steps to ensure that ethical business practices are maintained within our own company and in our relationships with all outside parties.



Equal opportunity

Our continuing objective is to be a truly open and inclusive employer. In this environment, with zero tolerance for discrimination, all employees have equal opportunity to achieve their full potential – resulting in a more diverse workplace.



Reduce greenhouse gases

Our goal is to reflect the commitments outlined in the Paris Agreement and thereby reduce emissions of greenhouse gases in our value chain.



Reduce waste

Our goal is to reduce waste generated at our own production facilities.



Eliminate child labor

Our goal is the elimination of child labor in the Company's value chain.

OUR CODE OF CONDUCT

Our policies on practices regarding employment and labor, ethical business, the environment and workplace are based on the principles of the UN Global Compact. These policies are outlined in our Code of Conduct and underpinned by Group principles/procedures and local policies.



To be successful as a company we must act both responsibly and effectively. The Code of Conduct spells out the main principles on how we conduct business.”

Lars Dahlgren
President and CEO



OUR CONTRIBUTION TO THE UN SDGS

Our six sustainability focus areas and our overall sustainability strategy contribute to eight of the UN Sustainable Development Goals (SDGs).

These are the areas that are material to the Company and where we believe we can have a positive impact.



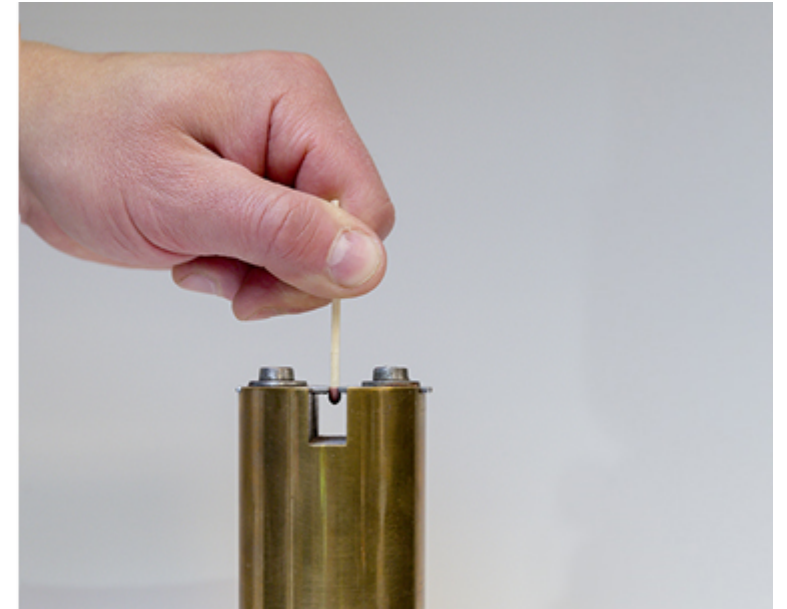
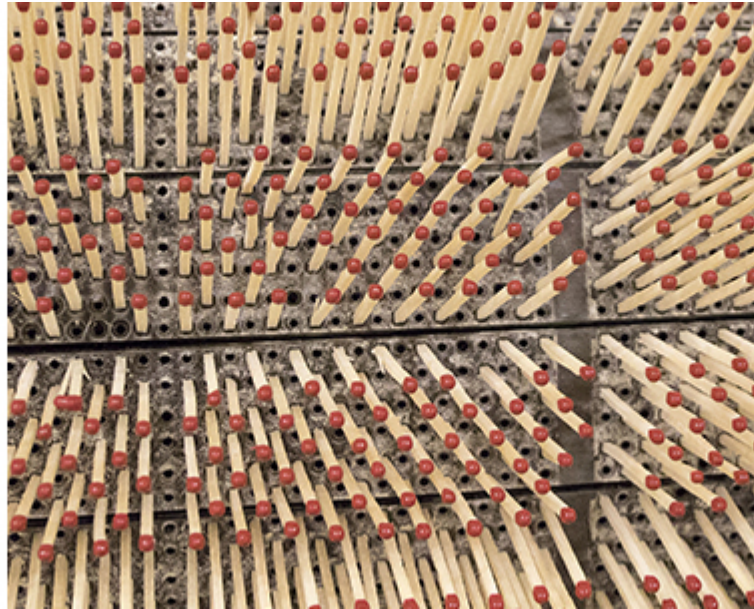
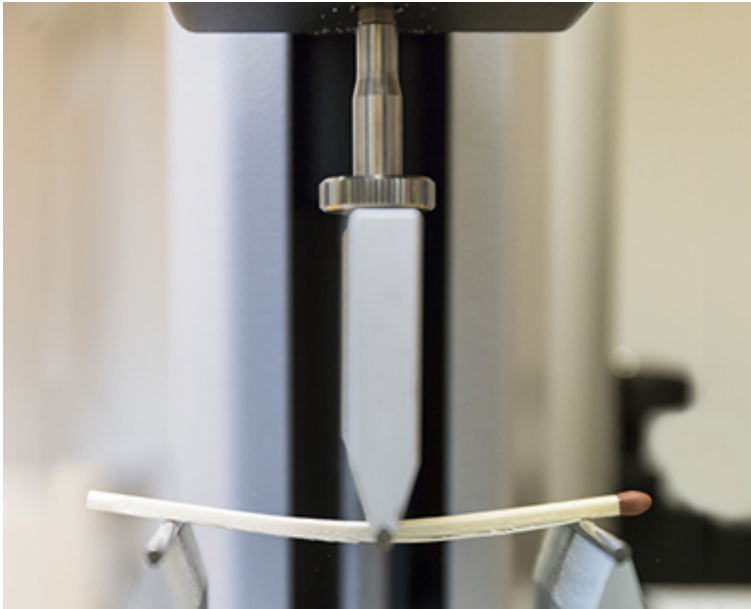
GOTHIA TEK® is the world-unique quality standard pursued by Swedish Match since 2000.

The uncompromising requirements that GOTHIA TEK® imposes on the company's snus products are based on decades of research and development, with product safety and consumer protection as the key targets.

GOTHIA TEK® is based on three cornerstones:

- Consumer care – through uniquely low limits for undesirable substances
- Quality – through 100% control from seed to can
- Openness – through information about the company's products and research results





The Swedish matches we manufacture and sell meet the world's highest quality and safety requirements.

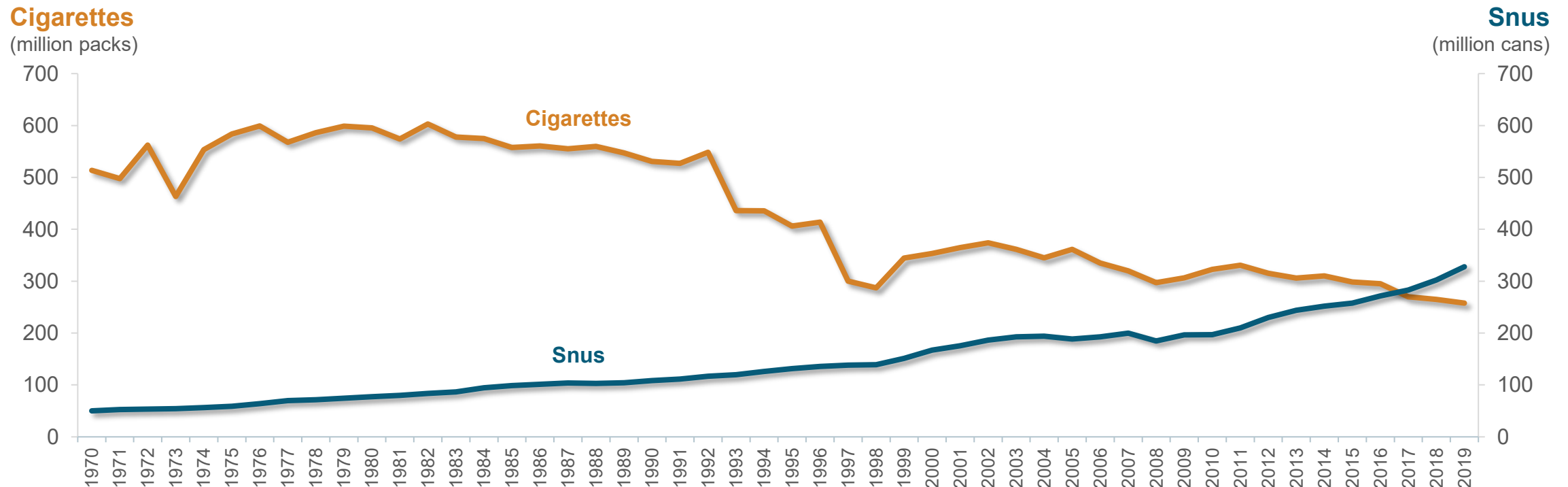
The **MATCHTEK®** standard is an extension of the existing European match standard EN 1783:1997 (performance requirements, safety and classification). The restrictions are stricter than those in the EN 1783:1997, and the methods for analysis and testing are more complex. Our complying with this standard means our matches have been subject to rigorous quality control tests.



HARM REDUCTION

When cigarette smokers switch to safer nicotine containing products, they reduce their individual health risk. If enough smokers make the switch there is a public health gain that becomes clearly visible in public health statistics. This improvement in public health is what the scientists refer to as tobacco harm reduction.

For many years, Sweden has been highlighted as the best example of tobacco harm reduction. There has been a trend of Swedish smokers switching to snus ever since the late 1960s and as a result Sweden has the lowest incidence of tobacco related death and disease in the western world. This is especially pronounced among males since the switch to snus has been more prevalent among men. The tobacco trend seen in Sweden is known around the world as the Swedish Experience.



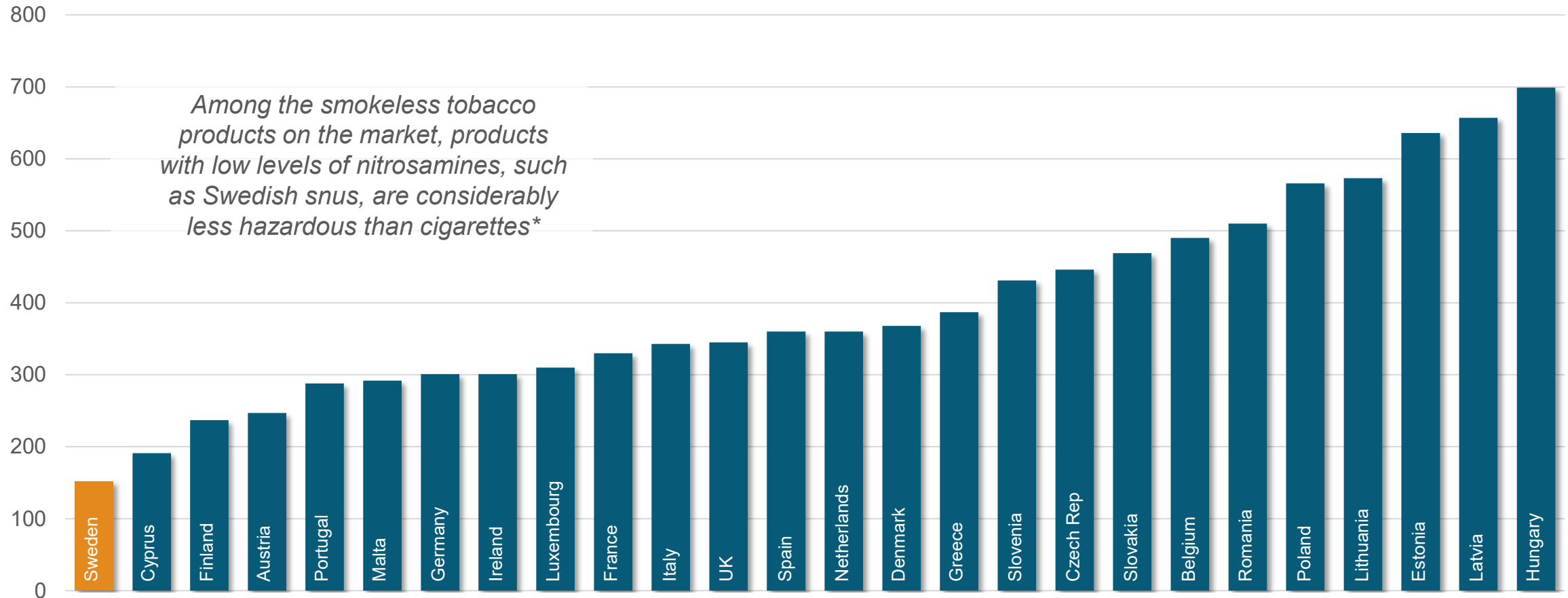
WE PROVIDE SAFER ALTERNATIVES TO CIGARETTES

- Snus is a scientifically proven safer alternative to cigarettes.
- The science is based both on studies of extensive epidemiologic data from Sweden and on clinical studies.
- Swedish Match's GOTHIA TEK® quality standard for snus ensures that unwanted substances are kept at very low levels.
- Swedish Match has snus products that have been approved under the premarket approval process (PMTA) of the Food and Drug Administration (FDA).
 - Swedish Match is the first tobacco company in the US to have such an approval from the FDA.
- In 2019, Swedish Match became the first and to date only company to be granted Modified Risk Tobacco Product (MRTP) designations by the US FDA for eight General snus products.



A VISION THAT CONTRIBUTES TO SOCIETY

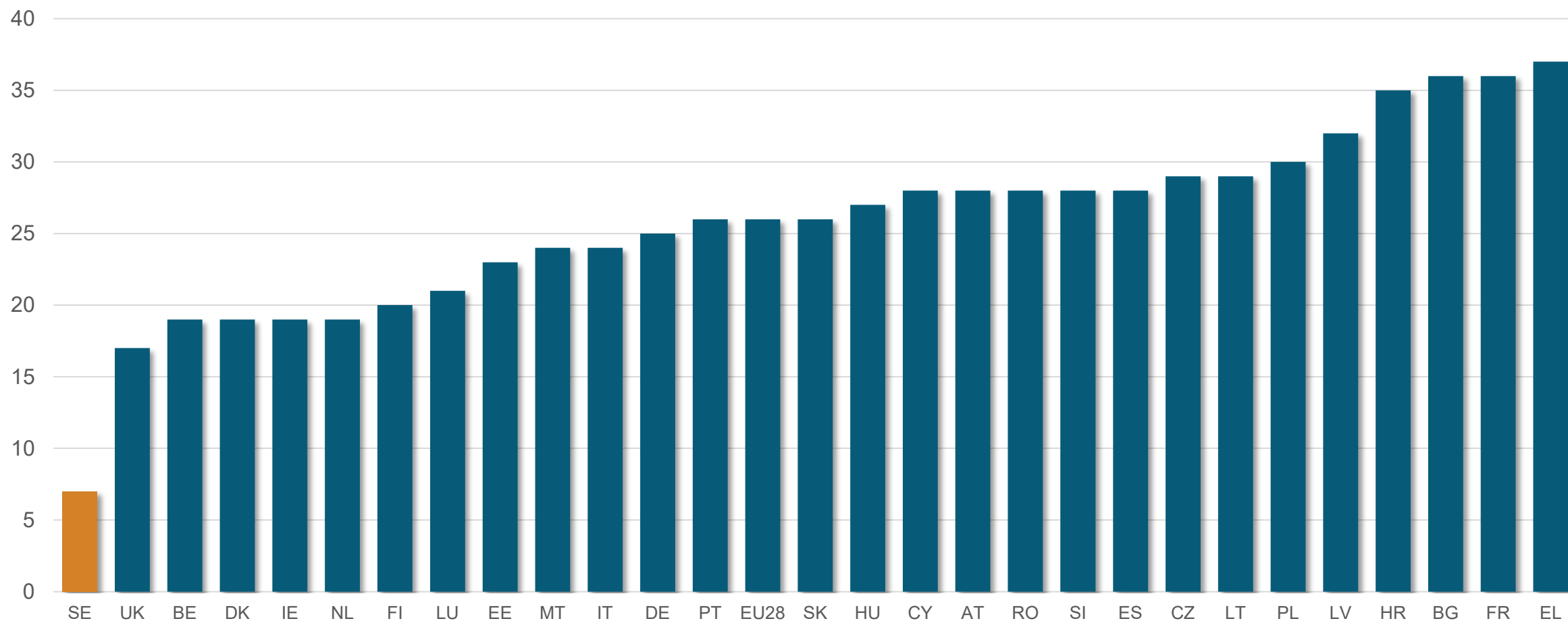
Mortality attributable to tobacco, men per 100,000 (WHO 2012)



* WHO TobReg report no. 951, The Scientific Basis of Tobacco Product Regulation 2008.

SMOKERS IN THE EUROPEAN UNION – MEN AND WOMEN

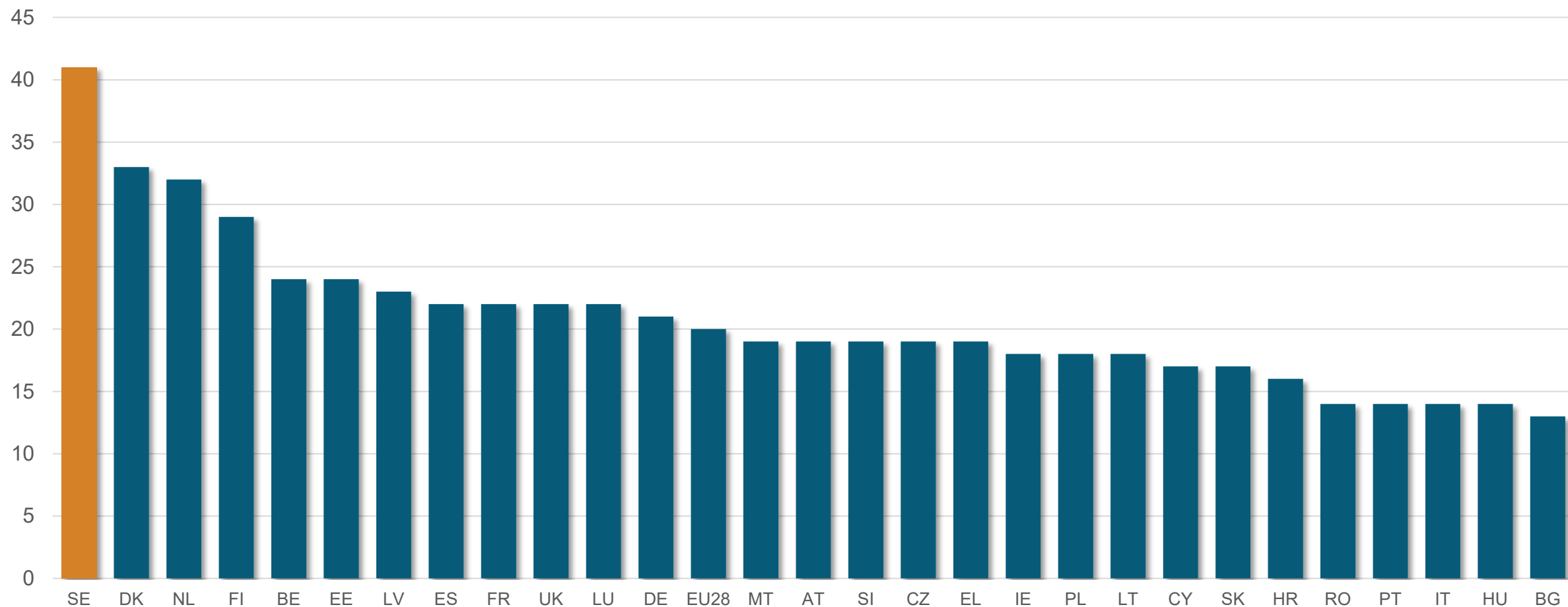
Smoking prevalence in the EU (%)



Source: Eurobarometer 458, May 2017.

EX-SMOKERS IN THE EUROPEAN UNION – MEN AND WOMEN

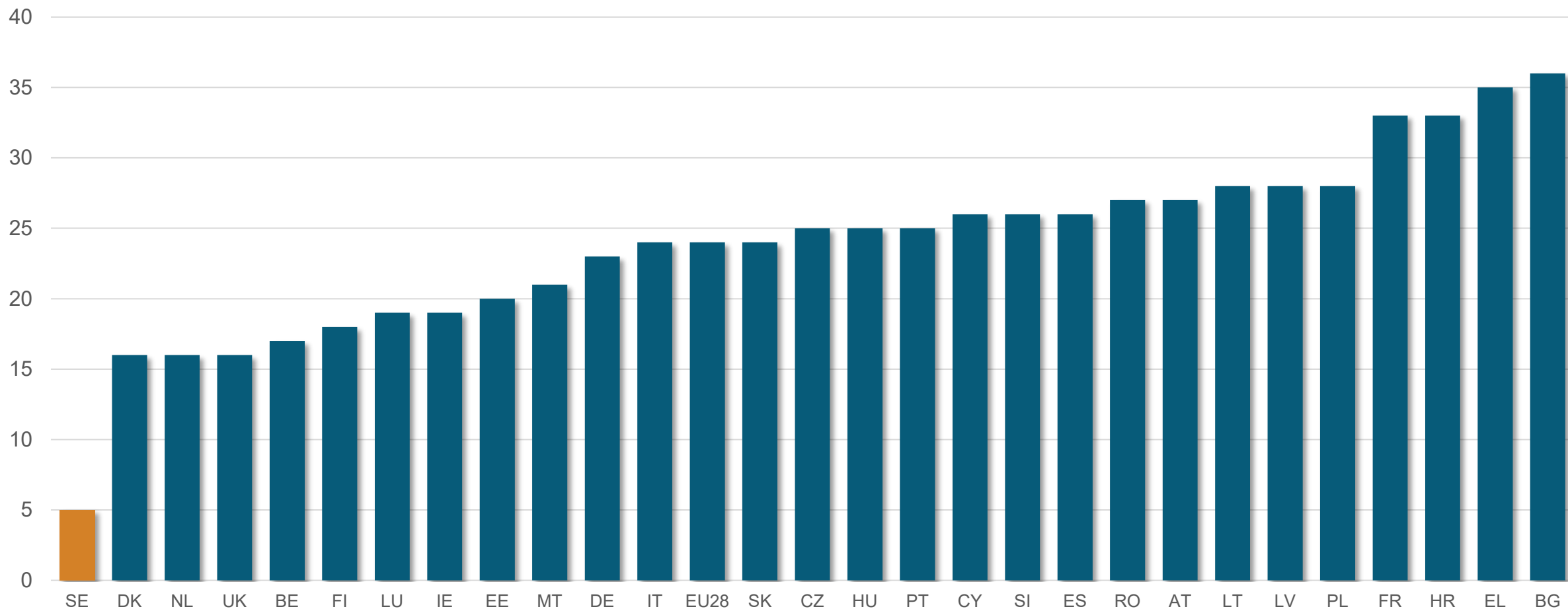
Prevalence of ex-smokers in the EU (%)



Source: Eurobarometer 458, May 2017.

DAILY SMOKERS IN THE EUROPEAN UNION – MEN AND WOMEN

Prevalence of daily smokers in the EU (%)



Source: Eurobarometer 458, May 2017.

TOTAL RETURN 2010-2019

