



Odd Molly International AB (publ)
Stockholm, Sweden, August 18, 2016

Investments continue to deliver growth

JANUARY 1 – JUNE 30, 2016

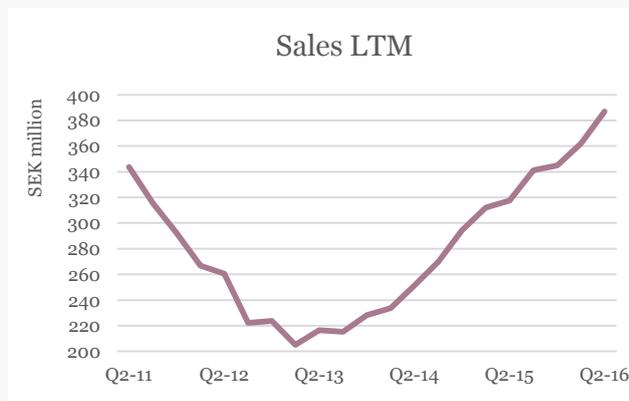
- Total operating revenue amounted to SEK 199.1 million (157.3), an increase of 27 percent.
- The gross profit margin was 54.9 percent (54.7).
- Operating profit amounted to SEK 5.9 million (3.3).
- Net profit amounted to SEK 3.0 million (2.7).
- Earnings per share before dilution amounted to SEK 0.51 (0.47).

APRIL 1 – JUNE 30, 2016

- Total operating revenue amounted to SEK 81.4 million (56.6), an increase of 44 percent.
- The gross profit margin was 56.0 percent (55.5).
- The operating loss amounted to SEK -2.5 million (-6.2).
- The net loss amounted to SEK -2.9 million (-5.0).
- Earnings per share before dilution amounted to SEK -0.51 (-0.86).

EVENTS DURING AND AFTER THE QUARTER

- On April 18 Johanna Palm took over as the new CFO.
- Odd Molly's Annual General Meeting was held on April 19. All resolutions were approved in accordance with the proposal by the Board of Directors.
- In May Odd Molly opened the Group's first store in Norway, on Karl Johans gate in Oslo.
- In June an Odd Molly store was opened in Vail, Colorado, in the US, through a local retailer.



KEY FIGURES

	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	full-year 2015	Jul 2015 - Jun 2016
Total operating revenue, SEK million	81.4	56.6	199.1	157.3	345.3	387.0
Change, %	44		27			
Gross profit margin, %	56.0	55.5	54.9	54.7	55.6	55.6
Operating profit/loss, SEK million	-2.5	-6.2	5.9	3.3	12.5	15.1
Change, %	60		80			
Operating margin, %	-3.1	-11.0	3.0	2.1	3.6	3.9
Net profit/loss, SEK million	-2.9	-5.0	3.0	2.7	9.8	10.1
Change, %	41		10			
Earnings per share before dilution, SEK	-0.51	-0.86	0.51	0.47	1.70	1.75
Earnings per share after dilution, SEK	-0.51	-0.86	0.51	0.47	1.70	1.75
Weighted average number of shares, before dilution	5,752,000	5,752,000	5,752,000	5,752,000	5,752,000	5,752,000
Weighted average number of shares, after dilution	5,752,000	5,752,000	5,752,000	5,757,255	5,752,000	5,752,000



“A clear focus on growth”

Comment from the CEO

Nothing happens by chance. The progress we are making is the result of a determined strategy. Four years ago Odd Molly began a process of step-by-step changes to create growth, where the top priority was to improve the product range and create a distinctive concept. Step two was to increase control and customer focus at the distribution level, since our sales at the time were mainly through a single channel – wholesale – through strong resellers. But we knew even then that our segment would generate a larger share of sales online and therefore we set a goal to be a top digital player. In addition, we decided to establish more of our own stores as well as shop-in-shops through resellers in order to further strengthen the brand, and thereby our sales

Our performance in the first half of 2016 is further proof that the strategy is working, and today we reported record sales on a twelve month basis. Second quarter sales increased a resounding 44 percent, largely thanks to a conscientious effort to increase retail sales and reduce seasonal fluctuations. The change in strategy has an especially positive effect on the second quarter, which was seasonally slower with the previous model. For the first six months of 2016 the Group's sales grew by 27 percent, mainly driven by e-commerce and new stores. At the same time we almost doubled operating profit for the half-year to nearly SEK 6 million, compared with just over SEK 3 million in the previous year.

Growth in all channels

It is especially encouraging to see that e-commerce – our own and others' – is now strongly driving growth, at the same time that all other channels are growing. Odd Molly's own web shop continues to do fantastically well, our new stores are delivering great sales contribution and we are growing at the wholesale level.

We continue to open stores, form new alliances and improve what we have. Sweden is still the engine that pulls us, but we are learning, adjusting and investing in our foreign markets, where we have much more to give.

During the quarter we opened our first store in the Norwegian market, on Karl Johans gate in Oslo. We see this as an important step to increase awareness and sales in Norway.

Our partner in Vail, Colorado, in the US, saw that demand for Odd Molly merchandise was so high that they opened an Odd Molly store in the spring. While not adding significantly to the Group's volume, this too is an opportunity to strengthen the brand internationally, at low risk, in a location that attracts large numbers of people from around the world.

Growth on several fronts

We continue to refine Odd Molly's design concept and launch new product groups. New this year is a footwear collection, which has sold very well. Odd Molly's first activewear line has been in stores since April and a beautiful lingerie collection will reach consumers in November.

Our focus is clearly on growth. We have invested heavily in stores and our own web shop, which are driving growth. Just like our muse Molly, we will continue to go our own way. Obviously in a structured way and with costs and liquidity in control.

I am so proud of everyone who is contributing to drive Odd Molly forward.

Anna Attemark, CEO

The Group's development

SEK 199.1
million in
total
operating
revenue
+27% H1

TOTAL OPERATING REVENUE

The period January 1 - June 30, 2016

Total operating revenue for the first half-year amounted to SEK 199.1 million (157.3), an increase of 27 percent compared with the same period in 2015. Revenue from wholesale operations (sales to retailers) increased by 12 percent to SEK 106.8 million (95.7). The company's retail operations (sales to consumers) continued to grow significantly, gaining 50 percent and reaching SEK 92.3 million (61.6) in the first half-year. Growth is mainly driven by the continued strong performance of the company's web shop and the opening of new stores.

Second quarter April 1 - June 30, 2016

Total operating revenue for the second quarter increased by 44 percent to SEK 81.4 million (56.6). Revenue from wholesale operations rose by 39 percent to SEK 33.5 million. The increase is partly due to easier comparable figures, since the spring 2015 collection in its entirety was shipped in the first quarter last year, while some spring merchandise was delivered in the second quarter this year. Revenue from retail operations rose by 47 percent to SEK 48.0 million (32.6), mainly due to the web shop's continued strong performance and new stores.

EARNINGS

The period January 1 - June 30, 2016

The gross profit margin for the first half-year was 54.9 percent (54.7). The margin was negatively affected by higher inventory writedowns compared with the previous year, while the relatively larger share of sales from retail operations had a positive effect.

Operating profit increased to SEK 5.9 million (3.3). Personnel expenses amounted to SEK 34.6 million (27.2). Other external expenses amounted to SEK 64.2 million (52.5) in the second quarter. The cost increase is mainly due to additional stores and investments in the company's web operations. Odd Molly had 15 of its own stores at the end of the period, compared to nine in the same period of 2015. Profit for the first half-year was charged with a SEK 0.8 million write down of outstanding receivables from a large wholesale customer that filed for bankruptcy.

Net profit for the first half-year amounted to SEK 3.0 million (2.7) and earnings per share before dilution amounted to SEK 0.51 (0.47).

Second quarter April 1 - June 30, 2016

The gross profit margin for the second quarter was 56.0 percent (55.5). The operating loss for the quarter was reduced by SEK 3.7 million to SEK -2.1 million (-6.2).

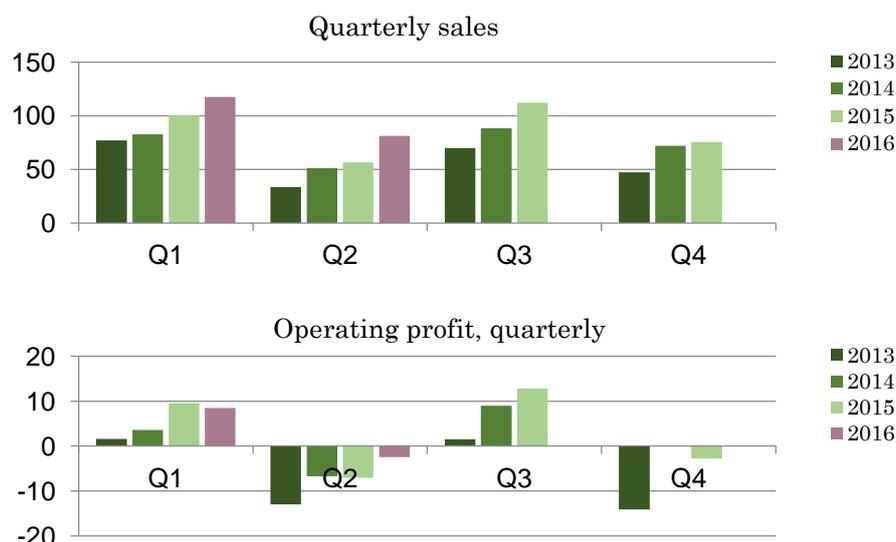
Personnel expenses amounted to SEK 18.1 million (14.1). Other external expenses amounted to SEK 28.0 million (22.6).

Net profit for the quarter amounted to SEK -2.9 million (-5.0) and earnings per share amounted to SEK -0.51 (-0.86).

SEASONAL FLUCTUATIONS

Odd Molly's operations are seasonal, with the strongest sales in the first and third quarters, while the second and fourth quarters are weaker. As a result, the company's operations, sales and profits are best followed on a semiannual basis. Because of the growing share of sales from retail operations, seasonal fluctuations will gradually decrease.

SEK 5.9
million in
operating
profit



FINANCIAL POSITION

The Group's total assets amounted to SEK 151.2 million (132.1) on June 30, 2016. Shareholders' equity was SEK 89.4 million on the same date, compared with SEK 86.9 million on June 30, 2015. The equity/assets ratio was 59 percent (66) at the end of the quarter and cash and cash equivalents amounted to SEK 5.5 million (40.5).

Accounts receivable amounted to SEK 44.0 million on June 30, 2016, compared to SEK 23.6 million a year earlier. Inventory amounted to SEK 64.8 million (44.3) on June 30, 2016 due to new stores and increased web sales, which require more merchandise. To secure more working capital during its expansive phase, Odd Molly secured an additional overdraft facility during the second quarter.

INVESTMENTS AND CASH FLOW

During the first half of 2016 the company's investments totaled SEK 15.1 million (0.4). Cash flow from operating activities amounted to SEK 7.2 million (7.5) and total cash flow amounted to SEK -15.3 million (1.4) in the first half-year, including dividend payout of 8,6 MSEK. The company's growth phase with investments in new stores increases the need for working capital, which is the main reason for the negative cash flow and decreased liquidity for the period.

EVENTS DURING AND AFTER THE QUARTER

Stores

In May Odd Molly opened the Group's first store in Norway, on Karl Johans gate in Oslo. In June an Odd Molly store was opened in Vail, Colorado, in the US, through a local retailer. The same retailer plans to open another Odd Molly store in Boulder, also in Colorado, later this fall. Odd Molly is also opening a store in Hansarhuset in Malmö, Sweden, in October.

Annual General Meeting

The Annual General Meeting (AGM) of Odd Molly International AB, held on April 19, 2016, adopted the Parent Company's and the Group's income statements and balance sheets for the financial year 2015. The AGM approved a dividend of SEK 1.50 for the financial year 2015 with the record date of April 21, 2016. The Board of Directors and the CEO were discharged from liability for the financial year 2015.

The AGM passed the resolution on the Board of Directors and reelected Board Members Mia Arnhult, Lennart Björk, Kia Orback Pettersson, Patrik Tillman, Elin Ryer and Nils Vinberg. Patrik Tillman was reelected as Chairman of the Board.

New Odd Molly stores in Norway and the US

The registered accounting firm Ernst & Young AB was reelected as the company's auditor for the period until the end of the AGM in 2017. All the other proposals stipulated in the notice of the AGM, including authorizing the Board of Directors, on one or more occasions leading up to the next AGM, to decide to repurchase company shares, were approved by the AGM.

Organization

On April 18 Johanna Palm took over as the new CFO of the company.

NUMBER OF SHARES

As of June 30, 2016 there were 5,752,000 shares outstanding.

EMPLOYEES

The total number of employees at the end of the period was 91 (78), of whom 6 were men and 85 women. The average number of employees in the second quarter was 87 (75).

PARENT COMPANY

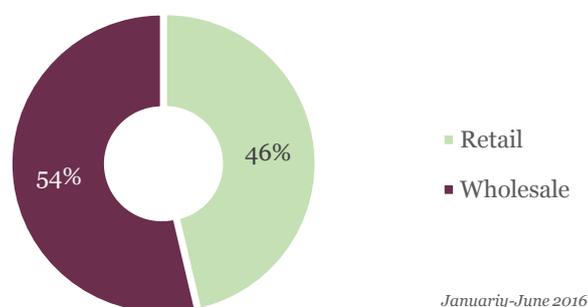
The Parent Company reported total operating revenue of SEK 195.8 million (154.0) in the first half of 2016, with operating profit of SEK 8.1 million (1.3). The Parent Company's adjusted shareholders' equity amounted to SEK 78.4 million (74.1). Cash and cash equivalents amounted to SEK 1.4 million (37.7).

Sales in the U.S. are through the wholly owned subsidiary Odd Molly Inc. Odd Molly also has subsidiaries in Denmark, Norway, Finland and Sweden that are responsible for operations in their respective countries. All other sales are through the Parent Company.

SEGMENTS

The company reports revenue and operating results for two segments: wholesale and retail.

Revenue per segment



Wholesale

The wholesale segment comprises sales to Odd Molly's retailers through agents, distributors or its own sales corps. The stores and shop-in-shops managed by retailers are included in the wholesale segment.

Retail

The retail segment refers to sales to consumers through the company's own channels: physical stores, outlets, shop-in-shops and web shops where Odd Molly has its own personnel.

Operating results for each segment are charged with direct expenses for the segment. Common Group expenses for the second quarter and first half of 2016 are distributed using a ratio based on each segment's share of total cost of goods sold in the first half of 2016. Common Group expenses for the second quarter and first half of 2015 are distributed based on each segment's share of total cost of goods sold in the first half of 2015.

Retail sales
grow

RISK FACTORS

Due to the nature of its operations, the Odd Molly Group is exposed to risks and uncertainties. A detailed description of the risks and uncertainties to which Odd Molly is exposed is provided in the Board of Directors' report and in note 27 in Odd Molly's annual report for 2015, which is published on Odd Molly's website. There we also explain how Odd Molly manages and tries to minimize the risks. The assessment of these risks is unchanged compared with the assessment in the annual report 2015.

ACCOUNTING PRINCIPLES

As of January 1, 2008 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. The Swedish Financial Reporting Board's recommendation RFR 2 Reporting for legal entities has been applied in the preparation of the Parent Company's financial statements. The accounting principles applied in this interim report are described on pages 39-42 of the annual report for 2015. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2016 are not considered to materially affect the company's financial reports.

The acquisition of the Swedish agent in 2014, where Odd Molly took over sales responsibility for the Swedish market, is treated in the consolidated accounts as an intangible fixed asset in accordance with IAS 38.

Currency derivatives are measured at fair value within level 2, according to the definition in IFRS 13, i.e., fair value based on valuation models using observable market data. Other financial assets have been classified as loans and accounts receivable. Other financial liabilities have been classified as other financial liabilities at amortized cost. All financial assets and liabilities have short maturities, based on which their book value is considered to approximate fair value.

The consolidated statements comprise Odd Molly International AB (Parent Company), Odd Molly Sverige AB, Odd Molly Inc, Odd Molly Denmark ApS, Odd Molly Finland Oy and Odd Molly Norway A/S. Reference to the company in this interim report pertains to the Odd Molly Group.



Alternative performance measures

Following are definitions of the performance measures used in the report to describe the company's performance that are not defined or specified according to IFRS.

GROSS PROFIT MARGIN

SEK in thousands	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	Full-year 2015	Jul 2015 - Jun 2016
<i>Operating revenue</i>						
Net sales	81,408	56,502	199,068	157,167	344,954	386,854
	81,405	56,576	199,095	157,333	345,259	387,021
<i>Operating expenses</i>						
Cost of goods sold	-35,860	-25,125	-89,756	-71,239	-153,202	-171,720
Gross profit	45,545	31,451	109,338	86,094	192,057	215,301
Gross profit margin, %	56.0	55.5	54.9	54.7	55.6	55.6

To calculate the gross profit margin, gross profit is calculated first by subtracting the cost of goods sold from net sales. Gross profit is then measured in relation to net sales to obtain the gross profit margin. The margin, which indicates how large a percentage of net sales becomes profit after the cost of goods sold, is impacted by factors such as pricing, commodity and manufacturing costs, inventory writedowns and exchange rates. All measures used in the calculation can be found in the consolidated income statement.

OPERATING MARGIN

SEK in thousands	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	Full-year 2015	Jul 2015 - Jun 2016
<i>Operating revenue</i>						
Net sales	81,408	56,502	199,068	157,167	344,954	386,854
Other operating revenue	-3	74	27	166	306	166
Total operating revenue	81,405	56,576	199,095	157,333	345,259	387,021
Gross profit	-2,510	-6,210	5,940	3,295	12,451	15,097
Gross profit margin, %	-3.1	-11.0	3.0	2.1	3.6	3.9

To calculate the operating margin, operating profit is measured in relation to total operating revenue. This key ratio indicates how large a percentage of total operating revenue becomes profit after operating expenses. All measures used in the calculation can be found in the consolidated income statement.

EQUITY/ASSETS RATIO

SEK in thousands	Jun 30 2016	Jun 30 2015	Dec 31 2015
Shareholders' equity	89,382	86,915	93,116
Total assets	151,235	132,063	143,817
Equity/assets ratio, %	59	66	65

The equity/assets ratio is calculated by measuring equity in relation to total assets, providing an indication of how large a percentage of the assets is financed with equity. All measures used in the calculation can be found in the consolidated balance sheet.

PARENT COMPANY'S ADJUSTED EQUITY

SEK in thousands	Jun 30 2016	Jun 30 2015	Dec 31 2015
Shareholders' equity	60,838	57,437	62,489
78 percent of the untaxed reserves	17,550	16,614	17,550
Adjusted equity	78,388	74,051	80,039

The Parent Company's adjusted equity is calculated by adding 78 percent of the Parent Company's untaxed reserves to the Parent Company's shareholders' equity. All measures used in the calculation can be found in the Parent Company's balance sheet.

Condensed financial information

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

SEK in thousands	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	full-year 2015	Jul 2015 - Jun 2016
<i>Operating revenue</i>						
Net sales	81,408	56,502	199,068	157,167	344,954	386,854
Other operating revenue	-3	74	27	166	306	166
Total operating revenue	81,405	56,576	199,095	157,333	345,259	387,021
<i>Operating expenses</i>						
Cost of goods sold	-35,860	-25,125	-89,756	-71,239	-153,202	-171,720
Other external expenses	-27,970	-22,618	-64,208	-52,491	-114,648	-126,365
Personnel expenses	-18,107	-14,087	-34,613	-27,179	-59,089	-66,522
Depreciation/amortization	-2,108	-1,114	-3,888	-2,231	-4,638	-6,295
Other operating expenses	129	157	-689	-897	-1,232	-1,023
Operating profit/loss	-2,510	-6,210	5,941	3,295	12,451	15,097
<i>Result from financial items</i>						
Interest income	101	75	285	249	415	452
Interest expenses	-116	-11	-202	-23	-105	-284
Profit/loss after financial items	-2,525	-6,146	6,024	3,521	12,762	15,265
Taxes	-399	1 194	-3 069	-826	-2 955	-5 198
Net profit/loss attributable to Parent Company's shareholders	-2,924	-4,952	2,955	2,695	9,807	10,067
<i>Other comprehensive income</i>						
Items that will be reclassified to profit or loss						
Translation difference	291	-485	57	551	731	237
Cash flow hedges	1,990	-781	1,062	-555	-1,954	-337
Tax effect fair value cash flow hedges	-438	172	-234	122	430	74
Total comprehensive income attributable to Parent Company's shareholders	-1,081	-6,046	3,839	2,813	9,014	10,040
Earnings per share before dilution, SEK	-0.51	-0.86	0.51	0.47	1.70	1.75
Earnings per share after dilution, SEK	-0.51	-0.86	0.51	0.47	1.70	1.75

CONSOLIDATED BALANCE SHEET

SEK in thousands	June 30 2016	June 30 2015	Dec 31 2015
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	7,395	9,737	8,952
Tangible fixed assets	16,757	2,612	3,902
Financial fixed assets	1,153	1,050	1,153
	25,305	13,399	14,008
<i>Current assets</i>			
Inventories	64,789	44,283	56,077
Accounts receivable	44,026	23,592	41,498
Other short-term receivables	11,593	10,265	11,636
Cash and bank balances	5,521	40,524	20,599
	125,929	118,664	129,810
TOTAL ASSETS	151,235	132,063	143,817
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	89,382	86,915	93,116
Deferred tax	5,008	4,760	5,037
Current liabilities	56,845	40,388	45,665
	151,235	132,063	143,817
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	151,235	132,063	143,817
Pledged assets	31,153	25,050	31,153
Contingent liability	1,415	0	915

CHANGES IN THE GROUP'S SHAREHOLDERS' EQUITY

SEK in thousands	June 30 2016	June 30 2015	Dec 31 2015
Attributable to Parent Company's shareholders:			
Shareholders' equity at the beginning of the period/year	93,116	89,854	89,854
Dividend	-8,628	-5,752	-5,752
Other contributed capital	1,054	0	0
Total comprehensive income for the year/period	3,839	2,813	9,014
Shareholders' equity at the end of the year/period	89,382	86,915	93,116

CASH FLOW STATEMENT FOR THE GROUP

SEK in thousands	Apr-Jun 2016	Apr-Jun 2015	Jan-Jun 2016	Jan-Jun 2015	full-year 2015
Operating activities					
Operating profit/loss	-2,510	-6,210	5,941	3,295	12,451
Adjustment for items not included in cash flow	3,254	1,130	4,370	2,775	5,011
Interest received	101	75	285	249	415
Interest paid	-116	-11	-202	-23	-105
Income tax paid	-841	-619	-1,803	-2,145	-3,352
Cash flow from operating activities before changes in working capital	-112	-5,635	8,591	4,151	14,420
Changes in working capital					
Change in inventories	-4,248	-6,145	-8,609	-4,249	-16,054
Change in receivables	8,982	32,479	-2,590	9,623	-11,666
Change in current liabilities	11,981	30	9,781	-1,997	4,009
Cash flow from operating activities	16,603	20,729	7,173	7,528	-9,291
Investing activities					
Acquisition of intangible fixed assets	0	0	0	0	-750
Acquisition of tangible fixed assets	-7,572	-263	-15,116	-383	-2,546
Acquisition of financial fixed assets	0	0	0	0	-103
Cash flow from operating activities	-7,572	-263	-15,116	-383	-3,399
Financing activities					
Dividend paid	-8,628	-5,752	-8,628	-5,752	-5,752
Other	201	0	1,240	0	0
Cash flow from financing activities	-8,427	-5,752	-7,388	-5,752	-5,752
Cash flow for the year/period	604	14,715	-15,332	1,393	-18,442
Cash and cash equivalents at the beginning of the period	4,721	26,056	20,599	39,015	39,015
Exchange rate difference in cash and cash equivalents	197	-247	254	115	26
Cash and cash equivalents at the end of the period	5,521	40,524	5,521	40,524	20,599

REVENUE AND OPERATING RESULT BY SEGMENT

SEK in thousands	Apr-jun 2016	Apr-jun 2015	Jan-Jun 2016	Jan-Jun 2015	full-year 2015	Jul 2015 - Jun 2016
Wholesale						
Revenue	33,461	24,021	106,817	95,682	210,864	221,999
Operating result	-9,344	-11,728	-2,453	-5,548	-6,636	-3,542
Retail						
Revenue	47,944	32,555	92,278	61,649	134,395	165,024
Operating result	6,834	5,518	8,394	8,843	19,087	18,638
Total						
Revenue	81,405	56,576	199,095	157,331	345,259	387,023
Operating result	-2,510	-6,210	5,941	3,295	12,451	15,097

Operating results for each segment are charged with direct expenses for the segment. Common Group expenses for the second quarter and first half of 2016 are distributed using a ratio based on each segment's share of total cost of goods sold in the first half of 2016. Common Group expenses for the second quarter and first half of 2015 are distributed based on each segment's share of total cost of goods sold in the first half of 2015.

PARENT COMPANY INCOME STATEMENT

	Apr-jun 2016	Apr-jun 2015	Jan-Jun 2016	Jan-Jun 2015	full-year 2015
SEK in thousands					
<i>Operating revenue</i>					
Net sales	80,539	54,680	195,752	153,866	338,308
Other operating revenue	81	108	97	139	409
Total operating revenue	80,621	54,787	195,849	154,005	338,717
<i>Operating expenses</i>					
Cost of goods sold	-34,040	-23,622	-86,097	-68,775	-149,258
Other external expenses	-28,090	-23,972	-67,477	-56,477	-122,026
Personnel expenses	-16,644	-13,143	-31,716	-25,339	-54,612
Depreciation/amortization of tangible and intangible fixed assets	-1,124	-425	-2,141	-855	-1,879
Other operating expenses	-190	44	-330	-1,252	-1,440
Operating profit/loss	532	-6,332	8,087	1,308	9,502
<i>Result from financial items</i>					
Interest income	116	75	285	249	415
Interest expenses	-116	-11	-184	-19	-94
Profit/loss after financial items	533	-6,268	8,189	1,537	9,823
Appropriations	0	0	0	0	-1,200
Profit/loss before tax	533	-6,268	8,189	1,537	8,623
Taxes	-21	1,495	-2,040	95	-847
Net profit/loss	512	-4,772	6,149	1,632	7,776
<i>Other comprehensive income</i>					
<i>Items that will be reclassified to profit or loss</i>					
Cash flow hedges	1,990	-781	1,062	-555	-1,954
Tax effect cash flow hedges	-438	172	-234	122	430
Total comprehensive income for the period	2,064	-5,381	6,977	1,199	6,252

PARENT COMPANY BALANCE SHEET

SEK in thousands	June 30 2016	June 30 2015	December 31 2015
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	583	181	769
Tangible fixed assets	10,115	2,522	3,816
Financial fixed assets	20,764	18,695	18,789
	31,463	21,397	23,374
<i>Current assets</i>			
Inventory	61,247	42,066	53,028
Accounts receivable	48,248	22,973	43,183
Other short-term receivables	15,958	10,061	11,822
Cash and bank balances	1,369	37,687	17,251
	126,822	112,787	125,285
TOTAL ASSETS	158,285	134,184	148,659
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	60,838	57,437	62,489
Untaxed reserves	22,500	21,300	22,500
Deferred tax	0	74	-234
Current liabilities	74,947	55,373	63,903
	158,285	134,184	148,659
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	158,285	134,184	148,659
Pledged assets	31,153	25,050	31,153
Contingent liabilities	1,415	0	915

The Board of Directors and the CEO certify that the interim 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 18, 2016

Patrik Tillman, Chairman

Mia Arnhult, Board Member

Lennart Björk, Board Member

Kia Orback, Board Member

Elin Ryer, Board Member

Nils Vinberg, Board Member

Anna Attemark, President & CEO

SCHEDULED INFORMATION DATES

- The interim report for July-September 2016 will be released on October 19, 2016.
- The year-end report for 2016 will be released on February 15, 2017.
- The interim report for January-March 2017 will be released on May 11, 2017.

For further information, please contact:

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Johanna Palm, CFO, phone: +46-760-10 24 55

This information is information that Odd Molly International AB is obliged to make public pursuant to the EU's Market Abuse Regulation and the Securities Market Act. The information was submitted for publication, through the agency of the contact persons set above, on August 18, 2016 at 8.00 am CET.

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 15 of its own physical stores and its own web shop. The Odd Molly share is traded as of June 21, 2010 on Nasdaq Stockholm.

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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 with reports on daily operations. To subscribe, go to www.oddmolly.com

