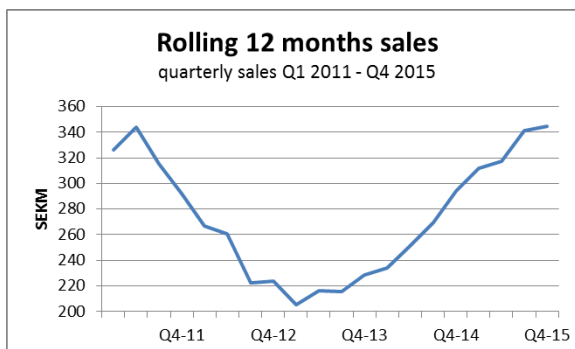




Odd Molly International AB (publ)

Stockholm, Sweden, February 18, 2016



Interim report January 1 – December 31, 2015

Further increase in sales and stronger profitability

January 1 – December 31, 2015

- Net sales amounted to SEK 345.0 million (294.3), an increase of 17 percent.
- The gross profit margin was 55.6 percent (54.1).
- Operating profit amounted to SEK 12.5 million (5.5).
- Net profit amounted to SEK 9.8 million (4.1).
- Earnings per share amounted to SEK 1.70 (0.71).

October 1 – December 31, 2015

- Net sales amounted to SEK 75.7 million (71.9), an increase of 5 percent.
- The gross profit margin was 59.6 percent (53.7).
- Operating profit amounted to SEK -2.8 million (0.1).
- Net profit amounted to SEK -2.4 million (0.5).
- Earnings per share amounted to SEK -0.42 (0.09).
- The Board of Directors is proposing to the Annual General Meeting a dividend of SEK 1.50 (1.00) per share for the financial year 2015.

Events during and after the quarter

- In October Odd Molly opened its own store in Helsinki, Finland, and a franchise in Prague, Czech Republic. In November Odd Molly opened its own store in Mall of Scandinavia, in Solna, Sweden.
- During the quarter a contract was signed for Odd Molly's own store in the Emporia shopping center in Malmö, Sweden. The opening is scheduled for the first quarter 2016.
- An extraordinary general meeting will be held on February 24, 2016 to decide on a warrant program for senior executives.

Key financial ratios	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
	2015	2014	2015	2014
Net sales, SEK million	75,7	71,9	345,0	294,3
Gross profit margin, %	59,6	53,7	55,6	54,1
Operating profit/loss, SEK million	-2,8	0,1	12,5	5,5
Operating margin, %	-3,7	0,1	3,6	1,9
Net profit/loss, SEK million	-2,4	0,5	9,8	4,1
Earnings per share before dilution, SEK	-0,42	0,09	1,70	0,71
Earnings per share after dilution, SEK	-0,42	0,09	1,70	0,71
Weighted average number of shares, before dilution	5 752 000	5 752 000	5 752 000	5 752 000
Weighted average number of shares, after dilution	5 752 000	5 752 000	5 752 000	5 761 677

Comment from the CEO

We have established clear goals, done what we set out to – and delivered results. Odd Molly leaves 2015 behind as a stronger company with profitable growth despite unfavorable currency movements.

When I summarize what lies behind the past year's success, I mainly see three strategic factors that made a significant difference:

- A strong team that continues to develop the company with creativity, innovation and smartness.
- The strategy to increase sales mainly through more of our own stores and shop-in-shops. During the year we opened five of our own stores, including two in the fourth quarter, as well as 12 shop-in-shops. Our own online sales and existing stores performed strongly during the year.
- Investments in our own sales team and an increased digital presence.

To date our focus has been on markets where we have our own sales team and are closer to both retailers and consumers. Our focus going forward is to make "more markets like Sweden," with Finland and Norway topping the list. The fact that sales outside the Nordic region aren't increasing more is irritating, but not surprising. If we do nothing, nothing will happen. I have said it before, change requires change, and we intend to increase our efforts in priority markets.

Seasonally, the fourth quarter isn't one of Odd Molly's biggest. We continued to grow and invest in new stores and channels. This generates startup expenses in the short term, but I am convinced that we will continue to see the positive effects of our investments. In summary, I can say that where we have the greatest control, sales are increasing the most.

During the quarter Odd Molly opened its own stores in Mall of Scandinavia, in Solna, Sweden, and one in Helsinki, Finland, as well as a franchise in Prague, Czech Republic. We also signed a contract on our own store in the Emporia shopping center in Malmö, Sweden, which opens now in the first quarter. We are opening a shop-in-shop in Denver, in the US, in February. It is a symbolically important event and demonstrates the flexibility of our business model.

In essence, Odd Molly is a lifestyle concept with clothing for girls who like to go their own way. For us, this means a wealth of opportunities to improve our offering. During the year we launched new smaller collections of footwear, denim and Daydream, a collection with organic cotton. At the same time the development of Bath, Home and Rain are continuing.

Going forward we will continue to refine our work on collections, production and distribution to steer the company toward further profitable growth. We will launch more mini-collections within the framework of the lifestyle brand and add more stores and our own online sales in priority markets. The goal is to get Odd Molly, the brand and our products out to a broader audience and get more Mollys in the world to buy our products through more retailers in different categories.

Anna Attemark, CEO

The Group's development

Net sales

The period January 1 – December 31, 2015

Net sales for the year amounted to SEK 345.0 million (294.3), an increase of 17 percent compared with the previous year. Revenue from wholesale operations (sales to retailers) reached SEK 210.9 million (205.6), an increase of 3 percent. Revenue from retail operations (Group sales to consumers) increased strongly by 50 percent during the period to SEK 134.4 million (89.3). Growth came from both the company's established stores and newly opened stores. At the same time strong growth is continuing in the company's web shop.

Fourth quarter October 1 – December 31, 2015

Net sales for the fourth quarter amounted to SEK 75.7 million (71.9). Revenue from wholesale operations amounted to SEK 36.4 million, compared with SEK 43.7 million in the previous year. The decrease was mainly because the entire fall/winter 2015 season was delivered back in the third quarter. For the two quarters combined, sales of the fall/winter 2015 collection increased by about 5 percent compared with the previous year. Retail sales reached SEK 39.4 million (28.3), an increase largely due to a positive sales trend in the company's new stores.



Earnings

The period January 1 – December 31, 2015

The gross profit margin for the period was 55.6 percent (54.1) and operating profit amounted to SEK 12.5 million (5.5).

Personnel expenses amounted to SEK 59.1 million (49.7), corresponding to 17 percent (17) of net sales. The increase is largely due to increased personnel expenses associated with new stores. Other external expenses amounted to SEK 114.6 million, compared with SEK 99.8 million in the previous year. The higher expense level for the period is mainly due to increased scheduled investments in marketing and the opening of new stores.

Net profit amounted to SEK 9.8 million (4.1) and earnings per share amounted to SEK 1.70 (0.71).

Fourth quarter October 1 – December 31, 2015

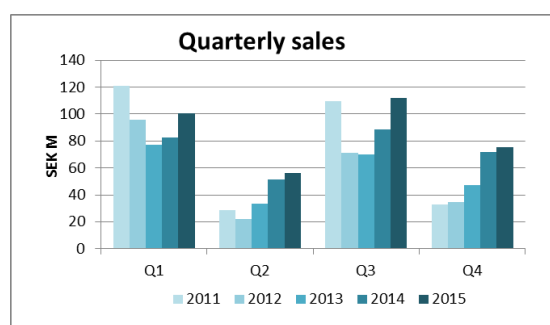
The gross profit margin for the fourth quarter was 59.6 percent (53.7). The higher margin is largely due to a relatively higher share of sales from retail operations. Operating profit for the quarter amounted to SEK -2.8 million (0.1).

Personnel expenses increased to SEK 17.2 million (13.8), mainly due to more stores. Other external expenses amounted to SEK 29.4 million (24.2). The increase is mainly due to increased marketing expenses and the opening of new stores, including startup expenses.

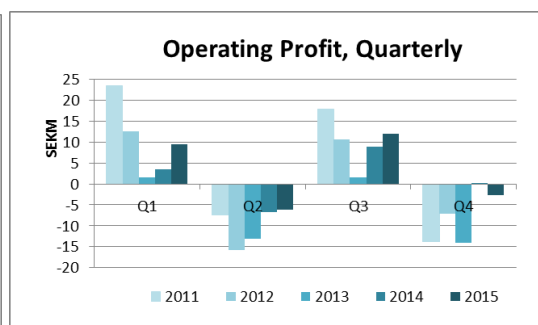
Net profit for the quarter amounted to SEK -2.4 million (0.5) and earnings per share amounted to SEK -0.42 (0.09).

Seasonal fluctuations

Odd Molly's operations are seasonal, with the strongest sales in the first and third quarters, while the second and fourth quarters are weaker. As a result, the company's operations, sales and profits are best followed on a semiannual basis.



The above diagram shows quarterly sales, Q1 2011-Q4 2015



The above diagram shows quarterly operating profit, Q1 2011-Q4 2015

Financial position

The company's total assets amounted to SEK 143.8 million (137.4) on December 31, 2015. Shareholders' equity was SEK 93.1 million on the same date, compared with SEK 89.9 million on December 31, 2014. The equity/assets ratio was 65 percent (65) at the end of the period and cash and cash equivalents amounted to SEK 20.6 million (39.0).

Accounts receivable amounted to SEK 41.5 million on December 31, 2015, compared with SEK 32.0 million a year earlier. Inventory amounted to SEK 56.1 million (39.9) on December 31, 2015. The increase is a natural consequence of having more own stores.

Investments and cash flow

During the period the company's investments totaled SEK 3.4 million (14.9).

Cash flow from operating activities amounted to SEK 5.1 million (19.1) during the fourth quarter. Total cash flow amounted to SEK 2.1 million (17.9). Cash flow for the year amounted to SEK -18.4 million (-11.1).

Events during and after the quarter

Extraordinary general meeting

An extraordinary general meeting will be held on February 24, 2016 to resolve to issue warrants to senior executives. For more information on the terms and conditions, please see the company's website.

Stores

In October Odd Molly opened its own store in the Kamppi shopping center in Helsinki, Finland. During the same month the first Odd Molly store, a franchise, was opened in Prague, Czech Republic. In November Odd Molly opened its own store in Mall of

Scandinavia in Solna, Sweden. During the quarter a contract was also signed for Odd Molly's own store in the Emporia shopping center in Malmö, Sweden. The opening is scheduled for the first quarter 2016.

Number of shares

As of December 31, 2015 there were 5,752,000 shares outstanding.

Employees

The total number of employees at the end of the period was 81 (70), of whom 9 were men and 72 women. The average number of employees during the year was 75 (70).

Parent Company

The Parent Company reported net sales of SEK 338.7 million (286.0) during the period, with operating profit of SEK 9.5 million (2.2). The Parent Company's adjusted shareholders' equity amounted to SEK 80.2 million (78.6). Cash and cash equivalents amounted to SEK 17.3 million (36.0).

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

Segments

The company reports revenues and operating results for two segments: wholesale and retail. The wholesale segment comprises sales to Odd Molly's retailers through agents, distributors or its own sales corps. Stores and shop-in-shops managed by retailers are included in the wholesale segment. The retail segment refers to sales to consumers through the company's own channels: physical stores, outlets, shop-in-shops and web shops where Odd Molly has its own personnel. Operating results for each segment are charged with direct expenses for that segment. Common Group expenses are distributed by segment based on their share of the total cost of goods sold for 2015. To improve comparability, the previous year's figures have been adjusted by the same proportionate share of the common expenses used for 2015.

Risk factors

Due to the nature of its operations, the Odd Molly Group is exposed to risks and uncertainties. A detailed description of the risks and uncertainties to which Odd Molly is exposed is provided in the Board of Directors' report and in note 27 in Odd Molly's annual report for 2014, which is available on Odd Molly's website. There we also explain how Odd Molly manages and tries to minimize the risks. The assessment of these risks is unchanged compared with the assessment in the annual report 2014.

Accounting principles

As of January 1, 2008 the Group applies the International Financial Reporting Standards (IFRS) as adopted by the EU. This report is prepared in accordance with IAS 34 Interim Financing Reporting and the Annual Accounts Act.

Further, the consolidated statements are prepared in accordance with Swedish law by applying the Swedish Financial Reporting Board's recommendation RFR 1 Supplementary accounting rules for groups. The Swedish Financial Reporting Board's recommendation RFR 2 Reporting for legal entities has been applied in the preparation of the Parent Company's financial statements. The accounting principles applied in this interim report are described on pages 33-36 of the annual report for 2014. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2015 are not considered to materially affect the company's financial reports.

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

Currency derivatives are measured at fair value within level 2, according to the definition in IFRS 7, i.e., fair value based on valuation models using observable market data. Other financial assets have been classified as loans and accounts receivable. Other financial liabilities have been classified as other financial liabilities at amortized cost. All financial assets and liabilities have short maturities, based on which their book value is considered to approximate fair value.

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

Consolidated statement of comprehensive income	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
SEK in thousands	2015	2014	2015	2014
<i>Operating revenues</i>				
Net sales	75 669	71 924	344 954	294 298
Other operating revenues	115	92	306	655
	75 784	72 016	345 259	294 953
<i>Operating expenses</i>				
Cost of goods sold	-30 563	-33 299	-153 202	-135 122
Other external expenses	-29 393	-24 152	-114 648	-99 793
Personnel expenses	-17 250	-13 805	-59 089	-49 743
Depreciation/amortization	-1 296	-1 037	-4 638	-4 479
Other operating expenses	-54	333	-1 232	-301
Operating profit/loss	-2 772	56	12 451	5 516
<i>Result from financial items</i>				
Interest income	91	36	415	232
Interest expenses	-68	-43	-105	-98
Profit/loss after financial items	-2 749	49	12 762	5 649
Taxes	305	456	-2 955	-1 554
Net profit/loss attributable to Parent Company's shareholders	-2 444	504	9 807	4 095
<i>Other comprehensive income</i>				
<i>Items that will be reclassified to profit or loss</i>				
Translation difference	180	758	731	1 678
Cash flow hedges	-1 399	892	-1 954	1 110
Tax effect fair value cash flow hedges	308	-196	430	-244
Total comprehensive income attributable to Parent Company	-3 355	1 958	9 014	6 639
Earnings per share before dilution, SEK	-0,42	0,09	1,70	0,71
Earnings per share after dilution, SEK	-0,42	0,09	1,70	0,71

Consolidated balance sheet	December 31	December 31
SEK in thousands	2015	2014
ASSETS		
<i>Fixed assets</i>		
Intangible fixed assets	8 952	11 229
Tangible fixed assets	3 902	2 967
Financial fixed assets	1 153	2 457
	14 008	16 654
<i>Current assets</i>		
Inventories	56 077	39 945
Accounts receivable	41 498	32 002
Current receivables	11 636	9 833
Cash and bank balances	20 599	39 015
	129 810	120 795
TOTAL ASSETS	143 817	137 449
SHAREHOLDERS' EQUITY AND LIABILITIES		
Shareholders' equity	93 116	89 854
Deferred tax	5 037	4 882
Current liabilities	45 665	42 713
	143 817	137 449
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	143 817	137 449
Pledged assets	31 153	25 050
Contingent Liability	915	615

Changes in the Group's shareholders' equity	December 31	December 31
SEK in thousands	2015	2014
Attributable to Parent Company's shareholders		
Shareholders' equity at the beginning of the period/year	89 854	82 998
Dividend	-5 752	0
Other contributed capital	0	218
Total comprehensive income for the year/period	9 014	6 639
Shareholders' equity at the end of the year/period	93 116	89 854

Cash flow statement for the Group	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
SEK in thousands	2015	2014	2015	2014
Operating activities				
Operating profit/loss	-2 772	56	12 451	5 516
Adjustments for items not included in cash flow	1 124	1 141	5 011	4 722
Interest received	91	36	415	232
Interest paid	-68	-43	-105	-98
Income tax paid	-596	25	-3 352	-1 050
Cash flow from operating activities before changes in working capital	-2 221	1 214	14 420	9 322
Changes in working capital				
Change in inventories	2 570	5 686	-16 054	-5 829
Change in receivables	13 756	11 797	-11 666	206
Change in current liabilities	-9 056	436	4 009	-98
Cash flow from operating activities	5 050	19 132	-9 291	3 601
Investing activities				
Acquisition of intangible fixed assets	-750	0	-750	-13 673
Acquisition of tangible fixed assets	-2 162	-858	-2 546	-858
Acquisition of financial fixed assets	0	-398	-103	-398
Cash flow from investing activities	-2 912	-1 256	-3 399	-14 929
Financing activities				
Shareholders' contribution, warrants	0	0	0	218
Cash flow from financing activities	0	0	-5 752	218
Cash flow for the year/period	2 137	17 876	-18 442	-11 111
Cash and cash equivalents at the beginning of the period	18 701	20 662	39 015	48 999
Exchange rate difference in cash and cash equivalents	-239	477	26	1 127
Cash and cash equivalents at the end of the period	20 599	39 015	20 599	39 015

Revenue and operating result by segment	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
SEK in thousands	2015	2014	2015	2014
Wholesale				
Revenue	36 394	43 672	210 864	205 611
Operating result	-9 538	-4 455	-6 636	-2 021
Retail				
Revenue	39 390	28 344	134 395	89 342
Operating result	6 766	4 511	19 087	7 537
Total				
Revenue	75 784	72 016	345 259	294 953
Operating result	-2 772	56	12 451	5 516

The operating result for each segment is charged with direct expenses for that segment. Common Group expenses are distributed based on the share of the total cost of goods sold for the full-year 2015. Historical figures are adjusted for the same share (%) to improve comparability.

Parent Company income statement	Oct-Dec	Oct-Dec	Jan-Dec	Jan-Dec
SEK in thousands	2015	2014	2015	2014
<i>Operating revenues</i>				
Net sales	75 316	70 550	338 308	285 555
Other operating revenues	239	154	409	478
	75 555	70 704	338 717	286 034
<i>Operating expenses</i>				
Cost of goods sold	-31 683	-32 331	-149 258	-130 078
Other external expenses	-29 591	-32 019	-122 026	-107 485
Personnel expenses	-15 597	-11 765	-54 612	-45 484
Depreciation/amortization of tangible and intangible fixed assets	-604	-346	-1 879	-1 220
Other operating expenses	124	83	-1 440	431
Operating profit/loss	-1 797	-5 675	9 502	2 197
<i>Result from financial items</i>				
Interest income	91	36	415	232
Interest expenses	-66	-43	-94	-87
Profit/loss after financial items	-1 772	-5 681	9 823	2 342
Appropriations	-1 200	-200	-1 200	-200
Profit/loss before tax	-2 972	-5 881	8 623	2 142
Taxes	900	1 660	-847	-208
Net profit/loss	-2 072	-4 221	7 776	1 934
<i>Other comprehensive income</i>				
<i>Items that will be reclassified to profit or loss</i>				
Cash flow hedges	-1 399	892	-1 954	1 110
Tax effect cash flow hedges	308	-196	430	-244
Total comprehensive income for the period	-3 163	-3 526	6 252	2 800

Parent Company balance sheet	December 31	December 31
SEK in thousands	2015	2014
ASSETS		
<i>Fixed assets</i>		
Intangible fixed assets	769	301
Tangible fixed assets	3 816	2 955
Financial fixed assets	18 789	18 817
	23 374	22 073
<i>Current assets</i>		
Inventory	53 028	38 486
Accounts receivable	43 183	31 201
Short-term receivables	11 822	10 847
Cash and bank balances	17 251	35 973
	125 285	116 506
TOTAL ASSETS	148 659	138 579
SHAREHOLDERS' EQUITY AND LIABILITIES		
Shareholders' equity	62 489	61 989
Untaxed reserves	22 500	21 300
Deferred tax	-234	196
Current liabilities	63 903	55 094
	148 659	138 579
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	148 659	138 579
Pledged assets	31 153	25 050
Contingent Liability	915	0

The Board of Directors and the CEO 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, 2016

Patrik Tillman, Chairman

Mia Arnhult, Board Member

Lennart Björk, Board Member

Kia Orback, Board Member

Elin Ryer, Board Member

Nils Vinberg, Board Member

Anna Attemark, President & CEO

For further information, please contact:

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Henrik Wetterdal, acting CFO, phone: +46-736-335500

About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The company's products are mainly sold through agents to retailers in around thirty countries around the world, which facilitates expansion with limited capital requirements. Odd Molly is responsible for selling to external retailers in the Scandinavian market and also manages 13 of its own physical stores and its own web shop. The Odd Molly share is traded as of June 21, 2010 on Nasdaq OMX Stockholm.

Scheduled information dates

- The annual report for 2015 will be released in late March 2016.
- The interim report for January-March 2016 will be published on April 19, 2016.
- The Annual General Meeting 2016 will be held on April 19, 2016.
- The interim report for April-June 2016 will be published on August 18, 2016
- The interim report for July-September 2016 will be published on October 19, 2016.

The information in this press release has been published by Odd Molly International AB on February 18, 2016 at 8.00 am CET in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.

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Press photos can be downloaded from Odd Molly's website at www.oddmolly.com under "press".
Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to www.oddmolly.com
