

Odd Molly International AB (publ)



PRESS RELEASE

Stockholm, Sweden, March 9, 2016

Johanna Palm named new CFO of Odd Molly

Odd Molly has appointed Johanna Palm as the new CFO of the company. Johanna Palm was most recently Vice President Finance Commercial Division at Oriflame, where she also served as Senior Director Investor Relations and helped to establish the finance unit in new markets. She brings to the company strong competence and experience from a number of consumer-oriented multinationals.

"I am very pleased that Johanna Palm is now strengthening our team with her experience from senior finance positions at consumer goods companies – both Swedish and international. I am convinced that Johanna, with her competence and personality, will contribute to Odd Molly's profitable growth," said Anna Attemark, CEO of Odd Molly.

Johanna Palm, 39, has an MBA from the Stockholm School of Economics. She has held a number of senior positions at Oriflame for the last eight years, most recently as VP Finance Commercial Division and before that Senior Director Investor Relations. Prior to that Johanna was Controller at McDonalds Sverige and a trainee at Carlsberg.

Johanna Palm succeeds Henrik Wetterdal, who has served as Acting CFO of Odd Molly since December 2015. Johanna assumes her new role as CFO on April 18, 2016.

For further information, please contact:

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About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The company's products are mainly sold through agents to retailers in around thirty countries around the world, which facilitates expansion with limited capital requirements. Odd Molly is responsible for selling to external retailers in the Scandinavian market and also manages 13 of its own physical stores and its own web shop. The Odd Molly share has been traded on Nasdaq Stockholm since June 21.

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