



# ANNUAL GENERAL MEETING 2017

Anna Attemark, CEO





# THIS YEAR'S NEWS









*I am with freedom*



# THE YEAR IN NUMBERS

# 2016 – ALL TIME HIGH

MSEK



423  
MSEK

Total operating revenue 2016  
(+78 MSEK, +23%)

24,5  
MSEK

Operating profit 2016  
(+12 MSEK, +97%)

# 2016 IN BRIEF

- Total operating revenue amounted to 423,2 MSEK (345,3)
- The gross profit margin was 55,6 percent (55,6)
- Operating profit amounted to 24,5 MSEK (12,5)
- Operating margin was 5,8% (3,6).
- Net profit amounted to 17,7 MSEK (9,8)
- Earnings per share 3,08 SEK (1,70)
- Investments 21,8 MSEK (3,4)
- Dividend per share 1,00 SEK (1,50)



+23%

SALES GROWTH



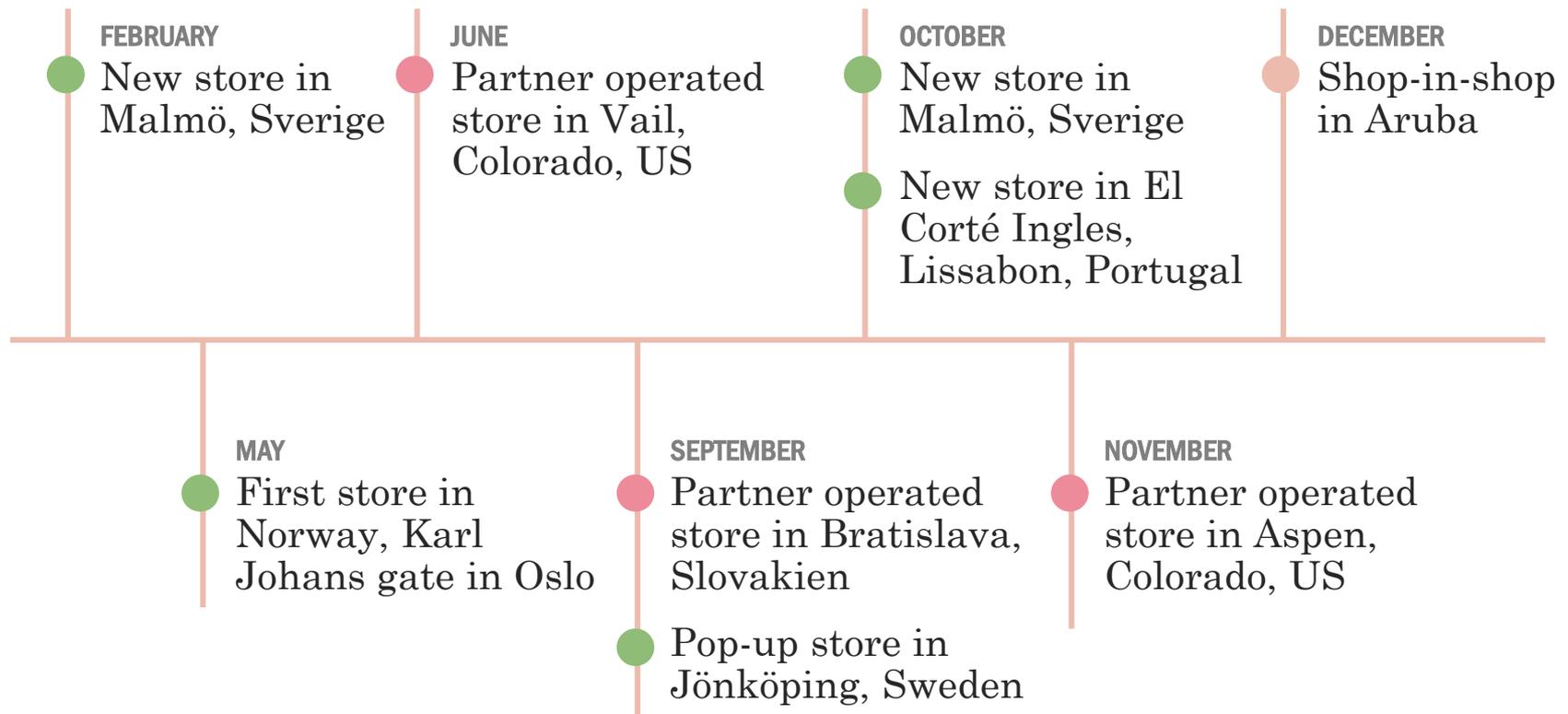
+97%

INCREASE IN OPERATING PROFIT

# STRATEGY - AN INCREASED PROPORTION OF RETAIL



# STORE OPENINGS 2016



# OUR SUSTAINABILITY STRATEGY



Mind

**ODD MOLLY HAS A  
SUSTAINABLE IDEA AND  
DESIGN**



Heart

**ODD MOLLY INSPIRES GIRLS  
TO GO THEIR OWN WAY**



Conscience

**ODD MOLLY INFLUENCES  
HER WORLD IN A POSITIVE  
DIRECTION**

We have divided our sustainability efforts into three focus areas that will be integrated into our business and our way of working. The goal:

**MORE MOLLYS IN THE WORLD**

# CHANGE – STEP BY STEP

## THE JOURNEY FROM CLOTHING TO CONCEPT

### FROM:

Design driven  
Girls Clothing  
Wholesale  
Agents  
Location Shops  
Traditional retailer  
Sweden



### TO:

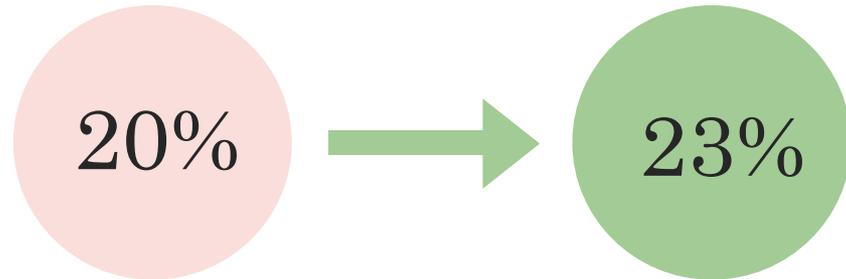
Customer Focus  
Lifestyle  
Wholesaler and retailer  
Own sales force + agents + partners  
High footfall locations  
Omni channel  
International expansion

## 2016 ALL TIME HIGH!

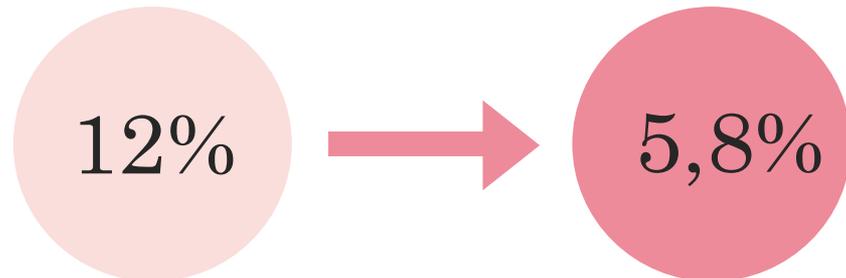
- Record high turnover
- Double profitability
- New customers
- Loyal customers
- Wider distribution
- Strengthened brand position

# FINANCIAL TARGETS – GOAL COMPLETION 2016

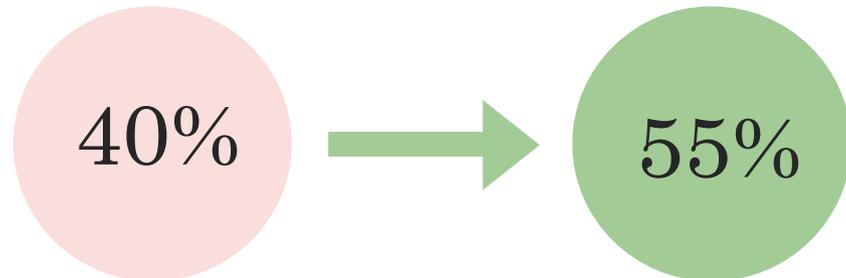
- AN ANNUAL GROWTH RATE EXCEEDING 20% ON AVERAGE IN COMING YEARS



- AN OPERATING MARGIN (EBIT) OF OVER 12% OVER A BUSINESS CYCLE



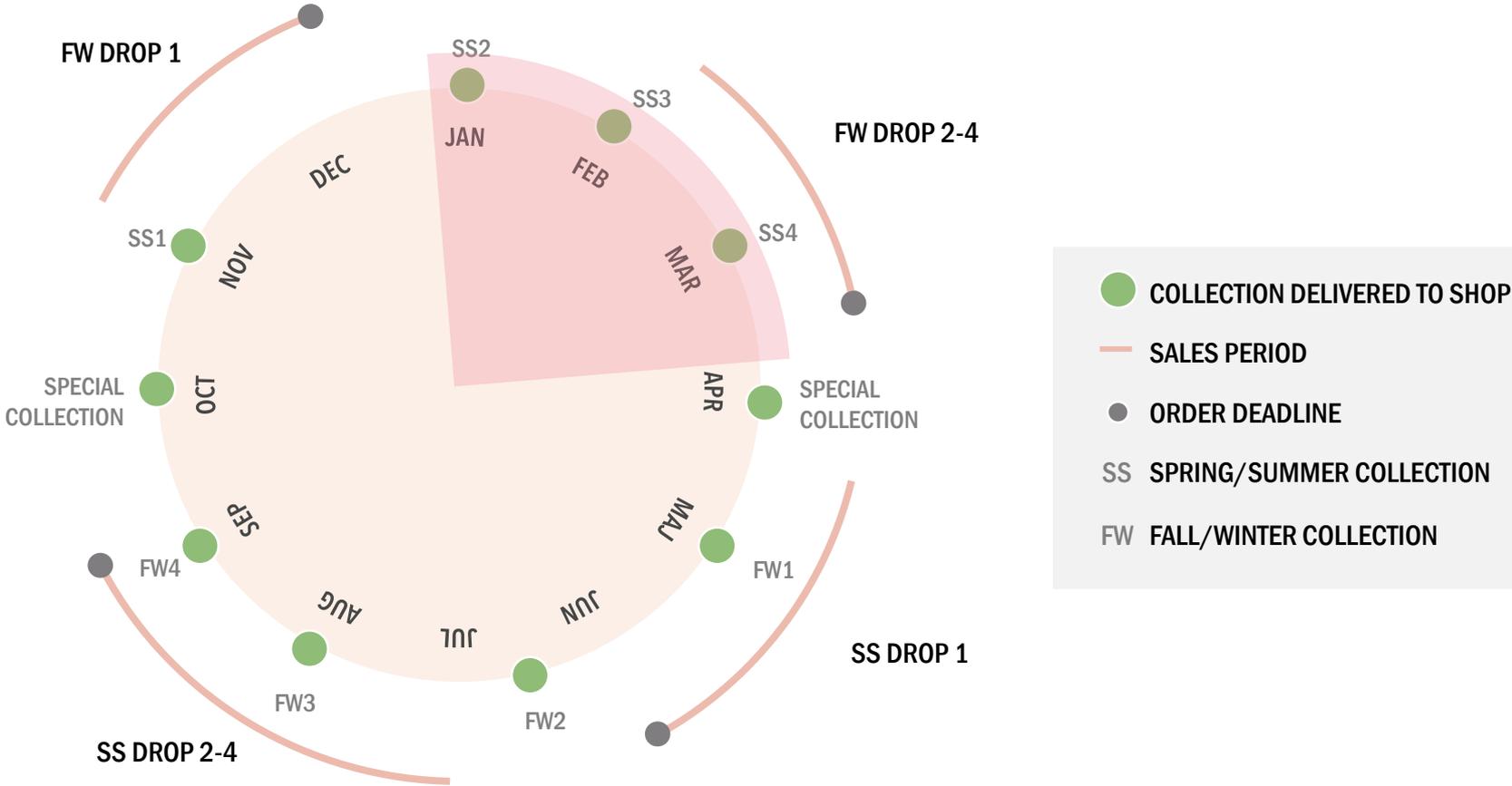
- AN EQUITY/ASSETS RATIO OF AT LEAST 40% OVER TIME





**Q1 2017**

# ODD MOLLYS ÅR - Q1









# Q1 2017 - A MARKET IN GREAT TRANSFORMATION

- Continued investments - profitable growth
- Increased share of own sales
- Webshop continues to develop strongly
- New store in Boulder, US, through the same external partner who already runs the stores in Vail and Aspen, US

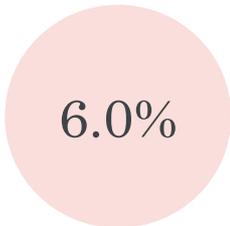
# Q1 2017 – CONTINUED GROWTH

- Total operating revenue amounted to MSEK 126.1 (117.7)
- Gross profit margin amounted to 54.0% (54.2)
- Operating profit amounted to SEK 7.5 million (8.5)
- Operating margin was 6.0% (7.2)
- Profit after tax amounted to MSEK 4.7 (5.9)
- Earnings per share were SEK 0.81 (1.02)



+7%

SALES GROWTH

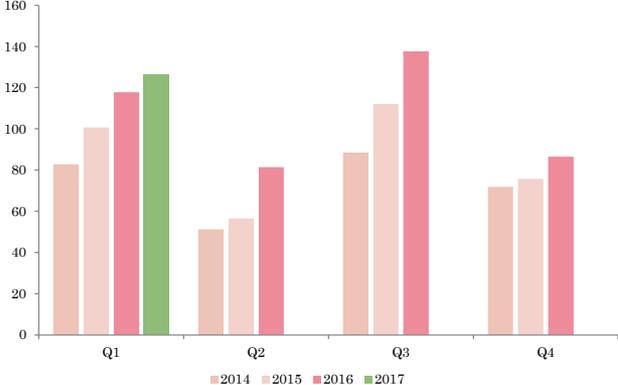


6.0%

OPERATING MARGIN

# QUARTERLY DEVELOPMENT SINCE 2012

Sales per quarter

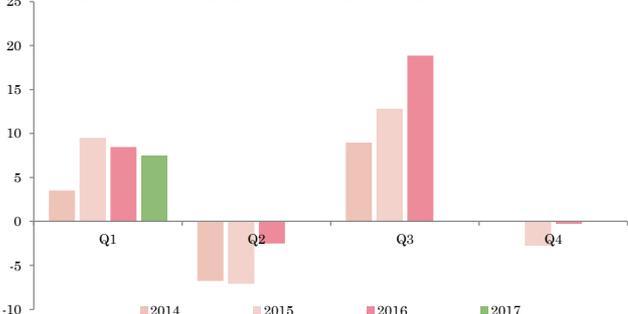


MSEK

Sales rolling 12 months



Operating profit per quarter



MSEK

Operating profit rolling 12 months





**FORWARD**

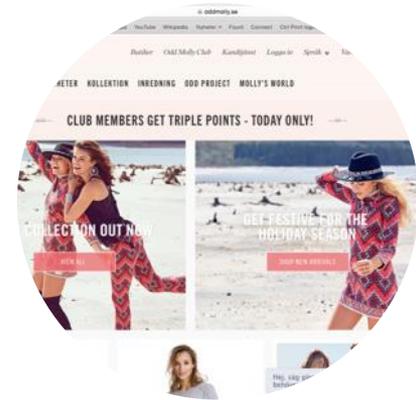
# FOCUS FORWARD



**WIDER DISTRIBUTION OF  
LIFESTYLE CONCEPT**



**FOCUSED EXPANSION**



**DEVELOP  
OMNI-CHANNEL OFFERING**





**THANKS!**

