



Odd Molly International AB (publ)

Stockholm, Sweden, August 19, 2011

Interim report January 1 – June 30, 2011



STABLE QUARTER AND ONGOING DEVELOPMENT WORK

January 1 – June 30, 2011

- Net sales amounted to SEK 149.7 million (161.6)
- The gross profit margin rose to 57.0 percent (56.8)
- Operating profit amounted to SEK 16.0 million (19.4), corresponding to an operating margin of 10.7 percent (12.0)
- Net profit was SEK 10.6 million (12.4)
- Earnings per share amounted to SEK 1.85 (2.16) (based on the average number of shares)

April 1 – June 30, 2011

- Net sales rose to SEK 28.6 million (11.1)
- The gross profit margin was 59.3 percent (72.7)
- The operating loss was SEK -7.4 million (-12.5)
- The net loss was SEK -5.4 million (-10.3)
- Earnings per share amounted to SEK -0.94 (-1.79)
- In April Odd Molly reported an order value for the fall/winter 2011 collections of SEK 140 million

Events during the period

- Christina Tillman is stepping down as CEO of Odd Molly and her successor, Anna Attemark, was named. The CEO transition will take place by December

Events after the end of the period

- Odd Molly showed its spring and summer 2012 collection during Fashion Week in Stockholm at Berns

Key financial ratios	April-June	April-June	Change, %	Jan-June	Jan-June	Change, %	Full-year	July 2010-
	2011	2010		2011	2010		2010	June 2011
Net sales, SEK million	28,6	11,1	156	149,7	161,6	-7	355,6	343,6
Gross profit margin, %	59,3	72,7		57,0	56,8		56,6	56,8
Operating profit, SEK million	-7,4	-12,5		16,0	19,4	-17	50,7	47,3
Operating margin, %	neg	neg		10,7	12,0		14,3	13,0
Profit after tax, SEK million	-5,4	-10,3		10,6	12,4	-14	36,2	34,4
Earnings per share before and after dilution, SEK	-0,94	-1,79		1,85	2,16	-14	6,30	6,0
Number of shares at end of period	5 752 000	5 752 000		5 752 000	5 752 000		5 752 000	5 752 000
Number of shares before and after dilution	5 752 000	5 752 000		5 752 000	5 752 000		5 752 000	5 752 000

CEO's comment

Sales during the second quarter were in line with our plan and include the last spring and summer merchandise. The first fall shipment, pre-fall, was also invoiced during the quarter, in contrast with 2010, when the corresponding collection was shipped in the third quarter.

Stable gross margin – but development work is needed

We are pleased with the gross profit margin, which is stable at 57 percent, but are carefully monitoring operating costs, which rose compared with last year mainly due to a higher number of stores, an expanded organization and increased distribution costs.

The most important thing for Odd Molly is still our work to develop and balance future collections, but it will take time before the changes we have made have their full effect. As part of this transition, we hired a category manager and vice president with responsibility for the design process and product range, Jennie Högstedt Björk, who has extensive experience from similar work at H&M.

Sales campaign is under way in a challenging market

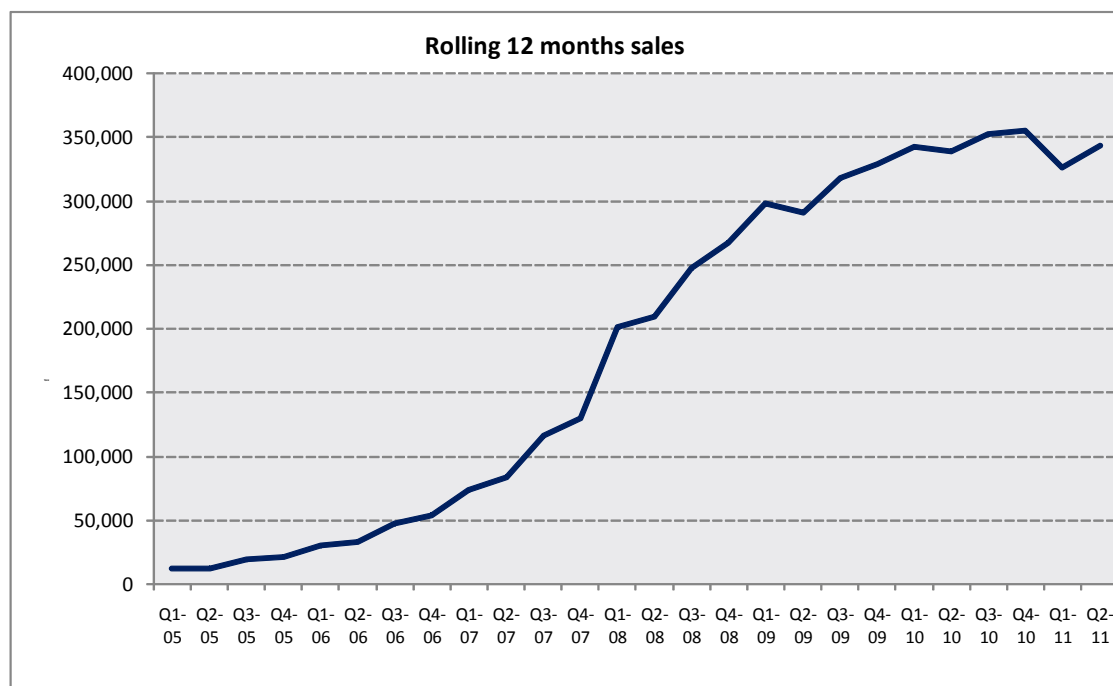
The sales campaign for the spring/summer 2012 is fully under way, but there is no getting around the fact that we are seeing a generally difficult market throughout the world. The company's strategic focus is on our closest and largest markets, as an element of which we held Odd Molly's big fashion show in August at home again this year after several seasons in New York. We have also introduced a new organizational structure within the sales department to improve direct contact with our external retailers.

At Modegalan last week we received an award in the category "Decor Concept of the Year" for the interior design of our concept stores. We are very pleased and proud of this award, since it is a relatively new area for us.

As we have previously announced, I will step down as CEO of the company after seven years. I am very happy that Anna Attemark, who is now development manager at H&M's buying department, will be my successor in December. Until then it's full speed ahead as usual.

Christina Tillman, Chief Executive Officer

The Group's development

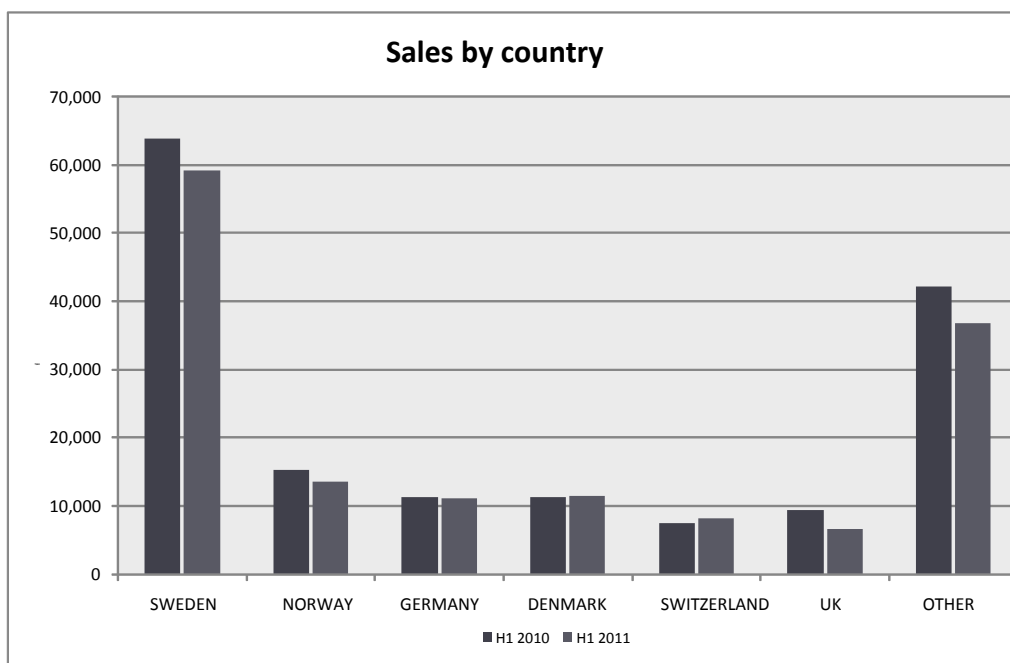


The above diagram shows rolling 12-month sales by quarter Q1 2005-Q2 2011

Net sales

First half-year January 1 – June 30, 2011

Net sales for the first half-year 2011 amounted to SEK 149.7 million (161.6), a decrease of 7.0 percent compared with the same period of 2010. As previously announced, the total order value for the first half-year amounted to SEK 155 million. The total order value for the spring and summer 2011 collections amounted to SEK 165 million, of which SEK 26 million (17) related to the pre-spring collection, which was shipped and invoiced during the fourth quarter 2010. In June the first fall shipment (pre-fall), valued at about SEK 13 million, was shipped as well. The corresponding collection last year was not shipped and invoiced until the third quarter. The reasons why the invoiced amount was slightly lower than the reported order value for the first half-year were exchange rates effects and canceled shipments to customers with low credit ratings.



The above diagram compares sales by country in the first half of 2011 and the first half of 2010.

Sweden accounted for about 40 percent of sales for the period. Switzerland, the Netherlands and France had the largest year-on-year increases, while Sweden, Norway and the UK were among those reporting declines.

The second quarter April 1 – June 30, 2011

Net sales for the second quarter amounted to SEK 28.6 million (11.1), an increase of 156 percent compared with the same period of 2010. During the second quarter the first fall merchandise, corresponding to about SEK 13 million, was shipped and invoiced. In 2010 the same merchandise was not shipped until the third quarter.

Earnings

The period January 1 – June 30, 2011

The gross profit margin for the first six months of the year was 57.0 percent (56.8). Increased transportation production costs were offset by favorable exchange rates and lower impairment losses on inventory obsolescence.

Operating profit amounted to SEK 16.0 million (19.4) and the operating margin was 10.7 percent (12.0).

Other external expenses, which consist largely of agent commissions, marketing, product distribution, and rents and other expenses for stores and offices, amounted to SEK 48.9 million (56.5) during the period. In the same period in 2010 other external expenses included SEK 4.2 million related to the company's listing on NASDAQ OMX Stockholm.

Personnel expenses for the period amounted to SEK 19.2 million (15.5), which means that the ratio of personnel expenses to sales was 12.8 percent (9.6). The increased number of stores and scheduled hirings in the organization otherwise explain the cost increase.

Earnings per share for the period amounted to SEK 1.85 (2.16).

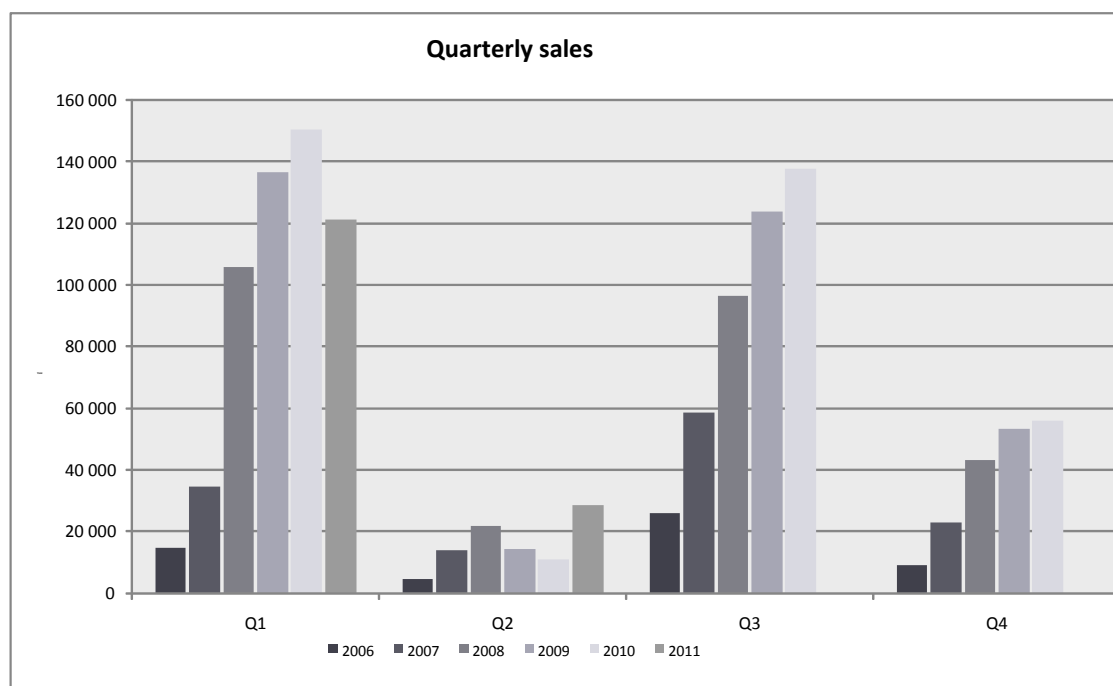
The second quarter April 1 – June 30, 2011

The gross profit margin for the second quarter was 59.3 percent, compared with 72.7 percent in the same quarter of 2010. In the previous year one-off items affected gross profit by about SEK 2 million, which explains the very high margin.

The operating loss for the second quarter was SEK -7.4 million, compared with SEK -12.5 million in the previous year. The net loss was SEK -5.4 million (-10.3) and earnings per share amounted to SEK -0.94 (-1.79).

Seasonal fluctuations

Odd Molly has six collections per year (spring, summer, fall and winter, as well as two pre-collections, pre-spring and pre-fall), of which spring and fall have historically generated the strongest sales. Odd Molly's operations are highly seasonal; the first and third quarters are strong, while the second and fourth quarters are significantly weaker. This makes it easier to follow the company's operations, sales and profits on a semiannual basis. Odd Molly ships its spring collection between January 15 and February 28 and its summer collection between March 15 and April 15, which means that the spring collection and portions of the summer collection are shipped during the first quarter. To even out deliveries and help retailers generate additional sales, a pre-fall shipment has been added in June and a pre-spring shipment in late December).



The above diagram shows quarterly sales Q1 2006-Q2 2011

Financial position

The company's total assets amounted to SEK 153.1 million (143.6) on June 30, 2011. Shareholders' equity amounted to SEK 120.4 million on the same date, compared with SEK 113.3 million on June 30, 2010. The equity/assets ratio was 78.6 percent (79). Cash and cash equivalents amounted to SEK 75.7 million (81.9) at the end of period. The company has no long-term liabilities.

Accounts receivable increased from SEK 16.5 million in 2010 to SEK 28.4 million in 2011, which was mainly because the first fall shipment was invoiced during the period. In 2010 it was not invoiced until July. Receivables increased as a share of sales from 10.2 to 19.0 percent. To minimize the risk of losses on accounts receivable, customers' credit ratings are continuously monitored.

Inventories amounted to SEK 25.3 million on June 30, 2011, against SEK 22.8 million a year earlier. As a share of sales for the period, inventory amounted to 16.9 percent, compared with 14.1 percent in the previous year. Inventory consisted of fall merchandise distributed to retailers in early July 2011, stock in company-owned stores, sales collections and remaining merchandise after each season.

Investments and cash flow

The company's investments are mainly in equipment, IT systems, the web shop currently under development and the physical stores. Investments during the period amounted to SEK 1.3 million (2.6).

Cash flow from operating activities amounted to SEK 18.8 million during the second quarter, compared with SEK 46.5 million during the same period in 2010. The weaker cash flow compared with the previous year was due to the fact that merchandise was invoiced to customers at the end of the period, but that payment has not yet been received. Moreover, a dividend of SEK 25.9 million (20.1) was paid to shareholders during the second quarter. Total cash flow amounted to SEK -7.2 million (25.5) for the second quarter 2011. Cash flow from operating activities for the period amounted to SEK 13.5 million (19.5). Total cash flow for the period was SEK -13.7 million (-3.2).

Events during the quarter

New CEO named

On June 15 it was announced that Christina Tillman had decided to step down from her position as CEO of Odd Molly after nearly seven years. Her replacement as CEO will be Anna Attemark, who is currently Development Manager at H&M's buying department and will provide many years of experience and great knowledge of leadership, business development and the workings of the global fashion industry. Christina will continue to serve as CEO until Anna takes over, which is expected to be no later than December.



In June the company held a sales meeting for the spring and summer 2012 collections.



Images from Post fire dew's spring and summer 2012 collection.

Events after the conclusion of the period

Fashion show at Berns

On August 11 Odd Molly showed its spring and summer 2012 collections during Fashion Week at Berns in Stockholm.

Number of shares

As of June 30, 2011 there were 5,752,000 shares outstanding.

Employees

Odd Molly has strengthened its organization in recent years. Compared with the same period of 2010 additional retail staff have been added. At the end of the period there were a total 56 employees (50) (three of whom work at the U.S office), of whom 8 are men and 48 are women. The average number of employees during the period was 56 (43).

Parent Company

The Parent Company sells to all countries other than the U.S., where sales are managed by the wholly owned subsidiary Odd Molly Inc. Odd Molly also has a subsidiary in Denmark, Odd Molly Denmark ApS, which is responsible for retail operations in the Danish market. All other sales are handled through the Parent Company.

The Parent Company reported net sales of SEK 144.5 million (154.1) during the period with operating profit of SEK 20.3 million (24.8). The Parent Company's adjusted shareholders' equity amounted to SEK 115.0 million (122.1). Cash and cash equivalents amounted to SEK 73.3 million (80.0).

Outlook

Although it does not intend to issue forecasts, Odd Molly will announce order values twice a year, in April and October. The order value for the spring and summer 2012 collections will be announced on October 7, 2011.

Risk factors

A number of factors could affect Odd Molly's results and operations. Although a large part of these risks can be managed and minimized through internal procedures, there are others that are largely beyond the company's control.

- Odd Molly is exposed to exchange rate risk in purchases from foreign suppliers and sales to foreign countries. Although Odd Molly manages this exposure through hedges, there are no guarantees that hedging strategies will be sufficient to protect operating profit from the effects of future exchange rate fluctuations. Odd Molly hedges approximately half of its net exposure in each currency.
- Economic conditions could affect demand for Odd Molly's products positively or negatively.
- Odd Molly is highly dependent on customer preferences for design, quality and price. A miscalculation of customer preferences could reduce demand for Odd Molly's products, which in turn could have a significant adverse effect on the company's operations, results and financial position.
- Odd Molly currently does not have any external funding and therefore is not affected by risks in refinancing or changes in funding terms. The company's cash and cash equivalents are invested at low risk in savings accounts or money market funds. Differences in interest rates could have an effect on the Group's interest income.
- Odd Molly's customers receive credit after approval. However, it remains a possibility that Odd Molly could incur losses if a customer is not able to make a payment. In 2010 realized customer losses corresponded to 0.4 percent (0.2) of sales. Customers' payment difficulties could also cause higher inventories, since Odd Molly will not ship to customers with unpaid overdue invoices.
- There is the possibility that any future trade restrictions, such as increased customs duties, protective measures or apparel quotas, could change Odd Molly's sourcing routines and increase costs, which in turn could have

negative consequences on Odd Molly's operations, results or financial position.

- Prices of commodities such as cotton, silk and wool can increase due to higher demand and/or lower supply, which can lead to higher purchase prices.
- Capacity utilization by Odd Molly's suppliers can change, which can lead to longer delivery times and higher prices and require Odd Molly, in order to maintain its delivery schedules, to reserve material in advance.
- Another risk is the dependence on key persons in the company. This risk is continuously reduced by building a larger and stronger organization that is less dependent on individual employees.

A more detailed description of the risks and uncertainties that Odd Molly is exposed to is provided in the annual report for 2010 and Odd Molly's prospectus for the listing on NASDAQ OMX Stockholm from 2010, both of which are available on Odd Molly's website.

Accounting principles

The Group applies the International Financial Reporting Standards (IFRS) as adopted by the EU. This report is prepared in accordance with IAS 34 Interim Financing Reporting and the Annual Accounts Act.

Further, the consolidated statements are prepared in accordance with Swedish law by applying the Swedish Financial Reporting Board's recommendation RFR 1 Supplementary accounting rules for groups. In preparing the Parent Company's financial statements, the Swedish Financial Reporting Board's recommendation RFR 2 Reporting for legal entities has been applied. IFRS has been applied as of January 1, 2008.

The consolidated statements comprise Odd Molly International AB (Parent Company), Odd Molly Inc., which is consolidated as of May 1, 2007, and Odd Molly Denmark ApS, which is consolidated as of March 1, 2010.

Reference to the company in this interim report pertains to the Odd Molly Group.

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

Consolidated statement of comprehensive income					
	April-June 2011	April-June 2010	Jan-June 2011	Jan-June 2010	Full-year 2010
SEK in thousands					
<i>Operating revenues</i>					
Net sales	28 558	11 137	149 714	161 634	355 551
Other operating revenues	660	1 542	838	615	848
	29 217	12 679	150 552	162 249	356 399
<i>Operating expenses</i>					
Goods for resale	-11 609	-3 038	-64 345	-69 830	-154 436
Other external expenses	-14 308	-12 982	-48 868	-56 502	-108 662
Personnel expenses	-9 986	-8 506	-19 213	-15 531	-33 886
Depreciation/amortization of tangible and intangible fixed assets	-1 040	-612	-2 081	-1 022	-3 348
Other operating expenses	281	0	0	0	-5 399
	-36 662	-25 139	-134 507	-142 885	-305 732
Operating profit	-7 445	-12 460	16 045	19 364	50 668
<i>Result from financial items</i>					
Interest income	418	130	704	263	734
Interest expenses	53	-6	-102	-6	0
	472	124	602	256	734
Profit after financial items	-6 973	-12 336	16 647	19 621	51 401
Taxes	1 576	2 065	-6 016	-7 208	-15 176
Net profit for the year/period attributable to Parent Company's shareholders	-5 397	-10 271	10 631	12 413	36 226
<i>Other total comprehensive income</i>					
Translation difference	-238	-407	-825	-432	342
Reclassified to operating profit	0	0	-1 054	12	-876
Change fair value securities	-310	884	-1 140	884	1 977
Tax effect fair value securities	82	-232	577	-238	-290
Total comprehensive income for the period attributable to Parent Company's shareholders	-5 864	-10 026	8 189	12 639	37 379
Number of shares before and after dilution	-0,94	-1,79	1,85	2,16	6,30

Consolidated balance sheet			
	June 30	June 30	December 31
SEK in thousands	2011	2010	2010
ASSETS			
Fixed assets			
<i>Intangible fixed assets</i>			
Tenancy rights and other intangible fixed assets	2 386	2 954	2 770
	2 386	2 954	2 770
<i>Tangible fixed assets</i>			
Equipment, tools, fixtures and fittings	7 506	6 936	8 051
	7 506	6 936	8 051
Total fixed assets	9 892	9 890	10 821
Current assets			
<i>Inventories, etc.</i>			
Finished products and goods for resale	24 833	22 813	23 175
Advances to suppliers	471	0	0
	25 304	22 813	23 175
<i>Current receivables</i>			
Accounts receivable	28 400	16 519	38 388
Derivatives	0	884	1 093
Other receivables	9 464	3 716	3 336
Prepaid expenses and accrued income	4 402	7 891	4 995
	42 266	29 010	47 812
<i>Cash and bank balances</i>	75 663	81 919	89 204
Total current assets	143 233	133 742	160 191
TOTAL ASSETS	153 125	143 632	171 012
	June 30	June 30	December 31
	2011	2010	2010
SHAREHOLDERS' EQUITY AND LIABILITIES			
<i>Shareholders' equity attributable to Parent Company's shareholders</i>			
Share capital (5,752,000 shares)	575	575	575
Other paid-in capital	26 010	26 010	26 010
Reserves	-811	0	1 190
Retained earnings	94 596	86 741	110 291
Total shareholders' equity	120 370	113 326	138 066
Long-term liabilities and provisions			
Deferred tax	7 826	4 876	8 455
Total long-term liabilities	7 826	4 876	8 455
Current liabilities			
Advances from customers	135	107	182
Accounts payable	10 912	5 590	5 839
Derivatives	1 101	0	0
Current tax liabilities	695	6 280	2 607
Other liabilities	1 297	1 374	4 737
Accrued expenses and deferred income	10 789	12 078	11 125
Total current liabilities	24 929	25 430	24 490
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	153 125	143 632	171 012
Pledged assets	2 500	2 500	2 500
Contingent liabilities	None	None	None

Summarized changes in the Group's shareholders' equity

SEK in thousands

	June 30 2011	June 30 2010	December 31 2010
Attributable to Parent Company's shareholders			
Shareholders' equity at the beginning of the period/year	138 066	120 819	120 819
Dividend	-25 884	-20 132	-20 132
Total comprehensive income for the year /period	8 189	12 639	37 379
Shareholders' equity at the end of the year/period	120 370	113 326	138 066

Cash flow statement for the Group

SEK in thousands	April-June 2011	April-June 2010	Jan-June 2011	Jan-June 2010	Full-year 2010
Operating activities					
Operating profit	-7 445	-12 460	16 045	19 364	50 668
Adjustments for items not included in cash flow					
Depreciation/amortization and impairment losses	1 040	612	2 081	1 022	3 348
Exchange rate gains/losses	-743	-60	-1 818	-165	1 974
Interest received	418	130	704	263	734
Interest paid	53	-6	-102	-6	0
Income tax paid	2 395	-3 847	-8 615	-13 258	-21 320
Cash flow from operating activities before changes in working capital	-4 282	-15 630	8 294	7 220	35 403
Changes in working capital					
Change in inventories	611	-1 860	-2 295	2 170	1 348
Change in receivables	39 909	85 855	5 218	11 347	-7 444
Change in current liabilities	-17 392	-21 866	2 304	-1 218	1 730
Cash flow from operating activities	18 846	46 498	13 522	19 518	31 038
Investing activities					
Acquisition of intangible fixed assets	-32	0	-197	-200	-596
Acquisition of tangible fixed assets	-125	-872	-1 111	-2 422	-5 992
Cash flow from investing activities	-157	-872	-1 308	-2 622	-6 588
Dividend paid	-25 884	-20 132	-25 884	-20 132	-20 132
Cash flow from financing activities	-25 884	-20 132	-25 884	-20 132	-20 132
Cash flow for the year/period	-7 195	25 494	-13 670	-3 236	4 318
Cash and cash equivalents at the beginning of the period	82 532	56 346	89 204	85 035	85 035
Exchange rate difference in cash and cash equivalents	326	79	129	120	-149
Cash and cash equivalents at the end of the period	75 663	81 919	75 663	81 919	89 204

Parent Company income statement					
	April-June 2011	April-June 2010	Jan-June 2011	Jan-June 2010	Full-year 2010
SEK in thousands					
<i>Operating revenues</i>					
Net sales	26 968	10 596	144 446	154 099	341 446
Other operating revenues	938	485	838	485	874
	27 906	11 080	145 284	154 584	342 320
<i>Operating expenses</i>					
Goods for resale	-10 649	-2 413	-61 904	-65 412	-146 512
Other external expenses	-12 635	-10 964	-44 318	-49 705	-102 919
Personnel expenses	-9 198	-7 481	-17 477	-13 943	-29 866
Depreciation/amortization of tangible and intangible fixed assets	-642	-371	-1 280	-729	-1 849
Other operating expenses	0	0	0	0	-5 518
	-33 124	-21 229	-124 979	-129 788	-286 664
Operating profit	-5 219	-10 149	20 305	24 795	55 656
<i>Result from financial items</i>					
Interest income	418	281	704	545	734
Interest expenses	54	-2	-101	-4	-61
Write-down of carrying amount of shares in subsidiary	0	0	0	0	-17 115
	473	278	603	541	-16 442
Profit after financial items	-4 746	-9 871	20 908	25 336	39 214
Appropriations	0	0	0	0	-14 300
Taxes	1 362	2 088	-6 323	-7 168	-11 627
Net profit for the year/period	-3 384	-7 783	14 585	18 168	13 287

Parent Company's total comprehensive income					
Net profit for the year/period	-3 384	-7 783	14 585	18 168	13 287
Other total comprehensive income					
Reclassified to operating profit	0	0	-1 054	12	-876
Change fair value securities	-310	884	-1 140	884	1 977
Tax effect fair value securities	82	-232	577	-238	-290
Total comprehensive income for the period	-3 613	-7 131	12 968	18 826	14 098

Parent Company balance sheet			
	June 30	June 30	December 31
SEK in thousands	2011	2010	2010
ASSETS			
<i>Fixed assets</i>			
<i>Intangible fixed assets</i>			
Tenancy rights and other intangible fixed assets	2 386	2 954	2 770
	2 386	2 954	2 770
<i>Tangible fixed assets</i>			
Equipment, tools, fixtures and fittings	2 751	2 852	2 340
	2 751	2 852	2 340
<i>Financial fixed assets</i>			
Shares in subsidiaries	343	343	343
Receivables from subsidiaries	3 520	14 178	3 466
	3 862	14 521	3 808
Total fixed assets	9 000	20 326	8 917
<i>Current assets</i>			
<i>Inventories, etc.</i>			
Finished products and goods for resale	21 594	18 703	19 708
Advances to suppliers	471	0	0
	22 065	18 703	19 708
<i>Current receivables</i>			
Accounts receivable	27 950	15 767	37 498
Derivatives	0	884	1 093
Receivables from Group companies	2 881	8 951	1 919
Other receivables	8 646	2 003	2 134
Prepaid expenses and accrued income	3 643	3 559	3 990
	43 120	31 165	46 634
<i>Cash and bank balances</i>	73 296	79 957	86 744
Total current assets	138 481	129 825	153 086
TOTAL ASSETS	147 481	150 152	162 004
SHAREHOLDERS' EQUITY AND LIABILITIES			
<i>Shareholders' equity</i>	91 458	109 045	104 374
<i>Untaxed reserves</i>	31 956	17 656	31 956
<i>Current liabilities</i>			
Advances from customers	122	104	167
Accounts payable	10 417	4 270	5 235
Current liability Group company	32	342	2 512
Derivatives	1 101	0	0
Current tax liabilities	695	6 281	2 602
Other liabilities	1 225	1 058	4 636
Accrued expenses and deferred income	10 476	11 394	10 522
Total current liabilities	24 067	23 450	25 674
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	147 481	150 152	162 004
Pledged assets	2 500	2 500	2 500
Contingent liabilities	None	None	None

The Board of Directors and the President certify that the semiannual report gives a true and fair overview of the operations, financial position and results of the Parent Company and the Group and that it describes the significant risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, August 19, 2011

Christer Andersson, Chairman

Karin Wallin-Norman, Board Member

Karin Jimfelt-Ghatan, Board Member

Mia Arnhult, Board Member

Patrik Tillman, Board Member

Nils Vinberg, Board Member

Christina Tillman, President & CEO

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About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly products are sold through 1,300 retailers in around 40 countries around the world. In addition, Odd Molly currently has three concept stores in Stockholm, Los Angeles and Copenhagen as well as two outlets in Kungsbacka and Barkaby. Odd Molly has 56 employees. The company's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and minimal inventory risk. Odd Molly's share is traded as of June 21, 2010 on NASDAQ OMX Stockholm.

Scheduled information dates

- Order values for the first half of 2012 (spring and summer collections) will be announced on October 21, 2011.
- The interim report for the third quarter, July-September 2011, will be released on October 21, 2011.

The information in this press release has been published by Odd Molly International AB (publ) on August 19, 2011 at 8.00 am CET in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.

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Press photos can be downloaded from Odd Molly's website at www.oddmolly.com under "press".
Odd Molly also produces a newsletter, which reports on its day-to-day operations. To subscribe, go to www.oddmolly.com and click "sign up for our newsletter."