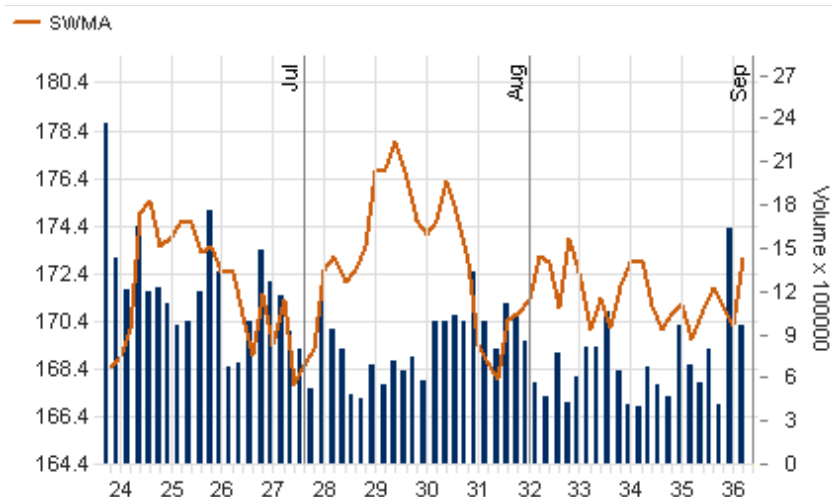


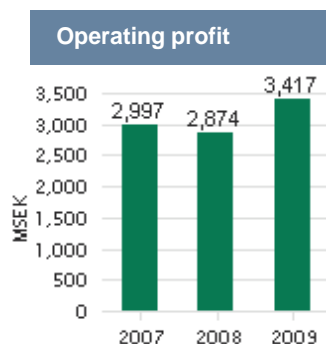
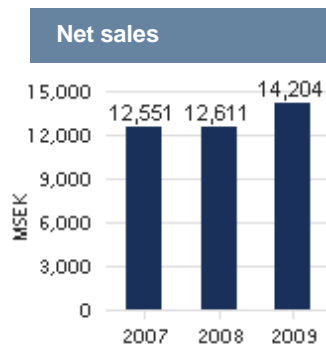
Swedish Match develops, manufactures and sells market-leading brands in smokeless tobacco (snus, snuff and chewing tobacco), cigars and lights products (matches and lighters). The Group sells products across the globe, with production units in 10 countries. Swedish Match also has an independent distribution company in Sweden. The Swedish Match share is listed on NASDAQ OMX Stockholm.

Market NASDAQ OMX Stockholm Symbol SWMA ISIN SE0000310336 Sector Consumer Staples List Large Cap

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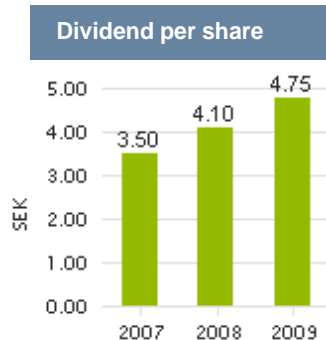


SWMA		01/09/2010	
Currency	SEK	Volume	956,304
Previous Close	173.10	Number of Shares (mil)	231.00
Change (%)	1.64	Market Cap (mil)	39,986.10



### Key figures

	2009	2008
<i>Continuing operations</i>		
Operating margin, % <sup>1)</sup>	24.1	22.2
Operating capital, MSEK	8,494	8,841
Return on operating capital, % <sup>1)</sup>	39.4	34.0
EBITDA, MSEK <sup>2)</sup>	3,885	3,222
EBITA, MSEK <sup>3)</sup>	3,535	2,921
Net debt, MSEK	7,188	7,640
Net debt/EBITA	2.0	2.6
Investments in property, plant and equipment, MSEK <sup>4)</sup>	471	319
EBITA interest cover	8.4	7.0
<i>Share data</i>		
Earnings per share basic, SEK		
From continuing operations	9.67	8.30
Including discontinued operations	12.88	8.98
Earnings per share diluted, SEK		
From continuing operations	9.66	8.29
Including discontinued operations	12.87	8.96
Number of shares outstanding at end of period	231,300,000	249,160,000
Average number of shares outstanding, basic	244,259,880	251,867,479
Average number of shares outstanding, diluted	244,440,057	252,211,733



1) Excluding a gain of 73 MSEK from sale of subsidiary and related assets during 2008, but including restructuring charges of 73 MSEK in 2009