



ODD MOLLY Q3 2017

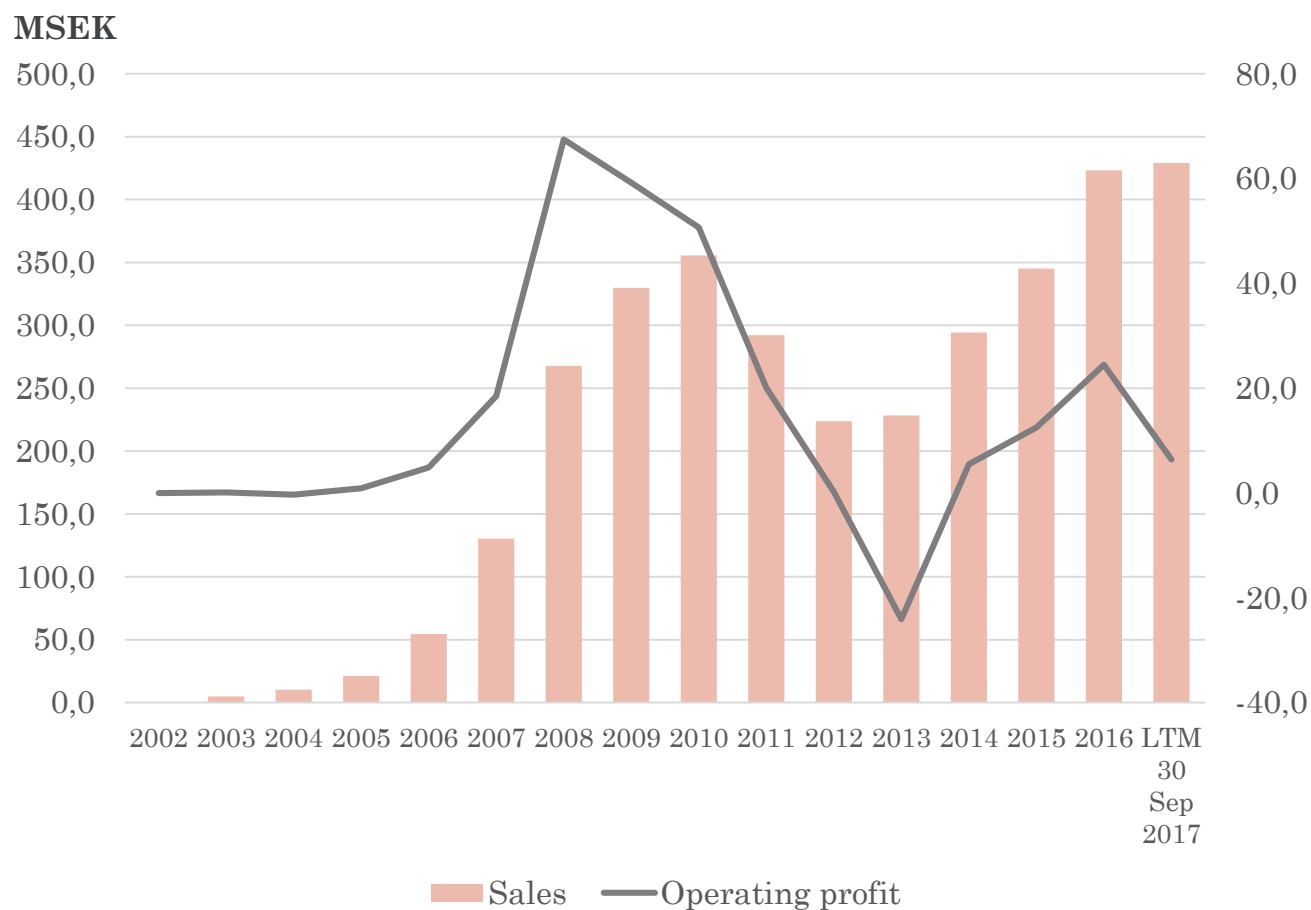
Anna Attemark, CEO

Johanna Palm, CFO



INTRODUCTION

DEVELOPMENT OVER TIME



429
MSEK

TURNOVER LTM

6.4
MSEK

EBIT LTM



THIRD QUARTER 2017

Q3 2017 OPERATIONAL HIGHLIGHTS

- Market undergoing big transformation – require adjustments
- Actions to enhance international expansion
 - Costs (SEK 4.8 million) for buy-out of agents and organizational changes
 - New agents in key markets and new sales role
 - New role in sales organization with international focus
- Slower growth pace in the quarter
 - single digit growth within own retail segment, tough comparables
 - e-commerce continue to drive growth
 - wholesale segment still tough market

+4%

RETAIL

-7%

WHOLESALE

FINANCIALS

Q3 2017 FINANCIALS IN BRIEF

- Total operating revenue SEK 134.5 million (137.6)
- Gross profit margin 53.0 (53.8)
- Operating profit SEK 6.6 million (18.8),
 - Operating profit before one-off costs for agent buy-out and reorganization SEK 11.4 million
- Operating margin 4.9 percent (13.7)
 - Operating margin before one-off costs for agent buy-out and reorganization 8.5 percent
- Net profit SEK 4.9 million (14.0)
- EPS SEK 0.85 (2.43)



8.5%

OPERATING MARGIN EXCL. ONE-OFF COSTS

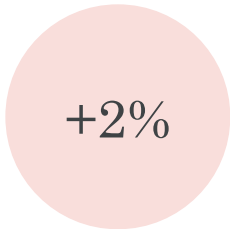


53.0%

GROSS MARGIN

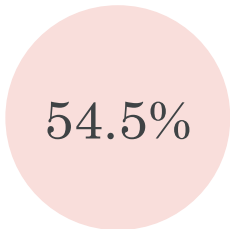
JANUARY – SEPTEMBER 2017 FINANCIALS IN BRIEF

- Total operating revenue SEK 342.6 million (336.7)
- Gross profit margin 54.5 percent (54.5)
- Operating profit SEK 6.6 million (24.8), SEK 11.4 million before one-off costs
- Operating margin 1.9 percent (7.4), 3.3 percent before one-off costs
- Net profit SEK 2.9 million (16.9)
- EPS SEK 0.51 (2.94)
- Cash flow from operating activities SEK -14.2 million (3.9)
- Investments SEK 4.2 million (15.9)



+2%

SALES GROWTH

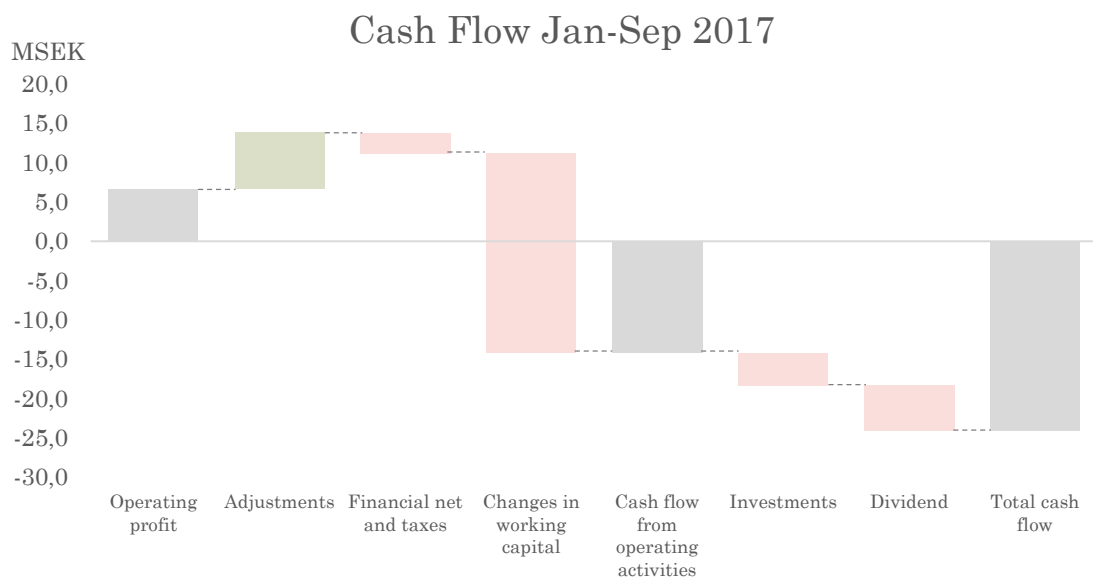


54.5%

GROSS MARGIN

FINANCIALS

CASH FLOW JANUARY-SEPTEMBER 2017



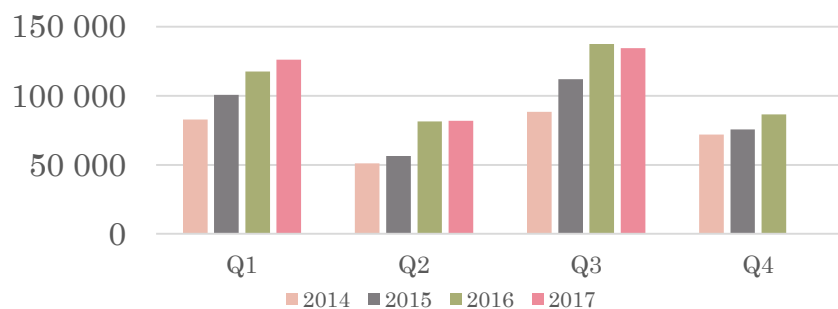
Cash Flow Jan-Sep Year-over-Year Comparison

Cash flow from operating activities Jan-Sep 2016	3,9
Lower operating profit	-18,1
Adjustments	+0,0
Financial net and taxes	-0,3
Change in inventory	-10,1
Change in receivables	+8,0
Change in current liabilities	+2,4
	<u>-18,1</u>
Cash flow from operating activities Jan-Sep 2017	-14,2

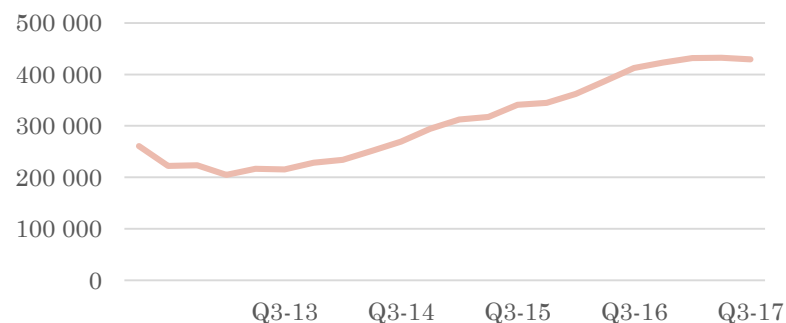
FINANCIALS

QUARTERLY DEVELOPMENT

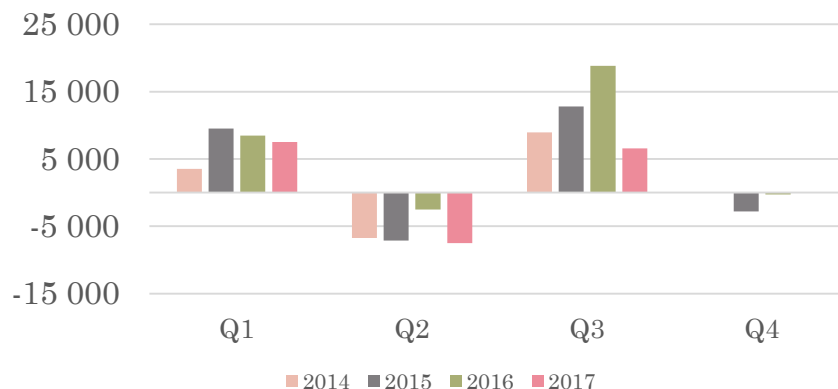
Sales by Quarter



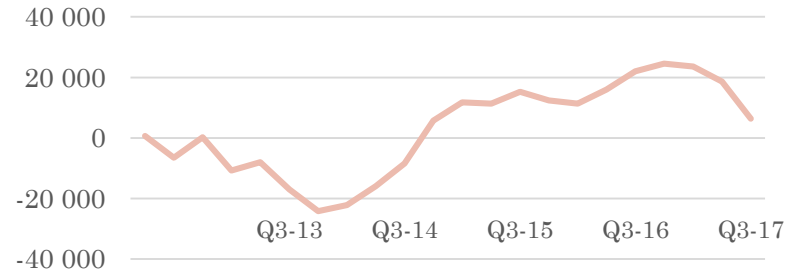
LTM sales



EBIT per quarter



LTM EBIT



FINANCIALS

FINANCIAL TARGETS – JANUARY-SEPTEMBER 2017

ANNUAL AVERAGE GROWTH
RATE EXCEEDING 20 PERCENT
IN COMING YEARS

20%



2%

OPERATING MARGIN OF
OVER 12 PERCENT OVER A
BUSINESS CYCLE

12%



1.9%
LTM:
1.5%

EQUITY/ASSET RATIO AT LEAST
40 PERCENT OVER TIME

40%



48%

The left side of the slide is decorated with a variety of colorful, stylized patterns. These include large, intricate mandala-like flowers in shades of pink, orange, and black; a green spiral design; a peacock tail feather; and several smaller geometric shapes like stars and chevrons in pink, blue, and orange. The overall style is reminiscent of traditional Indian or bohemian art.

OUR SEGMENTS – RETAIL AND WHOLESALE

SEGMENTS

AN INCREASED SHARE OF RETAIL OVER TIME

- Clear shift in consumer behavior
- Market - campaign driven
- E-commerce growth driver



LTM as per
Sep 30, 2017



SEGMENTS

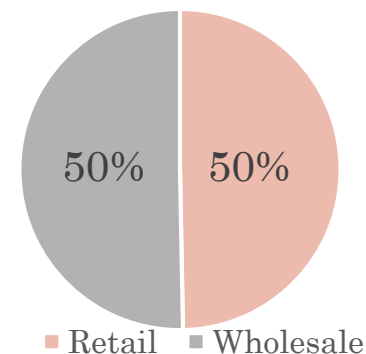
RETAIL

- 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	Jun-Sep 2017	Jun-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 16-Sep 17
Sales	58,894	56,648	172,388	148,919	195,142	218,612
EBIT	7,308	11,957	27,007	32,641	42,717	37,083
EBIT margin, %	12.4	21.1	15.7	21.9	21.9	17.0

Sales



Jan 2017 – Sep 2017 figures

SEGMENTS

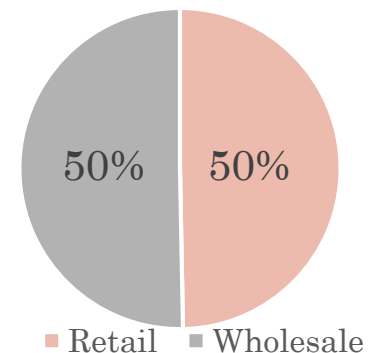
WHOLESALE

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



TSEK	Jun-Sep 2017	Jun-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 16-Sep 17
Sales	75,609	80,964	170,171	187,788	228,022	210,405
EBIT	14,976	24,466	31,335	45,968	53,435	38,802
EBIT margin, %	19.8	30.2	18.4	24.5	23.4	18.4

Sales



Jan 2017 – Sep 2017 figures

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

STRATEGY

INTERNATIONAL EXPANSION

- New agents in Germany, France and Austria
 - Covering omni-channel resellers
- Evaluating representation in Great Britain
- New role within sales organization – focus on international expansion
- New Creative Director
- Initiatives for long term growth

COLLECTION

SKI AND UNDERWEAR

- New product segments
 - Broadened distribution
- Launch of ski collection
- Launch of socks
- Underwear good sale-through















THANK YOU!

