Interim report
January 1– September 30, 2018

Odd Molly International AB (publ)
Stockholm, Sweden, October 25, 2018

Comprehensive action plan to reverse the current trend

JULY 1 – SEPTEMBER 30, 2018

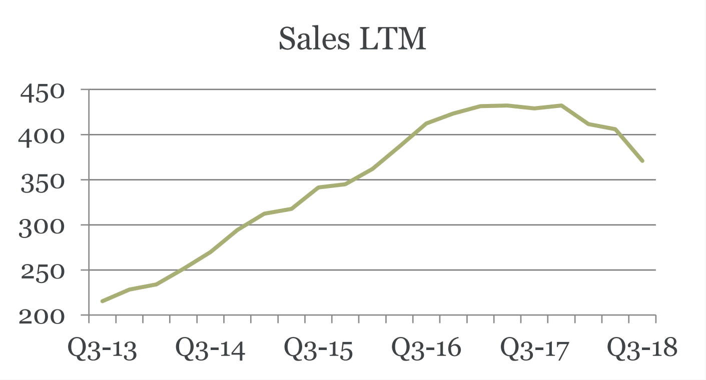
- Total operating revenue decreased 26 per cent to SEK 99.5 million (134.5), mainly due to weak sales to external retailers.
- The gross profit margin was 51.0 per cent (53.0).
- The operating loss was SEK -19.3 million (6.6), negatively affected by restructuring costs of SEK 5.8 million (4.8).
- The net loss amounted to SEK -15.7 million (4.9).
- Earnings per share amounted to SEK -1.87 (0.85).

JANUARY 1– SEPTEMBER 30, 2018

- Total operating revenue decreased 18 per cent to SEK 281.2 million (342.6).
- The gross profit margin was 54.0 per cent (54.5).
- The operating loss was SEK -38.0 million (6.6), negatively affected by restructuring costs of SEK 5.8 million (4.8).
- The net loss amounted to SEK -32.8 million (2.9).
- Earnings per share amounted to SEK -4.91 (0.51).

EVENTS DURING AND AFTER THE QUARTER

- A comprehensive action plan to reduce complexity, tied-up capital and operating expenses has been resolved. Operating expenses will be reduced by around SEK 50 million on a full-year basis. The effects will gradually be realized in 2019. Restructuring costs for the action plan of SEK 5.8 million were recognized in the quarter.
- The number of stores operated by the company is planned to be reduced from 17 to six within the next year.
- In October an agreement was signed with an operator in Portugal and Spain, which, under a licensing model, will take over sales to retailers in these markets as well as operation of the existing store in El Corte Inglès in Lisbon.
- During the quarter the new CEO, Deputy CEO and head of business development joined the company.



KEY FIGURES

	Jul-Sep 2018*	Jul-Sep 2017**	Jan-Sep 2018*	Jan-Sep 2017**	Jan-Dec 2017**	Oct 17-Sep 18
Total operating revenue, SEK million	99.5	134.5	281.2	342.6	432.1	370.8
Change, %	*-26*	*-2*	*-18*	*2*	*2*	
Gross profit margin, %	51.0	53.0	54.0	54.5	53.9	53.4
Operating profit/loss, SEK million	-19.3	6.6	-38.0	6.6	-4.5	-49.1
Operating margin, %	-19.4	4.9	-13.5	1.9	-1.0	-16.5
Net profit/loss, SEK million	-15.7	4.9	-32.8	2.9	-6.3	-42.0
Earnings per share before dilution, SEK	-1.87	0.85	-4.91	0.51	-1.09	-6.52
Earnings per share after dilution, SEK	-1.87	0.85	-4.91	0.51	-1.09	-6.52
Return on equity, %	-14.9	5.0	-34.8	-1.7	-6.4	-42.8
Equity/assets ratio, %	53	48	53	48	50	53
Cash flow from operating activities, SEK million	-20.6	-28.5	-21.2	-14.2	-0.5	-7.5

**Result affected by restructuring costs of SEK 5.8 million.*
***Result affected by restructuring costs of SEK 4.8 million.*

Comment from the CEO

Strong action to redirect the business model and reduce costs

During the quarter we worked intensely to develop a future plan for Odd Molly. We are facing an accelerated transition and have to renew the business model, our offering, and how and where we meet our customers. The plan contains cost cuts in some areas along with specific measures focused on our web shop and sales to selected international markets - initiatives that will enable Odd Molly to develop faster, more efficiently and with less capital. Basically, we will switch in most international markets to a licensing model, significantly reduce our product range and close a large share of our own physical stores. Taken together, we will decrease costs by about SEK 50 million on an annual basis, with the impact gradually felt in 2019.

Due to the ongoing strategic transition, in combination with a very challenging market, the company's third quarter was weak. We also saw a large negative impact in all our sales channels from the warm weather, where the majority of lost sales coming from outerwear and knits. Odd Molly's total operating revenue for the quarter fell 26 per cent compared with the same quarter in 2017 and the operating loss amounted to SEK -19.3 million including a provision for restructuring costs of SEK 5.8 million as well as additional costs of one-off nature amounting to about 3 MSEK.

Channels
As a direct result of the rapid change in the market, we have decided to close a large number of our physical stores. In the next year we plan to reduce the number of own stores from 17 to six, while making sure that Odd Molly is sold through strong digital and brick-and-mortar retailers in Sweden and internationally.

This is in line with our strategic focus on digital sales and international growth through further investments in our digital offering as well as entrepreneurial partners and strong retailers.

“A comprehensive action plan has been resolved. We will close a large share of our own physical stores, significantly reduce our product range and switch to a licensing model in most international markets. Taken together, we will decrease costs by about SEK 50 million on an annual basis.”

Product range
Odd Molly’s design works well online, and we will continue to optimize our product range in order to grow sales online and internationally in the best way. We feel that today the product range is too wide and as a result, we will greatly reduce it, making us more agile and cost-effective.

Licensing model
In order to improve our opportunities to grow internationally, we have begun a strategic change of the company’s business model in selected markets outside our home market. We will rapidly change over to a licensing model based on long-term collaboration with strong local partners. The licensing model is capital-efficient and creates much better opportunities for the local partner to grow and invest in the brand and distribution.

Odd Molly will also get support and a boost to our digital growth through oddmolly.com, which we will continue to manage ourselves. The first to switch to licensed markets are Portugal and Spain, where we signed an agreement with a local operator.

Together, the measures constitute important steps to develop Odd Molly in a more effective and capital-efficient way toward profitability and growth.

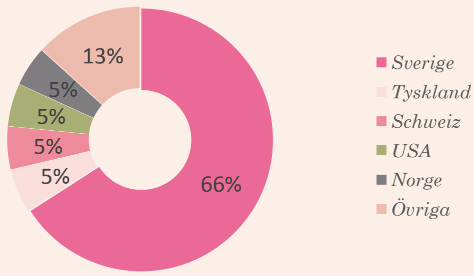
Jennie Högstedt Björk, CEO

KEY FIGURES FIRST NINE MONTHS OF 2018

- Total operating revenue SEK 281.2 million (342.6)
- Operating loss SEK -38.0 million (6.6)
- Operating margin -13.5% (1.9)

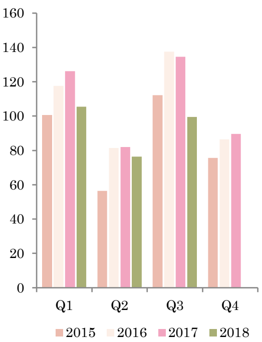
REVENUE BY COUNTRY, ROLLING 12 MONTHS

oktober 2017 – september 2018

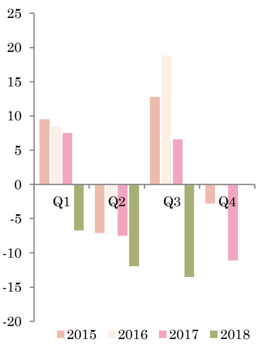


The Group's development

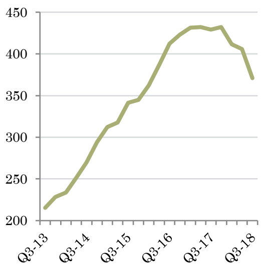
QUARTERLY OPERATING RESULT



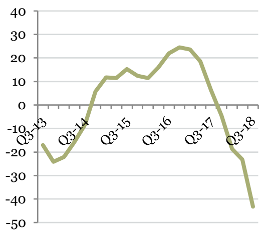
QUARTERLY OPERATING RESULT



ROLLING 12-MONTH SALES



ROLLING 12-MONTH OPERATING RESULT



SEASONAL FLUCTUATIONS

Odd Molly's operations are seasonal, with higher sales in the first and third quarters, while the second and fourth quarters are seasonally lower. 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

Third quarter July 1 - September 30, 2018

Total operating revenue in the third quarter amounted to SEK 99.5 million (134.5), a decrease of 26 per cent compared with the same period in 2017. The company's retail operations (own sales to consumers through stores and web shop) decreased 11 per cent to SEK 52.5 million (58.9), mainly due to lower sales in the company's own stores compared with 2017. Revenue from wholesale operations (sales to retailers and partners) decreased 38 per cent compared with 2017 to SEK 46.9 million (75.6) in the third quarter. Sales were negatively affected by the difficulties many in the industry are facing, because of which many, mainly smaller, customers have reduced their purchases. The unusually warm weather also hurt sales in all channels.

The period January 1- September 30, 2018

Total operating revenue in the first nine months of 2018 amounted to SEK 281.2 million (342.6), a decrease of 18 per cent year-over-year. The company's retail sales decreased 5 per cent to SEK 163.3 million (172.4). The company's web shop continued to report growth, while our own stores weakened. Revenue from wholesale operations decreased 31 per cent to SEK 118.0 million (170.2).

EARNINGS

Third quarter July 1 - September 30, 2018

The gross profit margin for the quarter was 51.0 per cent (53.0). Accruals for bonuses, not previously provided for, earned by customer club members that were booked during the quarter negatively affected gross profit by SEK 1.2 million, with a margin effect of 120 bps.

The operating loss was SEK -19.3 million, compared with operating profit of SEK 6.6 million in the same period in 2017. The result was charged with restructuring costs of SEK 5.8 million (4.8). It was also affected by the lower sales as well as costs to strengthen the brand and drive traffic to stores and the web shop. During the quarter one of the company's major Swedish retailers announced it had launched a reconstruction, which contributed to a significant increase in provisions for bad debt of totally 1.4 MSEK.

Personnel expenses amounted to SEK 18.8 million (18.9 per cent of total operating revenue), compared with SEK 18.1 million (13.4 per cent of total operating revenue) in the previous year. Other external expenses, including restructuring costs of SEK 5.8 million, amounted to SEK 47.5 million (47.8 per cent of total operating revenue), compared with SEK 43.0 million (31.9 per cent of total operating revenue) in the previous year.

The net loss amounted to SEK -15.7 million (4.9) and earnings per share amounted to SEK -1.87 (0.85).

The period January 1- September 30, 2018

The gross profit margin in the period was 54.0 per cent (54.5).

The operating loss was SEK -38.0 million, compared with operating profit of SEK 6.6 million in the same period in 2017, negatively affected by the lower sales, higher marketing expenses and digital investments, as well as the restructuring costs of SEK 5.8 million (4.8) recognized in the third quarter.

Personnel expenses amounted to SEK 58.2 million (20.7 per cent of total operating revenue), compared with SEK 57.9 million (16.9 per cent of total operating revenue) in the previous year. Other external expenses, including restructuring costs, amounted to SEK 121.6 million (43.3 per cent of total operating revenue) and SEK 112.3 million (32.8 per cent of total operating revenue) in the previous year.

To reduce tied-up capital, complexity and costs, the company has formulated an action plan with extensive savings, as described in more detail on page 7 of the report.

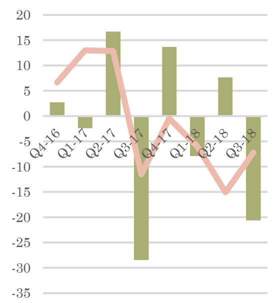
The net loss amounted to SEK 32.8 million (2.9) and earnings per share amounted to SEK -4.91 (0.51).

Analysis of operating result

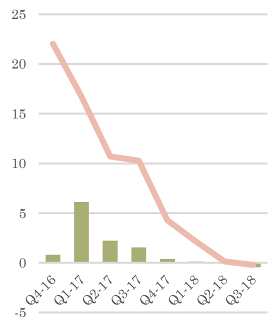
SEK million	Jul-Sep	Jan-Sep
Operating loss/profit 2017	**6.6**	**6.6**
Effect of lower sales	-15.2	-26.8
Effect of gross profit margin	-2.0	-1.8
Higher distribution costs	-1.7	-5.4
Higher restructuring costs*	-1.0	-1.0
Higher costs for digital investments, marketing and bad debt provisions	-6.0	-9.6
Operating loss 2018	**-19.3**	**-38.0**

**The result was affected by restructuring costs of SEK 5.8 million during the period 2018 vs. 4.8 MSEK during the corresponding period previous year.*

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



INVESTMENTS QUARTERLY AND ROLLING 12 MONTHS (LINE)



INVESTMENTS AND CASH FLOW

In the third quarter of 2018 the company's investments totaled SEK 0.0 million (0.4). Cash flow from operating activities amounted to SEK -20.6 million (-28.5) and total cash flow was SEK -20.7 million (-28.9). The lower operating result negatively affected cash flow, while tied-up working capital was lower year-over-year.

In the first nine months of 2018 the company's investments totaled SEK 0.5 million (4.2). Cash flow from operating activities amounted to SEK -21.2 million (-14.2), 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 13.6 million (-24.1), 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 77.4 million at the end of the period, compared with SEK 80.2 million on September 30, 2017. Compared with the previous quarter inventory increased SEK 3.0 million. The company is working continuously to sell off older merchandise and optimize purchasing. The new category strategy, with fewer main collections and more special collections, which was implemented last year, has also contributed to lower inventory levels.

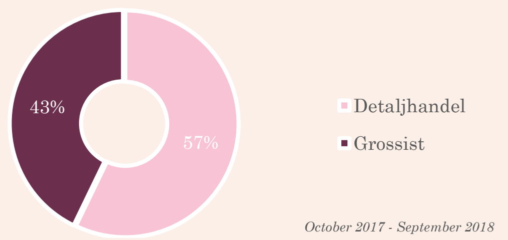
FINANCIAL POSITION

The Group's total assets amounted to SEK 181.8 million (206.7) on September 30, 2018. Shareholders' equity was SEK 97.0 million on the same date, compared with SEK 99.1 million on September 30, 2017. The equity/assets ratio was 53 percent (48) at the end of the period and cash and cash equivalents amounted to SEK 21.2 million (17.0). Net liquidity, after utilized overdraft facilities, amounted to SEK 1.6 million (-26.6). Accounts receivable amounted to SEK 50.2 million on September 30, 2018, compared with SEK 75.8 million a year earlier.

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



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

RETAIL

Development in January-September 2018

- Sales down 5 per cent 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	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 17-Sep 18
Sales	52,507	58,894	163,250	172,388	221,150	212,012
Operating profit/loss	-1,853	7,308	6,888	27,007	30,972	10,853
Operating margin, %	-3.5	12.4	4.2	15.7	14.0	5.1

WHOLESALE

Development in January-September 2018

- Sales down 31 per cent – changes in the industry, where many physical retailers are struggling
- Lower gross profit margin
- Lower operating costs due to restructuring costs last year. The reorganization has generated savings during the year, which have been partly invested in international markets.
- Higher provision for expected customer losses

SEK in thousands	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 17-Sep 18
Sales	46,946	75,609	117,990	170,171	210,968	158,787
Operating profit	5,198	14,976	12,389	31,335	34,458	15,512
Operating margin, %	11.1	19.8	10.5	18.4	16.3	9.8

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.

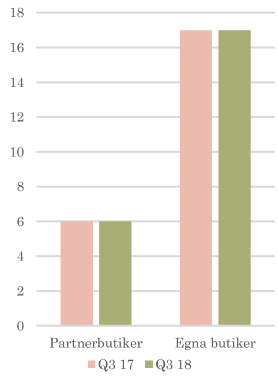
Development in January-September 2018

- SEK 5.5 million higher costs compared with 2017 due to restructuring costs of SEK 5.8 million

SEK in thousands	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 17-Sep 18
Operating loss	-22,674	-15,689	-57,239	-51,723	-69,910	-75,427

Other

STORES AS OF SEPTEMBER 30



EVENTS DURING THE QUARTER AND AFTER ITS CONCLUSION

Stores

In late August the Odd Molly store in the Åhléns department store in Gothenburg was closed. In light of current market weakness, it was decided to greatly reduce the number of Group-owned stores. The goal is to reduce the number of stores managed by Odd Molly from 17 to six within the next year. The next stores to close are Humlegårdsgatan in Stockholm at year-end and Bromma Blocks in March 2019. This will improve earnings and reduce tied-up capital. Negotiations are underway with employees and landlords.

Management

On August 6 Jennie Högstedt Björk took over as CEO. She 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.

Action plan and strategy

To keep pace with the rapid changes in the market and return to underlying growth with lower costs, complexity and tied-up capital, the company has formulated a comprehensive action plan, resolved by the Board of Directors. The plan also supports a transition to digital and international growth.

In line with the strategy, the number of stores managed by Odd Molly is planned to be significantly reduced. Only a few stores in strategic locations will be kept, which will positively affect the company's profitability and tied-up capital. To maintain a strong position and presence, the company will instead work with strong retailers. One example is the shopping center A6 in Jönköping, where Odd Molly's lease runs out in May 2019, and where a retailer in the center is instead opening a shop-in-shop.

To create opportunities for Odd Molly outside Sweden, a licensing model will gradually be implemented in a number of international markets. In these markets operators will take over sales responsibility and customer relations, while Odd Molly continues to run oddmolly.com. The international expansion can in this way be implemented by partners with a greater understanding of local conditions, and for Odd Molly with less risk and capital. An agreement was recently signed with an operator in Spain and Portugal to take over operations and sales in these markets, including the Odd Molly store in the El Corte Inglès department store in Lisbon. At the same time the agents that had served these markets were terminated.

Odd Molly continues to optimize and adapt the product range based on strategy, market conditions and customers' buying habits. Last year work was begun to shrink the product range, and further cuts will now be made. The focus of the collections will be on categories and products that contribute the most to sales and profitability, at the same time that new merchandise will remain essential to attract customers in every channel.

In addition to these initiatives, a number of other measures that will reduce operating costs while reducing complexity and tied-up capital. Taken together, these initiatives and measures are expected to reduce operating expenses by about SEK 50 million on an annual basis, with the impact gradually felt in 2019. Restructuring costs of SEK 5.8 million for the action plan were recognized in the third quarter.

NUMBER OF SHARES

As of September 30, 2018 there were a total of 8,419,333 shares outstanding.

Key ratios per share	Sep 30 2018	Sep 30 2017	Dec 31 2017
Weighted average no. of shares before dilution (Jan-Sep/full-year)	6,670,422	5,752,000	5,752,000
Weighted average no. of shares after dilution (Jan-Jun/full-year)	6,670,422	5,752,000	5,752,000
Equity per average share before dilution, SEK	14.54	17.23	15.82

EMPLOYEES

The total number of employees at the end of the period was 93 (107), of whom 7 were men and 86 women. The average number of employees in the third quarter was 96 (109).

PARENT COMPANY

The Parent Company reported total operating revenue of SEK 264.3 million (327.2) in the first nine months of 2018 with an operating loss of SEK -29.2 million (8.6). The Parent Company's adjusted shareholders' equity amounted to SEK 75.0 million (82.8). Cash and cash equivalents amounted to SEK 12.9 million (12.1). Net liquidity, after utilized overdraft facilities, amounted to SEK -6.7 million (-31.6).

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 the first nine months 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 third 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 likely 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 2017, 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 retail customers with the right to return goods after each season, revenue from retail 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	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 2017-Sep 2018
Operating revenue						
Net sales	99,060	134,373	279,457	341,145	430,417	368,729
Operating expenses						
Cost of goods sold	-48,528	-63,160	-128,629	-155,291	-198,511	-171,849
Gross profit	**50,532**	**71,212**	**150,828**	**185,854**	**231,906**	**196,880**
Gross profit margin, %	**51.0**	**53.0**	**54.0**	**54.5**	**53.9**	**53.4**

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	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 2017-Sep 2018
Operating revenue						
Net sales	99,060	134,373	279,457	341,145,	430,417	368,729
Other operating revenue	392	131	1,783	1,414	1,701	2,070
Total operating revenue	**99,452**	**134,503**	**281,240**	**342,559**	**432,118**	**370,799**
Operating profit/loss	**-19,330**	**6,595**	**-37,963**	**6,619**	**-4,480**	**-49,062**
Operating margin, %	**-19.4**	**4.9**	**-13.5**	**1.9**	**-1.0**	**-16.5**

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	Sep 30 2018	Sep 30 2017	Dec 31 2017
Shareholders' equity	97,020	99,086	91,002
Total assets	181,789	206,744	181,709
Equity/assets ratio, %	**53**	**48**	**50**

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	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 2017-Sep 2018
Profit attributable to Parent Company's shareholders (net profit)	-15,712	4,875	-32,759	2,942	-6,266	-41,967
Average equity	105,230	96,734	94,001	102,405	98,364	98,053
Return on equity, %	**-14.9**	**5.0**	**-34.8**	**2.9**	**-6.4**	**-42.8**

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

SEK in thousands, Group	Sep 30 2018	Sep 30 2017	Dec 31 2017
Cash and cash equivalents	21,156	17,049	17,050
Utilized overdraft facilities at the end of the period	19,569	43,619	29,602
Net liquidity	**1,587**	**-26,570**	**-12,553**

SEK in thousands, Parent Company	Sep 30 2018	Sep 30 2017	Dec 31 2017
Cash and cash equivalents	12,879	12,050	12,387
Utilized overdraft facilities at the end of the period	19,569	43,619	29,602
Net liquidity	**-6,690**	**-31,569**	**-17,215**

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

	Sep 30 2018	Sep 30 2017	Dec 31 2017
Weighted average number of shares before dilution (Jan-Sep/full-year)	6,670,422	5,752,000	5,752,000
Shareholders' equity, SEK thousands	97,020	99,086	91,002
Equity per share before dilution, SEK	**14.54**	**17.23**	**15.82**

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

SEK in thousands	Sep 30 2018	Sep 30 2017	Dec 31 2017
Shareholders' equity	67,790	70,371	55,802
78 percent of the untaxed reserves	7,254	12,402	7,254
Adjusted equity	**75,004**	**82,773**	**63,056**

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	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 2017-Sep 2018
Operating revenue						
Net sales	99,060	134,373	279,457	341,145,	430,417	368,729
Other operating revenue	392	131	1,783	1,414	1,701	2,070
Total operating revenue	**99,452**	**134,503**	**281,240**	**342,559**	**432,118**	**370,799**
Operating expenses						
Cost of goods sold	-48,528	-63,160	-128,629	-155,291	-198,511	-171,849
Other external expenses	-47,513	-42,958	-121,643	-112,280	-147,437	-156,800
Personnel expenses	-18,844	-18,076	-58,234	-57,936	-77,071	-77,369
Depreciation/amortization	-3,089	-2,992	-9,187	-8,922	-12,009	-12,274
Other operating expenses	-808	-721	-1,509	-1,511	-1,570	-1,569
Operating profit/loss	**-19,330**	**6,595**	**-37,963**	**6,619**	**-4,480**	**-49,062**
Result from financial items						
Interest income	196	228	590	527	686	749
Interest expenses	-182	-224	-918	-739	-1,041	-1,219
Profit/loss after financial items	**-19,315**	**6,599**	**-38,290**	**6,407**	**-4,835**	**-49,532**
Taxes	3,603	-1,724	5,531	-3,464	-1,431	7,565
Net profit/loss attributable to Parent Company's shareholders	**-15,712**	**4,875**	**-32,759**	**2,942**	**-6,266**	**-41,967**
Other comprehensive income						
Items that will be reclassified to profit or loss						
Translation difference	-52	-540	1,671	-1,133	-1,168	1,636
Cash flow hedges	-841	472	2,341	-3,456	-1,126	4,671
Tax effect cash flow hedges	185	-104	-515	460	248	-1,028
Total comprehensive income attributable to Parent Company's shareholders	**-16,420**	**4,704**	**-29,262**	**-887**	**-8,312**	**-36,688**
Earnings per share before dilution, SEK	**-1.87**	**0.85**	**-4.91**	**0.51**	**-1.09**	**-6.52**
Earnings per share after dilution, SEK	**-1.87**	**8.85**	**-4.91**	**0.51**	**-1.09**	**-6.52**

CONSOLIDATED BALANCE SHEET

SEK in thousands	Sep 30 2018	Sep 30 2017	Dec 31 2017
ASSETS			
Fixed assets			
Intangible fixed assets	2,072	5,343	4,484
Tangible fixed assets	7,324	14,930	13,036
Financial fixed assets	1,087	1,129	1,131
Deferred tax asset	5,809	0	0
	16,293	**21,402**	**18,651**
Current assets			
Inventories	77,415	80,248	77,663
Advance payments to suppliers	6,037	5,050	1,627
Accounts receivable	50,193	75,806	57,749
Current receivables	10,695	7,189	8,969
Cash and cash equivalents	21,156	17,049	17,050
	165,496	**185,342**	**163,058**
TOTAL ASSETS	**181,789**	**206,744**	**181,709**
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	97,020	99,086	91,002
Deferred tax	3,483	3,752	2,957
Current liabilities	81,287	103,906	87,750
	181,789	**206,744**	**181,709**
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	**181,789**	**206,744**	**181,709**

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.

PLEDGED ASSETS AND CONTINGENT LIABILITIES

SEK in thousands	Sep 30 2018	Sep 30 2017	Dec 31 2017
Pledged assets	30,000	30,000	30,000
Pledged receivables	9,503	17,574	10,220
Contingent liabilities	1,415	1,415	1,415

CHANGES IN THE GROUP'S SHAREHOLDERS' EQUITY

SEK in thousands	Sep 30 2018	Sep 30 2017	Dec 31 2017
Attributable to Parent Company's shareholders:			
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	-29,262	-887	-8,312
Shareholders' equity at the end of the period	**97,020**	**99,086**	**91,002**

CASH FLOW STATEMENT FOR THE GROUP

SEK in thousands	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017
Operating activities					
Operating profit	-19,330	6,595	-37,963	6,619,	-4,480
Adjustments	3,985	2,6,17	11,821	7,171	10,093
Interest received	196	228	590	527	686
Interest paid	-182	-224	-918	-739	-1,041
Income tax paid	-1,202	-853	-8,328	-2,448	-3,703
Cash flow from operating activities before changes in working capital	**-16,532**	**8,364**	**-34,798**	**11,129**	**1,554**
Changes in working capital					
Change in inventories	-3,160	1,213	867	-13,396	-10,816
Change in receivables	-3,712	-24,541	6,416	-14,896	5,333
Change in current liabilities	2,786	-13,521	6,313	2,949	3,410
Cash flow from operating activities	**-20,618**	**-28,486**	**-21,202**	**-14,213**	**-519**
Investing activities					
Acquisition of tangible fixed assets	-46	-394	-558	-4,158	-4,285
Reversal of financial fixed assets	0	0	45	0	0
Cash flow from investing activities	**-46**	**-394**	**-512**	**-4,158**	**-4,285**
Financing activities					
Dividend paid	0	0	0	-5,752	-5,752
Share issue with pre-emption rights and overallotment issue	0	0	35,280	0	0
Cash flow from financing activities	**0**	**0**	**35,280**	**-5,752**	**-5,752**
Cash flow for the period	**-20,664**	**-28,880**	**13,566**	**-24,123**	**-10,556**
Cash and cash equivalents at the beginning of the period	**26,138**	**18,352**	**17,050**	**25,121**	**25,121**
Utilized overdraft facilities at the beginning of the period	3,712	15,753	29,602	26,920	26,920
Cash and cash equivalents at the beginning of the period, net	**22,426**	**2,599**	**-12,553**	**-1,799**	**-1,799**
Exchange rate difference in cash and cash equivalents	-175	-288	574	-648	-198
Change in overdraft facilities utilized	15,856	27,866	-10,033	16,699	2,682
Cash and cash equivalents at the end of the period	**21,156**	**17,049**	**21,156**	**17,049**	**17,050**
Utilized overdraft facilities at the end of the period*	19,569	43,619	19,569	43,619	29,602
Cash and cash equivalents at the end of the period, net	**1,587**	**-26,570**	**1,587**	**-26,570**	**-12,553**

** The total overdraft limit amounts to SEK 40 million as of September 30, 2018*

REVENUE AND OPERATING RESULT BY SEGMENT

SEK in thousands	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017	Oct 2017-Sep 2018
Wholesale						
Revenue	46,946	75,609	117,990	170,171	210,968	158,787
Operating result	5,198	14,976	12,389	31,335	34,458	15,512
Retail						
Revenue	52,507	58,894	163,250	172,388	221,150	212,012
Operating result	-1,853	7,308	6,888	27,007	30,972	10,853
Central costs						
Operating result	-22,674	-15,689	-57,239	-51,723	-69,910	-75,427
Total						
Revenue	99,452	134,503	281,240	342,559	432,118	370,799
Operating result	-19,330	6,595	-37,963	6,619	-4,480	-49,062

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

	Q3 2018	Q2 2018	Q1 2018	Q4 2017	Q3 2017	Q2 2017	Q1 2017	Q4 2016
Total operating revenue, SEK million	99.5	76.3	105.5	89.6	134.5	82.0	126.1	86.5
Gross profit margin, %	51.0	57.6	54.1	51.6	53.0	57.6	54.0	60.0
Operating profit/loss, SEK million	-19.3	-11.9	-6.7	-11.1	6.6	-7.5	7.5	-0.3
Operating margin, %	-19.4	-15.6	-6.3	-12.4	4.9	-9.2	6.0	-0.3
Net profit/loss, SEK million	-15.7	-10.3	-6.7	-9.2	4.9	-6.6	4.7	0.8
Earnings per share before dilution , SEK	-1.87	-1.78	-1.17	-1.60	0.85	-1.15	0.81	0.14
Earnings per share after dilution , SEK	-1.87	-1.78	-1.17	-1.60	0.85	-1.15	0.77	0.14
Weighted average number of shares before dilution, thousands	8,419	5,811	5,752	5,752	5,752	5,752	5,752	5,752
Weighted average number of shares after dilution, thousands	8,419	5,811	5,752	5,752	5,752	5,752	6,052	5,752
Return on equity, %	-14.9	-10.3	-7.6	-9.7	5.0	-6.5	4.3	0.8
Equity/assets ratio, %	53	63	47	50	48	50	56	55
Equity per share before dilution, SEK	11.52	19.52	15.14	15.82	17.23	16.41	18.90	18.38
Cash flow from operating activities, SEK million	-20.6	7.3	-7.9	13.7	-28.5	16.7	-2.4	2.7
Cash flow from operating activities per share before dilution, SEK	-2.45	1.26	-1.38	2.38	-4.95	2.90	-0.42	0.47

PARENT COMPANY INCOME STATEMENT

SEK in thousands	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017
Operating revenue					
Net sales	89,847	128,411	262,736	326,917	408,302
Other operating revenue	217	107	1,608	246	852
Total operating revenue	**90,064**	**128,519**	**264,344**	**327,163**	**409,154**
Operating expenses					
Cost of goods sold	-46,050	-61,090	-122,291	-149,463	-188,663
Other external expenses	-44,191	-44,305	-115,311	-112,189	-155,283
Personnel expenses	-16,517	-15,924	-50,878	-50,957	-67,228
Depreciation/amortization of tangible and intangible fixed assets	-1,432	-1,4,92	-4,277	-4,466	-5,922
Other operating expenses	-803	-687	-803	-1,476	-1,476
Operating profit/loss	**-18,929**	**5,020**	**-29,216**	**8,611**	**-9,418**
Result from financial items					
Interest income	196	228	590	529	682
Interest expenses	-169	-214	-877	-719	-1,005
Impairment of receivables/shares in subsidiary	0	0	0	0	-6,461
Profit/loss after financial items	**-18,902**	**5,034**	**-29,503**	**8,421**	**-16,202**
Appropriations	0	0	0	0	6,600
Profit before tax	**-18,902**	**5,034**	**-29,503**	**8,421**	**-9,602**
Taxes	3,438	-1,026	5,801	-1,897	440
Net profit/loss	**-15,464**	**4,008**	**-23,701**	**6,524**	**-9,162**

PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME

SEK in thousands	Jul-Sep 2018	Jul-Sep 2017	Jan-Sep 2018	Jan-Sep 2017	Jan-Dec 2017
Items that will be reclassified to profit or loss					
Cash flow hedges	-841	472	2,341	-3,456	-1,126
Tax effect cash flow hedges	185	-104	-515	760	248
Total comprehensive income for the period	**-16,120**	**4,376**	**-21,875**	**3,829**	**-10,040**

PARENT COMPANY BALANCE SHEET

SEK in thousands	Sep 30 2018	Sep 30 2017	Dec 31 2017
ASSETS			
Fixed assets			
Intangible fixed assets	253	702	590
Tangible fixed assets	3,987	8,454	7,370
Financial fixed assets	25,019	24,744	24,854
Deferred tax assets	5,809	0	0
	35,069	**33,901**	**32,814**
Current assets			
Inventory	67,222	72,711	71,960
Advance payments to suppliers	6,033	5,025	1,384
Accounts receivable	42,566	78,369	46,056
Other current receivables	21,839	15,512	16,188
Cash and cash equivalents	12,879	12,050	12,387
	150,540	**183,667**	**147,974**
TOTAL ASSETS	**185,609**	**217,567**	**180,789**
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	67,790	70,371	55,802
Untaxed reserves	9,300	15,900	9,300
Deferred tax	96	0	0
Current liabilities	108,424	131,296	115,686
	185,609	**217,567**	**180,789**
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	**185,609**	**217,567**	**180,789**

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	Sep 30 2018	Sep 30 2017	Dec 31 2017
Pledged assets	30,000	30,000	30,000
Pledged receivables	9,503	17,574	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, October 25, 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

REVIEW REPORT

Odd Molly International AB, corporate registration number 556627-6241

To the Board of Directors

Introduction
We have reviewed the condensed quarterly financial information (interim report) for Odd Molly International AB as of September 30, 2018 and the nine-month period ending that date. The Board of Directors and the President are responsible for preparation and presentation of this interim report in accordance with IAS 34 and the Annual Accounts Act. Our responsibility is to express a conclusion on this interim report based on our review.

Scope of review
We conducted our review in accordance with the International Standard on Review Engagements ISRE 2410 "Review of Internal Financial Information Performed by the Independent Auditor of the Entity." A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted according to the International Standards on Auditing (ISA) and other generally accepted auditing practices.

The procedures performed in a review do not enable us to obtain a level of assurance that would make us aware of all significant matters that might be identified in an audit. Therefore, the conclusion expressed based on a review does not give the same level of assurance as a conclusion based on an audit.

Conclusion
Based on our review, nothing has come to our attention that causes us to believe that the interim report is not, in all material aspects, prepared in accordance with IAS 34 for the Group and in accordance with the Annual Accounts Act for the Parent Company.

Stockholm, October 25, 2018
Ernst & Young AB

Jonas Svensson
Authorized Public Accountant

SCHEDULED INFORMATION DATES

- 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.
- The interim report for January-June 2019 will be released on August 17, 2019.

PRESENTATION OF THE REPORT

The report will be presented at the company's head office, Kornhamnstorg 6, Stockholm, on October 26, 2018 at 1.00 pm CET. To attend, please contact jacob.neckmar@oddmolly.com.

For further information, please contact:
Jennie Högstedt Björk, CEO, +46-8-522 28 509
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. The information was submitted for publication, through the agency of the contact persons set above, on October 25, 2018 at 2.00 pm 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, products 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 under "press".
Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to www.oddmolly.com.