



Odd Molly International AB (publ)
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Odd Molly recruits Deputy CEO

Odd Molly has recruited Sara Fernström as Deputy CEO in charge of development of the company's global sales, establishment and network. Sara comes from a position as CEO of the Lyft Brands Group in New York. She has many years of experience in digital strategy for consumer-related companies and business and brand development, especially in the US market. She will be a member of Group Management when she takes office as Deputy CEO on August 5, 2018, at a time when Jennie Högstedt Björk will take office as CEO.

"We are excited to make this recruitment of Sara Fernström to Odd Molly. Sara's mission is to readjust the business model to an increased digital focus and larger partner network and create opportunities for international expansion in all channels. Sara has a large network of contacts and a solid experience in business and brand development, not least in e-commerce and social media. She will be an important player to help develop and implement Odd Molly's international growth plan", says Jennie Högstedt Björk, Odd Molly's incoming CEO, currently Deputy CEO and Assortment Manager.

"With a strong business in northern Europe, a fantastic lifestyle brand with a unique style and proven e-commerce platform, Odd Molly is well positioned to expand globally. I'm thrilled to join a company with sustainable values and such strong growth potential. I look forward to work alongside Jennie and the rest of the team to drive improved performance, distinctive and powerful marketing and expand Odd Molly worldwide with an omni channel offering", says Sara Fernström, incoming Deputy CEO.

Sara Fernström holds a BSc in International Business with a minor in Marketing from Berkeley College, California, US. Sara comes from a position as CEO of the brand company Lyft Brands Group in New York where she, among other things, worked with developing the business model and contributing to the strategic brand development of consumer-related companies such as Ben Sherman and Bruno Magli and worked with social media strategy for H&M. Prior to that, she worked at United Talent Agency and Creative Artists Agency in California for almost ten years, where she worked with, among other things, corporate development, acquisitions and new digital ventures.

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ABOUT ODD MOLLY

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The Company's products are sold through own channels as well as through own sales teams and external agents to retailers. An increasing proportion of sales is derived from Odd Molly's own channels, mainly the Company's webshop, which reaches close to 40 countries. Furthermore, Odd Molly has 18 own stores as well as stores managed by partners on selected markets. The Odd Molly share is traded on Nasdaq Stockholm, small cap. Read more on

corporate.oddmolly.com.

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