

Nasdaq Stockholm: SWMA

13 September, 2016

## Swedish Match is contemplating issuance of public note and a tender of part of outstanding note

**Swedish Match is contemplating the issuance of senior unsecured EUR denominated notes and a tender of part of Swedish Match's outstanding EUR denominated notes due 24 November 2017. A capital markets transaction will follow, subject to market conditions.**

Deutsche Bank and SEB are mandated as joint lead managers for the issuance of the new notes and dealer managers for the tender.

### Important notice

This announcement does not constitute an offer to participate in the issuance of the new notes or to participate in the tender of the outstanding notes.

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This information is information that Swedish Match AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 1.30 p.m. CET on 13 September, 2016.

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Swedish Match develops, manufactures, and sells quality products with market-leading brands in the product areas Snus and moist snuff, Other tobacco products (cigars and chewing tobacco), and Lights (matches, lighters, and complementary products). Production is located in six countries, with sales concentrated in Scandinavia and the US. The Group's global operations generated sales of 14,951 MSEK for the twelve month period ending 30 June 2016. The Swedish Match share is listed on Nasdaq Stockholm (SWMA).

Swedish Match's vision is a world without cigarettes. Some of its well-known brands include: *General, Longhorn, White Owl, Red Man, Fiat Lux, and Cricket.*

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