



Stockholm, February 19, 2010

Year-end report January 1 – December 31, 2009



Further sales increase with good profitability

January 1 – December 31, 2009

- Net sales increased by 23 percent to SEK 329.8 million (267.7)
- The gross profit margin was 54.0 percent (58.4)
- Operating profit amounted to SEK 59.2 million (67.5), corresponding to an operating margin of 17.9 percent (25.2)
- Net profit amounted to SEK 43.0 million (49.8). The net margin was 13.1 percent (18.6)
- Earnings per share amounted to SEK 7.48 (8.66)
- Odd Molly decided to open its own stores in Los Angeles and Copenhagen in spring 2010
- Decision to introduce new menswear collection, post fire dew. The collection will be launched by external retailers in eight countries in fall 2010

October 1 – December 31, 2009

- Net sales increased by 24 percent to SEK 53.5 million (43.2)
- The gross profit margin was 53.1 percent (61.2)
- Operating profit amounted to SEK 5.0 million (9.6), corresponding to an operating margin of 9.4 percent (22.2)
- Net profit amounted to SEK 2.7 million (7.8)
- Earnings per share amounted to SEK 0.47 (1.35)
- The Board of Directors will propose to the Annual General Meeting a dividend of SEK 3.50 (3.00) per share, corresponding to 46.7 (34.7) percent of net profit for the year
- In October Odd Molly reported an order value for spring/summer 2010 of SEK 180 million, an increase of 25 percent compared with the same collections in 2009
- The Board of Directors of Odd Molly has decided to apply to list the company's share on NASDAQ OMX Stockholm in 2010

Comment from the CEO

Continued positive development and strong earnings thanks to aggressive measures and good cost controls

2009 was a really good year considering the tough conditions outside the company, coupled with Odd Molly's aggressive investments in the future. Our first store opened in February, and for the first time since Odd Molly was founded we advertised in the fashion press – with supermodel Helena Christensen. The fourth quarter developed in line with expectations and we closed the year with a sales increase of 23 percent to about SEK 330 million and an operating margin of nearly 18 percent. During the fourth quarter 2009 we had other operating income of SEK 1.1 million, against SEK 4.1 million (consisting largely of net exchange rate gains) in the same quarter of 2008. We would have liked a higher gross margin, but it ended up lower than the previous year mainly due to exchange rate effects. Odd Molly maintains a very strong financial position.

During the fourth quarter we decided to open our third Odd Molly store – this time in Copenhagen. We will also be running the Danish store, located centrally on Sværtegade, ourselves. The opening is scheduled for the first quarter of 2010. That is when we are also opening our store on Robertson Boulevard in Los Angeles, which we are busy readying for the grand opening.

The order value for the spring/summer collections 2010 was announced in October and amounted to just over SEK 180 million, compared with less than SEK 145 million for the corresponding collections last year, an increase of about 25 percent.

Odd Molly continuously monitors how its brand is represented around the world. We have made improvements in the U.S. by creating a more sales-oriented organization, contracting a new agent and hiring a PR firm with extensive experience in the fashion industry on both coasts. Odd Molly also has a new agent in Greece and new distributors in China, North Africa and the Middle East.

The fall/winter collections 2010 were recently shown and orders are being taken. It is still too early to say anything about the results, but I do not see any significant deviations from our expectations. Our new menswear collection, "post fire dew," was shown for the first time to sales agents from eight countries and orders are being taken. It has been a good start for a totally new brand.

Right now we are busy with sales work and fashion shows for the upcoming fall and winter collections for both women and men, as well as our licensed products. At the same time we are working on preparations for changing our stock listing in 2010. As part of this effort, we are transitioning to IFRS reporting. This report has been prepared in accordance with the new accounting principles and in our case primarily means that the effects of currency hedges are treated differently than before.

In 2010 we will continue to encourage creativity in our products and marketing, further develop strategies for growth and work in a structured manner to ensure consistently high quality and continuous efficiency improvements.

Christina Tillman, President and CEO

Key financial ratios	Oct-Dec 2009	Oct-Dec 2008	Change, %	Jan-Dec 2009	Jan-Dec 2008	Change, %
Net sales, SEK million	53,5	43,2	24	329,8	267,7	23
Gross profit margin, %	53,1	61,2		54,0	58,4	
Operating profit, SEK million	5,0	9,6	-47	59,2	67,5	-12
Operating margin %	9,4	22,2		17,9	25,2	
Net profit, SEK million	2,7	7,8	-65	43,0	49,8	-14
Earnings per share, SEK	0,47	1,35	-65	7,48	8,66	-14
Number of shares at end of period	5 752 000	5 752 000		5 752 000	5 752 000	
Average number of shares before and after dilution	5 752 000	5 752 000		5 752 000	5 752 000	

The Group's development



The above diagram shows rolling 12-month sales on a semi-annual basis in 2003-2009

Net sales

The period January 1 – December 31, 2009

The sales trend remained strong, with net sales of SEK 329.8 million (267.7), up 23 percent from the previous year. The aggregate order value for 2009, as previously published, was SEK 326 million.

Fourth quarter October 1 – December 31, 2009

Net sales increased by 24 percent to SEK 53.5 million (43.2) during the fourth quarter. An extra scheduled shipment of early spring merchandise worth about SEK 17 million was sent out during the quarter, as announced in the previous report.

Other operating income of SEK 1.1 million (4.1) primarily consists of net exchange rate gains during the quarter. Exchange rate gains of SEK 4.1 million in the fourth quarter of 2008 were due to major fluctuations in foreign exchange markets.

Earnings

The period January 1 – December 31, 2009

The gross profit margin was 54.0 percent (58.4). The decrease was mainly due to more favorable exchange rates than in 2008. Operating profit amounted to SEK 59.2 million (67.5), corresponding to an operating margin of 17.9 percent (25.2).

Other external expenses amounted to SEK 92.1 million (72.9), corresponding to 27.9 percent (27.2) of the sales. The share of marketing expenses for fashion shows, advertising, trade shows and PR activities has increased in several countries as planned. Odd Molly has also incurred slightly higher rental costs in connection with store openings and its expanded head office. Personnel expenses amounted to SEK 25.8 million (19.8), a slightly higher share of sales than the previous year (7.8 percent in 2009 against 7.4 percent in 2008).

The number of shares outstanding at year-end was 5,752,000. Earnings per share amounted to SEK 7.48 (8.66) based on the average number of shares during the period.

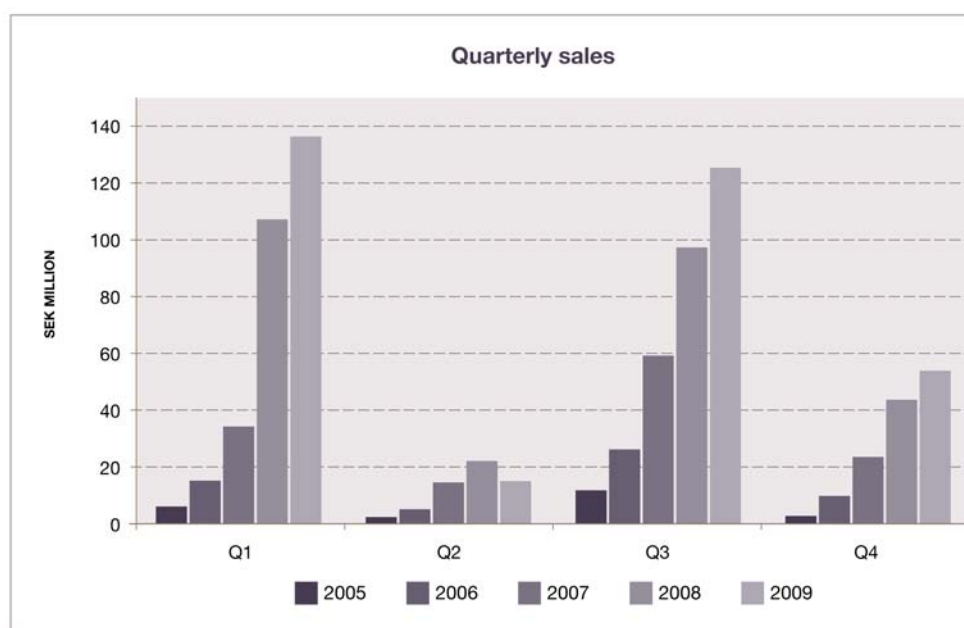
Fourth quarter October 1 – December 31, 2009

The gross profit margin for the fourth quarter was 53.1 percent (61.2).

Operating profit during the quarter amounted to SEK 5.0 million (9.6). The main reason for the weaker operating profit year-over-year was lower other operating revenues, which primarily consists of exchange rate gains. Net profit amounted to SEK 2.7 million (7.8). Earnings per share amounted to SEK 0.47 (1.35).

Seasonal fluctuations

Odd Molly has four collections per year (spring, summer, fall and winter), of which spring and fall have historically been the strongest collections in terms of 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 means that it is better to follow the company's operations, sales and profits on a semiannual basis. As a rule, Odd Molly ships its fall collection between August 1 and September 15 and the winter collection in October, which means that the fall collection is delivered during the third quarter and the winter collection during the fourth quarter. To even out deliveries and help retailers boost their sales, early pre-fall and pre-spring shipments (in July and December) have been added. The pre-spring shipment increased from SEK 6 million in December 2008 to SEK 17 million in December 2009.



The above diagram shows quarterly sales in 2003-2009

Quarterly sales, change during the year

(% and SEK thousand)

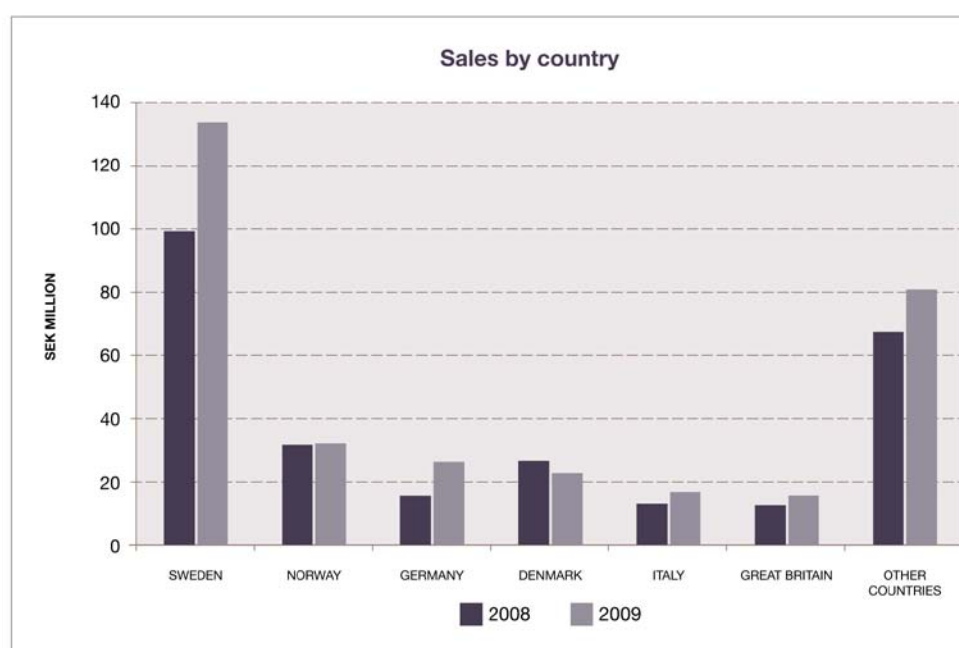
	Q1	Q2	Q3	Q4	Full-year
2003	23%	2%	56%	18%	5,028
2004	38%	13%	38%	10%	10,271
2005	27%	8%	53%	11%	21,151
2006	27%	8%	48%	17%	54,477
2007	26%	11%	45%	18%	130,26
2008	40%	8%	36%	16%	267,653
2009	41%	4%	38%	16%	329,809
Average	32%	9%	46%	15%	

The above table shows the quarterly sales trend in 2003-2009

Odd Molly's markets

In 2009 Odd Molly sold clothing in a total of 42 countries. Odd Molly is represented locally in 24 countries through 15 independent agents and 4 distributors and sells without representatives in 18 countries. Odd Molly's six largest markets (Sweden, Norway, Germany, Denmark, Italy and the UK) accounted for approximately 75 percent (75) of total sales in 2009.

In 2009 Odd Molly signed agreements with local representatives in the Middle East, North Africa and parts of China, which is very exciting, but is not expected to materially affect earnings in 2010. The company is cultivating the U.S. market through a more sales-oriented organization of its own on site, as well as a new agent and a new company-owned store in Los Angeles.



The above diagram shows sales by country in 2008-2009

Financial position

The company's total assets amounted to SEK 158.5 million (127.0) at the end of the period. Shareholders' equity totaled SEK 120.8 million on December 31, 2009, compared with SEK 94.9 million a year earlier. The equity/assets ratio was 76 percent (75) at the end of the period. Cash and cash equivalents amounted to SEK 85.0 million (78.3) on December 31, 2009.

Accounts receivable amounted to SEK 31.9 million (23.8) on December 31, 2009. As a ratio of sales, accounts receivable increased for the full-year from 8.9 percent in 2008 to 9.7 percent in 2009. The pre-spring shipment sent to retailers in December increased from SEK 6 million in December 2008 to SEK 17 million in 2009, which is an important reason for the rise in accounts receivable as of December 31 2009. To minimize the risk of losses on accounts receivable, customers' credit ratings are monitored continuously. In 2009 realized customer losses corresponded to only 0.2 percent (0.1) of sales.

Inventories amounted to SEK 24.8 million as of December 31, 2009, compared with SEK 18.5 million at year-end 2008. As a ratio of sales for the full-year, inventory amounted to 7.5 percent, compared with 6.9 percent in 2008, and consisted of spring merchandise awaiting shipment to retailers, stock in company-owned stores and merchandise remaining after the season. The share of new merchandise awaiting

distribution in early January (spring collection 2010) represented 31 percent (30) of total inventories.

Investments and cash flow

The company's investments mainly comprise stores, equipment and IT improvements. During the fourth quarter investments totaled SEK 3.8 million (0.6). Total investments for the full-year 2009 amounted to SEK 5.8 million (2.6) and mainly comprise store fixtures and IT systems. Cash flow from operating activities amounted to SEK 52.6 million during the fourth quarter, compared with SEK 46.4 million in the corresponding period of 2008. The dividend payment amounted to SEK 17.3 million (0) in 2009. Total cash flow amounted to SEK 6.9 million (48.0) for the full-year 2009.

Events during the period

Order value for spring/summer 2010 rose 25 percent to SEK 180 million

In October Odd Molly announced its order value for the spring/summer collections 2010. Presales produced a further increase in order levels and reflect a strong interest in the brand and design worldwide. The order value for spring/summer 2010 was slightly over SEK 180 million, against less than SEK 145 million for the same collections in the previous year. For the first half-year of 2010 the order value amounted to SEK 163 million (139) due to early shipments of spring merchandise valued at SEK 17 million (6), which was recognized in 2009.

Odd Molly plans to change its listing

The Board of Directors of Odd Molly has decided to apply to list the company's share on NASDAQ OMX Stockholm in 2010.

A listing on NASDAQ OMX Stockholm is expected to increase opportunities for institutional investors to invest in Odd Molly's share and improve liquidity in the share. It is also another seal of quality for the company in terms of its operations and information disclosure. The planned change in listing to NASDAQ OMX Stockholm is expected to result in one-time costs in 2010 in the range of SEK 5 million.



Odd Molly opens store in Copenhagen

Odd Molly is opening its first store in Denmark, on Sværtegade, in the middle of Copenhagen's fashion district. The grand opening is scheduled for the first quarter of 2010. It will be Odd Molly's third store, following the existing store in Stockholm and a store in Los Angeles also scheduled to open in the first quarter of 2010.

Events after the conclusion of the period

Menswear collection – post fire dew – launched

Odd Molly showed its new men's collection – called "post fire dew" – to agents for the fall 2010 season. From the start, the brand will be launched internationally through sales agents in Sweden, Norway, Germany, Belgium, England, Italy, Spain and Switzerland. The collection includes around 60 pieces with a focus on jackets and

hand knits. Post fire dew is a separate brand within the Odd Molly Group. The launch of the menswear collection is not expected to have a material effect on the Group's results in the current year.



Number of shares

As of December 31, 2009 there were 5,752,000 shares outstanding.

Employees

To pave the way for the company's rapid expansion and ensure high quality in every respect, the company added 7 employees in 2009 and now has a total of 40 (including four in the U.S.). Of the 40 employees, 9 are men and 31 women. The average number of employees in 2009 was 36 (30).

Parent Company

The Parent Company sells to all countries outside North America, where sales are handled through wholly owned subsidiary Odd Molly Inc. Odd Molly International AB reported sales for the year of SEK 315.6 million (244.0) and an operating profit of SEK 61.4 million (66.1). The Parent Company's shareholders' equity amounted to SEK 110.1 million (81.9). Cash and cash equivalents amounted to SEK 83.3 million (75.5).

Outlook

The company does not intend to issue forecasts for upcoming financial years. However, Odd Molly will announce order values twice a year, in April and October.

Dividend

The Board of Directors of Odd Molly will recommend to the Annual General Meeting a dividend of SEK 3.50 per share (3.00) for the 2009 fiscal year, which corresponds to 46.7 percent (34.7) of net profit. The Board intends to annually test whether to pay a dividend and is of the opinion that liquidity not required in operations should be distributed to shareholders.

Annual Report

Odd Molly's annual report will be available at www.oddmolly.com during the week of March 22. It will be distributed to shareholders who have requested it well in advance of the Annual General Meeting.

Annual General Meeting

The Annual General Meeting of Odd Molly will be held on Thursday, April 22, 2010 at 2:00 p.m. at Södra Teatern in Stockholm.

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 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 decrease or increase demand for Odd Molly's products.
- 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 with low risk in savings accounts or money market funds. Differences in interest rates could have an effect on the Group's interest income. The low interest rates in 2009 resulted in significantly lower interest income than the previous year.
- 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 2009 realized customer losses corresponded to 0.2 percent (0.1) 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 purchasing routines and increase purchasing costs, which in turn could have negative consequences on Odd Molly's operations, results or financial position.
- 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 are described in the annual report for 2008, which is available on Odd Molly's website.

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.

Consolidated statement of comprehensive income				
	Oct-Dec 2009	Oct-Dec 2008	Jan-Dec 2009	Jan-Dec 2008
SEK in thousands				
<i>Operating revenues</i>				
Net sales	53 482	43 202	329 809	267 653
Other operating revenues *	1 056	4 096	530	4 768
	54 538	47 299	330 339	272 421
<i>Operating expenses</i>				
Goods for resale	-25 098	-16 753	-151 744	-111 458
Other external expenses	-16 315	-15 347	-92 075	-72 907
Personnel expenses	-7 717	-5 360	-25 753	-19 833
Depreciation/amortization of tangible and intangible fixed assets	-360	-237	-1 322	-699
Other operating expenses *	0	-15	-266	-15
	-49 490	-37 712	-271 161	-204 912
Operating profit	5 048	9 587	59 179	67 509
<i>Profit from financial items</i>				
Interest income	126	541	852	1 904
Interest expenses	-4	0	-31	-39
	122	541	821	1 864
Profit after financial items	5 169	10 128	60 000	69 373
Taxes	-2 485	-2 377	-16 953	-19 545
Net profit for the year/period	2 684	7 751	43 047	49 829
Other total comprehensive income				
Translation difference	137	-17	152	8
Change in cash flow hedges	-24	45	-80	-30
Tax effect fair value securities	6	-12	6	-12
Total comprehensive income for the period	2 803	7 767	43 125	49 795
Earnings per share, SEK	0,47	1,35	7,48	8,66
Average number of shares before and after dilution	5 752 000	5 752 000	5 752 000	5 752 000

*)The cumulative net exchange rate loss for the period Q1-Q3 2009 was SEK 1.1 million and was recognized under other operating expenses. For the fourth quarter, a net exchange rate gain was recognized under other operating income. For the full-year the cumulative net exchange rate loss was approximately SEK 0.2 million and is recognized under other operating expenses.

Consolidated balance sheet			
	Dec 31	Dec 31	Jan 1
SEK in thousands	2009	2008	2008
ASSETS			
<i>Fixed assets</i>			
<i>Intangible fixed assets</i>			
Tenancy rights and other intangible fixed assets	3 002	1 933	764
	3 002	1 933	764
<i>Tangible fixed assets</i>			
Equipment, tools, fixtures and fittings	4 929	1 706	881
	4 929	1 706	881
<i>Financial fixed assets</i>			
	0	0	60
Total fixed assets	7 930	3 639	1 705
<i>Current assets</i>			
<i>Inventories, etc.</i>			
Finished products and goods for resale	24 790	18 505	13 717
	24 790	18 505	13 717
<i>Current receivables</i>			
Accounts receivable	31 891	23 758	12 448
Derivatives	423	45	75
Other receivables	3 116	468	487
Prepaid expenses and accrued income	5 276	2 251	1 885
	40 706	26 521	14 894
<i>Cash and bank balances</i>			
	85 035	78 285	29 840
Total current assets	150 531	123 311	58 451
TOTAL ASSETS	158 461	126 950	60 156
	Dec 31	Dec 31	Jan 1
	2009	2008	2008
SHAREHOLDERS' EQUITY AND LIABILITIES			
<i>Shareholders' equity</i>			
Share capital (5,752,000 shares)	575	575	575
Other paid-in capital	26 010	26 010	26 010
Reserves	97	19	53
Retained earnings	94 137	68 345	18 516
Total shareholders' equity	120 819	94 949	45 154
<i>Long-term liabilities and provisions</i>			
Deferred tax	4 637	4 644	16
Total long-term liabilities	4 637	4 644	16
<i>Current liabilities</i>			
Liabilities to credit institutions	0	0	71
Advances from customers	274	0	18
Accounts payable	5 318	5 458	3 789
Derivatives	447	0	0
Current tax liabilities	12 569	12 732	3 689
Other liabilities	3 945	1 597	2 139
Accrued expenses and deferred income	10 454	7 571	5 280
Total current liabilities	33 006	27 358	14 987
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	158 461	126 950	60 156
Pledged assets	2 500	2 500	2 500
Contingent liabilities	None	None	None

Summarized changes in the Group's shareholders' equity

	Jan-Dec 2009	Jan-Dec 2008
SEK in thousands		
Shareholders' equity at the beginning of the period/year	94 949	45 154
Dividend	-17 256	0
Net profit for the year/total comprehensive income for the period	43 125	49 795
Shareholders' equity at the end of the period/year	120 819	94 949

Cash flow statement for the Group

	Oct-Dec 2009	Oct-Dec 2008	Jan-Dec 2009	Jan-Dec 2008
SEK in thousands				
Operating activities				
Operating profit	5 048	9 587	59 179	67 509
Adjustments for items not included in cash flow				
Depreciation/amortization and impairment losses	360	237	1 322	699
Exchange rate gains/losses	115	-349	338	-349
Capital gains/losses on equipment sales	0	0	17	15
Interest received	126	541	852	1 904
Interest paid	-4	0	-31	-39
Income tax paid	-196	-1 355	-17 103	-5 888
Cash flow from operating activities before changes in working capital	5 449	8 661	44 574	63 850
Changes in working capital				
Change in inventories	8 240	5 929	-6 522	-4 364
Change in receivables	48 003	44 836	-14 489	-11 263
Change in current liabilities	-9 051	-13 030	6 386	2 426
Cash flow from operating activities	52 641	46 396	29 949	50 648
Investing activities				
Acquisition of intangible fixed assets	-1 375	0	-1 564	-1 472
Acquisition of tangible fixed assets	-2 411	-585	-4 216	-1 203
Divestment of financial assets	0	0	0	60
Cash flow from investing activities	-3 786	-585	-5 780	-2 616
Amortization of debt	0	-71	0	-71
Dividend paid	0	0	-17 256	0
Cash flow from financing activities	0	-71	-17 256	-71
Cash flow for the year/ period	48 855	45 740	6 913	47 961
Cash and cash equivalents at the beginning of the period	36 366	32 191	78 285	29 840
Exchange rate difference in cash and cash equivalents	-186	354	-164	484
Cash and cash equivalents at the end of the period	85 035	78 285	85 035	78 285

Parent Company income statement				
	Oct-Dec 2009	Oct-Dec 2008	Jan-Dec 2009	Jan-Dec 2008
SEK in thousands				
<i>Operating revenues</i>				
Net sales	51 533	37 999	315 563	243 958
Other operating revenues	1 156	4 450	676	5 631
	52 689	42 449	316 238	249 589
<i>Operating expenses</i>				
Goods for resale	-23 144	-14 069	-143 056	-99 044
Other external expenses	-14 752	-13 383	-86 880	-65 610
Personnel expenses	-7 067	-4 823	-23 642	-18 156
Depreciation/amortization of tangible and intangible fixed assets	-349	-223	-1 275	-660
Other operating expenses	0	-15	-17	-15
	-45 313	-32 513	-254 870	-183 486
Operating profit	7 376	9 936	61 368	66 103
<i>Profit from financial items</i>				
Interest income	162	536	975	1 885
Interest expenses	-4	0	-29	-39
	158	536	946	1 845
Profit after financial items	7 534	10 472	62 314	67 949
Appropriations	0	-17 600	0	-17 600
Taxes	-2 489	1 578	-16 827	-14 847
Net profit for the year/period	5 045	-5 549	45 487	35 502

Parent Company balance sheet		
	Dec 31	Dec 31
SEK in thousands	2009	2008
ASSETS		
Fixed assets		
<i>Intangible fixed assets</i>		
Tenancy rights and other intangible fixed assets	3 002	1 933
	3 002	1 933
<i>Tangible fixed assets</i>		
Equipment, tools, fixtures and fittings	2 520	1 514
	2 520	1 514
<i>Financial fixed assets</i>		
Shares in subsidiaries	170	170
Receivables from subsidiaries	8 105	2 342
	8 276	2 512
Total fixed assets	13 797	5 959
Current assets		
<i>Inventories, etc.</i>		
Finished products and goods for resale	21 440	16 000
	21 440	16 000
<i>Current receivables</i>		
Accounts receivable	30 428	21 896
Receivables from Group companies	3 545	4 315
Other receivables	2 289	288
Prepaid expenses and accrued income	4 178	2 251
	40 441	28 749
<i>Cash and bank balances</i>	83 332	75 465
Total current assets	145 212	120 214
TOTAL ASSETS	159 009	126 173
SHAREHOLDERS' EQUITY AND LIABILITIES		
Shareholders' equity	110 108	81 894
Untaxed reserves	17 656	17 656
Current liabilities		
Advances from customers	274	0
Accounts payable	4 668	5 349
Accounts payable, Group companies	0	0
Current tax liabilities	12 565	12 703
Other liabilities	4 335	1 542
Accrued expenses and deferred income	9 403	7 029
Total current liabilities	31 245	26 623
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	159 009	126 173
Pledged assets	2 500	2 500
Contingent liabilities	None	None

Accounting principles

This financial report for the Group is the first financial report prepared by applying the International Financial Reporting Standards (IFRS) as adopted by the EU and the Swedish Annual Accounts Act. The Parent Company's financial statements have been prepared in accordance with the Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2.2 Reporting for legal entities.

This year-end report has been prepared in accordance with IAS 34.

Significant differences compared with the accounting principles described in the annual report for 2008 are indicated below.

IFRS 1 First-time Adoption of International Financial Reporting Standards

Odd Molly has not applied any of the exemptions that IFRS 1 allow.

IAS 1 Presentation of Financial Statements

According to IAS 1, a separate statement of changes in equity must be presented. The standard distinguishes between changes in equity owing to transactions with equity holders and other changes. The statement of changes in equity will only contain details related to transactions with equity holders. The Group's total comprehensive income shows all income and expense items that were previously recognized only in equity.

IAS 39 Financial Instruments: Recognition and Measurement

According to IAS 39, certain financial instruments are recognized at fair value. In Odd Molly's case, this has had an effect on the recognition of derivatives.

Derivatives consist of forward exchange contracts used to protect against the risk of changes in exchange rates tied to cash flows from projected income and expenses related to the flow of goods.

Odd Molly applies hedge accounting. To meet the requirements for hedge accounting requires that there is a clear connection to the hedged item. Moreover, the hedge must effectively protect the hedged item.

Forward exchange contracts are recognized in the balance sheet at fair value.

Changes in the value of forward exchange contracts that meet the requirements for hedge accounting are recognized against total comprehensive income until the hedged flow meets operating profit, at which point the hedging instrument's cumulative changes in value are transferred to profit or loss to offset the effects of the hedged transaction.

Changes in the value of forward exchange contracts that do not meet the criteria for hedge accounting are immediately recognized in profit or loss.

Effects on income statement and balance sheet

Note 1 shows the effects of the transition to IFRS. All effects are attributable to IAS 39.

Note 1

SEK in thousands	According to previous principles	Adjustment IFRS	According to IFRS
Consolidated balance sheet, January 1, 2008			
ASSETS			
Intangible fixed assets	764		764
Tangible fixed assets	881		881
Financial fixed assets	60		60
Total fixed assets	1 705	–	1 705
Inventories	13 717		13 717
Current receivables	14 819	75	14 894
Cash and bank balances	29 840		29 840
Total current assets	58 377	75	58 451
Total assets	60 082	75	60 156
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	45 079	75	45 154
Provisions and long-term liabilities	16	–	16
Current liabilities	14 987		14 987
Total shareholders' equity and liabilities	60 082	75	60 156

Consolidated income statement	Jan - Mar 2008		April - June 2008		Jul - Sep 2008		Oct - Dec 2008		2008	
	According to principles	Adjustment to IFRS	According to principles	Adjustment to IFRS	According to principles	Adjustment to IFRS	According to principles	Adjustment to IFRS	According to principles	Adjustment to IFRS
SEK in thousands										
Operating revenues	105 949	-	21 840	21 840	96 661	96 661	43 202	43 202	267 653	267 653
Net sales	0	-	122	122	1 614	1 614	4 096	4 096	4 794	-26
Other operating revenues										
Goods for resale	-43 985	-26	-9 019	-9 019	-41 727	-41 727	-16 753	-16 753	-111 485	26
Other external expenses	-23 712		-7 574	-7 574	-26 274	-26 274	-15 347	-15 347	-72 907	-72 907
Personnel expenses	-4 182		-5 079	-5 079	-5 212	-5 212	-5 360	-5 360	-19 833	-19 833
Depreciation/amortization of tangible and intangible fixed assets	-134		-144	-144	-184	-184	-237	-237	-699	-699
Other operating expenses	-1 038	26	-	-	-	-	-15	-15	-15	-15
Operating profit	32 899	-	145	145	24 877	24 877	9 587	9 587	67 509	-
Interest income	307		498	498	559	559	541	541	1 904	1 904
Interest expenses	-33		-4	-4	-2	-2	0	0	-39	-39
Profit after financial items	33 173	-	639	639	25 433	25 433	10 127	10 127	69 373	-
Taxes	-9 904		-72	-72	-7 191	-7 191	-2 377	-2 377	-19 545	-19 545
Net profit for the year	23 269	-	567	567	18 242	18 242	7 751	7 751	49 829	-
Translation difference	-	-3	-	50	-	-23	-	-17	-	8
Change in cash flow hedges	-	-75	-	-	-	-	-	45	-	-30
Tax effect fair value securities	-	-	-	-	-	-	-	-12	-	-12
Other total comprehensive income	23 269	-78	567	50	18 242	-23	7 751	17	49 829	-33
										49 795

Consolidated balance sheet	March 31, 2008		June 30, 2008		September 30, 2008		December 31, 2008	
	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS
SEK in thousands								
ASSETS								
Intangible fixed assets	797	797	822	822	2 057	2 057	1 933	1 933
Tangible fixed assets	1 072	1 072	1 153	1 153	1 212	1 212	1 706	1 706
Financial fixed assets	—	—	—	—	—	—	—	—
Total fixed assets	1 869	1 869	1 975	1 975	3 269	3 269	3 639	3 639
Inventories	17 953	17 953	14 342	14 342	24 224	24 224	18 505	18 505
Current receivables	71 182	71 182	16 124	16 124	71 278	71 278	26 476	26 521
Cash and bank balances	21 309	21 309	56 997	56 997	32 191	32 191	78 285	78 285
Total current assets	110 445	110 445	87 463	87 463	127 694	127 694	123 266	123 311
Total assets	112 313	112 313	89 438	89 438	130 962	130 962	126 905	126 950
SHAREHOLDERS' EQUITY AND LIABILITIES								
Shareholders' equity	68 327	68 327	68 970	68 970	87 190	87 190	94 916	94 949
Provisions and long-term liabilities	16	16	16	16	16	16	4 644	4 644
Current liabilities	43 971	43 971	20 452	20 452	43 756	43 756	27 346	27 358
Total shareholders' equity and liabilities	112 313	112 313	89 438	89 438	130 962	130 962	126 905	126 950

Consolidated income statement	Jan - Mar 2009		April - June 2009		Jul - Sep 2009		Oct - Dec 2009		2009		
	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	
SEK in thousands											
Operating revenues	136 665	55	14 365	14 365	124 027	1 215	125 242	53 482	328 539	1 270	329 809
Net sales	1 369	1 369	98	55	122	-275	-153	2 094	1 899	-1 368	530
Other operating revenues											
Goods for resale	-63 450	-63 450	-6 949	-6 949	-56 247	-6 949	-56 247	-25 196	-151 842	98	-151 744
Other external expenses	-35 563	-35 563	-8 493	-8 493	-31 705	-8 493	-31 705	-16 315	-92 075		-92 075
Personnel expenses	-5 407	-5 407	-6 215	-6 215	-6 414	-6 215	-6 414	-7 717	-25 753		-25 753
Depreciation/amortization of tangible and intangible fixed assets	-264	-264	-340	-340	-358	-340	-358	-360	-1 322		-1 322
Other operating expenses	-	-	-992	-992	-1 060	-992	-1 060	-	-266		-266
Operating profit	33 351	55	-8 525	-55	28 364	940	29 305	5 988	59 179	0	59 179
Interest income	319	319	158	158	249	249	249	126	852		852
Interest expenses	-22	-22	-1	-1	-4	-1	-4	-4	-31		-31
Profit after financial items	33 648	55	-8 368	-55	28 610	940	29 551	6 109	60 000	0	60 000
Taxes	-8 734	-8 734	1 528	1 528	-7 261	1 528	-7 261	-2 485	-16 953		-16 953
Net profit for the year	24 914	55	-6 841	-55	21 349	940	22 290	3 624	43 047	0	43 047
Translation difference	-	14	-	-12	-	13	13	-	-	152	152
Change in cash flow hedges	-	-	-	-55	-	-	-	-	-	-80	-80
Tax effect fair value securities	-	-	-	-	-	-	-	-	-	6	6
Other total comprehensive income	24 914	69	-6 841	-123	21 349	953	22 303	3 624	43 047	78	43 125

Consolidated balance sheet	March 31, 2009		June 30, 2009		September 30, 2009		December 31, 2009	
	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS	According to previous principles	Adjustment to IFRS
SEK in thousands								
ASSETS								
Intangible fixed assets	1 809	1 809	1 685	1 685	1 751	1 751	3 002	3 002
Tangible fixed assets	2 617	2 617	3 034	3 034	2 889	2 889	4 929	4 929
Financial fixed assets	–	–	–	–	–	–	–	–
Total fixed assets	4 426	4 426	4 719	4 719	4 640	4 640	7 930	7 930
Inventories	25 159	25 159	26 802	26 802	32 729	32 729	24 790	24 790
Current receivables	97 701	97 701	22 040	22 040	87 493	88 433	40 283	423
Cash and bank balances	36 807	36 807	65 580	65 580	36 366	36 366	85 035	85 035
Total current assets	159 667	159 667	114 422	114 422	156 587	157 528	150 108	423
Total assets	164 094	164 094	119 141	119 141	161 228	162 168	158 038	158 461
SHAREHOLDERS' EQUITY AND LIABILITIES								
Shareholders' equity	119 820	119 820	95 712	96 170	117 075	118 015	120 842	-24
Provisions and long-term liabilities	4 644	4 644	4 644	4 644	4 644	–	4 637	–
Current liabilities	39 630	39 630	18 786	18 328	39 509	–	32 559	447
Total shareholders' equity and liabilities	164 094	164 094	119 141	119 141	161 228	162 168	158 038	158 461

The Board of Directors and the President certify that the year-end 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, February 18, 2010

Christer Andersson, Chairman

Karin Wallin-Norman, Board Member

Karin Jimfelt-Ghatan, Board Member

Per Holknekt, Board Member

Mia Arnhult, Board Member

Patrik Tillman, Board Member

Nils Vinberg, Board Member

Christina Tillman, President & CEO

About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly products were sold in 2009 through around 1,450 retailers and one company-owned store in 42 countries around the world. Odd Molly has around 40 employees at offices in Stockholm and Los Angeles as well as the company-owned store in Stockholm. 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 share is traded on NASDAQ OMX First North and its Certified Adviser is Swedbank.

Odd Molly International AB is obligated to publish the information in this year-end report in accordance with the Securities Market Act and/or the Financial Instruments Trading Act. The information was provided for public release on February 29, 2010 at 8.00 a.m. CET.

Scheduled information dates

- Order values for the second half-year 2010 (fall/winter collections) will be released on April 13, 2010.
- The interim report for first quarter, January-March 2010, will be released on April 22, 2010.
- The Annual General Meeting will be held on April 22, 2010.
- The interim report for second quarter, April-June 2010, will be released on August 20, 2010.
- Order values for the first half-year 2011 (spring/summer collections) will be released on October 8, 2010.
- The interim report for third quarter, July-September 2010, will be released on October 21, 2010.

For further information, please contact:

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Press photos can be downloaded from Odd Molly's website at 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 and click "sign up for our newsletter."