

Odd Molly International AB (publ)



## PRESS RELEASE

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### Per Holknekt leaving Odd Molly

**After twelve years at Odd Molly, Per Holknekt, one of the company's founders, has now decided to step down as Creative Director to become an independent branding consultant.**

*"It is with great regret but a bright outlook on the future that I have made the very difficult decision to pursue new avenues in my career," says Per Holknekt, founder and Creative Director. "I am now leaving the company securely in new hands to set sail on my next journey."*

*"Per Holknekt has been a key person and fantastic creative force behind Odd Molly," says Anna Attemark, CEO of Odd Molly. "His branding expertise, coupled with Odd Molly's distinctive design concept, was the key reason Odd Molly was able to carve out a strong position in the fashion world so quickly. I understand why Per, after nearly 12 years, has now decided to step down and seek out new creative challenges at the same time that Odd Molly enters a new phase."*

For further information, please contact:

Anna Attemark, CEO, phone: +46 8 522 28 502

#### **About Odd Molly**

Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly products are sold through retailers in around thirty countries around the world. In addition, Odd Molly currently has four of its own physical stores in Stockholm, Kungsbacka, Barkarby and Copenhagen, a web shop and three shop-in-shops. Odd Molly has around 60 employees. The company's historically profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and low inventory risk. Odd Molly's share is traded as of June 21, 2010 on NASDAQ OMX Stockholm.

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