



OMX Nordic Exchange: SWMA

## PRESS RELEASE

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### **Swedish Match appoints Patrik Andersson new President North Europe Division**

**Patrik Andersson 44, has been appointed to the position of President North Europe Division, effective October 1, 2007. He will succeed Lars-Olof Löfman who takes up the position as Global head of Smoke free products.**

Patrik Andersson is currently President of Wasabröd AB within the Barilla Group, a position he holds since 2004. Before joining Wasabröd AB, Patrik has spent 12 years at Unilever in various managerial positions both in Sweden and Germany. Patrik holds a Bachelors of Business Administration from the Lund University.

“Patrik has a solid track record from the fast moving consumer goods industry, with an extensive marketing and sales experience both on strategic and operating levels” says Sven Hindrikes, President and CEO of Swedish Match AB.

Patrik will be a part of the Group Management Team and based in Stockholm.

Swedish Match has established a new corporate function for global smoke-free products. The main objective is to develop and coordinate the global smoke-free business in order to capture international growth opportunities in this segment. The new function will report to the President and CEO, Sven Hindrikes and Lars-Olof Löfman will continue to be a member of the Group Management Team.

As head of the new function, Lars-Olof Löfman will focus on creating conditions for organic growth of our smoke-free business in new and existing markets by leveraging Swedish Match strong brand portfolio through strategic product development and global brand building. In addition to that, it is of vital importance to increase the knowledge about smoke-free products as a strategy for considerable risk reduction in relation to cigarette smoking.

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*Swedish Match is a global Group of companies with a broad assortment of market-leading brands in smokeless tobacco products, cigars, pipe tobacco and lights products. The Group's global operations generated sales of 12,470 MSEK for the twelve month period ending June 30, 2007. Swedish Match shares are listed on OMX Nordic Exchange in Stockholm (SWMA).*

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