



# ODD MOLLY Q2 2017

Anna Attemark, CEO

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## INTRODUCTION

# THIS IS ODD MOLLY

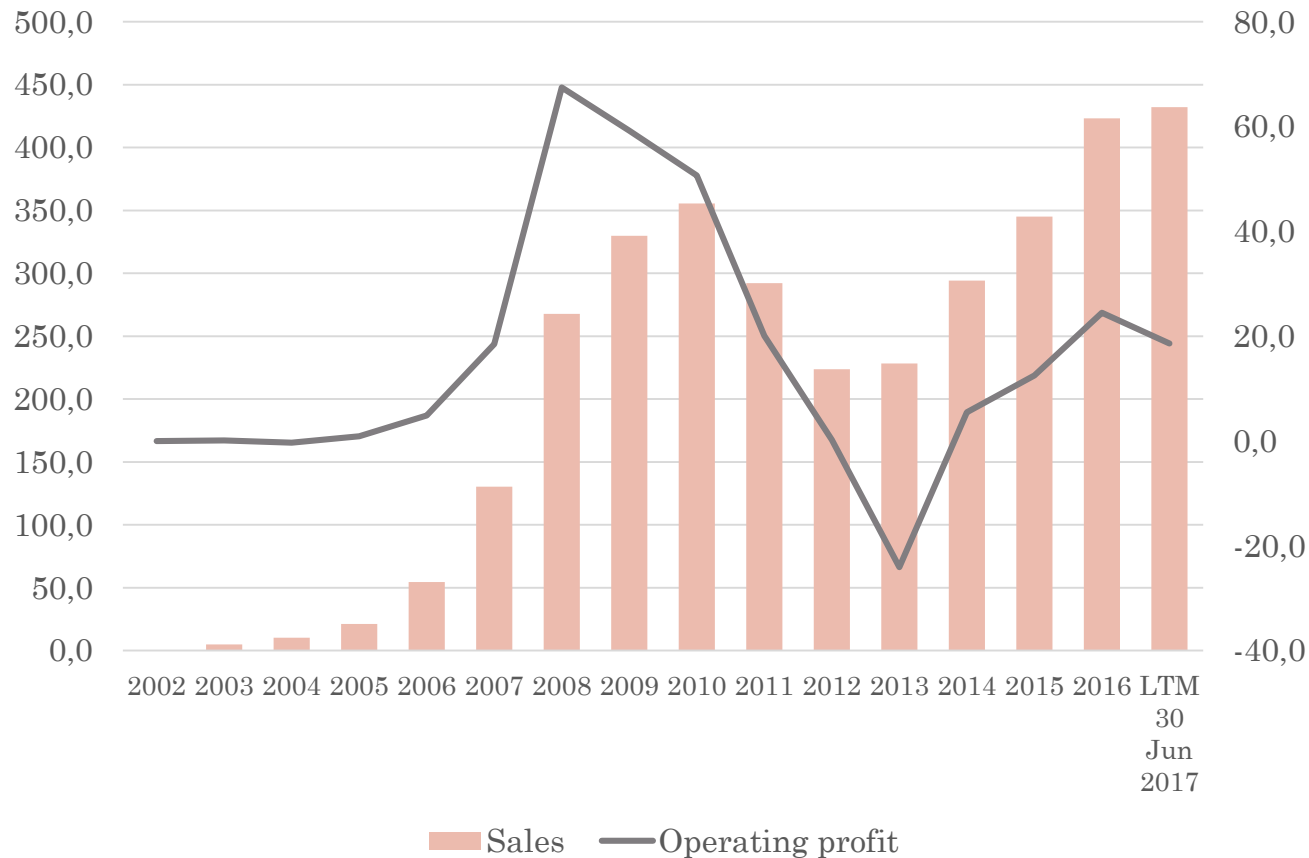
Odd Molly is a lifestyle brand with a distinctive style concept

- Founded in 2002
- Sold in more than 30 markets
- Own stores, webstore and wholesale
- Turnover 2016: 423 MSEK

## INTRODUCTION

# DEVELOPMENT OVER TIME

MSEK



432  
MSEK

TURNOVER LTM

18.6  
MSEK

EBIT LTM

# THE JOURNEY FROM CLOTHES TO CONCEPT

## FROM

## TO

### COLLECTION

- Design driven
- Ladieswear



Customer focus



Lifestyle

### DISTRIBUTION

- Wholesale only
- Sales agents
- Destination stores
- Traditional retail
- Sweden



Wholesale + own retail



Own salesforce + agents + partners



High footfall locations



Omni-channel



International expansion

## INTRODUCTION

# CREATING A LIFESTYLE BRAND

- Lifestyle concept to broaden the offering and reach new distribution
- Commercial and customer focus at affordable prices to increase commercial relevance
- Collections split into multiple “drops”
  - Right garment in right time
  - Steady news flow to increase in-season sales
- High quality delivered through a conscious process





# SECOND QUARTER 2017

## FINANCIALS

# Q2 2017 OPERATIONAL HIGHLIGHTS

- The trend is clear – business undergoing big transformation
- E-commerce is driving growth
- Odd Molly reports progress within its own retail segment while wholesale segment is down in the second quarter



+27%

RETAIL



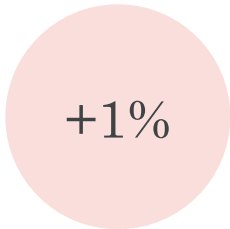
-37%

WHOLESALE

## FINANCIALS

# Q2 2017 FINANCIALS IN BRIEF

- Total operating revenue SEK 82.0 million (81.4)
- Gross profit margin 57.6 (56.0)
- Operating loss SEK -7.5 million (-2.5), Operating margin -9.2 percent (-3.1)
- Net loss SEK -6.6 million (-2.9)
- EPS SEK -1.15 (-0.51)



+1%

SALES GROWTH



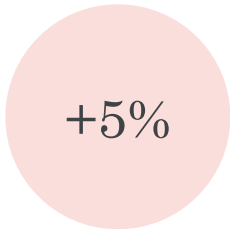
57.6%

GROSS MARGIN



## JANUARY - JUNE 2017 FINANCIALS IN BRIEF

- Total operating revenue SEK 208.1 million (199.1)
- Gross profit margin 55.4 percent (54.9)
- Operating profit SEK 0.0 million (5.9),  
Operating margin 0.0 percent (3.0).
- Net profit SEK -1.9 million (3.0)
- EPS bef. dilution SEK -0.34 (0.51)
- Investments SEK 3.8 million (15.1)



+5%

SALES GROWTH



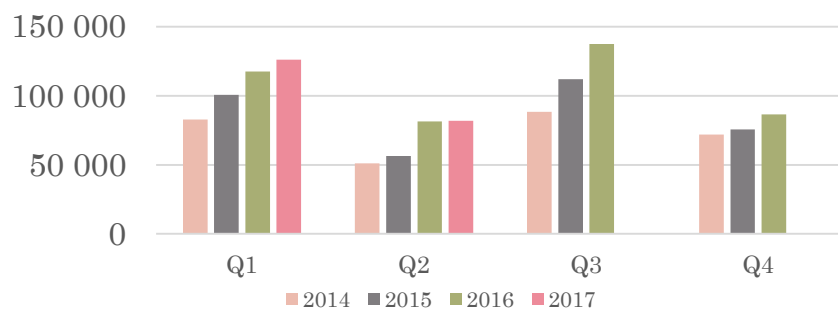
55.4%

GROSS MARGIN

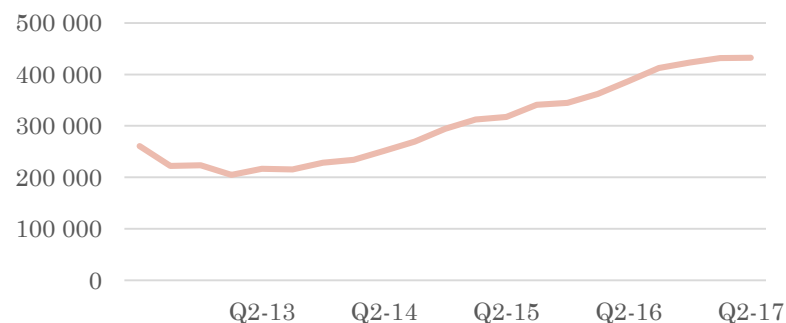
## FINANCIALS

# QUARTERLY DEVELOPMENT

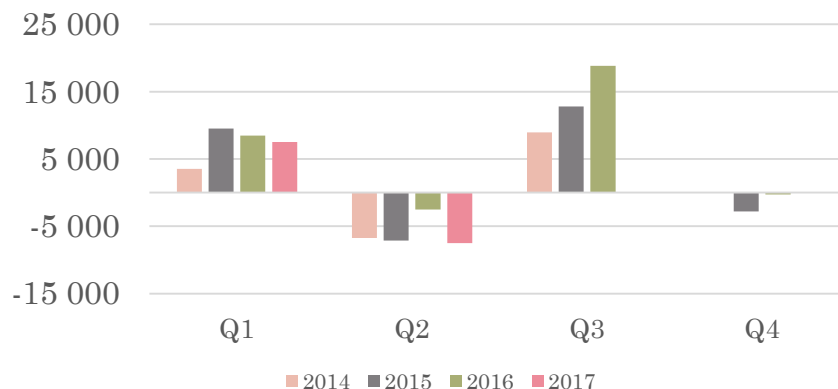
### Sales by Quarter



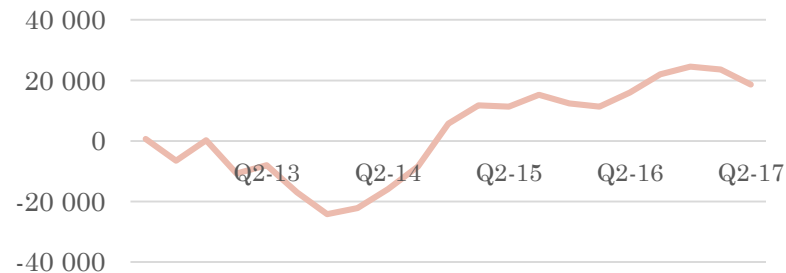
### LTM sales



### EBIT per quarter



### LTM EBIT



## FINANCIALS

# FINANCIAL TARGETS – H1 2017

ANNUAL AVERAGE GROWTH  
RATE EXCEEDING 20 PERCENT  
IN COMING YEARS

20%



5%

OPERATING MARGIN OF  
OVER 12 PERCENT OVER A  
BUSINESS CYCLE

12%



0.0%  
LTM:  
4.3%

EQUITY/ASSET RATIO AT LEAST  
40 PERCENT OVER TIME

40%



50%



# **OUR SEGMENTS – RETAIL AND WHOLESALE**



## SEGMENTS

# AN INCREASED SHARE OF RETAIL

- Clear shift in consumer behavior
- E-commerce growth driver



## SEGMENTS

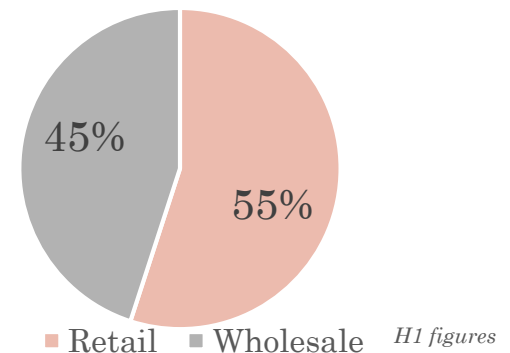
# RETAIL

- Shops run by Odd Molly
- Stand-alone stores, shopping malls, shop-in-shops in department stores
  - Sweden, Norway, Finland
- Web shop
  - Sale in some 40 countries



TSEK	Apr-Jun 2017	Apr-Jun 2016	Jan-Jun 2017	Jan-Jun 2016	Jan-Dec 2016	Jul 16- Jun 17
Sales	60,948	47,937	113,494	92,271	195,142	216,365
EBIT	12,088	12,268	19,699	20,683	42,717	41,733
EBIT margin, %	19.8	25.6	17.4	22.4	21.9	19.3

Sales



## SEGMENTS

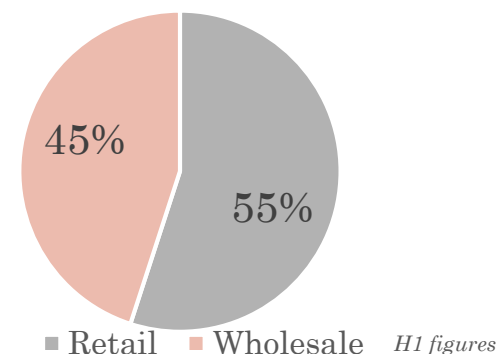
# WHOLESALE

- Reseller (shops and web shops)
  - Some 30 countries
- Shop-in-shops with resellers
- Stores operated by resellers/partners



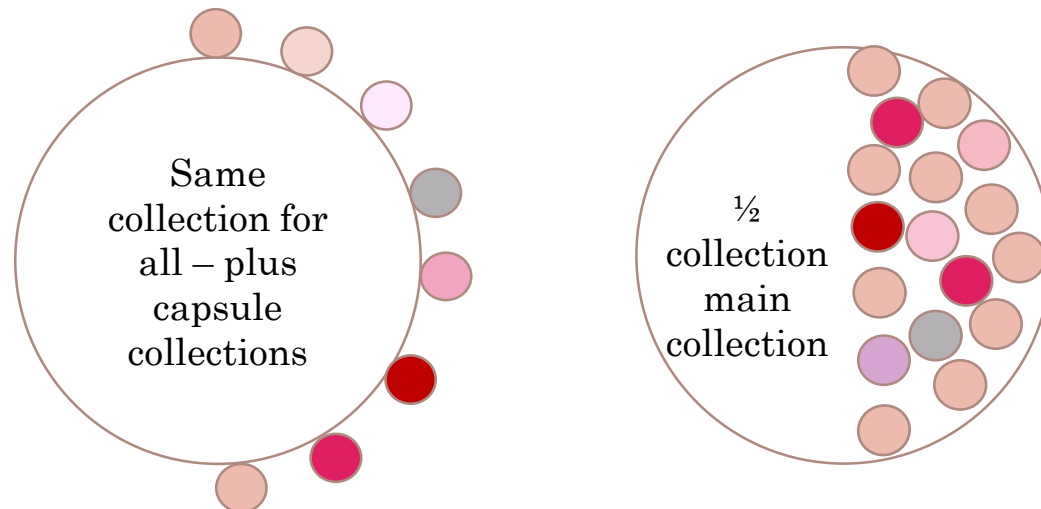
TSEK	Apr-Jun 2017	Apr-Jun 2016	Jan-Jun 2017	Jan-Jun 2016	Jan-Dec 2016	Jul 16-Jun 17
Sales	21,014	33,468	94,562	106,823	228,022	215,761
EBIT	-1,171	3,120	16,359	21,503	53,435	48,292
EBIT margin, %	-5.6	9.3	17.3	20.1	23.4	22.4

Sales



# CHANGED COLLECTION STRATEGY

- Optimizing customer offering in line with changed customer behaviour
- Right products for the right channel – focused teams satisfying different customer needs
- Half the collection is reserved for smaller capsule collections, adding news value and flexibility





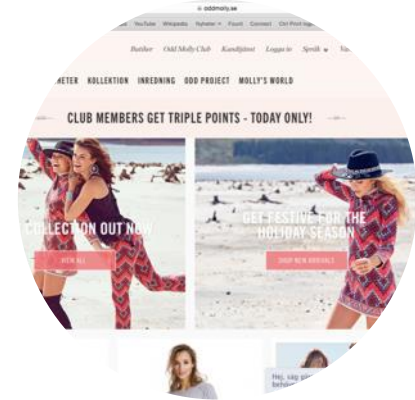
# SOLID PLATFORM



**COLLECTION STRATEGY –  
FANTASTIC CUSTOMER  
OFFER**



**FOCUSED EXPANSION –  
CLEAR CONCEPT THAT IS  
SUCCESSFUL IN NEW  
MARKETS**



**OMNI-CHANNEL  
OFFERING – CONCEPT THAT  
FITS ALL CHANNELS**



**THANK YOU!**

