

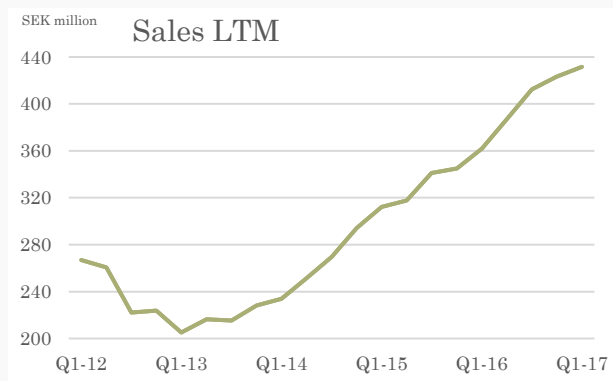


Odd Molly International AB (publ)
Stockholm, Sweden, May 11, 2017

Continued growth in a changing industry

JANUARY 1 – MARCH 31, 2017

- Total operating revenue amounted to SEK 126.1 million (117.7), an increase of 7 percent.
- The gross profit margin was 54.0 percent (54.2).
- Operating profit amounted to SEK 7.5 million (8.5).
- Net profit amounted to SEK 4.7 million (5.9).
- Earnings per share before dilution amounted to SEK 0.81 (1.02).
- Earnings per share after dilution amounted to SEK 0.77 (1.02).



KEY FIGURES

	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 16- Mar 17
Total operating revenue, SEK million	126.1	117.7	423.2	431.6
Change, %	7		23	
Gross profit margin, %	54.0	54.2	55.6	55.5
Operating profit, SEK million	7.5	8.5	24.5	23.6
Change, %	-11		97	
Operating margin, %	6.0	7.2	5.8	5.5
Net profit, SEK million	4.7	5.9	17.7	16.5
Change, %	-21		81	
Earnings per share before dilution, SEK	0.81	1.02	3.08	2.87
Earnings per share after dilution, SEK	0.77	1.02	3.08	2.87
Return on equity, %	4.3	6.1	17.8	15.9
Equity/assets ratio, %	56	61	55	56
Cash flow from operating activities, SEK million	-2.4	-8.8	6.6	13.0

Comment from the CEO



“We have a strong customer focus and continually adapt to new consumption patterns”

A time of transformation for the industry

Quarter

Odd Molly continues to deliver growth and reported a sales increase of 7 percent in the first quarter of the year. Growth is being driven by our own channels, with the strongest increase from the web shop, while sales at the wholesale level were in line with the previous year. In this tough market we should be pleased with our performance during the quarter, but we want to see even stronger sales momentum.

Odd Molly continues to invest in the brand and prepare for future expansion. We remain profitable, with an operating margin of 6.0 percent, against 7.2 percent in the first quarter of 2016.

Market

We are clearly experiencing a shift in retail, which is affecting everyone in different ways. More and more brick-and-mortar stores are having a tough time, while many online retailers are very agile and can be aggressive in the fight for customers through discounts, offers and service levels. Early on Odd Molly established a digital strategy that is delivering results.

During the last quarters, the market has been characterized by promotions and discounts. At Odd Molly, we have a strong customer focus and continually adapt to new consumption patterns. We are committed to sustainable products and processes, which we believe create credibility and loyalty. But perhaps most important is a business model based on omnichannel retailing ourselves and through outside partners. Odd Molly's products have to be available where and when our customers want to shop, through Odd Molly's own or partner-owned stores or through external retailers' channels, in physical outlets or on the web.

New merchandise is another important tool, and we aim to surprise our customers with various offers throughout the season. During the quarter new product lines were launched for underwear and bath, both of which have been very positively received.

Growth

In conclusion, Odd Molly is growing, and intends to continue to grow while staying profitable. We continuously take new initiatives internationally, where primarily the US is developing positively. During the quarter our partner there opened a new store in Boulder, Colorado, and now operates totally three stores in the state.

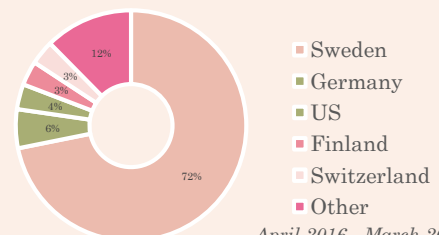
We are building a stronger international platform. Expansion costs money, but we feel that we have an effective and risk-balanced model. We will continue to take steps forward, both big and small, well aware that we have to be open to continuous changes.

Anna Attemark, CEO

FIRST QUARTER

- Total operating revenue 126,1 MSEK, +7%
- Operating profit 7,5 MSEK, -11%
- Operating margin 6,0% (7,2%)

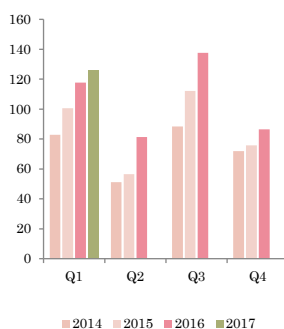
REVENUE BY COUNTRY, ROLLING 12 MONTHS



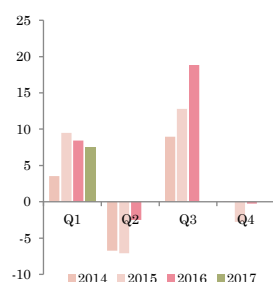
April 2016 - March 2017

The Group's development

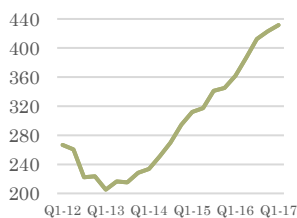
QUARTERLY SALES



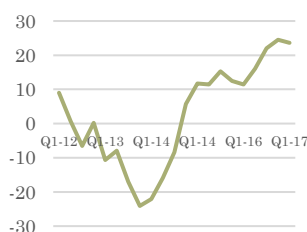
QUARTERLY OPERATING PROFIT



ROLLING 12-MONTH SALES



ROLLING 12-MONTH OPERATING PROFIT



SEASONAL FLUCTUATIONS

Odd Molly's operations are seasonal, with the strongest 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 sales from retail operations, seasonal fluctuations are gradually diminishing.

TOTAL OPERATING REVENUE

First quarter January 1 - March 31, 2017

Total operating revenue in the first quarter amounted to SEK 126.1 million (117.7), an increase of 7 percent compared with the same period in 2016. Revenue from wholesale operations (sales to retailers and partners) was essentially unchanged from the previous year at SEK 73.5 million (73.4) in the first quarter. The weaker trend last fall for the whole industry, and consequently for many retailers, meant less need for replenishment during the quarter than in 2016. The company's retail operations (own sales to consumers through stores and web shop) rose by 19 percent to SEK 52.5 million (44.3). Growth is being driven by the company's web shop and the increased number of stores compared with the same period in 2016. Odd Molly had 18 own stores at the end of the period, compared with 14 stores a year earlier.

EARNINGS

First quarter January 1 - March 31, 2017

The gross profit margin for the period was 54.0 percent (54.2). The margin was positively affected by the increased share of sales from retail operations, while a higher share of discounted sales had a negative effect.

Operating profit was SEK 7.5 million, compared with SEK 8.5 million in the same period of 2016. The change is a combination of the lower gross margin and higher operating expenses from the continued expansion.

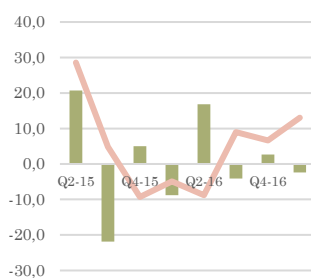
Personnel expenses amounted to SEK 19.7 million (15.6 percent of total operating revenue), compared with SEK 16.5 million (14.0 percent of total operating revenue) in the previous year. Other external expenses amounted to SEK 38.3 million (30.4 percent of total operating revenue) and SEK 36.2 million (30.8 percent of total operating revenue) in the previous year. The increase is mainly related to newly opened stores.

Net profit amounted to SEK 4.7 million (5.9) and earnings per share before dilution amounted to SEK 0.81 (1.02).

Analysis of operating profit

SEK million	First quarter
Operating profit Jan-Mar 2016	8.5
Contribution from higher sales	+4.5
Lower gross margin	-0.8
Higher expenses tied to expansion	-4.7
Operating profit Jan-Mar 2017	7.5

CASH FLOW BY QUARTER AND ROLLING 12-MONTH (LINE)



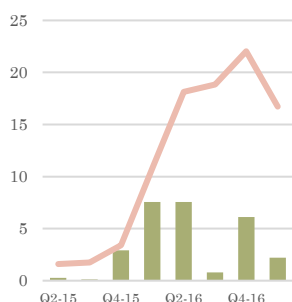
INVESTMENTS AND CASH FLOW

During the first quarter of 2017 the company's investments totaled SEK 2.2 million (7.5). Cash flow from operating activities amounted to SEK -2.4 million (-8.8) and total cash flow amounted to SEK -4.6 million (-15.9).

INVENTORY

Inventory amounted to SEK 75.8 million at the end of the period, compared with SEK 60.4 million at the end of the first quarter of 2016. The increase is tied to the higher number of stores and higher sales from the company's web shop. Compared with the previous quarter inventory increased by SEK 8.6 million.

INVESTMENTS BY QUARTER AND ROLLING 12-MONTH (LINE)



FINANCIAL POSITION

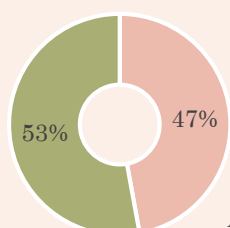
The Group's total assets amounted to SEK 194.7 million (162.6) on March 31, 2017. Shareholders' equity was SEK 108.7 million on the same date, compared with SEK 99.1 million on March 31, 2016. The equity/assets ratio was 56 percent (61) at the end of the period and cash and cash equivalents amounted to SEK 16.2 million (17.0). Net liquidity, after utilized overdraft facilities, amounted to SEK -6.6 million (4.7). The company's growth phase with investments in new own stores and the related need for more working capital are the main reasons for the lower liquidity. Accounts receivable amounted to SEK 65.1 million on March 31, 2017, compared with SEK 56.0 million a year earlier.



Segments

The company reports revenue and operating results for three segments: wholesale, retail and common group expenses. 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 expenses. Revenue and operating results were previously reported for two segments – wholesale and retail – where common group expenses were distributed by segment using a key based on each segment's share of the total cost of goods sold. Quarterly figures for 2016 according to the new segment reporting can be found under the section Revenue and operating result by segment on page 13.

REVENUE BY SEGMENT, ROLLING 12 MONTHS



■ Retail
■ Wholesale

April 2016 - March 2017

WHOLESALE

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

RETAIL

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

WHOLESALE

Development in the first quarter

- Sales in line with previous year – less replenishment by retailers during the quarter than in the previous year
- Improved gross margin but higher operating expenses tied to shop-in-shops and showrooms

	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 16-Mar 17
SEK in thousands				
Sales	73,548	73,355	228,022	228,215
Operating profit	17,530	18,382	53,435	52,583
Operating margin, %	23.8	25.1	23.4	23.0

RETAIL

Development in the first quarter

- Sales up 19 percent driven by the web shop and more stores
- Lower gross margin due to larger share of discounted sales
- Higher operating expenses for continued expansion

	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 16-Mar 17
SEK in thousands				
Sales	52,546	44,334	195,142	203,355
Operating profit	7,611	8,415	42,717	41,914
Operating margin, %	14.5	19.0	21.9	20.6

COMMON GROUP EXPENSES

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

Development in the first quarter

- SEK 0.7 million lower costs compared with the first quarter of 2016 mainly from external services

	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 16-Mar 17
SEK in thousands				
Operating profit	-17,611	-18,345	-71,634	-70,900

Other

STORES ON MARCH 31



EVENTS DURING AND AFTER THE QUARTER

Expansion

In April an Odd Molly store was opened in Boulder, Colorado, in the US, through an external partner – the same partner that already operates Odd Molly stores in Vail and Aspen, Colorado.

NUMBER OF SHARES

As of March 31, 2017 there were 5,752,000 shares outstanding. The total number of shares after dilution from outstanding warrant programs amounted to SEK 6,052,000.

Key ratios per share	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016
Weighted average number of shares before dilution	5,752,000	5,752,000	5,752,000
Weighted average number of shares after dilution	6,052,000	5,752,000	5,752,000
Equity per share before dilution, SEK	18.90	17.22	18.38

EMPLOYEES

The total number of employees at the end of the period was 109 (83), of whom 8 were men and 101 women. The average number of employees during the quarter was 108 (83). The increase is driven by newly opened stores.

PARENT COMPANY

The Parent Company reported total operating revenue of SEK 120.8 million (115.2) in the first quarter, reaching an operating profit of SEK 7.6 million (7.6). The Parent Company's adjusted shareholders' equity amounted to SEK 88.9 million (85.0). Cash and cash equivalents amounted to SEK 10.0 million (11.9). Net liquidity, after utilized overdraft facilities, amounted to SEK -12.9 million (-0.4).

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.

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 2016, 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 2016.

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 43-46 of the Swedish annual report for 2016. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2017 are not considered to materially affect the company's financial reports.

The acquisition of the Swedish agent in 2014, when Odd Molly took over sales responsibility for the Swedish market, is treated in the consolidated accounts as an intangible fixed asset in accordance with IAS 38.

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.

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	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 2016- Mar 2017
<i>Operating revenue</i>				
Net sales	125,259	117,659	422,552	430,152
<i>Operating expenses</i>				
Cost of goods sold	-57,561	-53,896	-187,644	-191,309
Gross profit	67,698	63,763	234,908	238,843
Gross profit margin, %	54.0	54.2	55.6	55.5

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	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 2016- Mar 2017
<i>Operating revenue</i>				
Net sales	125,259	117,659	422,552	430,152
Other operating revenue	836	30	613	1,418
Total operating revenue	126,094	117,689	423,165	431,570
Operating profit				
	7,531	8,452	24,518	23,597
Operating margin, %	6.0	7.2	5.8	5.5

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	Mar 31 2017	Mar 31 2016	Dec 31 2016
Shareholders' equity	108,691	99,077	105,725
Total assets	194,679	162,568	193,389
Equity/assets ratio, %	56	61	55

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	Mar 31 2017	Mar 31 2016	Dec 31 2016
Net profit attributable to Parent Company's shareholders	4,663	5,881	17,721
Average shareholders' equity	107,208	96,097	104,855
Return on equity, %	4.3	6.1	17.8

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.

EQUITY PER SHARE

	Mar 31	Mar 31	Dec 31
	2017	2016	2016
Weighted average number of shares before dilution	5 752 000	5 752 000	5 752 000
Shareholders' equity, SEK in thousands	108 691	99 077	105 725
Equity per share before dilution, SEK	18,90	17,22	18,38

Equity per share is calculated by measuring the company's equity in relation to weighted average number of shares. Equity per share is disclosed before dilution. Measures used in the calculation can be found in the consolidated balance sheet and under the section Number of shares.

PARENT COMPANY'S ADJUSTED EQUITY

	Mar 31	Mar 31	Dec 31
	2017	2016	2016
SEK in thousands			
Shareholders' equity	76,470	67,402	71,595
78 percent of the untaxed reserves	12,402	17,550	12,402
Adjusted equity	88,872	84,952	83,997

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	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016	Apr 2016- Mar 2017
<i>Operating revenue</i>				
Net sales	125,259	117,659	422,552	430,152
Other operating revenue	836	30	613	1,418
Total operating revenue	126,094	117,689	423,165	431,570
<i>Operating expenses</i>				
Cost of goods sold	-57,561	-53,896	-187,644	-191,309
Other external expenses	-38,310	-36,237	-128,156	-130,229
Personnel expenses	-19,652	-16,506	-73,649	-76,796
Depreciation/amortization	-2,884	-1,780	-8,957	-10,061
Other operating expenses	-157	-818	-240	422
Operating profit	7,531	8,452	24,518	23,597
<i>Result from financial items</i>				
Interest income	148	184	486	450
Interest expenses	-281	-86	-815	-1,010
Profit after financial items	7,399	8,551	24,189	23,037
Taxes	-2,735	-2,670	-6,469	-6,533
Net profit attributable to Parent Company's shareholders	4,663	5,881	17,721	16,503
<i>Other comprehensive income</i>				
Items that will be reclassified to profit or loss				
Translation difference	-179	414	1,481	888
Cash flow hedges	-1,945	-928	2,109	1,091
Tax effect fair value cash flow hedges	428	204	-464	-240
Total comprehensive income attributable to Parent Company's shareholders	2,967	5,571	20,846	18,242
Earnings per share before dilution, SEK	0.81	1.02	3.08	2.87
Earnings per share after dilution, SEK	0.77	1.02	3.08	2.87

CONSOLIDATED BALANCE SHEET

SEK in thousands	Mar 31 2017	Mar 31 2016	Dec 31 2016
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	7,041	8,144	7,905
Tangible fixed assets	17,881	11,611	17,769
Financial fixed assets	1,129	1,153	1,129
	26,052	20,907	26,803
<i>Current assets</i>			
Inventories	75,830	60,396	67,180
Advance payments to suppliers	3,115	1,507	4,662
Accounts receivable	65,121	55,988	58,912
Current receivables	8,351	6,805	10,710
Cash and cash equivalents	16,209	16,965	25,121
	168,627	141,661	166,586
TOTAL ASSETS	194,679	162,568	193,389
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	108,691	99,077	105,725
Deferred tax	4,231	4,766	4,376
Current liabilities	81,756	58,725	83,289
	194,679	162,568	193,389
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	194,679	162,568	193,389
Pledged assets	30,000	30,000	30,000
Pledged receivables	17,890	0	8,397
Contingent liabilities	1,415	915	1,415

Cash and cash equivalents are 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.

CHANGES IN THE GROUP'S SHAREHOLDERS' EQUITY

SEK in thousands	Mar 31 2017	Mar 31 2016	Dec 31 2016
Attributable to Parent Company's shareholders:			
Shareholders' equity at the beginning of the year	105,725	93,116	93,116
Dividend	0	0	-8,628
Warrant premium	0	390	390
Total comprehensive income for the period	2,967	5,571	20,846
Shareholders' equity at the end of the period	108,691	99,077	105,725

CASH FLOW STATEMENT FOR THE GROUP

SEK in thousands	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016
Operating activities			
Operating profit	7,531	8,452	24,518
Adjustments	1,621	1,765	10,623
Interest received	148	184	486
Interest paid	-281	-86	-815
Income tax paid	-749	-962	-3,133
Cash flow from operating activities before changes in working capital	8,271	9,353	31,680
Changes in working capital			
Change in inventories	-8,728	-4,361	-10,829
Change in receivables	-3,078	-11,572	-20,035
Change in current liabilities	1,121	-2,200	5,822
Cash flow from operating activities	-2,414	-8,780	6,637
Investing activities			
Acquisition of intangible fixed assets	0	0	-2,129
Acquisition of tangible fixed assets	-2,221	-7,546	-19,863
Acquisition of financial fixed assets	0	0	-42
Cash flow from investing activities	-2,221	-7,546	-22,034
Financing activities			
Dividend paid	0	0	-8,628
Warrant premium	0	390	390
Cash flow from financing activities	0	390	-8,238
Cash flow for the period	-4,635	-15,936	-23,635
Cash and cash equivalents at the beginning of the period	25,121	26,693	26,693
Utilized overdraft facilities at the beginning of the period	26,920	6,094	6,094
Cash and cash equivalents at the beginning of the period, net	-1,799	20,599	20,599
Exchange rate difference in cash and cash equivalents	-192	57	1,237
Change in overdraft facilities utilized	-4,086	6,150	20,826
Cash and cash equivalents at the end of the period	16,209	16,965	25,121
Utilized overdraft facilities at the end of the period*	22,834	12,244	26,920
Cash and cash equivalents at the end of the period, net	-6,625	4,720	-1,799

*The total overdraft limit amounts to SEK 40 million

REVENUE AND OPERATING RESULT BY SEGMENT

SEK in thousands	Jan-Mar 2017	Jan-Mar 2016	Apr-Jun 2016	Jul-Sep 2016	Oct-Dec 2016	Jan-Dec 2016	Apr 2016- Mar 2017
Wholesale							
Revenue	73,548	73,355	33,461	80,964	40,235	228,022	228,215
Operating result	17,530	18,382	3,120	24 466	7,467	53,435	52,583
Retail							
Revenue	52,546	44,334	47,937	56,648	46,223	195,142	203,355
Operating result	7,611	8,415	12,268	11 957	10,077	42,717	41,914
Common group expenses							
Operating result	-17,611	-18,345	-17,901	-17,588	-17,801	-71,634	-70,900
Total							
Revenue	126,094	117,689	81,398	137,612	86,458	423,165	431,570
Operating result	7,531	8,452	-2,512	18,835	-257	24,518	23,597

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

QUARTERLY DATA

	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015
Total operating revenue, SEK million	126.1	86.5	137.6	81.4	117.7	75.8	112.1	56.6
Gross profit margin, %	54.0	60.0	53.8	56.0	54.2	59.6	54.2	55.5
Operating profit, SEK million	7.5	-0.3	18.8	-2.5	8.5	-2.8	11.9	-6.2
Operating margin, %	6.0	-0.3	13.7	-3.1	7.2	-3.7	10.6	-11.0
Net profit, SEK million	4.7	0.8	14.0	-2.9	5.9	-2.4	9.6	-5.0
Earnings per share before dilution, SEK	0.81	0.14	2.43	-0.51	1.02	-0.42	1.66	-0.86
Earnings per share after dilution, SEK	0.77	0.14	2.43	-0.51	1.02	-0.42	1.66	-0.86
Weighted average number of shares before dilution, thousands	5,752	5,752	5,752	5,752	5,752	5,752	5,752	5,752
Weighted average number of shares after dilution, thousands	6,052	5,752	5,752	5,752	5,752	5,752	5,752	5,752
Return on equity, %	4.3	0.8	14.4	-3.1	6.1	-2.6	10.4	-11.4
Equity/assets ratio, %	56	55	56	54	61	62	62	66
Equity per share before dilution, SEK	18.90	18.38	18.08	15.54	17.22	16.19	16.92	15.11
Cash flow from operating activities, SEK million	-2.5	2.7	-4.1	16.8	-8.8	5.1	-21.9	20.7

PARENT COMPANY INCOME STATEMENT

	Jan-Mar 2017	Jan-Mar 2016	Jan-Dec 2016
SEK in thousands			
<i>Operating revenue</i>			
Net sales	120,795	115,213	410,545
Other operating revenue	2	15	1,148
Total operating revenue	120,797	115,228	411,693
<i>Operating expenses</i>			
Cost of goods sold	-55,823	-52,058	-179,347
Other external expenses	-38,555	-39,387	-145,619
Personnel expenses	-17,185	-15,072	-65,179
Depreciation/amortization of tangible and intangible fixed assets	-1,439	-1,016	-4,543
Other operating expenses	-156	-140	-570
Operating profit	7,640	7,555	16,436
<i>Result from financial items</i>			
Interest income	150	169	483
Interest expenses	-281	-68	-792
Writedown of shares in subsidiary	0	0	-1,123
Profit after financial items	7,510	7,657	15,004
Appropriations	0	0	6,600
Profit before tax	7,510	7,657	21,604
Taxes	-1,817	-2,020	-5,515
Net profit	5,693	5,637	16,089
<i>Other comprehensive income</i>			
<i>Items that will be reclassified to profit or loss</i>			
Cash flow hedges	-1,945	-928	2,109
Tax effect cash flow hedges	428	204	-464
Total comprehensive income for the period	4,176	4,913	17,733

PARENT COMPANY BALANCE SHEET

SEK in thousands	Mar 31 2017	Mar 31 2016	Dec 31 2016
ASSETS			
Fixed assets			
Intangible fixed assets	927	646	1,049
Tangible fixed assets	10,649	9,774	11,108
Financial fixed assets	24,828	20,687	24,435
	36,404	31,107	36,593
Current assets			
Inventory	70,066	56,673	63,258
Advance payments to suppliers	2,913	1,473	3,914
Accounts receivable	68,739	57,480	54,224
Other current receivables	8,775	9,002	14,716
Cash and cash equivalents	9,969	11,875	20,484
	160,461	136,503	156,597
TOTAL ASSETS	196,865	167,610	193,190
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	76,470	67,402	71,595
Untaxed reserves	15,900	22,500	15,900
Deferred tax	0	-438	102
Current liabilities	104,495	78,146	105,594
	196,865	167,610	193,190
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	196,865	167,610	193,190
Pledged assets	30,000	30,000	30,000
Pledged receivables	17,890	0	8,397
Contingent liabilities	1,415	915	1,415

Cash and cash equivalents are 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 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, May 11, 2017

Patrik Tillman, Chairman

Mia Arnhult, Board Member

Lennart Björk, Board Member

Kia Orback, Board Member

Elin Ryer, Board Member

Nils Vinberg, Board Member

Anna Attemark, President & CEO

SCHEDULED INFORMATION DATES

- The Annual General Meeting 2017 will be held in Stockholm on May 11, 2017.
- The interim report for January-June 2017 will be released on August 16, 2017.
- The interim report for January-September 2017 will be released on October 24, 2017.

PRESENTATION OF THE REPORT

The report will be presented at the company's showroom, Karlavägen 73, Stockholm, on May 11, 2017 at 10.00 am CET. To attend the presentation, contact jacob.neckmar@oddmolly.com

For further information, please contact:
Anna Attemark, CEO, phone: +46-8-522 28 502
Johanna Palm, CFO, phone: +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 Securities Market Act. The information was submitted for publication, through the agency of the contact persons set above, on May 11, 2017 at 8.00 am CET.

ABOUT ODD MOLLY

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The company's products are mainly sold through agents to retailers in around thirty countries around the world, which facilitates expansion with limited capital requirements. Odd Molly is responsible for selling to external retailers in the Scandinavian market and also manages 18 of its own physical stores and its own web shop. The Odd Molly share is traded as of June 21, 2010 on Nasdaq Stockholm.

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 under "press".
Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to www.oddmolly.com.

