



## Odd Molly International AB (publ)

Stockholm, Sweden, February 17, 2012

### Year-end report January 1 – December 31, 2011



#### Tough year – strategic focus has begun

##### January 1 – December 31, 2011

- Net sales amounted to SEK 292.3 million (355.6)
- The gross profit margin was 56.0 percent (56.6)
- Operating profit amounted to SEK 20.1 million (50.7), corresponding to an operating margin of 6.9 percent (14.3)
- One-time expenses of SEK 6.9 million to shut down the Los Angeles store and discontinue the men's collection were charged against profit
- Net profit was SEK 14.2 million (36.2). The net margin was 4.9 percent (10.2).
- Earnings per share amounted to SEK 2.48 (6.3)

##### October 1 – December 31, 2011

- Net sales amounted to SEK 32.9 million (56.1)
- The gross profit margin was 43.4 percent (53.3) Excluding the effect of the inventory write-off, the gross margin was 55.6 percent.
- Operating profit was SEK -13.7 million (0.4)
- Net profit was SEK -9.6 million (1.4)
- Earnings per share were SEK -1.68 (0.24)
- The Board of Directors will propose to the Annual General Meeting a dividend of SEK 3.00 (4.50) per share

##### Events during the report period

- The order value for the spring and summer 2012 collections was SEK 114 million (165)
- The Extraordinary General Meeting on November 25 resolved to introduce a warrant program for the incoming CEO and Vice President
- In December Anna Attemark took over as the new CEO and Jennie Högstedt Björk as Vice President and Category Manager

<b>Key financial ratios</b>	<b>Oct-Dec 2011</b>	<b>Oct-Dec 2010</b>	<b>Change, %</b>	<b>Jan-Dec 2011</b>	<b>Jan-Dec 2010</b>	<b>Change, %</b>
Net sales, SEK million	32,9	56,1	-41,4	292,3	355,6	-17,8
Gross profit margin, %	43,4	53,3		56,0	56,6	
Operating profit, SEK million	-13,7	0,4		20,1	50,7	-60
Operating margin, %	neg	0,8		6,9	14,3	
Profit after tax, SEK million	-9,6	1,4		14,2	36,2	-61
Earnings per share before and after dilution, SEK	-1,68	0,24		2,48	6,30	-61
Number of shares at end of period	5 752 000	5 752 000		5 752 000	5 752 000	
Number of shares before and after dilution	5 752 000	5 752 000		5 752 000	5 752 000	

### ***Fantastic potential, but it will take time***

2011 was a year that reflected the tough market situation Odd Molly finds itself in. Net sales amounted to SEK 292 million, compared with SEK 356 million in the previous year, and were in line with the announced order values. The gross margin remained stable at a high level. Operating profit for the full-year was SEK 20 million and was charged with expenses of about SEK 7 million to shut the store in the US and discontinue the men's collection.

After just over a month with the company, it is too early for me to offer any concrete plans on the steps the company will take going forward. Right now I am focusing on understanding the business, its opportunities and challenges, who Odd Molly's customers are, and which costs create value. My job is to turn sales around and create growth, so this is what I see right now:

#### **A good starting point**

During its ten years on the market Odd Molly has maintained a fantastic sales trend and built a strong brand. After investing to broaden its product range, the company decided last fall to refocus on the core business.

#### **The trend will be reversed**

Several seasons of declining orders pose a challenge. The trend must be turned around, and my experience tells me that the most important way to regain sales momentum is to start with the customer and create a better balance in the collections.

#### **Enormous potential**

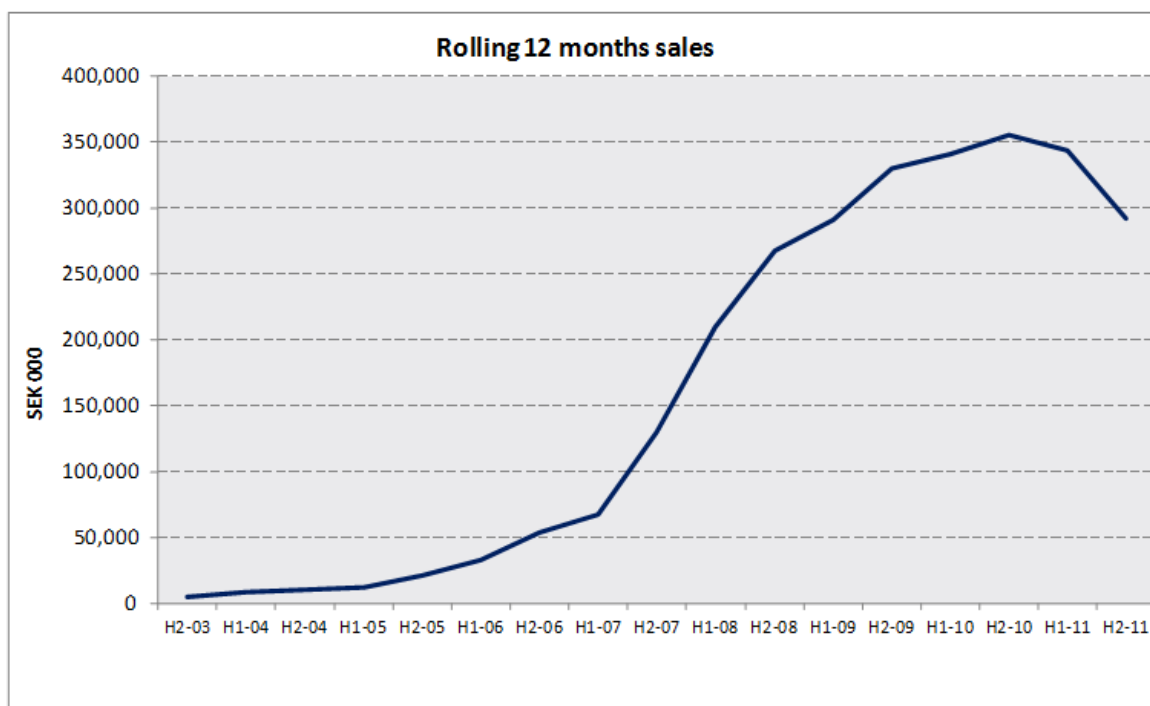
Odd Molly has fantastic potential thanks to its excellent products, strong brand and skilled people. The brand is carried by a large number of retailers, and we have begun to take control over sales in our own stores, shop-in-shops and online.

In terms of 2012, I can report that the sales trend has been negative, the market tough and the order value for the first half-year significantly lower than the previous year. We are looking at how we can optimize inventory and analyze all our costs. Obviously, we are also working intensely to sell the fall and winter collection, which will determine Odd Molly's revenue for the second half of the year, as well as planning future collections.

My job is to create long-term, profitable growth, and I am very optimistic. But it is not going to happen overnight.

**Anna Attemark**  
CEO of Odd Molly

## The Group's development



The above diagram shows rolling 12-month sales by half-year 2003-2011

### Net sales

*The period January 1 – December 31, 2011*

Net sales amounted to SEK 292.3 million (355.6), a decrease of 17.8 percent compared with the previous year but in line with the previously announced order value. Sales include the company's own concept stores in Stockholm, Copenhagen and the recently closed store in Los Angeles as well as the company's two outlets and the web store opened during the third quarter.

*Fourth quarter October 1 – December 31, 2011*

Net sales decreased by 41.4 percent during the fourth quarter to SEK 32.9 million (56.1). During the quarter Odd Molly shipped and invoiced the winter collection and a scheduled extra delivery of early spring merchandise for approximately SEK 16.5 million (26.1), in line with the previously announced order value.

### Earnings

*The period January 1 – December 31, 2011*

The gross profit margin was 56.0 percent (56.6). A one-time inventory write-off of about SEK 4 million adversely affected the gross profit margin. Excluding the effect of the write-off, the gross margin was 57.4 percent.

Operating profit amounted to SEK 20.1 million (50.7), corresponding to an operating margin of 6.9 percent (14.3). Expenses of SEK 6.9 million to shut down the Los Angeles store, discontinue the men's collection and write off inventory were charged against profit for the period. Of this amount, SEK 4.2 million was recognized during the third quarter, an additional SEK 0.7 million in the fourth quarter and SEK 2 million to write down the men's collection. In addition, other inventory was written down by SEK 2 million during the fourth quarter.

Net profit amounted to SEK 14.2 million (36.2). Earnings per share amounted to SEK 2.48 (6.30) based on the average number of shares for the period.

Other external expenses, which largely consist of agent commissions, marketing, product distribution, rents and other expenses for stores and offices, amounted to SEK 99.9 million (108.6) during the period.

Personnel expenses amounted to SEK 38.8 million (33.9), or 13.3 percent of net sales, compared with 9.5 percent in the previous year. An increased number of stores and scheduled hirings elsewhere in the organization were the main reasons for the higher costs compared with the previous year.

Other operating expenses of SEK 3.1 million (5.4) were charged against profit and included a net currency loss.

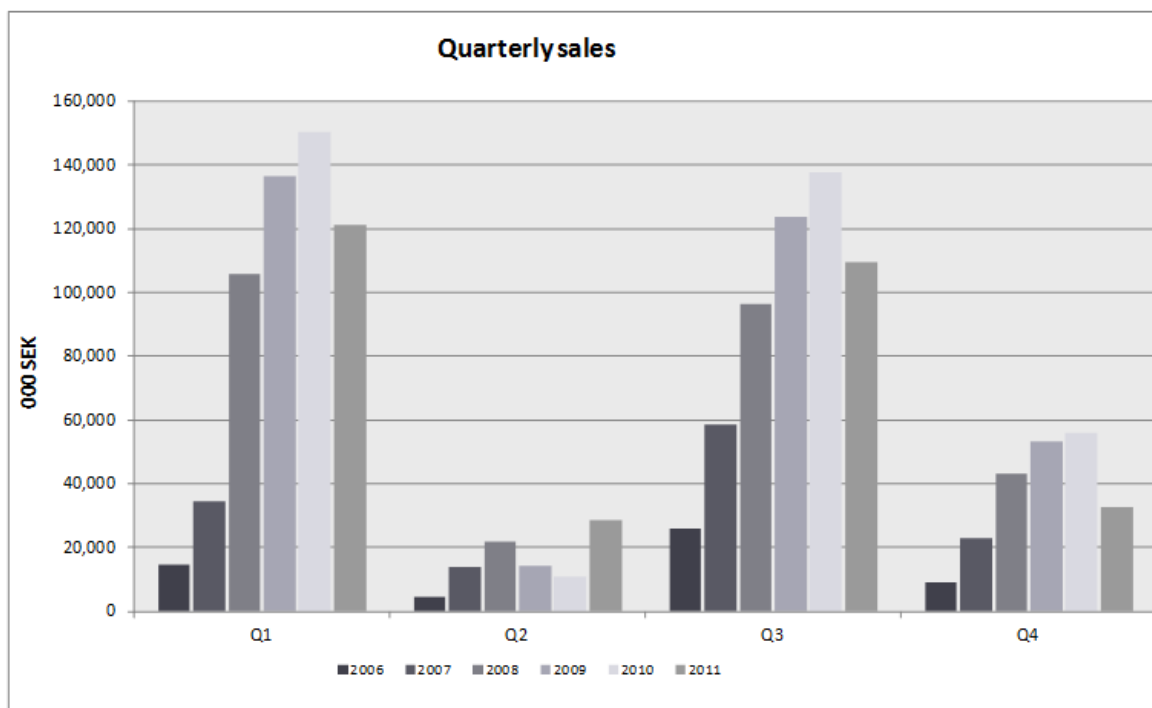
#### *Fourth quarter October 1 – December 31, 2011*

The gross profit margin for the fourth quarter was 43.4 percent (53.3). The weaker margin was due to a one-time inventory write-off of about SEK 4 million, which had a major impact on a quarter with seasonally low sales. Excluding the inventory write-off, the gross margin was 55.6 percent.

Operating profit amounted to SEK -13.7 million (0.4) during the quarter. The weaker result was due to lower sales and the one-time inventory write-off, while personnel and other expenses remained stable. Net profit was SEK -9.6 million (1.4). Earnings per share were SEK -1.68 (0.24).

#### **Seasonal fluctuations**

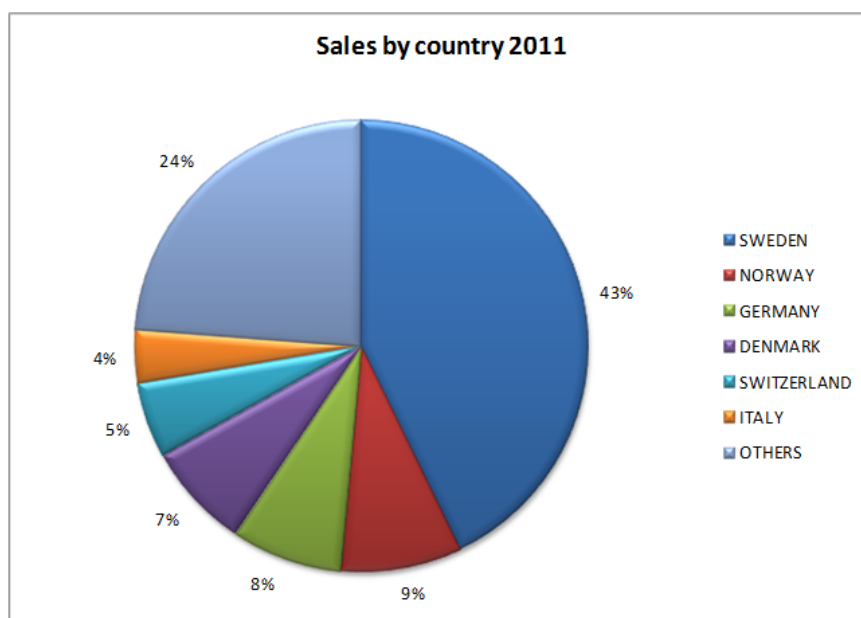
Odd Molly has six collections per year (spring, summer, fall and winter as well as two pre-collections: pre-spring and pre-fall), of which spring and fall have historically generated the strongest sales. Odd Molly's operations are highly seasonal; the first and third quarters are strong, while the second and fourth quarters are significantly weaker. This makes it easier to follow the company's operations, sales and profits on a semiannual basis. Odd Molly ships its fall collection between August 1 and September 15 and its winter collection between October 1 and October 31, which means that the fall collection is shipped during the third quarter and the winter collection during the fourth quarter. To even out deliveries and generate additional sales, Odd Molly has added two additional shipments: a pre-spring shipment in early December and a pre-fall shipment in early July (late June as of 2011).



The above diagram shows quarterly sales 2006-2011

### Odd Molly's markets

In 2010 Odd Molly sold clothing in a total of 39 countries (40). Odd Molly was represented locally during the year in 28 countries through 15 independent agents and 4 distributors and sells without representatives in 11 countries. Odd Molly's six largest markets (Sweden, Norway, Germany, Denmark, Switzerland and Italy) accounted for about 77 percent (76) of total sales in 2011.



The above diagram shows sales by country 2011

### Financial position

The company's total assets amounted to SEK 165.3 million (171.0) on December 31, 2011. Shareholders' equity amounted to SEK 127.0 million on the same date, compared with SEK 138.1 million on December 31, 2011. The equity/assets ratio was 76.8 percent

(80.7) at the end of the period. Cash and cash equivalents amounted to SEK 80.7 million (89.2) on December 31, 2011. The company has no long-term liabilities.

Accounts receivable amounted to SEK 28.1 million (38.4) on December 31, 2011. As a share of full-year sales, total receivables decreased from 10.8 percent in 2010 to 9.6 percent in 2011. The age structure of the receivables has worsened slightly with a higher share of older receivables than before. To minimize the risk of losses on receivables, customers' credit ratings are continuously monitored. In 2011 realized customer losses corresponded to 0.6 percent (0.4) of sales.

Inventories amounted to SEK 27.8 million on December 31, 2011 against SEK 23.2 million a year earlier. As a share of sales for the full-year 2011, inventory amounted to 9.5 percent, compared with 6.5 percent in the previous year. The main reason for the higher inventory level was an earlier delivery of spring merchandise, valued at about SEK 4 million, compared with the previous year.

### **Investments and cash flow**

The company's investments are mainly in equipment, IT systems and the recently opened web store. No investments were made during the fourth quarter of 2011 compared with the same period in 2010, when they amounted to SEK 0.1 million. Total investments for the full-year 2011 amounted to SEK 1.8 million (6.6), which was due to the opening of four stores in 2010.

Cash flow from operating activities amounted to SEK 28.5 million during the fourth quarter, compared with SEK 33.9 in the same period of 2010. Total cash flow amounted to SEK -8.5 million (4.3) for the full-year 2011, including a dividend of SEK 25.9 million (20.1) paid to the shareholders.

### **Events during the report period**

#### ***Order value for spring/summer 2012***

In October 2011 Odd Molly's announced an order value for the spring/summer 2012 collections of SEK 114 million, compared with SEK 165 million for the same collections in 2010. For the first half-year 2012 the order value amounts to SEK 97.5 million (138.5), excluding the earlier shipped spring merchandise valued at SEK 16.5 million (26.1), which was booked in the fourth quarter 2011. An early shipment of fall merchandise will be included during first half-year, the value of which will be announced in April.



#### ***Establishment of warrant program***

As previously announced, the Extraordinary General Meeting on November 25, 2011 resolved to introduce a warrant program. The general meeting resolved to issue 300,000 warrants, each of which entitles the holder to subscribe for one (1) new share in Odd Molly International AB. The subscription price will correspond to 120 percent of the share's average last price paid on NASDAQ OMX Stockholm during period November 10,



2011 through November 24, 2011. The warrants will be subscribed from November 28 through December 5, 2011. The warrants will be acquired at market value by Odd Molly's incoming CEO, Anna Attemark (not more than 150,000 warrants), and incoming Vice President, Jennie Högstedt Björk (not more than 150,000 warrants). If the warrants are fully exercised, Odd Molly's share capital will increase by not more than SEK 30,000, corresponding to a dilution of approximately 4.96 percent of the total number of shares and votes in Odd Molly.

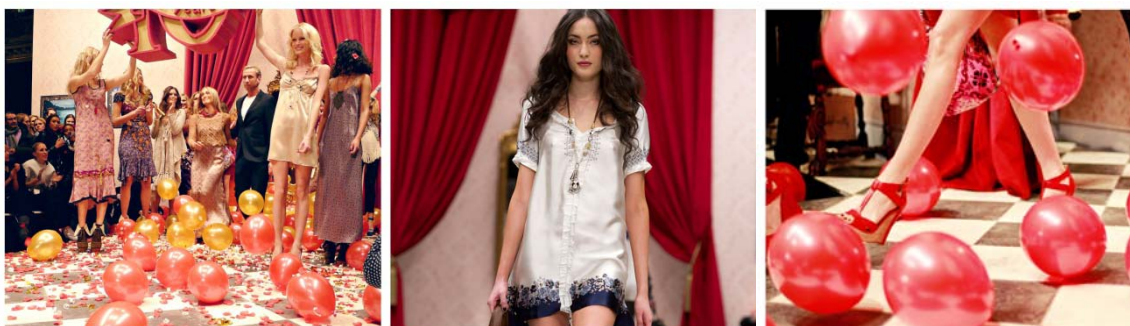
### ***Odd Molly's new CEO takes over***

In December Anna Attemark took over as a new CEO of Odd Molly. She was most recently development manager in H&M's purchasing department and has extensive experience in international fashion market. At the same time Jennie Högstedt Björk took over as Vice President and Category Manager .

### **Events after the conclusion of the period**

#### ***Fashion show at Berns***

On February 1, 2012 Odd Molly showed its fall and winter 2012 collection at Berns in Stockholm. The show was held during Mercedes Benz Fashion Week in Stockholm.



### **Number of shares**

As of December 31, 2011 there were 5,752,000 shares outstanding.

### **Employees**

Odd Molly has strengthened its organization in recent years. At year-end there were a total 58 employees (57), of whom 7 are men and 51 are women. The average number of employees during the quarter was 58 (56).

### **Parent Company**

Sales in the U.S. are through the wholly owned subsidiary Odd Molly Inc. Odd Molly also has a subsidiary in Denmark, Odd Molly Denmark ApS, which is responsible for retail operations in the Danish market. All other sales are through the Parent Company.

The Parent Company reported net sales during the year of SEK 280.4 million (341.5) and operating profit of SEK 21.5 million (55.7). The Parent Company's shareholders' equity amounted to SEK 89.7 million (104.4). Cash and cash equivalents amounted to SEK 78.6 million (86.7).

### **Outlook**

Although it does not intend to issue forecasts, Odd Molly will announce order values twice a year, in April and October.

## **Dividend**

The Board of Directors in Odd Molly will recommend to the Annual General Meeting a dividend of SEK 3.00 (4.50) per share for the financial year 2011.

## **Annual report**

Odd Molly's annual report will be available at [www.oddmolly.com](http://www.oddmolly.com) during the week of March 26, 2012. It will also be distributed to shareholders who have requested it well in advance of the Annual General Meeting.

## **Annual General Meeting**

Odd Molly's Annual General Meeting will be held on Thursday, April 26, 2012 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 foreign suppliers and sales to foreign countries. Although Odd Molly manages this exposure through hedges, there are no guarantees that hedging strategies will be sufficient to protect operating profit from the effects of future exchange rate fluctuations. Odd Molly hedges approximately half of its net exposure in each currency.
- Economic conditions could affect demand for Odd Molly's products positively or negatively.
- Odd Molly is highly dependent on customer preferences for design, brands, quality and price. A miscalculation of customer preferences could reduce demand for Odd Molly's products, which in turn could have a significant adverse effect on the company's operations, results and financial position.
- Odd Molly currently does not have any external funding and therefore is not affected by risks in refinancing or changes in funding terms. The company's cash and cash equivalents are invested at low risk in savings accounts or money market funds. Differences in interest rates could have an effect on the Group's interest income.
- Odd Molly's customers receive credit after approval. However, it remains possible that Odd Molly could incur losses if a customer is not able to make a payment. In 2011 realized customer losses corresponded to 0.6 percent (0.4) of sales. Customers' payment difficulties could also cause higher inventories, since Odd Molly will not ship to customers with unpaid overdue invoices.
- There remains a possibility that future trade restrictions, such as increased customs duties, protective measures or apparel quotas, could alter Odd Molly's sourcing routines and increase its costs, which in turn could have negative consequences on Odd Molly's operations, results or financial position.
- Prices of commodities such as cotton, silk and wool can increase due to higher demand and/or lower supply, which can lead to higher purchase prices.
- Capacity utilization by Odd Molly's suppliers can change, which can lead to longer delivery times and higher prices and require Odd Molly, in order to maintain its delivery schedules, to reserve material in advance.
- Another risk is the dependence on key persons in the company. This risk is continuously reduced by building a larger and stronger organization that is less dependent on individual employees.

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



**Accounting principles**

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

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

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

Reference to the company in this year-end report pertains to the Odd Molly Group.

<b>Consolidated statement of comprehensive income</b>				
SEK in thousands	<b>Oct-Dec 2011</b>	<b>Oct-Dec 2010</b>	<b>Jan-Dec 2011</b>	<b>Jan-Dec 2010</b>
<i>Operating revenues</i>				
Net sales	32 874	56 095	292 275	355 551
Other operating revenues	37	236	542	848
	<b>32 910</b>	<b>56 331</b>	<b>292 818</b>	<b>356 399</b>
<i>Operating expenses</i>				
Cost of goods sold	-18 615	-26 216	-128 632	-154 436
Other external expenses	-15 039	-17 150	-99 901	-108 662
Personnel expenses	-9 924	-10 229	-38 843	-33 886
Depreciation/amortization of tangible and intangible fixed assets	-935	-1 483	-4 047	-3 348
Other operating expenses	-2 145	-805	-1 320	-5 399
	<b>-46 658</b>	<b>-55 882</b>	<b>-272 743</b>	<b>-305 731</b>
<b>Operating profit</b>	<b>-13 748</b>	<b>449</b>	<b>20 074</b>	<b>50 668</b>
<i>Result from financial items</i>				
Interest income	409	229	1 335	734
Interest expenses	13	8	-36	0
	<b>422</b>	<b>237</b>	<b>1 299</b>	<b>734</b>
<b>Profit after financial items</b>	<b>-13 326</b>	<b>686</b>	<b>21 373</b>	<b>51 401</b>
Taxes	3 677	719	-7 136	-15 176
<b>Net profit for the year/period attributable to Parent Company's shareholders</b>	<b>-9 649</b>	<b>1 405</b>	<b>14 237</b>	<b>36 226</b>
<i>Other comprehensive income</i>				
Translation difference	555	-418	52	342
Cash flow hedges	573	1 093	138	1 101
Tax effect fair value securities	-151	-289	-36	-290
<b>Total comprehensive income for the period attributable to Parent Company's shareholders</b>	<b>-8 672</b>	<b>1 792</b>	<b>14 391</b>	<b>37 379</b>
<b>Number of shares at end of period</b>	<b>-1,68</b>	<b>0,24</b>	<b>2,48</b>	<b>6,30</b>

<b>Consolidated balance sheet</b>		
	<b>Jan-Dec 2011</b>	<b>Jan-Dec 2010</b>
SEK in thousands		
<b>ASSETS</b>		
<i>Fixed assets</i>		
<i>Intangible fixed assets</i>		
Tenancy rights and other intangible fixed assets	2 237	2 770
	<b>2 237</b>	<b>2 770</b>
<i>Tangible fixed assets</i>		
Equipment, tools, fixtures and fittings	4 458	8 051
	<b>4 458</b>	<b>8 051</b>
<b>Total fixed assets</b>	<b>6 695</b>	<b>10 821</b>
<i>Current assets</i>		
<i>Inventories, etc.</i>		
Finished products and cost of goods sold	27 817	23 175
Advances to suppliers	9 103	0
	<b>36 920</b>	<b>23 175</b>
<i>Current receivables</i>		
Accounts receivable	28 097	38 388
Derivatives	1 305	1 093
Other receivables	8 411	3 336
Prepaid expenses and accrued income	3 196	4 995
	<b>41 009</b>	<b>47 812</b>
<i>Cash and bank balances</i>	80 680	89 204
<b>Total current assets</b>	<b>158 609</b>	<b>160 191</b>
<b>TOTAL ASSETS</b>	<b>165 304</b>	<b>171 012</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>		
<i>Shareholders' equity attributable to Parent Company's shareholders</i>		
Share capital (5,752,000 shares)	575	575
Other paid-in capital	26 418	26 010
Reserves	962	1 190
Retained earnings	99 027	110 291
<b>Total shareholders' equity</b>	<b>126 981</b>	<b>138 066</b>
<i>Long-term liabilities and provisions</i>		
Deferred tax	10 344	8 455
<b>Total long-term liabilities</b>	<b>10 344</b>	<b>8 455</b>
<i>Current liabilities</i>		
Advances from customers	173	182
Accounts payable	12 411	5 839
Current tax liabilities	499	2 607
Other liabilities	1 901	4 737
Accrued expenses and deferred income	12 994	11 125
<b>Total current liabilities</b>	<b>27 979</b>	<b>24 490</b>
<b>TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES</b>	<b>165 304</b>	<b>171 012</b>
<b>Pledged assets</b>	<b>2 500</b>	<b>2 500</b>
<b>Contingent liabilities</b>	None	None

### Summarized changes in the Group's shareholders' equity

SEK in thousands

	Jan-Dec 2011	Jan-Dec 2010
<b>Attributable to Parent Company's shareholders</b>		
Shareholders' equity at the beginning of the period/year	138 066	120 819
Dividend	-25 884	-20 132
Other paid-in capital	408	0
Total comprehensive income for the year /period	14 391	37 379
<b>Shareholders' equity at the end of the year/period</b>	<b>126 981</b>	<b>138 066</b>

### Cash flow statement for the Group

SEK in thousands	Oct-Dec 2011	Oct-Dec 2010	Jan-Dec 2011	Jan-Dec 2010
Operating activities				
Operating profit	-13 748	449	20 074	50 668
Adjustments for items not included in cash flow				
Depreciation/amortization and impairment losses	935	1 483	4 047	3 348
Exchange rate gains/losses	511	531	181	1 974
Capital gain/loss on sale of equipment	1 714	0	1 714	0
Interest received	409	229	1 335	734
Interest paid	13	8	-36	0
Income tax paid	6 878	-3 834	-7 355	-21 320
<b>Cash flow from operating activities before changes in working capital</b>	<b>-3 289</b>	<b>-1 135</b>	<b>19 961</b>	<b>35 403</b>
Changes in working capital				
Change in inventories	-3 568	11 620	-13 763	1 348
Change in receivables	35 806	51 212	7 101	-7 444
Change in current liabilities	-484	-27 801	5 418	1 730
<b>Cash flow from operating activities</b>	<b>28 465</b>	<b>33 896</b>	<b>18 717</b>	<b>31 038</b>
Investing activities				
Acquisition of intangible fixed assets	0	-165	-647	-596
Acquisition of tangible fixed assets	0	46	-1 111	-5 992
<b>Cash flow from investing activities</b>	<b>0</b>	<b>-119</b>	<b>-1 758</b>	<b>-6 588</b>
Dividend paid	0	0	-25 884	-20 132
Shareholders' contribution warrants	408	0	408	0
<b>Cash flow from financing activities</b>	<b>408</b>	<b>0</b>	<b>-25 476</b>	<b>-20 132</b>
Cash flow for the year/period	28 873	33 777	-8 517	4 318
<b>Cash and cash equivalents at the beginning of the period</b>	<b>51 790</b>	<b>55 506</b>	<b>89 204</b>	<b>85 035</b>
Exchange rate difference in cash and cash equivalents	17	-79	-7	-149
<b>Cash and cash equivalents at the end of the period</b>	<b>80 680</b>	<b>89 204</b>	<b>80 680</b>	<b>89 204</b>

<b>Parent Company income statement</b>				
SEK in thousands	<b>Oct-Dec 2011</b>	<b>Oct-Dec 2010</b>	<b>Jan-Dec 2011</b>	<b>Jan-Dec 2010</b>
<i>Operating revenues</i>				
Net sales	30 929	54 080	280 384	341 446
Other operating revenues	37	162	427	874
	<b>30 965</b>	<b>54 242</b>	<b>280 811</b>	<b>342 320</b>
<i>Operating expenses</i>				
Cost of goods sold	-17 505	-24 567	-122 823	-146 512
Other external expenses	-17 333	-21 385	-98 327	-102 919
Personnel expenses	-9 249	-9 109	-35 442	-29 866
Depreciation/amortization of tangible and intangible fixed assets	-665	-556	-2 569	-1 849
Other operating expenses	-1 056	-783	-127	-5 518
	<b>-45 808</b>	<b>-56 400</b>	<b>-259 288</b>	<b>-286 664</b>
<b>Operating profit</b>	<b>-14 843</b>	<b>-2 158</b>	<b>21 523</b>	<b>55 656</b>
<i>Result from financial items</i>				
Interest income	341	-217	1 335	734
Interest expenses	18	-56	-33	-61
Write-down of carrying amount of shares in subsidiary	0	-17 115	0	-17 115
	<b>359</b>	<b>-17 388</b>	<b>1 302</b>	<b>-16 442</b>
<b>Profit after financial items</b>	<b>-14 484</b>	<b>-19 546</b>	<b>22 826</b>	<b>39 214</b>
Appropriations	-6 544	-14 300	-6 544	-14 300
Taxes	5 389	4 248	-5 646	-11 627
<b>Net profit for the year/period</b>	<b>-15 639</b>	<b>-29 598</b>	<b>10 636</b>	<b>13 287</b>

<b>Parent Company's total comprehensive income</b>				
<b>Net profit for the year/period</b>	<b>-15 639</b>	<b>-29 598</b>	<b>10 636</b>	<b>13 287</b>
<b>Other comprehensive income</b>				
Cash flow hedges	573	1 093	138	1 101
Tax effect fair value securities	-151	-289	-36	-290
<b>Total comprehensive income for the period</b>	<b>-15 217</b>	<b>-28 793</b>	<b>10 738</b>	<b>14 098</b>

<b>Parent Company balance sheet</b>		
	<b>Jan-Dec 2011</b>	<b>Jan-Dec 2010</b>
SEK in thousands		
<b>ASSETS</b>		
<i><b>Fixed assets</b></i>		
<i>Intangible fixed assets</i>		
Tenancy rights and other intangible fixed assets	2 237	2 770
	<b>2 237</b>	<b>2 770</b>
<i>Tangible fixed assets</i>		
Equipment, tools, fixtures and fittings	2 061	2 340
	<b>2 061</b>	<b>2 340</b>
<i>Financial fixed assets</i>		
Shares in subsidiaries	343	343
Receivables from subsidiaries	3 454	3 466
	<b>3 796</b>	<b>3 808</b>
<b>Total fixed assets</b>	<b>8 095</b>	<b>8 917</b>
<i><b>Current assets</b></i>		
<i>Inventories, etc.</i>		
Finished products and cost of goods sold	25 729	19 708
Advances to suppliers	9 103	0
	<b>34 832</b>	<b>19 708</b>
<i>Current receivables</i>		
Accounts receivable	27 653	37 498
Derivatives	1 305	1 093
Receivables from Group companies	15	1 919
Other receivables	7 225	2 134
Prepaid expenses and accrued income	2 697	3 990
	<b>38 894</b>	<b>46 634</b>
<i>Cash and bank balances</i>		
	78 599	86 744
<b>Total current assets</b>	<b>152 325</b>	<b>153 086</b>
<b>TOTAL ASSETS</b>	<b>160 420</b>	<b>162 004</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>		
<i>Shareholders' equity</i>		
	<b>89 689</b>	<b>104 374</b>
<i>Untaxed reserves</i>		
	<b>38 500</b>	<b>31 956</b>
<i>Long-term liabilities and provisions</i>		
Deferred tax	343	0
<b>Total long-term liabilities</b>	<b>343</b>	<b>0</b>
<i>Current liabilities</i>		
Advances from customers	152	167
Accounts payable	11 962	5 235
Current liability Group company	6 724	2 512
Current tax liabilities	499	2 602
Other liabilities	1 757	4 636
Accrued expenses and deferred income	10 794	10 522
<b>Total current liabilities</b>	<b>31 888</b>	<b>25 674</b>
<b>TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES</b>	<b>160 420</b>	<b>162 004</b>
<b>Pledged assets</b>	<b>2 500</b>	<b>2 500</b>
<b>Contingent liabilities</b>	None	None



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 17, 2012

Christer Andersson, Chairman

Karin Wallin-Norman, Board Member

Karin Jimfelt-Ghatan, Board Member

Nils Vinberg, Board Member

Mia Arnhult, Board Member

Patrik Tillman, Board Member

Anna Attemark, President & CEO

#### **Scheduled information dates**

- The order value for the second half of 2012 (fall and winter collections) will be announced on April 4, 2012.
- Interim report January-March 2012 will be released on April 26, 2011.
- The Annual General Meeting will be held on April 26, 2012.
- Interim report April-June 2012 will be released on August 17, 2012.
- The order value for the first half of 2013 (spring and summer collections) will be announced on October 5, 2012.
- Interim report July-September 2012 will be released on October 19, 2012.

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

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Johanna Bäckstrand, CFO, phone: +46-8-522 28 514

#### **About Odd Molly**

Odd Molly is a Swedish company that designs, markets and sells fashion. Odd Molly products are sold through 1,300 retailers in around 40 countries around the world. In addition, Odd Molly currently has two concept stores in Stockholm and Copenhagen as well as two outlets in Kungsbacka and Barkaby. Odd Molly has 58 employees. The company's profitable growth is the result of creative design, consistent branding and a business model that facilitates expansion with limited capital requirements and low inventory risk. Odd Molly's share is traded as of June 21, 2010 on NASDAQ OMX Stockholm.

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Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to [www.oddmolly.com](http://www.oddmolly.com) and click "sign up for our newsletter."