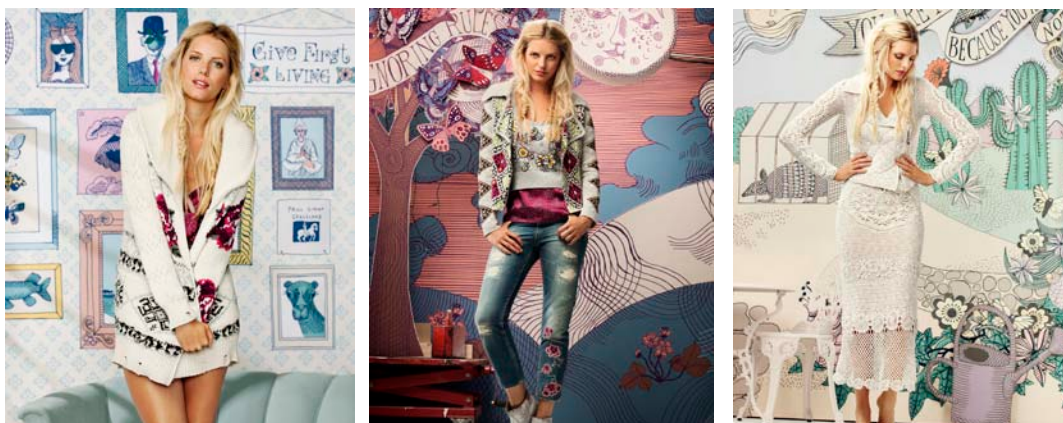


Odd Molly International AB (publ)

Stockholm, Sweden, February 15, 2013

Year-end report January 1 – December 31, 2012



A year focused on collection development

January 1 – December 31, 2012

- Net sales amounted to SEK 223.7 million (292.3)
- The gross profit margin was 53.6 percent (56.0)
- Operating profit amounted to SEK 0.2 million (20.1), corresponding to an operating margin of 0.1 percent (6.9)
- Net profit amounted to SEK 3.0 million (14.2)
- Earnings per share amounted to SEK 0.52 (2.48)

October 1 – December 31, 2012

- Net sales amounted to SEK 34.3 million (32.9)
- The gross profit margin was 45.4 percent (43.4).
- The operating loss was SEK -7.0 million (-13.7)
- The net loss was SEK -2.9 million (-9,6)
- Earnings per share amounted to SEK -0.50 (-1.68)
- The Board of Directors will propose to the Annual General Meeting a dividend of SEK 1.50 (3.00) per share

Key financial ratios	Oct-Dec	Oct-Dec	Change, %	Jan-Dec	Jan-Dec	Change, %
	2012	2011		2012	2011	
Net sales, SEK million	34,3	32,9	+4%	223,7	292,3	-23%
Gross profit margin, %	45,4	43,4		53,6	56,0	
Operating profit/loss, SEK million	-7,0	-13,7	+49%	0,2	20,1	-99%
Operating margin, %	neg.	neg.		0,1	6,9	
Profit/loss after tax, SEK million	-2,9	-9,6	+70%	3,0	14,2	-79%
Earnings per share before and after dilution, SEK	-0,50	-1,68	+70%	0,52	2,48	-79%
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	

Comment from the CEO

I can now sum up my first year at Odd Molly – a year when we focused on strengthening and improving our core business: the collections. The work has mainly consisted of creating a fashionable collection that is focused on customers and will drive sales. We are pleased with the spring and summer 2013 collection we presented last fall. It was more balanced in terms of product and price – and helped us to slow a previously accelerating decline in order values.

During the year we also put in place a new customer centric organization with clear individual and common goals and developed our own sales channels. The opportunity for profitable growth is there, but the turnaround will be gradual. We have to remember that the order value for the coming half-year, which was sold last fall, is lower than for the same period a year earlier.

The fourth quarter was still in line with expectations and order values, with sales consisting of the last winter merchandise and first release of four planned spring and summer shipments. An important part of the collection work we have done was in fact to more clearly distinguish between the collections with four concept shipments per season. The idea is to improve the flow of new merchandise and make it easy for the retail and customers to find the right merchandise at the right time in stores. The gross margin was slightly higher than the previous year despite that our own stores had high sales of discounted merchandise. The operating loss was less than the same period in the previous year and reflects the seasonally low, yet higher, sales volume this quarter compared with the previous year.

We see that our own sales channels are performing very well, especially the web shop, which now reaches throughout Europe, and our outlets, where we can effectively drive sales of merchandise from previous seasons. In recent days we launched our new website, which will inspire consumers and retailers. During the year we opened a shop-in-shop in Uppsala and very recently added shop-in-shops in two department stores: Åhléns City in Stockholm and Illum in Copenhagen.

We have recently presented the fall and winter 2013 collections at personal presentations for our agents and retailers as well as a public fashion show on ice in Kungsträdgården Park in Stockholm! A show featuring “regular girls” – figure skaters and hockey players – suits the Odd Molly brand. We like to go our own way. The ice dance choreography suits our clothing which, though fantastically beautiful, is always made to move in. We will find out the results in the form of orders later this spring. We are encouraged by the positive initial reactions, but of course we know that the economic climate is still affecting buying decisions.

In summary, much of the groundwork for a rejuvenated Odd Molly has been done, but we are planning over time to achieve much more in order to regain the strong position Odd Molly should have.

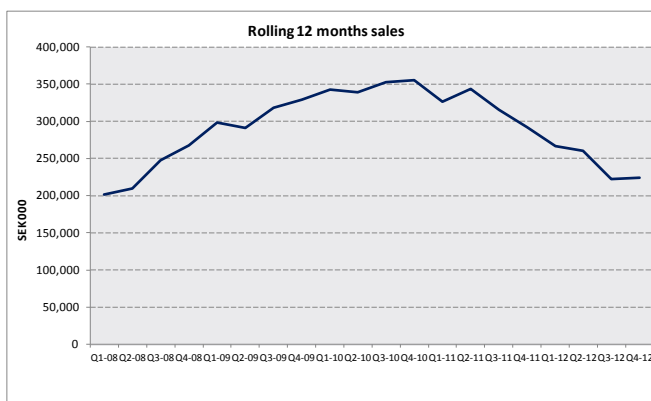
Anna Attemark, CEO

The Group's development

Net sales

The period January 1 – December 31, 2012

Net sales amounted to SEK 223.7 million (292.3), a decrease of 23 percent compared with the previous year but in line with previously announced order values. Sales include the company's own concept stores in Stockholm and Copenhagen, two outlets and Odd Molly's web shop.



The above diagram shows rolling 12-month sales per half-year 2008-2012

Fourth quarter October 1 – December 31, 2012

During the fourth quarter net sales increased to SEK 34.3 million, compared with SEK 32.9 million in the same period in 2011. During the quarter the winter collection and first scheduled shipment of early spring merchandise were shipped and invoiced for approximately SEK 17.6 million (12.8).

Earnings

The period January 1 – December 31, 2012

The gross profit margin was 53.6 percent (56.0). Adjusted for the sale of discounted sample collections in 2012, the gross profit margin for the year was 54.4 percent.

Operating profit amounted to SEK 0.2 million (20.1), corresponding to an operating margin of 0.1 percent (6.9). The decline was mainly due to the lower sales margin.

Net profit amounted to SEK 3.0 million (14.2). The tax expense related to the change in deferred tax was positively affected by SEK 1.6 million because the Swedish company tax rate decreases from 26.3 percent for 2012 to 22.0 percent for 2013. Earnings per share amounted to SEK 0.52 (2.48) based on the average number of shares for the period.

Other external expenses, largely consisting of agent commissions, marketing, product distribution, rents and other expenses for stores and offices, decreased during the period to SEK 73.3 million (99.9). The large part of the cost reduction is attributable to sales-related expenses such as agent commissions and distribution expenses.

Personnel expenses amounted to SEK 42.7 million (38.8), corresponding to 19.1 percent of net sales, compared with 13.3 percent in the previous year. The period includes severance expenses of SEK 2.2 million in connection with the reorganization. Together with a new, stronger management, this explains the higher expenses compared with the previous year.

Other operating expenses of SEK 0.9 million (1.3) were charged against profit.

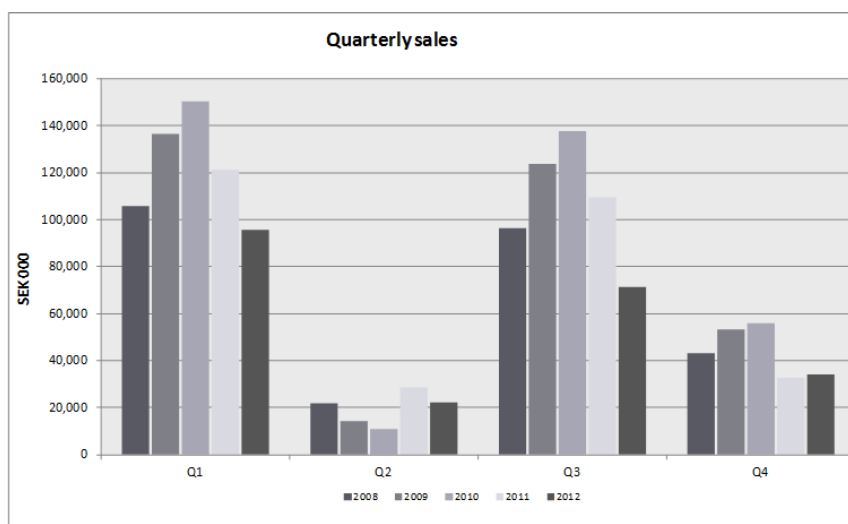
Fourth quarter October 1 – December 31, 2012

The gross profit margin for the fourth quarter was 45.4 percent (43.4).

The operating loss for the quarter amounted to SEK -7.0 million (-13.7). The net loss was SEK -2.9 million (-9.6), while earnings per share amounted to SEK -0.50 (-1.68).

Seasonal fluctuations

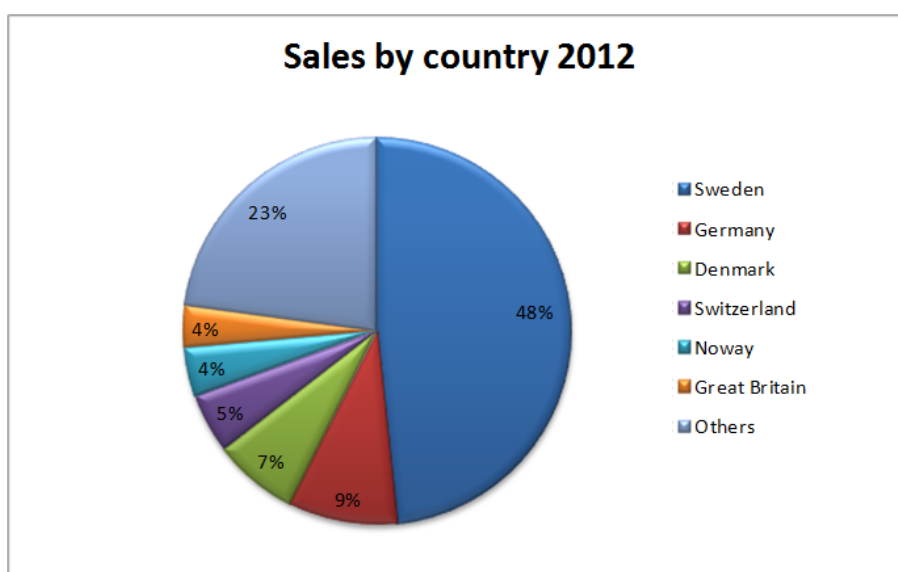
Odd Molly's operations are highly seasonal; the first and third quarters are generally strong, while the second and fourth quarters are significantly weaker. This means that it is best to follow the company's operations, sales and profits on a semiannual basis.



The above diagram shows quarterly sales, Q1 2008-Q4 2012.

Odd Molly's markets

In 2012 Odd Molly sold clothing in a total of 35 (39) countries. During the year Odd Molly was represented locally in 28 countries through 15 independent agents and four distributors and sells without representatives in seven countries. Odd Molly's six largest markets (Sweden, Germany, Denmark, Switzerland, Norway and the UK) accounted for about 77 percent (76) of total sales in 2012.



The above diagram shows sales by country in 2012

Financial position

The company's total assets amounted to SEK 140.9 million (165.3) on December 31, 2012. Shareholders' equity was SEK 110.5 million on the same date, compared with SEK 127.0 million on December 31, 2011. The equity/assets ratio was 78.4 percent (76.8). Cash and cash equivalents amounted to SEK 76.5 million (80.7) December 31, 2012. The company has no long-term liabilities.

Accounts receivable amounted to SEK 29.7 million (28.1) on December 31, 2012, which means that total accounts receivable as a share of net sales for the full-year increased from 9.6 percent in 2011 to 13.3 percent in 2012. The age structure of the receivables has improved slightly from the previous year. To minimize the risk of losses on receivables, customers' credit ratings are continuously monitored.

Inventory amounted to SEK 22.6 million on December 31, 2012, compared with SEK 27.8 million at year-end 2011. As a share of sales for the full-year 2012, inventory was 10.1 percent, against 9.5 percent in the previous year.

Investments and cash flow

The company's investments normally consist of equipment and IT development. During the fourth quarter 2012 no new investments were made, which was also the case in the same period in the previous year. Total investments for the full-year 2012 amounted to SEK 0 million (1.8).

Cash flow from operating activities amounted to SEK 15.5 million during the fourth quarter, compared with SEK 28.9 million in the same period of 2011. Total cash flow amounted to SEK -3.6 million (-8.5) for the full-year 2012, including a dividend to shareholders of SEK 17.3 million (25.9).

Events after the conclusion of the period

Mollyday on Ice – fashion show for fall/winter 2013 collection

On January 28, 2013 Odd Molly presented its fall and winter 2013 collection during Mercedes Benz Fashion Week in Stockholm. The show was open to the public and took place on the ice rink in Kungsträdgården Park in downtown Stockholm, where figure skaters showed off the collection.



Number of shares

As of December 31, 2012 there were 5,752,000 shares outstanding.

Employees

The total number of employees at year-end was 53 (58), of whom 7 are men and 46 are women. The average number of employees during the quarter was 54 (58).

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 218.4 million (280.4) and operating profit of SEK 1.2 million (21.5). The Parent Company's shareholders' equity amounted to SEK 72.9 million (89.7). Cash and cash equivalents amounted to SEK 74.7 million (78.6).

Outlook

Odd Molly does not intend to issue any forecasts, but publishes order values twice a year, in April and October. The order value for the fall and winter 2013 collections will be published on March 27, 2013.

Dividend

The Board of Directors of Odd Molly will recommend to the Annual General Meeting a dividend of SEK 1.50 (3.00) per share for the financial year 2012.

Annual report

Odd Molly's annual report will be available at www.oddmolly.com in late March 2013. 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 25, 2013 at 2:00 p.m. at Hotel Skeppsholmen in Stockholm.

Risk factors

A number of factors can 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.

A detailed description of the risks and uncertainties to which Odd Molly is exposed is provided in the Board of Directors' report and in note 26 in Odd Molly's annual report for 2011, which is available on Odd Molly's website.

Accounting principles

As of January 1, 2008 the Group applies the International Financial Reporting Standards (IFRS) as adopted by the EU. This report is prepared in accordance with IAS 34 Interim 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. The Swedish Financial Reporting Board's recommendation RFR 2 Reporting for legal entities has been applied in the preparation of the Parent Company's financial statements.

The accounting principles applied in this interim report are those described on pages 42-45 of the annual report for 2011. The accounting principles are unchanged compared with the previous year's annual report. New and amended accounting standards and interpretations that apply for 2012 are very limited in scope and are not considered to affect Odd Molly's financial reports.

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

Consolidated statement of comprehensive income				
SEK in thousands	Oct-Dec 2012	Oct-Dec 2011	Jan-Dec 2012	Jan-Dec 2011
<i>Operating revenues</i>				
Net sales	34 350	32 874	223 724	292 275
Other operating revenues	75	37	429	542
	34 425	32 910	224 153	292 818
<i>Operating expenses</i>				
Cost of goods sold	-18 738	-18 615	-103 897	-128 632
Other external expenses	-12 468	-15 039	-73 251	-99 901
Personnel expenses	-9 706	-9 924	-42 737	-38 843
Depreciation/amortization of tangible and intangible fixed assets	-756	-935	-3 164	-4 047
Other operating expenses	236	-2 145	-884	-1 320
	-41 433	-46 658	-223 933	-272 743
Operating profit/loss	-7 008	-13 748	220	20 074
<i>Result from financial items</i>				
Interest income	228	409	1 416	1 335
Interest expenses	-14	13	-30	-36
	214	422	1 387	1 299
Profit/loss after financial items	-6 794	-13 326	1 606	21 373
Taxes	3 902	3 677	1 387	-7 136
Net profit/loss for the year/period attributable to Parent Company's shareholders	-2 892	-9 649	2 993	14 237
<i>Other comprehensive income</i>				
Translation difference	-2	555	-531	52
Cash flow hedges	-233	573	-2 197	138
Tax effect fair value cash flow hedges	23	-151	539	-36
Total comprehensive income for the period attributable to Parent Company's shareholders	-3 104	-8 672	805	14 391
Earnings per share before and after dilution, SEK	-0,50	-1,68	0,52	2,48

Consolidated balance sheet		
SEK in thousands	Dec 31 2012	Dec 31 2011
ASSETS		
Fixed assets		
<i>Intangible fixed assets</i>	980	2 237
Tangible fixed assets	2 431	4 458
	3 411	6 695
Current assets		
Inventories	22 569	27 817
Accounts receivable	29 730	28 097
Current receivables	8 678	22 015
Cash and bank balances	76 543	80 680
	137 520	158 609
TOTAL ASSETS	140 932	165 304
SHAREHOLDERS' EQUITY AND LIABILITIES		
Shareholders' equity	110 531	126 981
Long-term liabilities	8 177	10 344
Current liabilities	22 224	27 979
	140 932	165 304
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	140 932	165 304
Pledged assets	2 500	2 500

Summarized changes in the Group's shareholders' equity		
SEK in thousands		
	Dec 31 2012	Dec 31 2011
Attributable to Parent Company's shareholders		
Shareholders' equity at the beginning of the period/year	126 981	138 066
Dividend	-17 256	-25 884
Other paid-in capital	0	408
Total comprehensive income for the year /period	805	14 391
Shareholders' equity at the end of the year/period	110 531	126 981

Cash flow statement for the Group				
	Oct-Dec 2012	Oct-Dec 2011	Jan-Dec 2012	Jan-Dec 2011
SEK in thousands				
Operating activities				
Operating profit	-7 008	-13 748	220	20 074
Adjustments for items not included in cash flow				
Depreciation/amortization and impairment losses	756	935	3 164	4 047
Exchange rate gains/losses	2 973	511	1 555	181
Capital gain/loss on sale of equipment	32	1 714	34	1 714
Interest received	228	409	1 416	1 335
Interest paid	-14	13	-30	-36
Income tax paid	8 099	6 878	5 494	-7 355
Cash flow from operating activities before changes in working capital	5 067	-3 289	11 853	19 961
Changes in working capital				
Change in inventories	309	-3 568	11 446	-13 763
Change in receivables	11 367	35 806	-2 094	7 101
Change in current liabilities	-1 253	-484	-7 532	5 418
Cash flow from operating activities	15 490	28 465	13 674	18 717
Investing activities				
Acquisition of intangible fixed assets	0	0	0	-647
Acquisition of tangible fixed assets	0	0	0	-1 111
Cash flow from investing activities	0	0	0	-1 758
Dividend paid	0	0	-17 256	-25 884
Shareholders' contribution warrants	0	408	0	408
Cash flow from financing activities	0	408	-17 256	-25 476
Cash flow for the year/period	15 490	28 873	-3 582	-8 517
Cash and cash equivalents at the beginning of the period	61 696	51 790	80 680	89 204
Exchange rate difference in cash and cash equivalents	-643	17	-555	-7
Cash and cash equivalents at the end of the period	76 543	80 680	76 543	80 680

Parent Company income statement				
	Oct-Dec 2012	Oct-Dec 2011	Jan-Dec 2012	Jan-Dec 2011
SEK in thousands				
<i>Operating revenues</i>				
Net sales	32 766	30 929	218 410	280 384
Other operating revenues	197	37	567	427
	32 962	30 965	218 977	280 811
<i>Operating expenses</i>				
Cost of goods sold	-18 095	-17 505	-101 524	-122 823
Other external expenses	-12 797	-17 333	-72 210	-98 327
Personnel expenses	-9 278	-9 249	-40 799	-35 442
Depreciation/amortization of tangible and intangible fixed assets	-582	-665	-2 452	-2 569
Other operating expenses	302	-1 056	-821	-127
	-40 451	-45 808	-217 807	-259 288
Operating profit/loss	-7 489	-14 843	1 170	21 523
<i>Result from financial items</i>				
Interest income	228	341	1 416	1 335
Interest expenses	-14	18	-23	-33
	215	359	1 394	1 302
Profit/loss after financial items	-7 274	-14 484	2 564	22 826
Appropriations	-200	-6 544	-200	-6 544
Taxes	2 405	5 389	-235	-5 646
Net profit/loss for the year/period	-5 069	-15 639	2 129	10 636

Parent Company's total comprehensive income				
Net profit/loss for the year/period	-5 069	-15 639	2 129	10 636
Other comprehensive income				
Cash flow hedges	-233	573	-2 197	138
Tax effect cash flow hedges	23	-151	539	-36
Total comprehensive income for the period	-5 280	-15 217	472	10 738

Parent Company balance sheet		
SEK in thousands	Dec 31 2012	Dec 31 2011
ASSETS		
Fixed assets		
Intangible fixed assets	980	2 237
Tangible fixed assets	866	2 061
Financial fixed assets	3 854	3 796
	5 700	8 095
Current assets		
Inventories	20 528	25 729
Accounts receivable	28 868	27 653
Current receivables	8 354	20 344
Cash and bank balances	74 720	78 599
	132 470	152 325
TOTAL ASSETS	138 170	160 420
Shareholders' equity	72 904	89 689
Untaxed reserves	38 700	38 500
Long-term liabilities	0	343
Current liabilities	26 566	31 888
	138 170	160 420
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	138 170	160 420
Pledged assets	2 500	2 500

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 15, 2013

Christer Andersson, Chairman

Mia Arnhult, Board Member

Lennart Björk, Board Member

Patrik Tillman, Board Member

Nils Vinberg, Board Member

Karin Wallin-Norman, Board Member

Anna Attemark, President & CEO

Scheduled information dates

- The annual report for 2012 will be released in late March 2013
- The order value for the second half of 2013 (fall and winter collections) will be announced on March 27, 2013
- The interim report for January-March 2013 will be released on April 25, 2013
- The Annual General Meeting will be held on April 25, 2013
- The interim report for April-June 2013 will be released on August 20, 2013
- The order value for the first half of 2014 (spring and summer collections) will be announced on September 27, 2013
- The interim report for July-September 2013 will be released on October 18, 2013

For further information, please contact:

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Henrik Fredin, 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 retailers in around thirty countries around the world. In addition, Odd Molly currently has four of its own physical stores in Stockholm, Kungsbacka, Barkarby and Copenhagen as well as a web shop. Odd Molly has 53 employees. The company's historically 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.

The information in this press release has been published by Odd Molly International AB (publ) on February 15, 2013 at 8.00 am CET in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.

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Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to www.oddmolly.com and click "sign up for our newsletter."