



**Odd Molly International AB (publ)**  
Stockholm, Sweden, August 16, 2018

## New management and new capital –ready for the next step

### APRIL 1 – JUNE 30, 2018

- Total operating revenue decreased 7 percent to SEK 76.3 million (82.0).
- The gross profit margin was 57.6 percent (57.6).
- The operating loss was SEK -11.9 million (-7.5).
- The net loss amounted to SEK -10.3 million (-6.6).
- Earnings per share amounted to SEK -1.78 (-1.15).

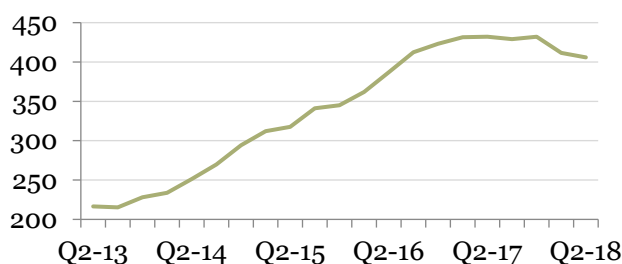
### JANUARY 1 – JUNE 30, 2018

- Total operating revenue decreased 13 percent to SEK 181.8 million (208.1).
- The gross profit margin rose to 55.6 percent (55.4).
- The operating loss was SEK -18.6 million (0.0).
- The net loss amounted to SEK -17.0 million (-1.9).
- Earnings per share before dilution amounted to SEK -2.95 (-0.34).
- Earnings per share after dilution amounted to SEK -2.95 (-0.32).

### EVENTS DURING AND AFTER THE QUARTER

- The share issue with pre-emption rights and overallotment issue were completed in June and provided the company with proceeds of SEK 35.3 million after issue costs.
- As of June 30, 2018 the share capital in Odd Molly amounts to SEK 841,933 and the total number of shares in the company is 8,419,333.
- New CEO, Deputy CEO and head of business development in the company's management team.

Sales LTM



### KEY FIGURES

	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017*	Jul 17- Jun 18*
Total operating revenue, SEK million	76.3	82.0	181.8	208.1	432.1	405.8
Change, %	-7	1	-13	5	2	
Gross profit margin, %	57.6	57.6	55.6	55.4	53.9	53.8
Operating profit/loss, SEK million	-11.9	-7.5	-18.6	0.0	-4.5	-23.1
Operating margin, %	-15.6	-9.2	-10.2	0.0	-1.0	-11.3
Net profit/loss, SEK million	-10.3	-6.6	-17.0	-1.9	-6.3	-21.4
Earnings per share before dilution, SEK	-1.78	-1.15	-2.95	-0.34	-1.09	-3.71
Earnings per share after dilution, SEK	-1.78	-1.15	-2.95	-0.32	-1.09	-3.71
Return on equity, %	-10.3	-6.5	-16.7	-1.9	-6.4	-20.6
Equity/assets ratio, %	63	50	63	50	50	63
Cash flow from operating activities, SEK million	7.3	16.7	-0.6	14.3	-0.5	-15.4

\* Result affected by costs of SEK 4.8 million for termination and buyout of agents as well as organizational changes.

# Comment from the CEO

## Fully focused on the future



Now that I am taking over as CEO, I fully focus on what's ahead, on leveraging the concept work that has been done and rolling out Odd Molly in the world. The transformation of the company will continue at a high pace. The most important areas are to strengthen the company's digital presence and growth, where we have a strong starting point, and to create the right conditions for an acceleration of the international sales. This, in combination with higher cost efficiency, optimized processes and reprioritization of resources, will over time generate results in form of increased growth and profitability, after a period of transformation.

## How will Odd Molly succeed in accelerating international growth?

### Platform

We have shown that we can accelerate growth and brand awareness if we take a comprehensive approach to the market: where a strong digital and selected physical presence provide improved conditions to drive sales in all distribution channels. A lot of energy has been devoted in recent years to creating a distinctive lifestyle concept and developing new categories and types of products. At the same time, we have been well ahead in transitioning to online sales, which is an area I am passionate about and where we have already made a great deal of progress, especially in Sweden. Now we are ready for the next step.

### People

We need the right organization to get things done, and I am pleased that we can jumpstart the fall season with several key positions in place. Sara Fernström is our new Deputy CEO, charged with updating the business model to more of a digital focus and larger partner networks, and creating opportunities for increased international sales. We have also strengthened our team with a new international sales director and a head of business development to ensure that our expansion plans are executed wisely, through efficient processes, to generate the best return.

### Capital

We have a strong concept and the right people in place to take the next step. However, the transformation and an increased share of sales generated from our own channels, particularly through our own web shop, also require capital. I am very pleased therefore that Odd Molly completed a successful, fully subscribed new share issue in June, which enables us to implement our strategy.

## What happened in the quarter?

The second quarter is Odd Molly's seasonally smallest. Revenue decreased by 7 percent compared to the same period last year. The slower sales development is primarily due to the challenges faced by the physical stores in Sweden. The percentage of digital sales – through our own web and those of other web retailers – is now well over 40 percent.

We have taken many proactive marketing initiatives, highlighted by Queens of Pop this summer. Odd Molly was the main sponsor of this music festival, which featured only female artists. The festival's mission – to connect people in an inspiring and loving atmosphere for a more respectful community – fits in well with our ideas and how we see Molly and our environment.

## What's next on the agenda?

We have been clear that we want to increase sales in the international market. Today close to 70 percent of our sales is in Sweden. We are of the opinion that Odd Molly's style and concept is at least as attractive in the global market as in the Swedish. With new strategic actions and new competences, we are eagerly looking forward to this.

### A comprehensive approach in Norway yields results

*“When we changed how we work in Norway earlier this year and took more of a comprehensive approach to stores, retailers and the web, sales rose significantly. Working in a structured way with our omni-channel offer is a recipe for success we want to improve in more countries.”*

We remain committed to our home market, not the least with a digital focus, and are critically evaluating our own physical stores presence, where decisions to close a number of stores already have been made.

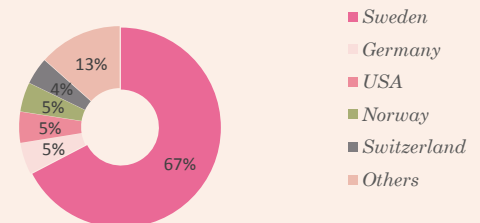
We are fully focused on getting the most out of the groundwork that has been laid and reaching out to the rest of the world with our strong concept and brand. Everything is connected, and with a comprehensive approach, more international competence, a capital reinforcement, cost focus and lots of new energy we are sure to find more Mollys in the world.

**Jennie Högstedt Björk**, CEO

#### KEY FIGURES FIRST HALF OF 2018

- Total operating revenue SEK 181.8 million (208.1)
- Operating loss SEK -18.6 million (0.0)
- Operating margin -10.2% (0.0)

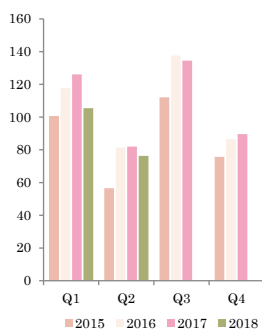
#### REVENUE BY COUNTRY, ROLLING 12 MONTHS



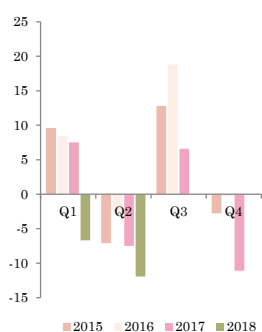
July 2017 – June 2018

# The Group's development

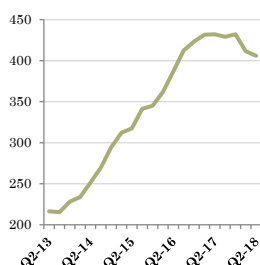
## QUARTERLY SALES



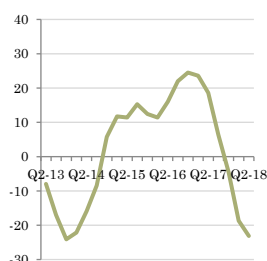
## QUARTERLY OPERATING RESULT



## ROLLING 12-MONTH SALES



## ROLLING 12-MONTH OPERATING RESULT



## SEASONAL FLUCTUATIONS

Odd Molly's operations are seasonal, with the largest share of sales in the first and third quarters, while the second and fourth quarters are seasonally smaller. As a result, the company's operations, sales and profits are best followed on a semiannual basis. Because of the growing share of retail sales, the seasonal fluctuations are gradually diminishing.

## TOTAL OPERATING REVENUE

### **Second quarter April 1 - June 30, 2018**

Total operating revenue in the second quarter amounted to SEK 76.3 million (82.0), a decrease of 7 percent compared with the same period in 2017. Revenue from wholesale operations (sales to retailers and partners) increased 1 percent compared with the previous year to SEK 21.3 million (21.0) in the second quarter. Sales were positively affected because a larger share of the spring/summer collection was delivered in the second quarter this year compared with 2017. The company's retail operations (own sales to consumers through stores and web shop) decreased 10 percent to SEK 55.0 million (60.9), mainly due to lower sales in the company's own stores compared with 2017.

### **First half-year January 1 - June 30, 2018**

Total operating revenue in the first half of 2018 amounted to SEK 181.8 million (208.1), a decrease of 13 percent compared with the same period in 2017. Revenue from wholesale operations decreased 25 percent to SEK 71.0 million (94.6). The company's retail sales decreased 2 percent to SEK 110.7 million (113.5). The company's web shop continued to report growth, while its own stores posted a less favorable trend.

## EARNINGS

### **Second quarter April 1 - June 30, 2018**

The gross profit margin for the period was 57.6 percent (57.6). The margin was positively affected by the higher share of sales from the retail business as well as positive FX effects, at the same time that promotional discounts had a negative impact.

The operating loss was SEK -11.9 million, compared with SEK -7.5 million in the same period in 2017. The change was mainly due to the lower sales as well as costs to strengthen the brand and drive traffic to stores and the web shop.

Personnel expenses amounted to SEK 20.4 million (26.7 percent of total operating revenue), compared with SEK 20.2 million (24.7 percent of total operating revenue) in the previous year. Other external expenses amounted to SEK 32.6 million (42.7 percent of total operating revenue) compared with SEK 31.0 million (37.8 percent of total operating revenue) in the previous year. The increase was mainly due to digital investments and branding, including preparations leading up to this summer's Queens of Pop music festival, where Odd Molly was the main sponsor.

The net loss amounted to SEK -10.3 million (-6.6) and earnings per share amounted to SEK -1.78 (-1.15).

### **First half-year January 1 - June 30, 2018**

The gross profit margin in the first half of 2018 increased to 55.6 percent (55.4).

The operating loss was SEK -18.6 million, compared with SEK 0.0 million in the same period in 2017, negatively affected by lower sales, higher distribution and operating costs since a higher percentage of sales were through the web shop, and marketing and digital investments.

Personnel expenses amounted to SEK 39.4 million (21.7 percent of total operating revenue), compared with SEK 39.9 million (19.2 percent of total operating revenue) in the previous year. Other external expenses amounted to

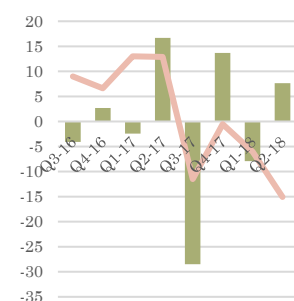
SEK 74.1 million (40.8 percent of total operating revenue) and SEK 69.3 million (33.3 percent of total operating revenue) in the previous year. Last year's reorganization has rendered savings that have been reinvested into marketing and digital and international initiatives. The efforts to optimize processes and working methods continue to free up additional resources.

The net loss amounted to SEK -17.0 million (-1.9) and earnings per share before dilution amounted to SEK -2.95 (-0.34).

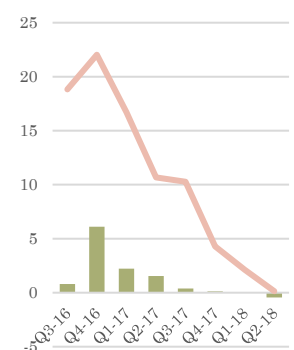
### **Analysis of operating result**

SEK million	Apr-Jun	Jan-Jun
<b>Operating loss/profit 2017</b>	<b>-7.5</b>	<b>0.0</b>
Effect of lower sales	-2.8	-11.6
Effect of gross profit margin	+0.0	+0.1
Lower/higher distribution costs	+0.4	-3.6
Higher costs associated with digital investments and marketing	-2.0	-3.5
<b>Operating loss 2018</b>	<b>-11.9</b>	<b>-18.6</b>

CASH FLOW FROM OPERATING ACTIVITIES QUARTERLY AND ROLLING 12 MONTHS (LINE)



INVESTMENTS QUARTERLY AND ROLLING 12 MONTHS (LINE)



### INVESTMENTS AND CASH FLOW

In the second quarter of 2018 the company's investments totaled SEK 0.4 million (1.5). Cash flow from operating activities amounted to SEK 7.3 million (16.7) and total cash flow was SEK 42.2 million (9.4), including the proceeds from the share issue with pre-emption rights and overallotment issue totaling SEK 35.3 million after issue costs.

In the first half of 2018 the company's investments totaled SEK 0.5 million (3.8). Cash flow from operating activities amounted to SEK -0.6 million (14.3), negatively affected by the lower operating result, but also by the final tax payment for financial year 2016 and compensation related to last year's organizational changes and agent buyouts totaling approximately SEK 7 million. Total cash flow amounted to SEK 34.2 million (4.8), including the proceeds from the share issue with pre-emption rights and overallotment issue totaling SEK 35.3 million after issue costs.

### INVENTORY

Inventory amounted to SEK 74.4 million at the end of the period, compared with SEK 81.5 million on June 30, 2017. Compared with the previous quarter inventory decreased SEK 5.3 million. The company is working continuously to sell off older inventory and optimize purchasing as a way to hold down inventory levels despite the shift toward more sales through its own channels. The new category strategy, with fewer main collections and more special collections, which was implemented last year, has also contributed to lower inventory levels.

### FINANCIAL POSITION AND NEW SHARE ISSUE

The Group's total assets amounted to SEK 180.0 million (187.7) on June 30, 2018. Shareholders' equity was SEK 113.4 million on the same date, compared with SEK 94.4 million on June 30, 2017. The equity/assets ratio was 63 percent (50) at the end of the period and cash and cash equivalents amounted to SEK 26.1 million (18.4). Net liquidity, after utilized overdraft facilities, amounted to SEK 22.4 million (2.6). Accounts receivable amounted to SEK 49.2 million on June 30, 2018, compared with SEK 41.1 million a year earlier.

The previously announced share issue with pre-emption rights and overallotment issue were implemented in June and increased the share capital and number of shares and votes in the company. After the share and overallotment issues, 1,917,333 and 750,000 new shares were issued, respectively, raising the share capital by a total of SEK 266,733. As of June 30, 2018 Odd Molly's share capital amounts to SEK 841,933 and the total number of shares in the company is 8,419,333. In total, the company received proceeds of SEK 35.3 million after issue costs.

As of June 30, 2018 the company's ownership structure is as follows:

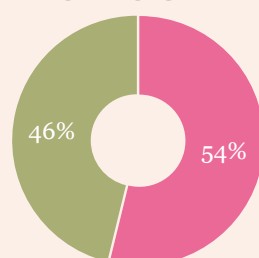
<b>Shareholder</b>	<b>Number of shares</b>	<b>Holding in %</b>
M2 Capital Management AB	1,684,744	20.01
Kattvik Financial Services AB	1,428,577	16.97
A.T.V. Holding AB	851,811	10.12
New Moon Förvaltning AB	842,471	10.01
Rite Ventures	360,000	4.28
Oedling Systems AB	266,000	3.16
Björn Bengtsson	253,140	3.01
AMF Aktiefond Småbolag	197,533	2.35
Jan-Olof Olson	187,476	2.23
Michael Löfman	177,557	2.11
<b>Total 10 largest shareholders</b>	<b>6,249,309</b>	<b>74.23</b>
Other	2,170,024	25.77
<b>Total</b>	<b>8,419,333</b>	<b>100.00</b>



# Segments

The company reports revenue and operating results for three segments: wholesale, retail and common group costs. Operating results for each segment are charged with direct costs for the segment. Costs not directly attributable to wholesale or retail are reported in the segment common group costs.

## REVENUE BY SEGMENT



July 2017 - June 2018

## WHOLESALE

- Retailers (stores and web shops)
- Stores managed by partners
- Shop-in-shops managed by retailers

## RETAIL

- Web shop
- Stores managed by Odd Molly as independent stores, outlets, stores in shopping centers and department stores Located in Sweden, Norway, Finland

## WHOLESALE

### Development in first half of 2018

- Sales down 25 percent – changes in the industry, where many physical retailers are struggling
- Slightly lower gross profit margin
- Lower operating costs due to reorganization in 2017, which has generated savings

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 17-Jun 18
Sales	21,289	21,014	71,044	94,562	210,968	187,450
Operating profit/loss	-2,075	-1,171	7,191	16,359	34,458	25,290
Operating margin, %	-9.7	-5.6	10.1	17.3	16.3	13.5

## RETAIL

### Development in first half of 2018

- Sales down 2 percent to due to lower year-over-year sales in own physical stores
- Margin affected by promotion-driven market and higher distribution costs due to higher percentage of digital sales
- Higher costs for digital investments and marketing

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 17-Jun 18
Sales	55,035	60,948	110,744	113,494	221,150	218,399
Operating profit	6,529	12,088	8,741	19,699	30,972	20,014
Operating margin, %	11.9	19.8	7.9	17.4	14.0	9.2

## COMMON GROUP COSTS

Operating expenses not directly attributable to the wholesale or retail operations are classified as common group costs. Examples include the cost of design, production and marketing not attributable to either sales segment as well as general and administrative costs for accounting, logistics and IT.

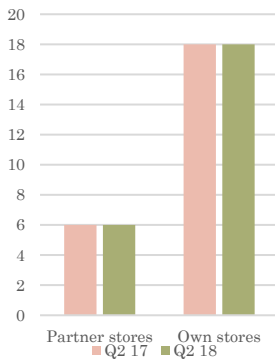
### Development in first half of 2018

- SEK 1.5 million lower costs compared with 2017, mainly for sales samples due to new collection strategy

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 17-Jun 18
Operating loss	-16,392	-18,424	-34,565	-36,034	-69,910	-68,441

# Other

STORES AS OF JUNE 30



## EVENTS DURING THE QUARTER AND AFTER ITS CONCLUSION

### **Stores**

The decision has been made to close a number of Odd Molly stores, and the store at the Åhléns department store in Gothenburg will close at the end of August 2018. Discussions are being held with other landlords as well with the aim to optimize the number of stores given the strategy and market conditions.

### **Management**

On August 6 Jennie Högstedt Björk took over as CEO, replacing Anna Attemark, who left Odd Molly for a new operational assignment outside the company. Jennie Högstedt Björk had been the company's Deputy CEO and Assortment Manager since 2011. On the same date Sara Fernström took over as Deputy CEO. She has many years of experience in digital strategy for consumer brands and business and brand development, especially in the US market, most recently as CEO of the Lyft Brands Group in New York. The company's management team has also been strengthened through the addition of the new role head of business development. Mathias Ericsson, who joined Odd Molly on August 13, has many years of experience in operational and strategic roles with a focus on process optimization and IT architecture, including at the cosmetics company Oriflame and as a consultant with Accenture.

### **Rest of the organization**

Odd Molly's transformation is continuing at a rapid rate. The focus is on strengthening the company's digital presence and accelerating its international expansion, with measures being taken to reprioritize resources and optimize working methods. Odd Molly has placed emphasis for several years on improving and developing its concept, which now allows it to focus more on reaching out to new and existing customers in a cost- and capital-efficient way. In June the company hired an international sales director to expand and strengthen the brand outside Sweden.

### **Annual General Meeting**

The Annual General Meeting (AGM) of Odd Molly International AB (publ), which was held on May 4, 2018, adopted the Parent Company's and the Group's income statements and balance sheets for the financial year 2017. The AGM resolved that no dividend shall be paid for the financial year 2017. The Board of Directors and the CEO were discharged from liability for the financial year 2017.

The AGM passed the resolution on the Board of Directors and reelected board members Mia Arnhult, Kia Orback Pettersson, Patrik Tillman, Elin Ryer and Jacob Wall. Anna Frick was elected as a new member, replacing Nils Vinberg, who had declined reelection. Patrik Tillman was reelected as Chairman of the Board. The AGM also resolved, in accordance with the nomination committee's proposal, to continue to pay the Chairman remuneration of SEK 195,000 and pay each board member SEK 135,000, corresponding to total remuneration of SEK 870,000. No remuneration shall be paid for committee work.

The registered accounting firm Ernst & Young AB was reelected as the company's auditor for the period until the end of the AGM in 2019. The AGM resolved that the auditor's remuneration will be paid in accordance with approved invoices.

Furthermore, the AGM passed resolutions on the remuneration guidelines for senior executives and on the procedure for establishing a nomination committee for the AGM in 2019.

The AGM also resolved to approve the share issue with pre-emption rights adopted by the Board of Directors, increasing the company's share capital by not more than SEK 191,733.30 through issuance of not more than 1,917,333 shares.



In addition, the AGM resolved to authorize the Board to issue not more than 750,000 additional shares in the event that the share issue with pre-emption rights was oversubscribed.

All other proposals detailed in the notice of the AGM were approved by the AGM. For more information, see <https://corporate.oddmolly.com/sv/kommunike-fran-arsstamma-2018-i-oddmolly-international-ab-publ-4328/>

### **Share issue with pre-emption rights and overallotment issue**

In the second quarter the company completed the share issue with pre-emption rights and overallotment issue resolved by the Annual General Meeting. The share issue was oversubscribed by 39.1 percent. To satisfy the oversubscription, the Board of Directors resolved to implement an additional share issue with derogation from shareholders' pre-emption rights (overallotment issue).

The proceeds to the company totaled SEK 35.3 million after issue costs. The capital allows the company to take advantage of the growth opportunities it sees internationally and digitally, make faster adjustments to changing market conditions and finance the increased working capital it needs because of the higher share of sales through its own channels.

### NUMBER OF SHARES

As of June 30, 2018 there were a total of 8,419,333 shares outstanding. The total average number of shares in the second quarter 2018 was 5,810,623.

Key ratios per share	Jun 30 2018	Jun 30 2017	Dec 31 2017
Weighted average number of shares before dilution (Jan-Jun)	5,781,473	5,752,000	5,752,000
Weighted average number of shares after dilution (Jan-Jun)	5,781,473	6,052,000	5,752,000
Equity per average share before dilution, SEK	19.62	16.41	15.82

### EMPLOYEES

The total number of employees at the end of the period was 99 (112), of whom 8 were men and 91 women. The average number of employees in the second quarter was 100 (110).

### PARENT COMPANY

The Parent Company reported total operating revenue of SEK 174.3 million (198.6) in the first half of 2018 with an operating loss of SEK -10.3 million (3.6). The Parent Company's adjusted shareholders' equity amounted to SEK 91.7 million (78.4). Cash and cash equivalents amounted to SEK 19.6 million (11.6). Net liquidity, after utilized overdraft facilities, amounted to SEK 15.9 million (-4.1).

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 manage operations in their respective countries. All other sales are through the Parent Company.

### TRANSACTIONS WITH RELATED PARTIES

Aside from the Parent Company's sales of products to subsidiaries, the following transactions with related parties took place in second first quarter of 2018.

To bridge the gap until the subscription proceeds from the share issue with pre-emption rights and the overallotment issue became available, the company in the second quarter obtained two short-terms loan of SEK 5 million each on market terms from two of the company's major owners, Kattvik Financial Services AB and M2 Capital Management AB. Both of these loans have been fully amortized and accrued interest was paid in the second quarter.

## 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 of Odd Molly's Swedish annual report for 2017, which is published on Odd Molly's website. There we also explain how Odd Molly manages and tries to minimize these risks. The assessment of these risks is unchanged compared with the assessment in the Swedish annual report 2017.

## 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 45-48 of the Swedish annual report for 2017. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2018 are not considered to materially affect the company's financial reports. For further information, see below.

Currency derivatives are measured at fair value within level 2, according to the definition in IFRS 13, 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 approximate to 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.

## ***New IFRS and interpretations that are applied as of January 1, 2018***

### **IFRS 9 Financial Instruments**

The standard entered into force on January 1, 2018 and has been adopted by the EU.

#### a) Classification and measurement

The company does not see a significant impact on its balance sheet or equity due to the new classification and valuation requirements. Currency derivatives will continue to be measured at fair value within level 2, i.e., fair value based on valuation techniques with observable market data. Other financial liabilities are classified as other financial liabilities at amortized cost. All financial assets and liabilities have short maturities and, as a result, book value is considered an approximation of fair value.

#### b) Impairment

According to IFRS 9, expected credit losses will be booked for all outstanding instruments and receivables. The company has evaluated the current method for measuring trade receivables and conducted a thorough analysis of historical impairment losses. The company has historically had low credit losses; in 2016, for example, they amounted to only 0.17% of sales. The company's assessment is that the transition to IFRS 9 will not have a significant impact on impairment of trade receivables.

#### c) Hedge accounting

The company applies hedge accounting to the derivatives (forward exchange contracts) that are used to protect against the risk of exchange rate fluctuations tied to projected cash flows related to the movement of goods. The company will continue to report these instruments according to IAS 39, which is consistent with IFRS 9.

#### **IFRS 15 Revenue from Contracts with Customers**

The standard entered into force on January 1, 2018 and has been adopted by the EU. The standard provides a single model for recognizing revenue from contracts with customers. The company has evaluated the types of contracts and transactions that fall within the framework of this standard. The evaluation includes loss of income due to complaints and returns from customers, revenue from retailer customers with the right to return goods after each season, revenue from retailer customers with the right to a reduced price prior to the retail sales season, and revenue and shrinkage generated from consignment customers. Following the evaluation, the company remains of the opinion that the standard will not impact the Group's reporting.

#### ***New IFRS and interpretations that have not yet been applied***

#### **IFRS 16 Leases**

The standard enters into force on January 1, 2019 and has been adopted by the EU. The company has leases on retail properties and vehicles, among other things, which will result in an increase in total assets.



# Alternative performance measures

Following are definitions of the concepts and measures used in the report to describe the company's performance which are not defined or specified according to IFRS.

## GROSS PROFIT MARGIN

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 2017- Jun 2018
<i>Operating revenue</i>						
Net sales	75,451	81,514	180,397	206,773	430,417	404,042
<i>Operating expenses</i>						
Cost of goods sold	-31,974	-34,570	-80,101	-92,131	-198,511	-186,481
<b>Gross profit</b>	<b>43,477</b>	<b>46,944</b>	<b>100,296</b>	<b>114,642</b>	<b>231,906</b>	<b>217,561</b>
<b>Gross profit margin, %</b>	<b>57.6</b>	<b>57.6</b>	<b>55.6</b>	<b>55.4</b>	<b>53.9</b>	<b>53.8</b>

To calculate the gross profit margin, gross profit is calculated first by subtracting the cost of goods sold from net sales. Gross profit is then measured in relation to net sales to obtain the gross profit margin. The margin, which indicates how large a percentage of net sales becomes profit after the cost of goods sold, is impacted by factors such as pricing, commodity and manufacturing costs, inventory writedowns and exchange rates. All measures used in the calculation can be found in the consolidated income statement.

## OPERATING MARGIN

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 2017- Jun 2018
<i>Operating revenue</i>						
Net sales	75,451	81,514	180,397	206,773	430,417	404,042
Other operating revenue	874	448	1,390	1,283	1,701	1,808
<b>Total operating revenue</b>	<b>76,325</b>	<b>81,961</b>	<b>181,788</b>	<b>208,056</b>	<b>432,118</b>	<b>405,850</b>
<b>Operating profit/loss</b>	<b>-11,938</b>	<b>-7,507</b>	<b>-18,633</b>	<b>24</b>	<b>-4,480</b>	<b>-23,137</b>
<b>Operating margin, %</b>	<b>-15.6</b>	<b>-9.2</b>	<b>-10.2</b>	<b>0.0</b>	<b>-1.0</b>	<b>-11.3</b>

To calculate the operating margin, operating profit is measured in relation to total operating revenue. This measure indicates how large a percentage of total operating revenue becomes profit after operating expenses. All measures used in the calculation can be found in the consolidated income statement. Operating margin is one of the company's communicated financial targets.

## EQUITY/ASSETS RATIO

SEK in thousands	Jun 30 2018	Jun 30 2017	Dec 31 2017
Shareholders' equity	113,440	94,382	91,002
Total assets	180,017	187,703	181,709
<b>Equity/assets ratio, %</b>	<b>63</b>	<b>50</b>	<b>50</b>

The equity/assets ratio is calculated by measuring equity in relation to total assets, providing an indication of how large a percentage of the assets is financed with equity. All measures used in the calculation can be found in the consolidated balance sheet. Equity/assets ratio is one of the company's communicated financial targets.

## RETURN ON EQUITY

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 2017- Jun 2018
Profit attributable to Parent Company's shareholders (net profit)	-10,320	-6,596	-17,047	-1,933	-6,266	-21,380
Average equity	100,255	101,537	102,221	100,053	98,364	103,991
<b>Return on equity, %</b>	<b>-10.3</b>	<b>-6.5</b>	<b>-16.7</b>	<b>-1.9</b>	<b>-6.4</b>	<b>-20.6</b>

The return on equity is calculated by measuring net profit for the period in relation to average equity during the period (opening balance + closing balance divided by two). The return on equity measures the company's return during the period on the equity invested by shareholders, and thus how profitable a company is for its

shareholders. Measures used in the calculation can be found in the consolidated balance sheet and income statement.

#### NET LIQUIDITY

	<b>Jun 30</b>	<b>Jun 30</b>	<b>Dec 31</b>
SEK in thousands, Group	<b>2018</b>	<b>2017</b>	<b>2017</b>
Cash and cash equivalents	26,138	18,352	17,050
Utilized overdraft facilities at the end of the period	3,712	15,753	29,602
<b>Net liquidity</b>	<b>22,426</b>	<b>2,599</b>	<b>-12,553</b>

	<b>Jun 30</b>	<b>Jun 30</b>	<b>Dec 31</b>
SEK in thousands, Parent Company	<b>2018</b>	<b>2017</b>	<b>2017</b>
Cash and cash equivalents	19,617	11,634	12,387
Utilized overdraft facilities at the end of the period	3,712	15,753	29,602
<b>Net liquidity</b>	<b>15,904</b>	<b>-4,119</b>	<b>-17,215</b>

Net liquidity is calculated by subtracting utilized overdraft facilities from cash and cash equivalents. Measures used in the calculation come from the Group's and the Parent Company's balance sheet and cash flow statement.

#### EQUITY PER SHARE

	<b>Jun 30</b>	<b>Jun 30</b>	<b>Dec 31</b>
	<b>2018</b>	<b>2017</b>	<b>2017</b>
Weighted average number of shares	5,781,473	5,752,000	5,752,000
Shareholders' equity, SEK thousands	113,440	94,382	91,002
<b>Equity per share before dilution, SEK</b>	<b>19.62</b>	<b>16.41</b>	<b>15.82</b>

Equity per share, also called a company's net asset value, is calculated by measuring the company's shareholders' equity in relation to the average number of shares before dilution. Equity per share after dilution has not been calculated. Calculation methods can be found in the consolidated balance sheet and the section Number of shares.

#### PARENT COMPANY'S ADJUSTED EQUITY

	<b>Jun 30</b>	<b>Jun 30</b>	<b>Dec 31</b>
SEK in thousands	<b>2018</b>	<b>2017</b>	<b>2017</b>
Shareholders' equity	84,415	65,995	55,802
78 percent of the untaxed reserves	7,254	12,402	7,254
<b>Adjusted equity</b>	<b>91,669</b>	<b>78,397</b>	<b>63,056</b>

The Parent Company's adjusted equity is calculated by adding 78 percent of the Parent Company's untaxed reserves to the Parent Company's shareholders' equity. All measures used in the calculation can be found in the Parent Company's balance sheet.



# Condensed financial information

## CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 2017- Jun 2018
<i>Operating revenue</i>						
Net sales	75,451	81,514	180,397	206,773	430,417	404,042
Other operating revenue	874	448	1,390	1,283	1,701	1,808
<b>Total operating revenue</b>	<b>76,325</b>	<b>81,961</b>	<b>181,788</b>	<b>208,056</b>	<b>432,118</b>	<b>405,850</b>
<i>Operating expenses</i>						
Cost of goods sold	-31,974	-34,570	-80,101	-92,131	-198,511	-186,481
Other external expenses	-32,629	-31,012	-74,130	-69,322	-147,437	-152,245
Personnel expenses	-20,397	-20,208	-39,391	-39,860	-77,071	-76,602
Depreciation/amortization	-3,093	-3,046	-6,098	-5,930	-12,009	-12,178
Other operating expenses	-170	-633	-701	-789	-1,570	-1,482
<b>Operating profit/loss</b>	<b>-11,938</b>	<b>-7,507</b>	<b>-18,633</b>	<b>24</b>	<b>-4,480</b>	<b>-23,137</b>
<i>Result from financial items</i>						
Interest income	161	151	394	299	686	781
Interest expenses	-380	-235	-736	-516	-1,041	-1,262
<b>Profit/loss after financial items</b>	<b>-12,157</b>	<b>-7,591</b>	<b>-18,975</b>	<b>-193</b>	<b>-4,835</b>	<b>-23,617</b>
Taxes	1,837	995	1,928	-1,740	-1,431	2,238
<b>Net profit/loss attributable to Parent Company's shareholders</b>	<b>-10,320</b>	<b>-6,596</b>	<b>-17,047</b>	<b>-1,933</b>	<b>-6,266</b>	<b>-21,380</b>
<i>Other comprehensive income</i>						
Items that will be reclassified to profit or loss						
Translation difference	922	-414	1,723	-593	-1,168	1,148
Cash flow hedges	626	-1,983	3,181	-3,929	-1,126	5,984
Tax effect fair value cash flow hedges	-138	436	-700	864	248	-1,316
<b>Total comprehensive income attributable to Parent Company's shareholders</b>	<b>-8,910</b>	<b>-8,557</b>	<b>-12,842</b>	<b>-5,591</b>	<b>-8,312</b>	<b>-15,564</b>
<b>Earnings per share before dilution, SEK</b>	<b>-1.78</b>	<b>-1.15</b>	<b>-2.95</b>	<b>-0.34</b>	<b>-1.09</b>	<b>-3.71</b>
<b>Earnings per share after dilution, SEK</b>	<b>-1.78</b>	<b>-1.15</b>	<b>-2.95</b>	<b>-0.32</b>	<b>-1.09</b>	<b>-3.71</b>



## CONSOLIDATED BALANCE SHEET

SEK in thousands	Jun 30 2018	Jun 30 2017	Dec 31 2017
<b>ASSETS</b>			
<i>Fixed assets</i>			
Intangible fixed assets	2,926	6,165	4,484
Tangible fixed assets	9,549	16,993	13,036
Financial fixed assets	1,087	1,130	1,131
	<b>13,563</b>	<b>24,288</b>	<b>18,651</b>
<i>Current assets</i>			
Inventories	74,396	81,497	77,663
Advance payments to suppliers	1,958	12,060	1,627
Accounts receivable	49,227	41,053	57,749
Current receivables	14,735	10,453	8,969
Cash and cash equivalents	26,138	18,352	17,050
	<b>166,454</b>	<b>163,415</b>	<b>163,058</b>
<b>TOTAL ASSETS</b>	<b>180,017</b>	<b>187,703</b>	<b>181,709</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>			
Shareholders' equity	113,440	94,382	91,002
Deferred tax	3,726	3,715	2,957
Current liabilities	62,851	89,606	87,750
	<b>180,017</b>	<b>187,703</b>	<b>181,709</b>
<b>TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES</b>	<b>180,017</b>	<b>187,703</b>	<b>181,709</b>

Cash and cash equivalents are since the interim report for January-September 2016 reported gross, before utilized overdraft facilities. Utilized overdraft facilities are reported in current liabilities. Previously, cash and cash equivalents were reported net as the value of cash and cash equivalents after utilized overdraft facilities. The difference between net liquidity and gross liquidity is reported in the cash flow statement for the Group.

## PLEGGED ASSETS AND CONTINGENT LIABILITIES

SEK in thousands	Jun 30 2018	Jun 30 2017	Dec 31 2017
Pledged assets	30,000	30,000	30,000
Pledged receivables	3,712	1,370	10,220
Contingent liabilities	1,415	1,415	1,415

## CHANGES IN THE GROUP'S SHAREHOLDERS' EQUITY

SEK in thousands	Jun 30 2018	Jun 30 2017	Dec 31 2017
<b>Attributable to Parent Company's shareholders:</b>			
Shareholders' equity at the beginning of the year	91,002	105,725	105,725
Dividend	0	-5,752	-5,752
Share issue with pre-emption rights and overallotment issue	35,280	0	0
Other	0	0	-658
Total comprehensive income for the period	-12,842	-5,591	-8,312
<b>Shareholders' equity at the end of the period</b>	<b>113,440</b>	<b>94,382</b>	<b>91,002</b>

## CASH FLOW STATEMENT FOR THE GROUP

SEK in thousands	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017
<b>Operating activities</b>					
Operating profit	-11,938	-7,507	-18,633	24	-4,480
Adjustments	3,399	2,932	7,836	4,553	10,093
Interest received	161	151	394	299	686
Interest paid	-280	-235	-736	-516	-1,041
Income tax paid	-1,142	-846	-7,126	-1,595	-3,703
<b>Cash flow from operating activities before changes in working capital</b>	<b>-9,900</b>	<b>-5,505</b>	<b>-18,266</b>	<b>2,766</b>	<b>1,554</b>
<b>Changes in working capital</b>					
Change in inventories	5,728	-5,881	4,027	-14,608	-10,816
Change in receivables	12,722	12,724	10,128	9,646	5,333
Change in current liabilities	-1,211	15,349	3,527	16,471	3,410
<b>Cash flow from operating activities</b>	<b>7,340</b>	<b>16,688</b>	<b>-584</b>	<b>14,274</b>	<b>-519</b>
<b>Investing activities</b>					
Acquisition of tangible fixed assets	-447	-1,543	-512	-3,764	-4,285
Reversal of financial fixed assets	45	0	45	0	0
<b>Cash flow from investing activities</b>	<b>-401</b>	<b>-1,543</b>	<b>-466</b>	<b>-3,764</b>	<b>-4,285</b>
<b>Financing activities</b>					
Dividend paid	0	-5,752	0	-5,752	-5,752
Share issue with pre-emption rights and over-allotment issue	35,280	0	35,280	0	0
<b>Cash flow from financing activities</b>	<b>35,280</b>	<b>-5,752</b>	<b>35,280</b>	<b>-5,752</b>	<b>-5,752</b>
<b>Cash flow for the period</b>	<b>42,219</b>	<b>9,392</b>	<b>34,230</b>	<b>4,758</b>	<b>-10,556</b>
<b>Cash and cash equivalents at the beginning of the period</b>	<b>16,516</b>	<b>16,209</b>	<b>17,050</b>	<b>25,121</b>	<b>25,121</b>
Utilized overdraft facilities at the beginning of the period	36,598	22,834	29,602	26,920	26,920
<b>Cash and cash equivalents at the beginning of the period, net</b>	<b>-20,082</b>	<b>-6,625</b>	<b>-12,553</b>	<b>-1,799</b>	<b>-1,799</b>
Exchange rate difference in cash and cash equivalents	290	-168	749	-360	-198
Change in overdraft facilities utilized	-32,885	-7,081	-25,890	-11,167	2,682
<b>Cash and cash equivalents at the end of the period</b>	<b>26,138</b>	<b>18,352</b>	<b>26,138</b>	<b>18,352</b>	<b>17,050</b>
Utilized overdraft facilities at the end of the period*	3,712	15,753	3,712	15,753	29,602
<b>Cash and cash equivalents at the end of the period, net</b>	<b>22,426</b>	<b>2,599</b>	<b>22,426</b>	<b>2,599</b>	<b>-12,553</b>

\* The total overdraft limit amounts to SEK 40 million

## REVENUE AND OPERATING RESULT BY SEGMENT T

	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017	Jul 2017- Jun 2018
SEK in thousands						
<b>Wholesale</b>						
Revenue	21,289	21,014	71,044	94,562	210,968	187,450
Operating result	-2,075	-1,171	7,191	16,359	34,458	25,290
<b>Retail</b>						
Revenue	55,035	60,948	110,744	113,494	221,150	218,399
Operating result	6,529	12,088	8,741	19,699	30,972	20,014
<b>Central costs</b>						
Operating result	-16,392	-18,424	-34,565	-36,034	-69,910	-68,441
<b>Total</b>						
Revenue	76,325	81,961	181,788	208,056	432,118	405,849
Operating result	-11,938	-7,507	-18,633	24	-4,480	-23,137

The company reports revenue and operating results for three segments: wholesale, retail and common group costs. Operating results for each segment are charged with direct costs for the segment. Costs not directly attributable to wholesale or retail are reported in the segment common group costs.

## QUARTERLY DATA

	Q2 2018	Q1 2018	Q4 2017	Q3 2017	Q2 2017	Q1 2017	Q4 2016	Q3 2016
Total operating revenue, SEK million	76.3	105.5	89.6	134.5	82.0	126.1	86.5	137.6
Gross profit margin, %	57.6	54.1	51.6	53.0	57.6	54.0	60.0	53.8
Operating profit/loss, SEK million	-11.9	-6.7	-11.1	6.6	-7.5	7.5	-0.3	18.8
Operating margin, %	-15.6	-6.3	-12.4	4.9	-9.2	6.0	-0.3	13.7
Net profit/loss, SEK million	-10.3	-6.7	-9.2	4.9	-6.6	4.7	0.8	14.0
Earnings per share before dilution, SEK	-1.78	-1.17	-1.60	0.85	-1.15	0.81	0.14	2.43
Earnings per share after dilution, SEK	-1.78	-1.17	-1.60	0.85	-1.15	0.77	0.14	2.43
Weighted average number of shares before dilution, thousands	5,811	5,752	5,752	5,752	5,752	5,752	5,752	5,752
Weighted average number of shares after dilution, thousands	5,811	5,752	5,752	5,752	5,752	6,052	5,752	5,752
Return on equity, %	-10.3	-7.6	-9.7	5.0	-6.5	4.3	0.8	14.4
Equity/assets ratio, %	63	47	50	48	50	56	55	56
Equity per share before dilution, SEK	19.52	15.14	15.82	17.23	16.41	18.90	18.38	18.08
Cash flow from operating activities, SEK million	7.3	-7.9	13.7	-28.5	16.7	-2.4	2.7	-4.1
Cash flow from operating activities per share before dilution, SEK	1.26	-1.38	2.38	-4.95	2.90	-0.42	0.47	-0.71

## PARENT COMPANY INCOME STATEMENT

	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017
SEK in thousands					
<i>Operating revenue</i>					
Net sales	71,337	77,710	172,889	198,505	408,302
Other operating revenue	874	137	1,390	139	852
<b>Total operating revenue</b>	<b>72,211</b>	<b>77,847</b>	<b>174,280</b>	<b>198,644</b>	<b>409,154</b>
<i>Operating expenses</i>					
Cost of goods sold	-30,067	-32,551	-76,241	-88,374	-188,663
Other external expenses	-30,650	-29,329	-71,120	-67,884	-155,283
Personnel expenses	-17,966	-17,847	-34,361	-35,032	-67,228
Depreciation/amortization of tangible and intangible fixed assets	-1,431	-1,535	-2,845	-2,974	-5,922
Other operating expenses	0	-634	0	-789	-1,476
<b>Operating profit/loss</b>	<b>-7,903</b>	<b>-4,049</b>	<b>-10,287</b>	<b>3,591</b>	<b>-9,418</b>
<i>Result from financial items</i>					
Interest income	161	151	394	301	682
Interest expenses	-361	-224	-708	-505	-1,005
Impairment of receivables/shares in subsidiary	0	0	0	0	-6,461
<b>Profit/loss after financial items</b>	<b>-8,103</b>	<b>-4,122</b>	<b>-10,601</b>	<b>3,387</b>	<b>-16,202</b>
Appropriations	0	0	0	0	6,600
<b>Profit before tax</b>	<b>-8,103</b>	<b>-4,122</b>	<b>-10,601</b>	<b>3,387</b>	<b>-9,602</b>
Taxes	1,936	946	2,364	-870	440
<b>Net profit/loss</b>	<b>-6,167</b>	<b>-3,176</b>	<b>-8,237</b>	<b>2,517</b>	<b>-9,162</b>

## PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME

	Apr-Jun 2018	Apr-Jun 2017	Jan-Jun 2018	Jan-Jun 2017	Jan-Dec 2017
SEK in thousands					
<i>Items that will be reclassified to profit or loss</i>					
Cash flow hedges	626	-1,983	3,181	-3,929	-1,126
Tax effect cash flow hedges	-138	436	-700	864	248
<b>Total comprehensive income for the period</b>	<b>-5,679</b>	<b>-4,723</b>	<b>-5,755</b>	<b>-547</b>	<b>-10,040</b>

## PARENT COMPANY BALANCE SHEET

SEK in thousands	Jun 30 2018	Jun 30 2017	Dec 31 2017
<b>ASSETS</b>			
<b>Fixed assets</b>			
Intangible fixed assets	366	815	590
Tangible fixed assets	5,261	9,749	7,370
Financial fixed assets	25,071	24,742	24,854
	<b>30,698</b>	<b>35,306</b>	<b>32,814</b>
<b>Current assets</b>			
Inventory	66,926	75,880	71,960
Advance payments to suppliers	1,575	11,693	1,384
Accounts receivable	43,201	44,934	46,056
Other current receivables	23,896	14,441	16,188
Cash and cash equivalents	19,617	11,634	12,387
	<b>155,216</b>	<b>158,583</b>	<b>147,974</b>
<b>TOTAL ASSETS</b>	<b>185,913</b>	<b>193,888</b>	<b>180,789</b>
<b>SHAREHOLDERS' EQUITY AND LIABILITIES</b>			
Shareholders' equity	84,415	65,995	55,802
Untaxed reserves	9,300	15,900	9,300
Deferred tax	424	0	0
Current liabilities	91,774	111,994	115,686
	<b>185,913</b>	<b>193,888</b>	<b>180,789</b>
<b>TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES</b>	<b>185,913</b>	<b>193,888</b>	<b>180,789</b>

Cash and cash equivalents are since the interim report for January-September 2016 reported gross, before utilized overdraft facilities. Utilized overdraft facilities are reported in current liabilities. Previously, cash and cash equivalents were reported net as the value of cash and cash equivalents after utilized overdraft facilities.

## PARENT COMPANY PLEDGED ASSETS AND CONTINGENT LIABILITIES

SEK in thousands	Jun 30 2018	Jun 30 2017	Dec 31 2017
Pledged assets	30,000	30,000	30,000
Pledged receivables	3,712	1,370	10,220
Contingent liabilities	1,415	1,415	1,415

The Board of Directors and the CEO certify that the interim 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, August 16, 2018

Patrik Tillman, Chairman

Mia Arnhult, Board Member

Anna Frick, Board Member

Kia Orback Pettersson, Board Member

Elin Ryer, Board Member

Jacob Wall, Board Member

Jennie Högstedt Björk, CEO

## SCHEDULED INFORMATION DATES

- The interim report for January-September 2018 will be released on October 26, 2018
- The year-end report for January-December 2018 will be released on February 14, 2019.
- The interim report for January-March 2019 will be released on May 7, 2019.

## PRESENTATION OF THE REPORT

The report will be presented at the company's head office, Kornhamnstorg 6, Stockholm, on August 16, 2018 at 11.00 am CET. To attend, please contact [jacob.neckmar@oddmolly.com](mailto:jacob.neckmar@oddmolly.com).

For further information, please contact:

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Johanna Palm, CFO, +46-760-10 24 55

This information is information that Odd Molly International AB is obliged to make public pursuant to the EU's Market Abuse Regulation and the Swedish Securities Market Act. The information was submitted for publication, through the agency of the contact persons set above, on August 16, 2018 at 8.00 am CET.

This is an English translation of the Swedish original report.

## ABOUT ODD MOLLY

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The company's products are mainly sold through its own channels as well as through its own sellers and external agents to retailers. A growing share of sales comes from Odd Molly's own channels, mainly from the company's web shop, which reaches over 40 countries. The company also has 18 of its own physical stores as well as stores managed by partners in selected markets. The Odd Molly share is traded Nasdaq Stockholm's small cap list.

## OUR STRATEGY

Odd Molly will profitably grow by continuing to create attractive collections, leveraging its geographical platform and developing new and existing sales channels. The corporate culture is rooted in quality, responsibility and engagement. Odd Molly's strategic work can be summarized as follows:

**Collection** Odd Molly will design beautiful clothing and related lifestyle products for girls. The collections will be distinguished by color, patterns and workmanship, with a balance between volume and price within a distinctive design concept.

**Channels** Odd Molly will expand its retail presence by continuing to carefully choose retailers. Odd Molly will to a greater degree also manage and develop its own retail operations in multiple channels.

**Markets** Odd Molly will continue to strengthen its brand long term and drive sales with an emphasis on markets where it has the best opportunities to build a strong long-term position. Odd Molly will increase control in strategic markets, while continuously evaluating opportunities to expand to new markets.

**People** Odd Molly's organization will maintain the highest quality, drive and engagement and be adapted to the company's long-term needs and growth. Consideration for Odd Molly's stakeholders cuts across the entire company.

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Press photos can be downloaded from Odd Molly's website at [www.oddmolly.com](http://www.oddmolly.com) under "press".

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