

# **Odd Molly International AB (publ)**

Stockholm, August 22, 2008

# Interim report: January 1 – June 30, 2008







Photos: Robert Eldrim

## CONTINUED STRONG GROWTH AND NEW AWARD

January 1 – June 30, 2008

- Net sales increased by 164% to SEK 127.8 M (48.5)
- The gross profit margin rose by 58.5% (56.4)
- Operating income increased to SEK 33.0 M (5.3), corresponding to an operating margin of 25.9% (11.0)
- Income after tax amounted to SEK 23.8 M (3.7). The net margin rose to 18.6% (7.6)
- Earnings per share amounted to SEK 4.1 (0.7) (based on the average number of shares)

April 1 – June 30, 2008

- Net sales increased by 56% to SEK 21.8 M (14.0)
- The gross profit margin was 58.7% (65.7). (Not directly comparable since deliveries varied between quarters)
- Operating income was SEK 0.1 M (0.0)
- Income after tax amounted to SEK 0.6 M (-0.1)
- Earnings per share amounted to SEK 0.1 (0.0) (based on the average number of shares)

# Events after the end of the period

- Odd Molly's chief designer was awarded Sweden's most prestigious design prize in August – the "Golden Button" awarded by the "Damernas Värld" magazine
- Helena Christensen, the Danish super-model, contracted to present Odd Molly's face to the world
- Fashion show in Copenhagen, and a new website launched
- Sales of the 2009 spring and summer collections commenced

Key data	AprJune 2008	AprJune 2007	Percentage change	JanJune 2008	JanJune 2007	Percentage change	Full year 2007	July 2007- June 2008
Net sales, SEK M	21.8	14.0	56	127.8	48.5	164	130.3	209.6
Gross profit margin, %	58.7	65.7		58.5	56.4		57.2	58.2
Operating income, SEK M	0.1	0.0		33.0	5.3	520	18.5	46.2
Operating margin, %	0.7	-0.1		25.9	11.0		14.2	22.0
Income after tax, SEK M	0.6	-0.1		23.8	3.7	548	12.9	33.1
Earnings per share, SEK	0.1	0.0		4.1	0.7	469	2.4	5.8
Number of shares at close of period (adjusted after split)	5 752 000	5 752 000		5 752 000	5 752 000		5 752 000	5 752 000
Number of shares, weighted average (adjusted after split)	5 752 000	5 100 901		5 752 000	5 051 724		5 404 740	5 752 000

## Comments by the CEO

In the first half of 2008, Odd Molly continued its rapid growth – and the second half of the year has started with a number of exciting events.

Having invoiced the large part of our spring and summer collections during the first quarter, sales in the second quarter consequently were lower. As mentioned earlier, with Odd Molly's business model you get a fairer view of our development on a semi-annual basis rather than by quarter. We are pleased, however, to have limited our costs despite continuing to invest in future growth and strengthening the organization for further expansion. The operating margin for the first six months was just over 25%, which we are very pleased with and is proof of the potential of Odd Molly's business.

We are continuing to strengthen the organization, including the addition of a new product manager this autumn. Kristin Roos, at the moment working for J. Lindeberg, will take over the new position as head of the production and design departments. Another element in our growth strategy is the improvements we are planning to our market communications aimed at consumers to strengthen the brand in international markets and support sales by local agents. This will take form of an international campaign during the spring of 2009 as well as our new website, made entirely out of Odd Molly's textiles.

On August 14, Odd Molly's chief designer, Karin Jimfelt-Ghatan, received the prestigious "Golden Button" fashion design award from the magazine Damernas Värld, the highest distinction a designer can receive in Sweden. This is a fantastic recognition and an inspiration for the entire design team to improve our collections. It is also a big support for the ongoing launch of our spring and summer collections for 2009, particularly in Sweden, Odd Molly's largest market.

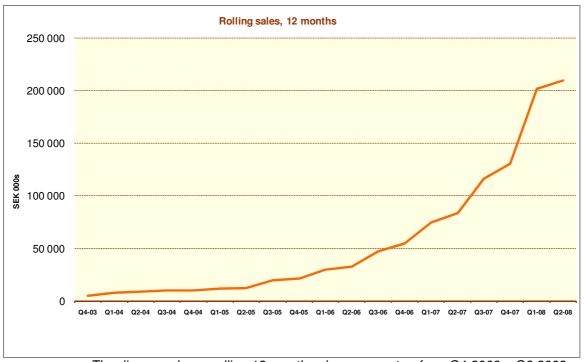
Odd Molly's major runway show for the upcoming summer and spring collections also took place in August – this time at the Hotel d'Angleterre in Copenhagen. The hostess for the event, and model for Odd Molly's upcoming spring campaign, was Danish supermodel Helena Christensen. The show attracted a large contingent of Nordic and international media. Signing up Helena as Odd Molly's new face is part of the effort to raise the brand's image and strengthen our credibility among partners, retailers and customers.

During the second quarter, we signed an agreement with a distributor in the emerging market Dubai. Moreover, we have initiated development of an eyewear collection.

We are fantastically proud of our development, the award we received and the attention we have attracted. We are now focusing on further strengthening the company and product range, as well as supporting further growth and profitability in the Nordic region and internationally. With successful sales of our spring and summer collections for 2008, we are very confident about future orders for the spring/summer of 2009 despite dark clouds on the international business horizon.

Christina Tillman, CEO

# **Development of the Group**

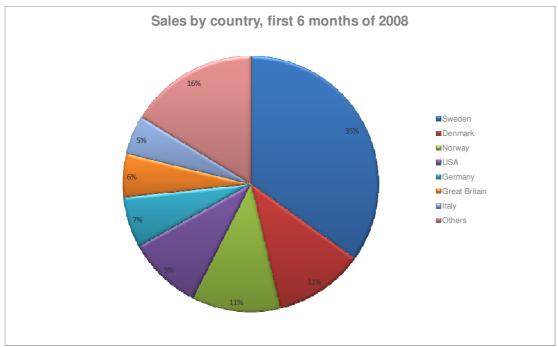


The diagram shows rolling 12-month sales per quarter, from Q4 2003 – Q2 2008

## **Net sales**

First six months, January 1 – June 30

The sales trend for the first six months of the year continued to be very strong, and net sales totaled SEK 127.8 M (48.5), an increase of 164% compared with the corresponding period in the preceding year. Orders placed for the spring/summer of 2008 increased by 158%.



The diagram shows sales by country in the first six months of 2008

Sweden experienced the greatest increase in sales in comparison with the same period in 2007, and accounted for 35% of total sales during the first six months. There was also considerable

improvement in sales in Norway, Denmark and southern Europe (Spain, Portugal, Greece and France). Sales in the United States rose by more than 55% compared with the same period last year.

Second quarter, April 1 – June 30

Net sales totaled SEK 21.8 M (14.0), an increase of 56% compared with the corresponding period in the preceding year. A major proportion of the summer collection was delivered during the first quarter, and as a result only a limited proportion of invoicing for the first six months occurred during the second quarter.

#### Income

First six months, January 1 – June 30

The gross profit margin in the first six months of the year was 58.5% (56.4), benefiting from a continued favorable dollar exchange rate – a considerable proportion of purchases is denominated in USD. The proportion of sales at discounted prices was also very limited. As an increasingly significant market player, Odd Molly is also in a position to negotiate more favorable agreements with suppliers and business partners.

Operating income amounted to SEK 33.0 M (5.3), and the operating margin improved to 25.9% (11.0).

Improved profitability is due to increased gross profit margins, and economies of scale as regards fixed costs and semi-fixed costs, in line with increased sales. Costs of this nature include consultancy, IT and sales expenses. A better negotiation position as a result of higher volumes is another positive factor.

Other external costs – mainly commissions to agents, physical distribution costs and marketing - totaled SEK 31.3 M (16.3) during the period. This represents 24.5% (33.6) of the sales volume.

Marketing costs as a proportion of sales were lower than in the corresponding period in 2007, partly due to higher sales, but also due to major initiatives during the second half of 2008. These initiatives include various strategic and sales promotion marketing activities such as fashion shows, a major spring campaign targeted at consumers (B2C), and a focus on the company's website. Marketing costs for the full year 2008 as a proportion of sales are expected to be well below the 2007 level.

Personnel costs for the period amounted to SEK 9.3 M (5.4), which means that the proportion of personnel costs in relation to sales declined from 11% in the first six months of 2007 to slightly more than 7%.

Earnings per share amounted to SEK 4.1 (0.7), based on the average number of shares in the period.

Second quarter, April 1 – June 30

The gross profit margin in the second quarter of the year was 58.7%, compared with 65.7% in the corresponding period of the preceding year. This comparison is slightly misleading since the second quarter of 2007 benefited by five percentage points, due to time shifts in deliveries between the first and the second quarters.

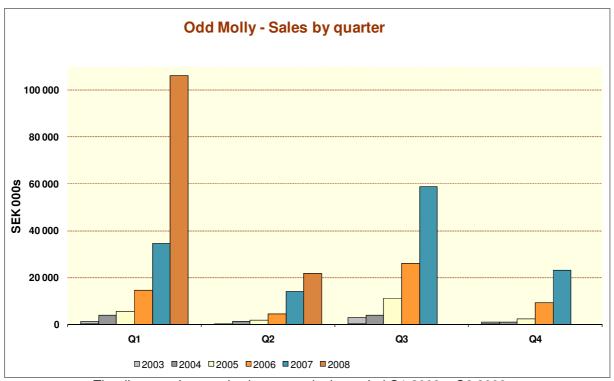
Ever since Odd Molly commenced its operations, the company has consistently endeavored to improve its organizational structure and its work processes, and to achieve satisfactory cost control.

During the quarter, a decision to further strengthen the organization was taken when appointing a product manager responsible for design and production.

Although there was a higher proportion of sales during the first quarter in comparison with the preceding year, the company achieved a slight improvement in operating income of SEK 0.1 M (0.0) in the second quarter. Income after tax amounted to SEK 0.6 M (-0.1), and earnings per share were SEK 0.1 (0.0), based on the average number of shares during the period.

#### **Seasonal variations**

Odd Molly launches four collections in the course of a year (spring, summer, autumn and winter). In historical terms, the major collections have been in the spring and the autumn from a sales point of view. Odd Molly's operations are clearly seasonally oriented, and as a result the first and third quarters are strong, while the second and fourth quarters are considerably weaker. This means that Odd Molly's operations, sales and income should be seen on a six-month basis. Odd Molly delivers its spring collection from January 15 – February 28, and the summer collection from March 15 – April 15 and, as a result, the spring collection and part of the summer collection are delivered during the first quarter.



The diagram shows sales by quarter in the period Q1 2003 – Q2 2008

## **Financial position**

At June 30, the company's total assets amounted to SEK 89.4 M (49.3). The shareholders' equity was SEK 69.0 M at the close of the six-month period, compared with SEK 35.8 M at the same timepoint in the preceding year. The equity/assets ratio at the end of the quarter was 77% (73), which may be compared with 75% at year-end 2007. Liquid assets at the end of the period were SEK 57.0 M (30.3), and neither overdraft nor invoice credit facilities were utilized. Accounts receivable increased from SEK 5.1 M in 2007 to SEK 12.2 M in 2008, but the proportion of accounts receivable in relation to sales was unchanged at 10%.

As per June 30, inventories amounted to SEK 14.3 M, in comparison with SEK 7.8 M at the same time last year. The ratio of inventories to sales for the period was 11%, compared with 16% at the same timepoint in the preceding year. In addition to increased inventories in absolute numbers as the result of higher sales, the inventory level is also affected by Odd Molly's increased number of

sales collections with agents, compared with previous practice. SEK 5 M of inventories consisted of early received autumn goods which were distributed to retailers in July.

#### Investments and cash flow

The company's investments are relatively limited, but primarily involve investments in equipment and continued further development of IT systems. In the first six months of the year, investments amounted to SEK 0.6 M (0.7). The cash flow from current operations was SEK 28.0 M during the six-month period, compared with SEK 3.3 M in the corresponding period in 2007. Total cash flow for the period amounted to SEK 27.4 M (27.1). This positive cash flow was due to a considerable improvement in income from current operations. The substantial positive cash flow for the second quarter was because a considerable proportion of customer payments were made in this period. Cash flow for the comparable period in the preceding year was largely due to a new share issue and associated costs amounting to a net figure of SEK 24.6 M.

## **Number of shares**

Odd Molly implemented a share split of 41:1 and a new issue of 750,000 shares during the second guarter of 2007. There are currently 5,752,000 shares outstanding.

## **Employees**

In order to establish a potential for continued strong sales and to ensure high quality, the organizational structure was consolidated during the second quarter and two new employees were recruited. As per June 30, the company had a total of 29 employees (of whom four in the United States), compared with 21 at the same timepoint in the preceding year.

## **Parent Company**

Odd Molly International AB, which sells to all Odd Molly customers outside the United States and Canada, achieved sales of SEK 114.9 M (48.5) during the first half of the year, and reported operating income of SEK 31.3 M (5.5). The Parent Company's equity amounted to SEK 69.2 M (36.0). Liquid assets totaled SEK 52.9 M (30.3).

## Events after the end of the reporting period

#### Fashion show in Copenhagen

In August, Odd Molly presented its third international fashion show at the prestigious Hotel d'Angleterre in Copenhagen, with the top model Helena Christensen as hostess. This show was attended by a large number of Nordic and international fashion journalists.











Photos: Helle Moos

# Helena Christensen – Odd Molly's new face

Odd Molly has signed up the super-model Helena Christensen as its new face, and she will be featured in advertisements in leading fashion magazines, for example in the United States, Great Britain, Italy, Sweden and Denmark.

## Winner of the Gold Button design prize

Odd Molly's chief designer, Karin Jimfelt-Ghatan, was awarded the prestigious "Damernas Värld Gold Button" design prize in August. This prize was awarded at a ceremony in the Cirkus theatre in Stockholm, where the company's latest collection was presented to fashion experts and media attending the occasion.











Photos: Damernas Värld

A unanimous jury explained its decision as follows:

"This year's Gold Button winner is more than a brand of clothing. This is a concept, a unique, timeless style, demonstrating that fashion dreams can be realized. The winner has transformed the atmosphere of a peaceful and beautiful Sunday morning into successful clothes to delight women of all ages. She has wiped the floor with her competitors, at both the national and international levels. We pay tribute to Karin Jimfelt-Ghatan, on behalf of Odd Molly, who has given modern folklore a new. successful face."

#### **Forecast**

Odd Molly does not aim to provide any forecasts, but will instead publish its order figures twice a year, in April and October. Order values for the first half of 2009 will be announced on October 9, 2008.

#### **Risk factors**

The risk and uncertainties to which Odd Molly is exposed are specified in the First North listing prospectus published in May 2007 and in the company's annual report for 2007.

#### **Accounting principles**

This interim report has been prepared in accordance with the same accounting principles and methods employed in the company's latest annual report, and they fulfill the Swedish Accounting Standards Board's requirements (BFNAR 2007:1).

The consolidated accounts have been prepared in accordance with the Swedish Accounting Standards Council's recommendations (RR1:00), and the acquisition accounting method has been employed. The consolidated accounts cover Odd Molly International AB (Parent Company) and Odd Molly Inc, which was consolidated as per May 1, 2007.

References to the company in this interim report pertain to the Odd Molly Group.

This report has not been audited by the company's auditors.

Consolidated income statement					
	AprJune	AprJune	JanJune	JanJune	Full year
SEK 000s	2008	2007	2008	2007	2007
Operating Revenue					
Net sales	21 840	13 995	127 790	48 474	130 260
Other operating revenue	122	0	0	0	47
	21 962	13 995	127 790	48 474	130 307
Operating costs					
Goods for resale	-9 019	-4 804	-53 005	-21 135	-55 704
Other external costs	-7 574	-5 970	-31 286	-16 285	-42 842
Personnel costs	-5 079	-3 024	-9 261	-5 392	-12 557
Depreciation of tangible fixed assets	-144	-92	-278	-166	-432
Other operating costs	0	-124	-916	-170	-317
	-21 816	-14 014	-94 745	-43 148	-111 851
Operating income	145	-19	33 044	5 326	18 457
Income from financial items					
Interest income	498	69	805	108	606
Interest expense	-4	-99	-37	-207	-284
	493	-30	767	-99	322
Income after financial items	639	-48	33 812	5 227	18 779
Tax	-72	-55	-9 976	-1 546	-5 857
Income for the year/period	567	-104	23 835	3 681	12 922

SEK 000s	Consolidated balance sheet	l 00	I 00	D 04
Present   Pres	SEK 000s	June 30, 2008	June 30, 2007	Dec. 31, 2007
Targible fixer assets   Expenses for improvement of third-party property   0   150   0   0   0   0   0   0   0   0   0	ASSETS			
Expenses for improvement of third-party property	Fixed assets			
Equipment, tools and installations         1 975         1 397         1 645           Financial fixed assets         0         0         0           Total fixed assets         1 975         1 547         1 705           Current assets           Inventories, etc.         1 4342         7 751         1 3 717           Advances to suppliers         0         419         0           Current receivable         12 207         5 073         12 448           Accounts receivable         12 207         5 073         12 448           Accounts receivable         12 207         5 073         12 448           Prepaid expenses and accrued income         2 591         2 268         1 85           Cash and bank         56 997         30 339         29 840           Total current assets         87 463         47 711         58 377           TOTAL ASSETS         89 438         49 258         60 062           SHAREHOLDERS' EQUITY AND LIABILITIES           Share capital         575         575         575           Restricted reserves         1 847         1 688         1 680           Unrestricted reserves         1 247         2 982         29 922	"			
Financial lixed assets				
1975	' '			
Total fixed assets   1975	Financial fixed assets			
Current assets   Inventories, etc.   Finished products and goods for resale   14 342   7 751   13 717   Advances to suppliers   14 342   7 751   13 717   Advances to suppliers   14 342   8 169   13 717   13 717   13 717   14 342   8 169   13 717   14 342   8 169   13 717   15 8 177			-	
Inventories, etc.   Finished products and goods for resale	Total fixed assets	1 975	1 547	1 705
Finished products and goods for resale Advances to suppliers 0 419 0 419 0 419 0 419 13 717 Advances to suppliers 14 342 8 169 13 717 Current receivables				
Advances to suppliers         0         419         0           Current receivables         14 342         8 169         13 717           Accounts receivable         12 207         5 073         12 48           Other receivables         1 326         1 8861         487           Prepaid expenses and accrued income         2 591         2 268         1 885           Cash and bank         56 997         30 339         29 840           Total current assets         87 463         47 711         58 377           TOTAL ASSETS         89 438         49 258         60 082           SHAREHOLDERS' EQUITY AND LIABILITIES         Shareholders' equity         575         575         575           Restricted reserves         1 647         1 668         1 660         1 660         1 668         1 660           Unrestricted reserves         4 2 912         2 9 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992         2 9 922         1 992 <td></td> <td></td> <td></td> <td></td>				
14 342	_	_	_	-
Current receivables	Advances to suppliers			
Accounts receivable   12 207   5 073   12 448	Comment was in white	14 342	8 169	13 /1/
Other receivables         1 326         1 861         487           Prepaid expenses and accrued income         2 591         2 268         1 885           16 124         9 203         14 819           Cash and bank         56 997         30 339         29 840           Total current assets         87 463         47 711         58 377           TOTAL ASSETS         89 438         49 258         60 082           SHAREHOLDERS' EQUITY AND LIABILITIES         Shareholders' equity         8 1 660           Share capital         575         575         575           Restricted reserves         1 647         1 668         1 660           Lore tricted reserves         42 912         29 892         29 922           Income for the year/period         23 835         3 681         12 922           Income for the year/period         23 835         3 681         12 922           Provisions         0         0         35 816         45 079           Provisions         0         16         16         16           Total provisions         16         16         16         16           Total provisions         0         0         0         0           Commit		10 007	E 072	10 440
Prepaid expenses and accrued income   2 591   2 268   1 885     16 124   9 203   14 819     Cash and bank   56 997   30 339   29 840     Total current assets   87 463   47 711   58 377     TOTAL ASSETS   89 438   49 258   60 082     SHAREHOLDERS' EQUITY AND LIABILITIES     Share capital   575   575   575     Restricted reserves   1 647   1 668   1 660     2 222   2 244   2 235     Unrestricted reserves   42 912   29 892   29 922     Income for the year/period   23 835   3 681   12 922     Income for the year/period   66 748   33 572   42 844     Total shareholders' equity   68 970   35 816   45 079     Provisions   16				
16 124				
Cash and bank         56 997         30 339         29 840           Total current assets         87 463         47 711         58 377           TOTAL ASSETS         89 438         49 258         60 082           SHAREHOLDERS' EQUITY AND LIABILITIES           Share capital         575	Prepaid expenses and accrued income			
Total current assets		10 124	9 203	14 619
SHAREHOLDERS' EQUITY AND LIABILITIES   Shareholders' equity	Cash and bank	56 997	30 339	29 840
SHAREHOLDERS' EQUITY AND LIABILITIES   Shareholders' equity	Total current assets	87 463	47 711	58 377
Share capital   575   575   575   575   Festricted reserves   1 647   1 668   1 660	TOTAL ASSETS	89 438	49 258	60 082
Restricted reserves				
Current liabilities	Share capital	575	575	575
Unrestricted reserves	Restricted reserves	1 647	1 668	1 660
Income for the year/period   23 835   3 681   12 922   66 748   33 572   42 844   66 748   33 572   42 844   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   68 970   68 970   68 970   69 970		2 222	2 244	2 235
Income for the year/period   23 835   3 681   12 922   66 748   33 572   42 844   66 748   33 572   42 844   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   35 816   45 079   68 970   68 970   68 970   68 970   69 970				
Frovisions				
Provisions   Deferred tax   16   16   16   16   16   16   16   1	Income for the year/period			
Provisions         Deferred tax         16         16         16           Total provisions         16         16         16           Long-term liabilities         0         0         0           Liabilities to credit institutions         0         0         0           Current liabilities         0         0         0         0           Committed lines of credit         0         0         0         0           Borrowing against invoices         0         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390 <t< td=""><td></td><td>66 748</td><td>33 572</td><td>42 844</td></t<>		66 748	33 572	42 844
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Deferred tax         16         16         16           Total provisions         16         16         16           Long-term liabilities         Liabilities to credit institutions         0         0         0           Total long-term liabilities         0         0         0           Current liabilities         0         0         0           Borrowing against invoices         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500	Provisions			
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Liabilities to credit institutions         0         0         0           Current liabilities         0         0         0           Committed lines of credit         0         0         0           Borrowing against invoices         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500				
Total long-term liabilities         0         0         0           Current liabilities         0         0         0           Committed lines of credit         0         0         0           Borrowing against invoices         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500	Long-term liabilities			
Current liabilities           Committed lines of credit         0         0         0           Borrowing against invoices         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500	_	0	0	0
Committed lines of credit         0         0         0           Borrowing against invoices         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500	Total long-term liabilities	0	0	0
Borrowing against invoices         0         0         0           Liabilities to credit institutions         0         143         71           Advanced from customers         0         0         18           Accounts payable         3 921         8 356         3 789           Current tax liabilities         9 882         1 418         3 689           Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500	Current liabilities			
Liabilities to credit institutions       0       143       71         Advanced from customers       0       0       18         Accounts payable       3 921       8 356       3 789         Current tax liabilities       9 882       1 418       3 689         Other liabilities       676       384       2 139         Accrued expenses and prepaid income       5 973       3 126       5 280         Total current liabilities       20 452       13 427       14 987         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       89 438       49 258       60 082         Pledged assets       2 500       3 390       2 500	Committed lines of credit	0	0	0
Advanced from customers       0       0       18         Accounts payable       3 921       8 356       3 789         Current tax liabilities       9 882       1 418       3 689         Other liabilities       676       384       2 139         Accrued expenses and prepaid income       5 973       3 126       5 280         Total current liabilities       20 452       13 427       14 987         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       89 438       49 258       60 082         Pledged assets       2 500       3 390       2 500	Borrowing against invoices	0	0	0
Accounts payable       3 921       8 356       3 789         Current tax liabilities       9 882       1 418       3 689         Other liabilities       676       384       2 139         Accrued expenses and prepaid income       5 973       3 126       5 280         Total current liabilities       20 452       13 427       14 987         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       89 438       49 258       60 082         Pledged assets       2 500       3 390       2 500	Liabilities to credit institutions	0	143	71
Current tax liabilities       9 882       1 418       3 689         Other liabilities       676       384       2 139         Accrued expenses and prepaid income       5 973       3 126       5 280         Total current liabilities       20 452       13 427       14 987         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       89 438       49 258       60 082         Pledged assets       2 500       3 390       2 500	Advanced from customers	0		
Other liabilities         676         384         2 139           Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500	Accounts payable	3 921	8 356	3 789
Accrued expenses and prepaid income         5 973         3 126         5 280           Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500			_	
Total current liabilities         20 452         13 427         14 987           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         89 438         49 258         60 082           Pledged assets         2 500         3 390         2 500				
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES 89 438 49 258 60 082  Pledged assets 2 500 3 390 2 500				
Pledged assets 2 500 3 390 2 500	Total current liabilities	20 452	13 427	14 987
-	TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	89 438	49 258	60 082
Contingent liabilities none none none	Pledged assets	2 500	3 390	2 500
	Contingent liabilities	none	none	none

Summary of changes in consolidated shareho	olders' equity JanJune	JanJune	Full year		
SEK 000s	2008	2007	2007		
Shareholders equity at commencement of year/period	45 079	6 046	6 046		
Dividend	0	0	0		
New issue	0	30 000	30 000		
Issue expenses	0	-3 915	-3 915		
Income for the year/period	23 835	3 681	12 922		
Translation differences	55	4	27		
Shareholders equity at close of year/period	68 970	35 816	45 079		
Cash flow statement for the Group					
051/ 000		AprJune	JanJune		Full year
SEK 000s	2008	2007	2008	2007	2007
Current operations	4.45	40	00.044	F 000	40.457
Operating income	145	-19	33 044	5 326	18 457
Adjustments for items not included in cash flow	444	00	070	400	400
Depriciations and writedowns	144	92	278	166	432
Capital gains on sale of equipment	11	0	11	0	-2
Interest received	498	69	805	108	606
Interest paid	-4 770	-99	-37	-207	-284
Income tax paid	-770	-34	-3 765	-65	-2 040
Cash flow from current operations	24	10	20.225	E 200	17 160
before changes in working capital	24	10	30 335	5 329	17 168
Changes in working capital					
Change in inventories	3 616	-607	-803	-6 755	-12 376
Change in receivables	55 426	13 454	-1 393	-4 359	-10 007
Change in current liabilities	-23 100	-6 796	-141	9 088	8 542
Cash flow from current operations	35 966	6 061	27 998	3 303	3 326
Investment operations					
Acquisition of tangible fixed assets	-259	-549	-630	-729	-1 133
Acquisition of financial assets	0	0	0	0	-60
Divestment of financial assets	0	0	60	0	0
Divestment of inventories	0	0	0	0	36
Cash flow from investment operations	-259	-549	-570	-729	-1 157
Financing operations					
Cost of new share issue	0	24 562	0	24 562	24 562
Amortization of liabilities	0	-36	0	-71	-71
Cash flow from financing operations	0	24 527	0	24 491	24 491
Cash flow for the year/period	35 707	30 038	27 428	27 064	26 660
Liquid assets at beginning of period	21 309	300	29 840	3 274	3 274
Exchange-rate difference in liquid assets	-18	1	-271	1	-94
Liquid assets at close of period	56 997	30 339	56 997	30 339	29 840

Parent Company income statement					
051/000	AprJune	AprJune	JanJune	JanJune	Full year
SEK 000s	2008	2007	2008	2007	2007
Operating revenue					
Net sales	21 539	13 995	114 946	48 474	125 472
Other operating revenue	100	0	0	0	1 201
	21 639	13 995	114 946	48 474	126 673
Operating costs					
Goods for resale	-8 183	-4 804	-46 745	-21 135	-53 711
Other external costs	-6 492	-5 927	-27 704	-16 242	-40 576
Personnel costs	-4 658	-2 865	-8 505	-5 232	-11 764
Depreciation of tangible fixed assets	-137	-92	-262	-166	-407
Other operating costs	0	-124	-407	-170	-314
	-19 469	-13 812	-83 623	-42 945	-106 772
Operating income	2 170	184	31 322	5 529	19 901
Income from financial items					
Interest income	498	70	802	108	595
Interest expense	-4	-99	-37	-207	-284
	494	-29	765	-99	312
Income after financial items	2 664	155	32 087	5 430	20 213
Tax	-1 017	-1 546	-9 254	-1 546	-5 911
Income for the year/period	1 647	-1 392	22 833	3 884	14 302

SEK 0005	Parent Company balance sheet			
ASSETS Fixed assets Fixed assets Equipment, tools and installations Financial fixed assets (shares in subsidiaries)  Total fixed assets  Inventories, etc.  Finished products and goods for resale  Advances to suppliers  12 376 8 169 11 450  Current receivables  Accounts receivables  Accounts receivables  Accounts receivables  Accounts receivables  10 811 5 073 11 746  Receivables, Group companies  6 591 511 6 651  Current expendibles  11 877 1 490 341  Prepaid expenses and accrued income  2 444 2 242 1 865  21 033 9 316 20 603  Cash and bank  5 2 912 30 308 26 634  Total current assets  86 321 47 794 58 687  TOTAL ASSETS  88 307 49 406 60 354  TOTAL ASSETS  88 307 49 406 60 354  Share capital  575 575 575  575  Share capital  575 575 575  575  Share premium reserve  2 6 010 26 010 26 010  2 2 033 2 203  2	arent company balance sheet	June 30,	June 30,	Dec. 31,
Fixed assets   Tangible fixed assets   Equipment, tools and installations   1817   1442   1497   1701   1	SEK 000s	2008	2007	2007
Tangible fixed assets         1 442 1 497           Equipment, tools and installations         1 817 1 442 1 197         1 70 170           Total fixed assets         1 987 1 612 1 667           Current assets         Inventories, etc.         Inventories, etc.           Inisitated products and goods for resale         12 376 8 169 11 450           Advances to suppliers         0 419 0 419 0 0           Current receivables         12 376 8 169 11 450           Accounts receivables         10 811 5 073 11 746           Receivables, Group companies         6 591 511 6 651           Prepaid expenses and accrued income         2 444 2 242 1 865           Prepaid expenses and accrued income         2 444 2 242 1 865           Cash and bank         52 912 30 308 26 634           TOTAL ASSETS         88 307 49 406 60 354           SHAREHOLDERS' EQUITY AND LIABILITIES         Shareholders' equity           Share capital         575 575 575 575           Share premium reserve         26 010 26 010 26 010 26 010           Profit carried forward         18 179 3 877 3877           Income for the year/period         22 833 3 884 14 302           Total shareholders' equity         69 225 35 974 46 392           Untaxed reserves         56 56         56           Long-term liabilities	ASSETS			
Equipment, tools and installations	Fixed assets			
Financial fixed assets (shares in subsidiaries)   170   1612   1667   1612   1667   1612   1667   1612   1667   1612   1667   1612   1667   1612   1667   1612   1667   1612   1667   1612   1607   1612   1607   1612   1607   1612   1607   1612   1607	Tangible fixed assets			
Total fixed assets   1 987   1 612   1 667	Equipment, tools and installations	_		
Current assets   Inventories, etc.   Finished products and goods for resale   12 376   7 751   11 450   Advances to suppliers   0   419   0   0   11 450   Advances to suppliers   0   419   0   0   11 450   Advances to suppliers   0   419   0   0   11 450   Advances to suppliers   0   419   0   0   0   11 450   Advances to suppliers   0   419   0   0   0   11 450   Advances to suppliers   0   419   0   0   11 450   Advances to suppliers   0   419   0   0   0   1				
Avenitories, etc.	Total fixed assets	1 987	1 612	1 667
Finished products and goods for resale 12 376 7 751 11 450 Advances to suppliers 0 419 0 0 419 10 0 12 376 8 169 11 450 Current receivables Accounts receivables 10 811 5 073 11 746 661 Other receivables, Group companies 6 591 511 6 651 Other receivables 11 87 1 490 341 Prepaid expenses and accrued income 2 444 2 242 1 865 12 0 33 9 316 20 603 Cash and bank 52 912 30 308 26 634 TOTAL ASSETS 88 307 49 406 60 354 TOTAL ASSETS 88 307 49 406 60 354 Statutory reserve 1 628 1	Current assets			
Advances to suppliers 0 419 0  Current receivables Accounts receivable Accounts receivable Accounts receivable Accounts receivable Accounts receivable Accounts receivable Accounts receivables Accounts receivable Accounts receivables Accounts receivable Accounts receivables Accounts receivable Accounts receivables Accounts receivables Accounts receivables Accounts receivables Accounts receivable Accounts receivables Accounts rece	·			
12 376			_	11 450
Current receivables   10 811   5 073   11 746	Advances to suppliers			
Accounts receivable Receivables, Group companies Receivables	Current receivables	12 376	8 169	11 450
Receivables, Group companies		10 811	5 073	11 746
Other receivables         1 187         1 490         341           Prepaid expenses and accrued income         2 444         2 242         1 865           21 033         9 316         20 603           Cash and bank         52 912         30 308         26 634           Total current assets         86 321         47 794         58 687           TOTAL ASSETS         88 307         49 406         60 354           SHAREHOLDERS' EQUITY AND LIABILITIES         575         575         575           Share capital         575         575         575         575           Statutory reserve         1 628				
Prepaid expenses and accrued income         2 444         2 242         1 865           21 033         9 316         20 603           Cash and bank         52 912         30 308         26 634           Total current assets         86 321         47 794         58 687           TOTAL ASSETS         88 307         49 406         60 354           SHAREHOLDERS' EQUITY AND LIABILITIES           Share capital         575         57				
21 033		_		
Total current assets	<u> </u>	21 033	9 316	
SHAREHOLDERS' EQUITY AND LIABILITIES   Shareholders' equity	Cash and bank	52 912	30 308	26 634
SHAREHOLDERS' EQUITY AND LIABILITIES   Shareholders' equity	Total current assets	86 321	47 794	58 687
Share capital   575	TOTAL ASSETS	88 307	49 406	60 354
2 203	Shareholders' equity  Share capital	575	575	575
Share premium reserve   26 010   26 010   26 010   26 010   26 010   26 010   26 010   27 010   27 010   28 0	Statutory reserve	1 628	1 628	1 628
Profit carried forward       18 179       3 877       3 877         Income for the year/period       22 833       3 884       14 302         67 022       33 771       44 189         Total shareholders' equity       69 225       35 974       46 392         Untaxed reserves       56       56       56         Long-term liabilities       0       0       0         Liabilities to credit institutions       0       0       0         Total long-term liabilities       0       0       0         Liabilities to credit institutions       0       143       71         Advances from customers       0       0       18         Accounts payable       3 504       8 356       3 102         Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500		2 203	2 203	2 203
Profit carried forward       18 179       3 877       3 877         Income for the year/period       22 833       3 884       14 302         67 022       33 771       44 189         Total shareholders' equity       69 225       35 974       46 392         Untaxed reserves       56       56       56         Long-term liabilities       0       0       0         Liabilities to credit institutions       0       0       0         Total long-term liabilities       0       0       0         Liabilities to credit institutions       0       143       71         Advances from customers       0       0       18         Accounts payable       3 504       8 356       3 102         Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500				
14 302				
Total shareholders' equity  69 225 35 974 46 392  Untaxed reserves  56 56 56  Long-term liabilities Liabilities 0 0 0 0  Total long-term liabilities  Liabilities 0 0 0 0  Current liabilities  Liabilities 0 0 0 0 0  Current liabilities  Liabilities 0 0 0 143 71  Advances from customers 0 0 0 18  Accounts payable 3 504 8 356 3 102  Current tax liabilities 9 232 1 418 3 683  Other liabilities 648 334 2 109  Accrued expenses and prepaid income 5 641 3 126 4 922  Total current liabilities 19 027 13 376 13 907  TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES 88 307 49 406 60 354  Pledged assets 2 500 3 390 2 500				
Untaxed reserves         56         56         56           Long-term liabilities         Unitabilities         0         0         0         0           Current liabilities         0         0         0         0         0         0         0           Current liabilities         0         143         71         71         71         71         72         72         72         73         74 <th< td=""><td>Income for the year/period</td><td></td><td></td><td></td></th<>	Income for the year/period			
Long-term liabilities       0       0       0         Current liabilities       0       0       0         Current liabilities       0       143       71         Advances from customers       0       0       18         Accounts payable       3 504       8 356       3 102         Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500	Total shareholders' equity	69 225	35 974	46 392
Liabilities to credit institutions         0         0         0           Current liabilities         Current liabilities         Current liabilities         Current liabilities         Current liabilities         Value of the property of the p	Untaxed reserves	56	56	56
Liabilities to credit institutions         0         0         0           Current liabilities         Current liabilities         Current liabilities         Current liabilities         Current liabilities         Value of the property of the p	Long-term liabilities			
Total long-term liabilities         0         0         0           Current liabilities         Liabilities to credit institutions         0         143         71           Advances from customers         0         0         18           Accounts payable         3 504         8 356         3 102           Current tax liabilities         9 232         1 418         3 683           Other liabilities         648         334         2 109           Accrued expenses and prepaid income         5 641         3 126         4 922           Total current liabilities         19 027         13 376         13 907           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         88 307         49 406         60 354           Pledged assets         2 500         3 390         2 500	_	٥	Λ	n
Liabilities to credit institutions       0       143       71         Advances from customers       0       0       18         Accounts payable       3 504       8 356       3 102         Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500	Total long-term liabilities			
Liabilities to credit institutions       0       143       71         Advances from customers       0       0       18         Accounts payable       3 504       8 356       3 102         Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500	Current liabilities			
Advances from customers       0       0       18         Accounts payable       3 504       8 356       3 102         Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500		0	143	71
Accounts payable 3 504 8 356 3 102 Current tax liabilities 9 232 1 418 3 683 Other liabilities 648 334 2 109 Accrued expenses and prepaid income 5 641 3 126 4 922 Total current liabilities 19 027 13 376 13 907 TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES 88 307 49 406 60 354 Pledged assets 2 500 3 390 2 500	Advances from customers		_	
Current tax liabilities       9 232       1 418       3 683         Other liabilities       648       334       2 109         Accrued expenses and prepaid income       5 641       3 126       4 922         Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500	Accounts payable	_	_	
Accrued expenses and prepaid income         5 641         3 126         4 922           Total current liabilities         19 027         13 376         13 907           TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES         88 307         49 406         60 354           Pledged assets         2 500         3 390         2 500	Current tax liabilities	9 232	1 418	3 683
Total current liabilities       19 027       13 376       13 907         TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES       88 307       49 406       60 354         Pledged assets       2 500       3 390       2 500	Other liabilities	648	334	2 109
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES 88 307 49 406 60 354  Pledged assets 2 500 3 390 2 500	Accrued expenses and prepaid income	5 641	3 126	4 922
Pledged assets 2 500 3 390 2 500	Total current liabilities	19 027	13 376	13 907
	TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	88 307	49 406	60 354
Contingent liabilities none none none	Pledged assets	2 500	3 390	2 500
inche inche	Contingent liabilities	none	none	none

The Board of Directors and the CEO confirm that this interim report provides a fair picture of the operations, position and income of the Parent Company, and indicate the major risks and factors of uncertainty faced by the Parent Company and companies that form part of the Group.

Stockholm, August 22, 2008

Christer Andersson, Chairman of the Board Karin Wallin-Norman, member of the Board

Karin Jimfelt-Ghatan, member of the Board Per Holknekt, member of the Board

Patrik Tillman, member of the Board Mia Arnhult, member of the Board

Christina Tillman, CEO

#### **About Odd Molly:**

Odd Molly is a Swedish company which designs, markets and sells women's fashions via external retailers all over the world. The products are characterized by beautiful, personal and sensual designs, in combination with high quality and a clear profile. Odd Molly products will be sold in the autumn via 1,600 retailers in 38 countries around the world, with local representation in 23 countries. Odd Molly currently has 30 employees. Sales in 2007 totaled SEK 130.3 M, and operating income amounted to SEK 18.5 M. Odd Molly's profitable growth is based on creative design, consistent brand promotion and a business model that permits expansion with limited capital requirements and minimum inventory risk.

Odd Molly's share is traded on First North, and the company's Certified Adviser is Swedbank.

The information in this interim report is information which Odd Molly International is liable to publish in accordance with the Swedish Securities Market Act and/or the Swedish Financial Trading Instruments Act. This information was made available for publication on August 22, 2008 at 08:00 CET.

#### **Future information deadlines:**

The January – September 2008 interim report will be published on October 28. Order values for the spring/summer of 2009 will be announced on October 9.

#### For further information, please contact:

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Press photos may be downloaded from Odd Molly's website at <a href="www.oddmolly.com/">www.oddmolly.com/</a> "press".

Odd Molly also publishes its own newsletter, reporting information about day-to-day developments. To subscribe, click "news/letter" on <a href="www.oddmolly.com">www.oddmolly.com</a>.