



Odd Molly International AB (publ)
Stockholm, 5 February 2018

CEO shift in Odd Molly during 2018

Anna Attemark has informed the company's board of directors that she wishes to leave her position as CEO at Odd Molly, and assume a new operational assignment outside of the company. The board has decided to appoint Jennie Högstedt Björk, today Deputy CEO and Assortment Manager, as her successor. The CEO shift will take place in August 2018, at the latest. Anna Attemark has six months' notice of termination.

Anna Attemark and Jennie Högstedt Björk both joined Odd Molly in December 2011 and led the company through an extensive transitional phase, from a situation of declining sales to a strengthened position and increased sales in a market in great transformation.

"I regret Anna Attemark's decision to leave her role at Odd Molly, but at the same time I'm very happy that Jennie Högstedt Björk has decided to accept an increase in responsibility as Anna leaves. During Anna's time as CEO, Odd Molly has taken control of distribution in our key markets and early on committed to sales in digital channels, where Odd Molly's web shop has developed markedly since its inception and today accounts for a significant part of total sales. Beside the continuity we get as Jennie assumes leadership we will continue to benefit from her experience in digital sales, category selection and management", says Patrik Tillman, chairman of the board.

"I am very proud of the process of change we have taken together on Odd Molly and it is with great sadness that I have made the decision to move on from this fantastic team and the unique lifestyle concept of Molly. At the same time, I am convinced that it is the right time for a new leader giving Odd Molly fresh impetus after my almost seven years as CEO. That Jennie chooses to take the reins makes the decision easier", says Anna Attemark, outgoing CEO.

"Odd Molly is a unique brand with a fantastic potential. I'm looking forward to continuing working with the team to develop our offer across all channels in both existing and new markets. Our industry is currently undergoing big changes and I'm challenged by finding new ways to succeed under these market conditions", says Jennie Högstedt Björk, Deputy CEO and incoming CEO.

Short information about *Jennie Högstedt Björk*

Born: 1975.

MBA, Stockholm University.

Deputy CEO and Assortment Manager since December 2011

Has previously worked at Hennes & Mauritz and has a background as Business controller, Section Head, Division Head and as Overall responsible for Online assortment.

Holding Odd Molly: 8,000 shares and 150,000 warrants and 21.950 shares through related parties.



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This information is information that Odd Molly International AB (publ.) is obliged to make public pursuant to the EU's Market Abuse Regulation and the Securities Market Act. The information was submitted for publication, through the agency of the contact persons set above, on February 5, 2018 at 08.55 am CET.

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 15 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.

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