



Odd Molly International AB (publ)  
Stockholm, October 28, 2008

## Interim report January 1 – September 30, 2008



Photo: Robert Eldrim

## POSITIVE DEVELOPMENT CONTINUES WITH STRONG PROFIT

### January 1 – September 30, 2008

- Net sales increased by 109 percent to SEK 224.5 million (107.3)
- The gross profit margin rose to 57.8 percent (56.7)
- Operating profit increased to SEK 57.9 million (17.9), corresponding to an operating margin of 25.7 percent (16.6)
- Net profit was SEK 42.1 million (12.8). The net margin rose to 18.7 percent (11.9)
- Earnings per share amounted to SEK 7.3 (2.4) (based on the average number of shares)

### July 1 – September 30, 2008

- Net sales increased by 64 percent to SEK 96.7 million (58.8)
- The gross profit margin was 56.8 percent (56.9)
- Operating profit was SEK 24.9 million (12.5)
- Net profit amounted to SEK 18.2 million (9.1)
- Earnings per share amounted to SEK 3.2 (1.6)
- Odd Molly's Chief Designer, Karin Jimfelt Ghatan, received the "Golden Button" fashion design award in August from the magazine Damernas Värld
- Fashion show in Copenhagen, Danish supermodel Helena Christensen signs on as the face of Odd Molly and a new website is launched
- The order value for spring/summer 2009 increased by 12 percent compared with sales in 2008
- Decision made to open a pilot store in Stockholm in February 2009

Key financial ratios	July-Sept	July-Sept	Change, %	Jan-Sept	Jan-Sept	Change, %	Full-year	Oct 2007-
	2008	2007		2008	2007		2007	Sept 2008
Net sales, SEK million	96.7	58.8	64	224.5	107.3	109	130.3	247.5
Gross profit margin, %	56.8	56.9		57.8	56.7		57.2	58.0
Operating profit, SEK million	24.9	12.5	99	57.9	17.9	224	18.5	58.5
Operating margin, %	25.3	21.3		25.7	16.6		14.2	23.6
Net profit, SEK million	18.2	9.1	101	42.1	12.8	229	12.9	42.2
Earnings per share, SEK	3.2	1.6	101	7.3	2.4	203	2.4	7.3
No. of shares at end of period (after split)	5,752,000	5,752,000		5,752,000	5,752,000		5,752,000	5,752,000
Weighted average no. of shares (after split)	5,752,000	5,752,000		5,752,000	5,287,714		5,404,740	5,752,000

## Comment from the CEO

*Odd Molly continues to develop positively, with improved profit and success on several levels. If we look at our performance on a rolling 12-month basis, we have more than doubled sales, while profit has risen by nearly 250 percent. Leverage in the form of stronger margins shows that we are beginning to benefit from our larger size. At the same time, having a very strong balance sheet feels secure given the growing turmoil in the economy. We continue to take aggressive steps at the same time that the organization, after a period of growth, now has the right structure for further growth.*

*Odd Molly's spring/summer collections for 2009 (SS09) were launched at a major fashion show in Copenhagen in August. Supermodel Helena Christensen was the hostess for the evening and will also be our face in an international ad campaign, our first-ever consumer campaign, scheduled for launch this spring. This is being done to strongly support sales work and lay a foundation for further growth.*

*Preseason orders for SS09 continued to rise compared with the previous year. Orders placed for the first half-year 2009 total just over SEK 138 million, an increase of 12 percent. We are very pleased with our performance in most markets, though a couple of markets noted greater cautiousness than before.*

*The announcement in August that Odd Molly's Chief Designer Karin Jimfelt-Ghatan had received the prestigious Golden Button fashion design award for 2008 from the magazine Damernas Värld was a major success and gave the entire organization a boost.*

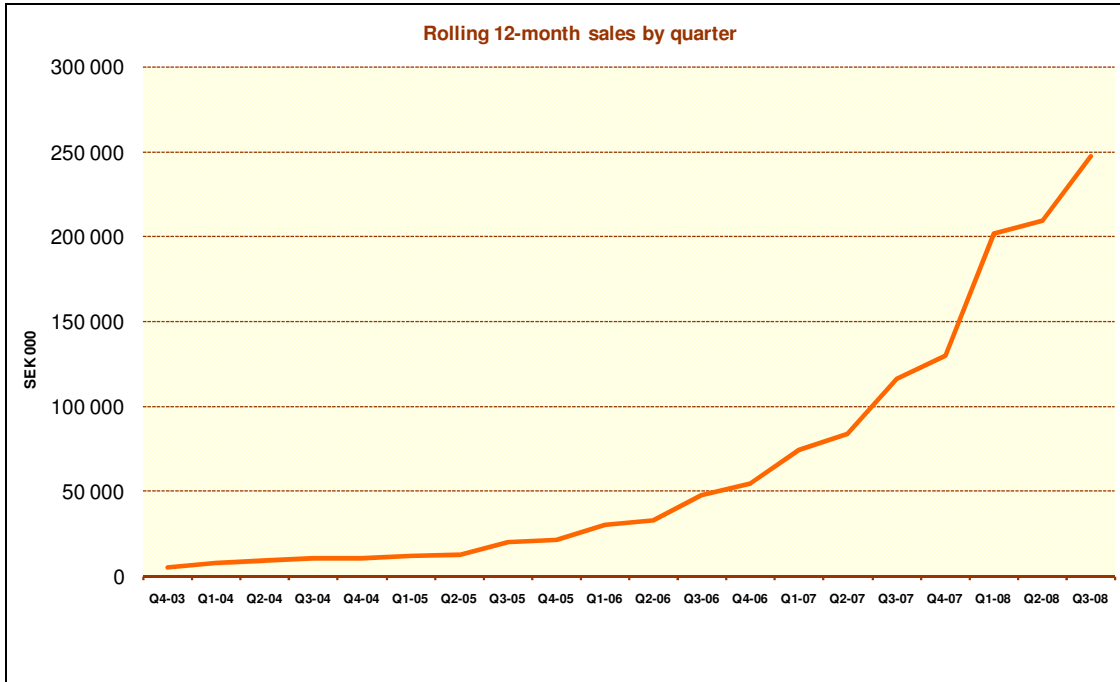
*Right now our designers are working intensely, and our new product manager has just taken over. We are all operating at a feverish pace to grow the business and prepare for fall/winter 2009. We are also preparing to unveil our first store, in central Stockholm, with a grand opening planned in February 2009.*

*In the last couple of weeks we have begun to ship the winter collection to stores. During the fourth quarter there will also be an early release of our spring merchandise, worth about SEK 6 million, which can be added to the previously reported order value for the full-year 2008 of SEK 254 million.*

*In summary, we see clear proof of the brand's attraction, and we continue to develop individually and as a team, right along with our collections and our brand.*

*Christina Tillman, President & CEO*

## The Group's development

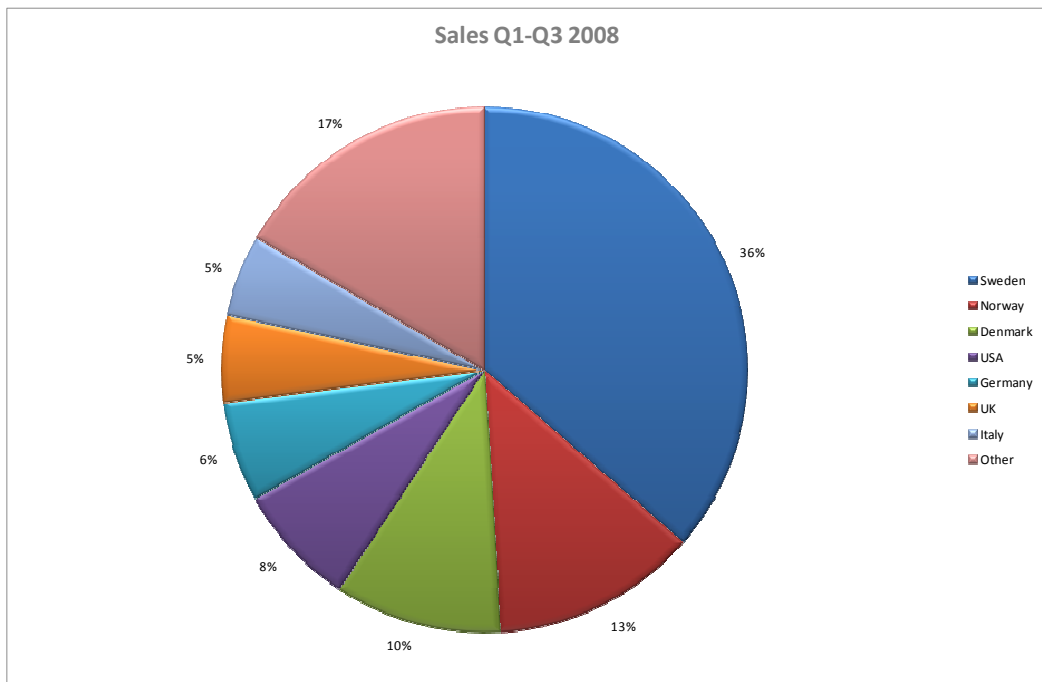


The above diagram shows rolling 12-month sales by quarter Q4 2003-Q3 2008

### Net sales

The period January 1 – September 30

The sales trend for the first nine months of 2008 remained very strong, with net sales amounting to SEK 224.5 million (107.3), an increase of 109 percent year-over-year.



The above diagram shows sales by country Q1-Q3 2008

Sweden accounted for approximately 36 percent of total sales in the first nine months of 2008 and generated the largest sales increase in absolute terms, followed by Norway. By percentage, we had major sales increases in southern Europe, Australia, Japan and the Netherlands. U.S. sales rose by about 40 percent year-over-year.

*The third quarter July 1 – September 30,*

During the third quarter all fall merchandise was delivered, which leaves the winter collection and early spring merchandise, worth approximately SEK 6 million, in the fourth quarter. Net sales in the third quarter amounted to SEK 96.7 million (58.8), an increase of 64 percent year-over-year.

## **Earnings**

*The period January 1 – September 30*

The gross profit margin for the first nine months of the year was 57.8 percent (56.7) and was affected positively by a favorable U.S. dollar exchange rate, since a significant share of purchases is in USD. At the same time, our share of discount sales was very low. As a growing company with a strong cash position, Odd Molly can negotiate favorable terms with suppliers and partners, which impacts the gross profit margin positively.

Operating profit amounted to SEK 57.9 million (17.9) and the operating margin improved to 25.7 percent (16.6).

The increased profitability is a result of higher gross profit margins and economies of scale in terms of fixed and semi-fixed expenses in pace with rising sales. These expenses include consulting, IT and selling expenses.

Other external expenses, which consist largely of agent commissions, logistics and marketing, amounted to SEK 57.6 million (33.7) during the period. This corresponds to 25.6 percent (31.5) of sales.

Personnel expenses for the period amounted to SEK 14.5 million (8.7). As a ratio of sales, personnel expenses fell from 8.1 percent in the first three quarters last year to 6.4 percent this year.

Net profit amounted to SEK 42.1 million (12.8). Earnings per share amounted to SEK 7.3 (2.4) based on the average number of shares for the period.

*The third quarter July 1 – September 30*

The gross profit margin was 56.8 percent (56.9) during the third quarter.

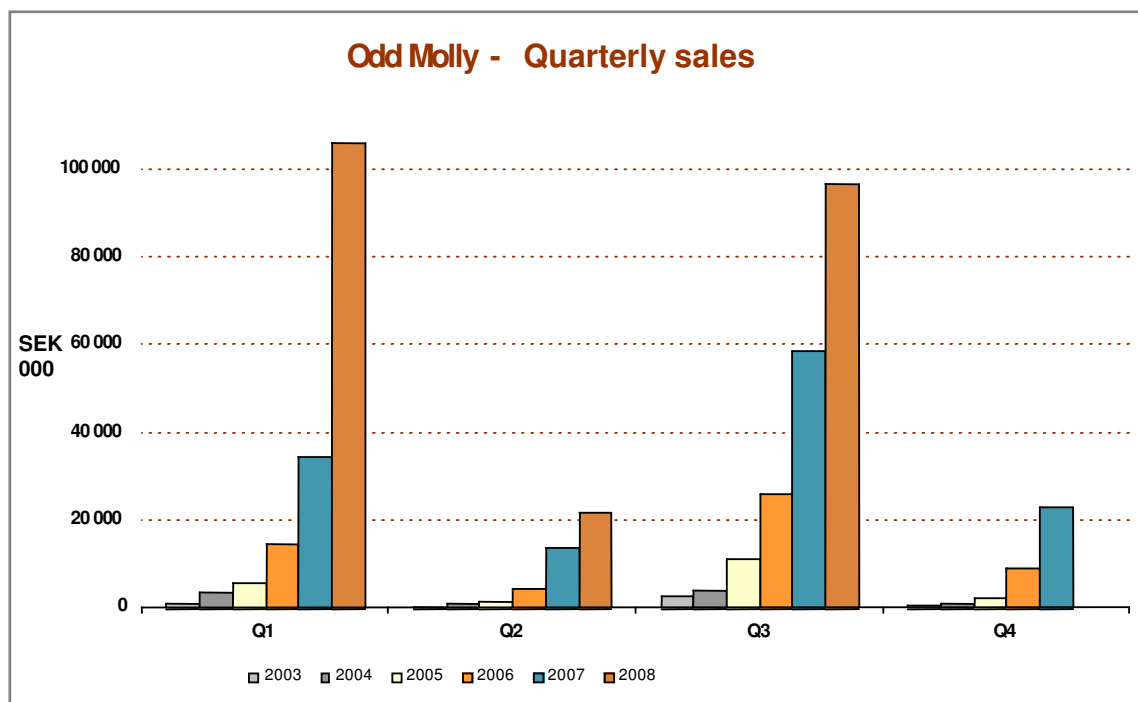
Operating profit increased to SEK 24.9 million (12.5), corresponding to an operating margin of 25.3 percent (21.3).

Net profit was SEK 18.2 million (9.1). Earnings per share amounted to SEK 3.2 (1.6).

Marketing expenses were higher as a ratio of sales during the third quarter 2008 than the first half of 2008 due to targeted investments after the summer. This included various strategic and sales-driven marketing activities such as the fashion show in Copenhagen, photography for our spring consumer campaign and development of the company's website. For the full-year 2008, however, marketing expenses are expected to fall below the 2007 level as a ratio of sales.

## Seasonal fluctuations

Odd Molly produces four collections a year (spring, summer, fall and winter), of which the spring and fall have historically been the strongest. Odd Molly's operations are heavily seasonal. In its case, 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 profits are best followed on a semiannual basis. Odd Molly delivers its fall collection between August 1 and September 15 and its winter collection between October 1 and 31, which means that the entire fall collection is delivered in the third quarter and the winter collection, along with a taste of the spring collection, is delivered in the fourth quarter.



The above diagram shows quarterly sales Q1 2003-Q3 2008

## Financial position

The company's total assets amounted to SEK 131.0 million (66.3) at the end of the period. Shareholders' equity totaled SEK 87.2 million on September 30, compared with SEK 44.9 million a year earlier. The equity/assets ratio was 67 percent (68) at the end of the quarter, compared with 75 percent at year-end 2007. Cash and cash equivalents amounted to SEK 32.2 million (10.1) on September 30, and neither overdraft facilities nor invoice factoring have been utilized. Accounts receivable rose from SEK 41.6 million in 2007 to SEK 67.5 million in 2008, but as a ratio of sales accounts receivable decreased from 39 to 30 percent.

Inventories amounted to SEK 24.2 million on September 30, against SEK 11.3 million a year earlier. As a ratio of sales for the period, inventory amounted to 11 percent, approximately the same level year-over-year. Higher sales mean higher inventory in absolute terms, in addition to which Odd Molly has more sales collections with agents than before. Of total inventory, slightly over SEK 10 million represented winter merchandise distributed to retailers in October.

## **Investments and cash flow**

The company's investments mainly comprise equipment and further development of IT systems as well as leases on retail locations. During the third quarter investments amounted to SEK 1.5 million (0.2). Cash flow from operating activities amounted to SEK -23.7 million during the quarter, compared with SEK -20.1 million in the corresponding period of 2007. Cash flow for the quarter totaled SEK -25.2 million (-20.2). The negative cash flow is due to high sales volume during the third quarter, for which payment will be received during the fourth quarter.

## **Number of shares**

Odd Molly completed a 41-four-1 stock split and issued 750,000 new shares during the second quarter 2007. Today there are 5,752,000 shares outstanding.

## **Employees**

To pave the way for continued strong sales growth and ensure high quality in every respect, the organization was strengthened during the third quarter through the hiring of three employees. On September 30 the company had a total of 32 employees (including three in the U.S.), compared with 22 (two in the U.S.) a year earlier.

## **Parent Company**

Odd Molly International AB, which sells to all Odd Molly's customers outside the U.S. and Canada, reported sales of SEK 206.0 million (103.9) during the first three quarters of 2008, with operating profit of SEK 56.2 million (17.4). The Parent Company's shareholders' equity as of September 30 amounted to SEK 87.4 million (44.5). Cash and cash equivalents amounted to SEK 29.1 million (9.4).

## **Helena Christensen - Odd Molly's new face**

Odd Molly has signed Helena Christensen as its new face. She will be seen in ads in leading fashion magazines in the U.S., England, Italy, Sweden and Denmark this spring.



Photo: Yelena Yemchuk

## **Odd Molly opens store**

In September Odd Molly announced that it will open its first concept store, in central Stockholm, with a grand opening scheduled for February 2009. The new store will showcase the breadth of the entire collection in an environment that fully communicates the brand's core values and should be seen as a complement to, and support for, existing retailers. Architects Tove Sjöberg and Hedvig Andersson were chosen for the project to create a retail environment of international class that would surprise and be luxuriously feminine, yet at the same time express a decided opinion.

## **Outlook**

Odd Molly does not intend to issue any forecasts, but will announce order values twice a year, in April and October. The order value for the second half of 2009 will be announced on April 8, 2009.

## Risk factors

The risks and uncertainties Odd Molly is exposed to are described in the prospectus for the listing on First North, which was published in May 2007, and in the annual report for 2007.

## Accounting principles

This interim report is prepared in accordance with the same accounting principles and calculation methods used in the company's most recent annual report and fulfills the requirements of the Swedish Accounting Standards Board's recommendation BFNAR 2007:1.

The consolidated accounts are prepared according to the Swedish Financial Accounting Standards Council's recommendation RR1:00 and apply the purchase method. The consolidated accounts comprise Odd Molly International AB (Parent Company) and Odd Molly Inc., which is consolidated as of May 1, 2007.

In this interim report, "the company" refers to the Odd Molly Group.

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

<b>Consolidated income statement</b>					
	<b>July-Sept 2008</b>	<b>July-Sept 2007</b>	<b>Jan-Sept 2008</b>	<b>Jan-Sept 2007</b>	<b>Full-year 2007</b>
SEK in thousands					
<i>Operating revenues</i>					
Net sales	96,661	58,784	224,450	107,258	130,260
Other operating revenues	1,614	0	698	0	47
	<b>98,275</b>	<b>58,784</b>	<b>225,148</b>	<b>107,258</b>	<b>130,307</b>
<i>Operating expenses</i>					
Goods for resale	-41,727	-25,335	-94,732	-46,470	-55,704
Other external expenses	-26,274	-17,452	-57,560	-33,737	-42,842
Personnel expenses	-5,212	-3,304	-14,473	-8,695	-12,557
Depreciation of tangible fixed assets	-184	-120	-462	-286	-432
Other operating expenses	0	-44	0	-213	-317
	<b>-73,398</b>	<b>-46,254</b>	<b>-167,227</b>	<b>-89,402</b>	<b>-111,851</b>
<b>Operating profit</b>	<b>24,877</b>	<b>12,530</b>	<b>57,922</b>	<b>17,856</b>	<b>18,457</b>
<i>Profit/loss from financial items</i>					
Interest income	559	152	1 363	261	606
Interest expenses	-2	-48	-39	-255	-284
	<b>556</b>	<b>105</b>	<b>1 324</b>	<b>6</b>	<b>322</b>
<b>Profit after financial items</b>	<b>25,433</b>	<b>12,635</b>	<b>59,246</b>	<b>17,862</b>	<b>18,779</b>
Taxes	-7,191	-3,538	-17,168	-5,084	-5,857
<b>Net profit for the year/period</b>	<b>18,242</b>	<b>9,097</b>	<b>42,078</b>	<b>12,778</b>	<b>12,922</b>
<b>Earnings per share, SEK</b>	<b>3.2</b>	<b>1.6</b>	<b>7.3</b>	<b>2.4</b>	<b>2.4</b>

<b>Consolidated balance sheet</b>			
	<b>Sept 30 2008</b>	<b>Sept 30 2007</b>	<b>Dec 31 2007</b>
SEK in thousands			
<b>ASSETS</b>			
<b>Fixed assets</b>			
<i>Intangible fixed assets</i>	2,057	822	764
<i>Tangible fixed assets</i>			
Equipment, tools, fixtures and fittings	1,212	789	881
	<b>1,212</b>	<b>789</b>	<b>881</b>
<i>Financial fixed assets</i>	0	0	60
<b>Total fixed assets</b>	<b>3,269</b>	<b>1,611</b>	<b>1,705</b>
<b>Current assets</b>			
<i>Inventories, etc.</i>			
Finished products and goods for resale	24,224	11,274	13,717
	<b>24,224</b>	<b>11,274</b>	<b>13,717</b>
<i>Current receivables</i>			
Accounts receivable	67,452	41,578	12,448
Other receivables	1,733	871	487
Prepaid expenses and accrued income	2,094	869	1,885
	<b>71,278</b>	<b>43,318</b>	<b>14,819</b>
<i>Cash and bank balances</i>	32,191	10,076	29,840
<b>Total current assets</b>	<b>127,694</b>	<b>64,668</b>	<b>58,377</b>
<b>TOTAL ASSETS</b>	<b>130,962</b>	<b>66,279</b>	<b>60,082</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>			
<b>Shareholders' equity</b>			
Share capital	575	575	575
Restricted reserves	1,668	1,661	1,660
	<b>2,243</b>	<b>2,236</b>	<b>2,235</b>
Unrestricted reserves	42,870	29,881	29,922
Net profit for the year/period	42,078	12,778	12,922
	<b>84,948</b>	<b>42,660</b>	<b>42,844</b>
<b>Total shareholders' equity</b>	<b>87,190</b>	<b>44,895</b>	<b>45,079</b>
<b>Provisions</b>			
Deferred tax	16	16	16
<b>Total provisions</b>	<b>16</b>	<b>16</b>	<b>16</b>
<b>Current liabilities</b>			
Liabilities to credit institutions	0	107	71
Advances from customers	0	0	18
Accounts payable	11,517	7,654	3,789
Current tax liabilities	16,388	4,859	3,689
Other liabilities	785	623	2,139
Accrued expenses and the deferred income	15,066	8,125	5,280
<b>Total current liabilities</b>	<b>43,756</b>	<b>21,368</b>	<b>14,987</b>
<b>TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES</b>	<b>130,962</b>	<b>66,279</b>	<b>60,082</b>
<b>Pledged assets</b>	<b>2,500</b>	<b>3,250</b>	<b>2,500</b>
<b>Contingent liabilities</b>	None	None	None



<b>Summarized changes in the Group's shareholders' equity</b>					
SEK in thousands	<b>Jan-Sept 2008</b>	<b>Jan-Sept 2007</b>	<b>Full-year 2007</b>		
Shareholders' equity at the beginning of period/year	45,079	6,046	6,046		
Dividend	0	0	0		
New share issue	0	30,000	30,000		
Issue expenses	0	-3,915	-3,915		
Net profit for the year/period	42,078	12,778	12,922		
Translation differences	33	-13	27		
<b>Shareholders' equity at end of period/year</b>	<b>87,190</b>	<b>44,896</b>	<b>45,079</b>		
<b>Cash flow statement for the Group</b>					
SEK in thousands	<b>July-Sept 2008</b>	<b>July-Sept 2007</b>	<b>Jan-Sept 2008</b>	<b>Jan-Sept 2007</b>	<b>Full-year 2007</b>
Operating activities					
Operating profit	24,877	12,530	57,922	17,856	18,457
Adjustments for items not included in cash flow					
Depreciation/amortization and impairment losses	184	120	462	286	432
Capital gains from equipment sales	4	0	15	0	-2
Interest received	559	152	1 363	261	606
Interest paid	-2	-48	-39	-255	-284
Income tax paid	-768	-13	-4 533	-78	-2,040
<b>Cash flow from operating activities</b>					
<b>Before changes in working capital</b>	<b>24,853</b>	<b>12,742</b>	<b>55,188</b>	<b>18,070</b>	<b>17,168</b>
Changes in working capital					
Change in inventories	-9,490	-3,030	-10,293	-9,785	-12,376
Change in receivables	-54,707	-33,962	-56,100	-38,321	-10,007
Change in current liabilities	15,597	4,197	15,456	13,286	8,542
<b>Cash flow from operating activities</b>	<b>-23,747</b>	<b>-20,053</b>	<b>4,252</b>	<b>-16,751</b>	<b>3,326</b>
Investing activities					
Acquisition of intangible fixed assets	-1,314	0	-1 472	-176	-297
Acquisition of tangible fixed assets	-147	-181	-618	-734	-836
Acquisition of financial assets	0	0	0	0	-60
Divestment of financial assets	0	0	60	0	0
Divestment of equipment	0	0	0	0	36
<b>Cash flow from investing activities</b>	<b>-1,461</b>	<b>-181</b>	<b>-2,031</b>	<b>-910</b>	<b>-1,157</b>
Financing activities					
New share issue/issue expenses	0	0	0	24,562	24,562
Amortization of debt	0	0	0	-71	-71
<b>Cash flow from financing activities</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24,491</b>	<b>24,491</b>
Cash flow for the year/period	-25,208	-20,234	2,221	6,830	26,660
<b>Cash and cash equivalents at the beginning of the period</b>	<b>56,997</b>	<b>30,339</b>	<b>29,840</b>	<b>3,274</b>	<b>3,274</b>
<b>Exchange rate difference in cash and cash equivalents</b>	<b>402</b>	<b>-30</b>	<b>130</b>	<b>-29</b>	<b>-94</b>
<b>Cash and cash equivalents at the end of the period</b>	<b>32,191</b>	<b>10,076</b>	<b>32,191</b>	<b>10,076</b>	<b>29,840</b>

### Parent Company's income statement

SEK in thousands	July-Sept 2008	July-Sept 2007	Jan-Sept 2008	Jan-Sept 2007	Full-year 2007
<i>Operating revenues</i>					
Net sales	91,013	55,415	205,959	103,889	125,472
Other operating revenues	1,589	0	1,182	0	1,201
	<b>92,602</b>	<b>55,415</b>	<b>207,140</b>	<b>103,889</b>	<b>126,673</b>
<i>Operating expenses</i>					
Goods for resale	-38,230	-23,871	-84,975	-45,006	-53,711
Other external expenses	-24,523	-16,529	-52,227	-32,771	-40,576
Personnel expenses	-4,828	-3,035	-13,333	-8,267	-11,764
Depreciation of tangible fixed assets	-175	-111	-437	-278	-407
Other operating expenses	0	-44	0	-213	-314
	<b>-67,757</b>	<b>-43,590</b>	<b>-150,973</b>	<b>-86,535</b>	<b>-106,772</b>
<b>Operating profit</b>	<b>24,845</b>	<b>11,826</b>	<b>56,167</b>	<b>17,354</b>	<b>19,901</b>
<i>Profit/loss from financial items</i>					
Interest income	546	152	1 348	261	595
Interest expenses	-2	-48	-39	-255	-284
	<b>544</b>	<b>105</b>	<b>1 309</b>	<b>6</b>	<b>312</b>
<b>Profit after financial items</b>	<b>25,389</b>	<b>11,930</b>	<b>57 476</b>	<b>17,361</b>	<b>20,213</b>
Taxes	-7,171	-3,360	-16,425	-4,906	-5,911
<b>Net profit for the year/period</b>	<b>18,218</b>	<b>8,571</b>	<b>41,052</b>	<b>12,454</b>	<b>14,302</b>

<b>Parent Company's balance sheet</b>			
	<b>Sept 30</b>	<b>Sept 30</b>	<b>Dec 31</b>
SEK in thousands	<b>2008</b>	<b>2007</b>	<b>2007</b>
<b>ASSETS</b>			
<b>Fixed assets</b>			
<i>Intangible fixed assets</i>	2,057	1,026	764
<i>Tangible fixed assets</i>			
Equipment, tools, fixtures and fittings	1,034	457	733
	<b>1,034</b>	<b>457</b>	<b>733</b>
<i>Financial fixed assets (shares in subsidiaries)</i>	170	170	170
<b>Total fixed assets</b>	<b>3,261</b>	<b>1,654</b>	<b>1,667</b>
<b>Current assets</b>			
<i>Inventories, etc.</i>			
Finished products and goods for resale	20,541	9,653	11,450
	<b>20,541</b>	<b>9,653</b>	<b>11,450</b>
<i>Current receivables</i>			
Accounts receivable	63,050	38,269	11,746
Receivables from Group companies	8,406	4,569	6,651
Other receivables	1,574	817	341
Prepaid expenses and accrued income	2,093	869	1,865
	<b>75,123</b>	<b>44,523</b>	<b>20,603</b>
<i>Cash and bank balances</i>	29,117	9,446	26,634
<b>Total current assets</b>	<b>124,780</b>	<b>63,622</b>	<b>58,687</b>
<b>TOTAL ASSETS</b>	<b>128,041</b>	<b>65,276</b>	<b>60,354</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>			
<b>Shareholders' equity</b>			
Share capital	575	575	575
Statutory reserve	1,628	1,628	1,628
	<b>2,203</b>	<b>2,203</b>	<b>2,203</b>
Tax allocation reserve	26,010	26,010	26,010
Retained earnings	18,179	3,877	3,877
Net profit for the year/period	41,052	12,454	14,302
	<b>85,240</b>	<b>42,341</b>	<b>44,189</b>
<b>Total shareholders' equity</b>	<b>87,443</b>	<b>44,545</b>	<b>46,392</b>
<b>Untaxed reserves</b>	<b>56</b>	<b>56</b>	<b>56</b>
<b>Current liabilities</b>			
Liabilities to credit institutions	0	107	71
Advances from customers	0	-8	18
Accounts payable	10,005	7,179	3,102
Current tax liabilities	15,635	4,802	3,683
Other liabilities	753	586	2,109
Accrued expenses and deferred income	14,148	8,011	4,922
<b>Total current liabilities</b>	<b>40,542</b>	<b>20,676</b>	<b>13,907</b>
<b>Total shareholders' equity and liabilities</b>	<b>128,041</b>	<b>65,276</b>	<b>60,354</b>
<b>Pledged assets</b>	<b>2,500</b>	<b>3,250</b>	<b>2,500</b>
<b>Contingent liabilities</b>	None	None	None

The Board of Directors and the President certify that the nine-month 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, October 28, 2008

Christer Andersson, Chairman

Karin Wallin-Norman, Board Member

Karin Jimfelt-Ghatan, Board Member

Per Holknekt, Board Member

Patrik Tillman, Board Member

Mia Arnhult, Board Member

Christina Tillman, President & CEO

#### **About Odd Molly**

Odd Molly is a Swedish company which designs, markets and sells fashion for women through retailers worldwide. The brand's signature is beautiful, personal, sensual designs, combined with high quality and a distinctive profile. Odd Molly products will be sold in spring 2009 through 1,550 retailers and one company-owned store in 36 countries around the world, with local representation in 24 of them. Odd Molly currently has 33 employees at offices in Stockholm and Los Angeles. Sales amounted to SEK 130.3 million in 2007 with operating profit of SEK 18.5 million. Odd Molly'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 Chief Designer received the prestigious "Golden Button" fashion design award in August 2008 from the magazine *Damernas Värld*.

Odd Molly's share is traded on First North and its Certified Adviser is Swedbank.

Odd Molly International AB is obligated to publish the information in this press release in accordance with the Securities Market Act and/or the Financial Instruments Trading Act. The information was provided for public release on October 28, 2008 at 8.00 a.m. CET.

#### **Scheduled information dates**

The year-end report for 2008 will be released on February 19, 2009.

Order values for the fall/winter collections 2009 will be released on April 8, 2009.

#### **For further information, please contact:**

Christina Tillman, CEO Odd Molly, phone: +46-8-522 28 502 or mobile: +46-733-10 60 00

Odd Molly International AB  
Kornhamnstorg 6  
SE-111 27 Stockholm, Sweden,  
Phone: +46 8 522 28 500  
[www.oddmolly.com](http://www.oddmolly.com)

Press photos can be downloaded from Odd Molly's website at [www.oddmolly.com](http://www.oddmolly.com) under "press/media."  
Odd Molly also produces its own newsletter, which reports on news from around the company. To subscribe, go to [www.oddmolly.com](http://www.oddmolly.com) and click "sign up for our newsletter."