

odd molly

ODD MOLLY

Q3 2019

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AGENDA

- I. This is Odd Molly*
- II. Q3 2019*
- III. Going forward*



THIS IS ODD MOLLY

Odd Molly is a fashion brand with a unique style concept

- *Founded in 2002*
- *Sold in about 40 countries*
- *Sold through own sales channels and external retailers around the world*
- *Total operating revenue in 2018: SEK 347 million*
- *Listed on Nasdaq Stockholm (small cap)*





THIRD QUARTER 2019

Q3 2019

OPERATIONAL HIGHLIGHTS

- **Operating result improvement driven by own online retail**
 - Tough market, weak in wholesale
 - Own web is growing with a more efficient operational set-up
- **Comprehensive action program** aimed to reduce complexity, capital tied up and operating costs – is **showing results**
- **License agreement** was signed with the well-known **brand Hunkydory**
 - To be re-launched in 2020
- **2 own stores were closed**

MSEK

45.3

RETAIL SALES

MSEK

30.9

WHOLESALE SALES

Q3 2019

NUMBERS IN BRIEF

- Total operating revenue SEK 76.6 million (99.5)
- Gross profit margin 47.6 percent (51.0), impacted by higher share of discounted sales
- Operating cost reduction of SEK 16.1 million, excluding impact of SEK 5.8 million restructuring charge last year
- Operating loss SEK -9.3 million (-19.3)
- Operating margin -12.1 percent (-19.4)
- Net loss SEK -9.0 million (-15.7)
- EPS SEK -0.61 (-1.87)



-23%

SALES DEVELOPMENT



47.6%

GROSS MARGIN

Jan to Sep 2019

NUMBERS IN BRIEF

- Total operating revenue SEK 225.5 million (281.2)
- Gross profit margin 49.1 percent (54.0), impacted by discounted sales
- Operating cost reduction of SEK 28.4 million, excluding effect from restructuring charges in both periods
- Operating loss SEK -44.7 million (-38.0), negatively impacted by lower sales and weaker gross margin
- Operating margin -19.8 percent (-13.5)
- Net loss SEK -47.4 million (-32.8)
- EPS SEK -4.39 (-4.91)



-20%

SALES DEVELOPMENT



49.1%

GROSS MARGIN

Q3 2019

YEARLY DEVELOPMENT



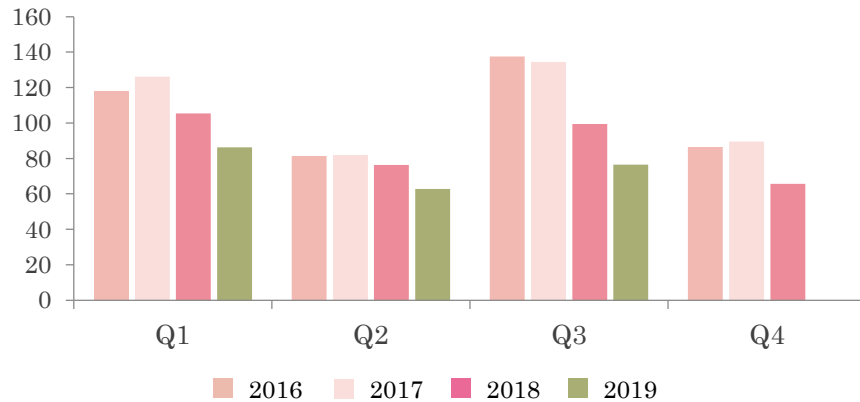
Sales and profit



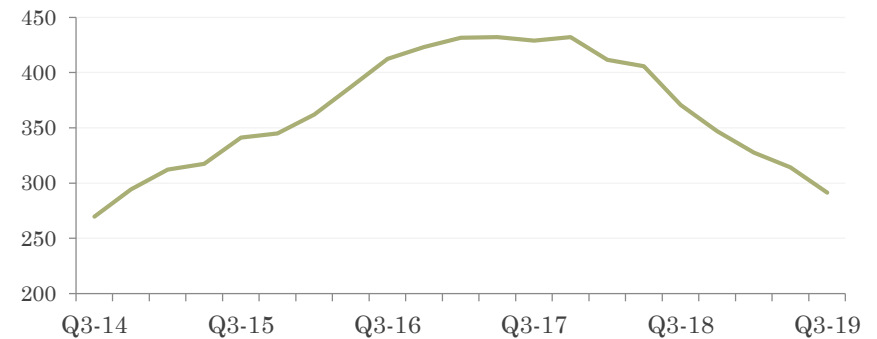
Q3 2019

QUARTERLY DEVELOPMENT

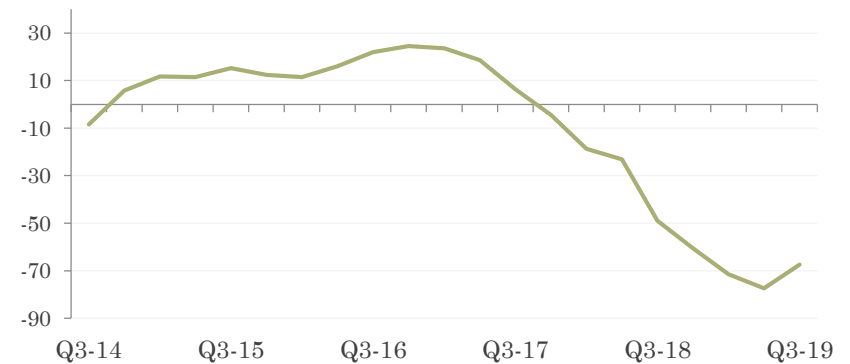
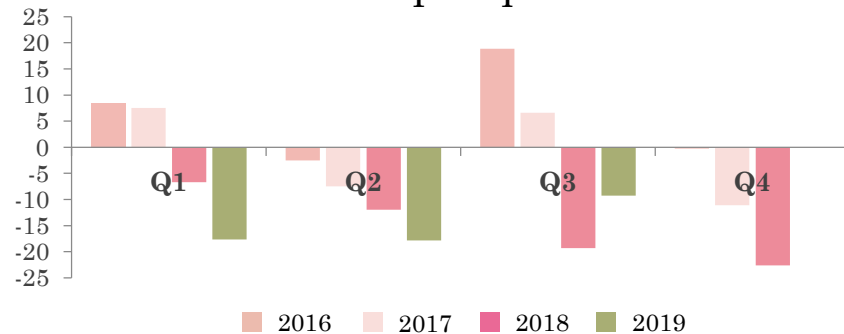
Sales per quarter



Sales, LTM

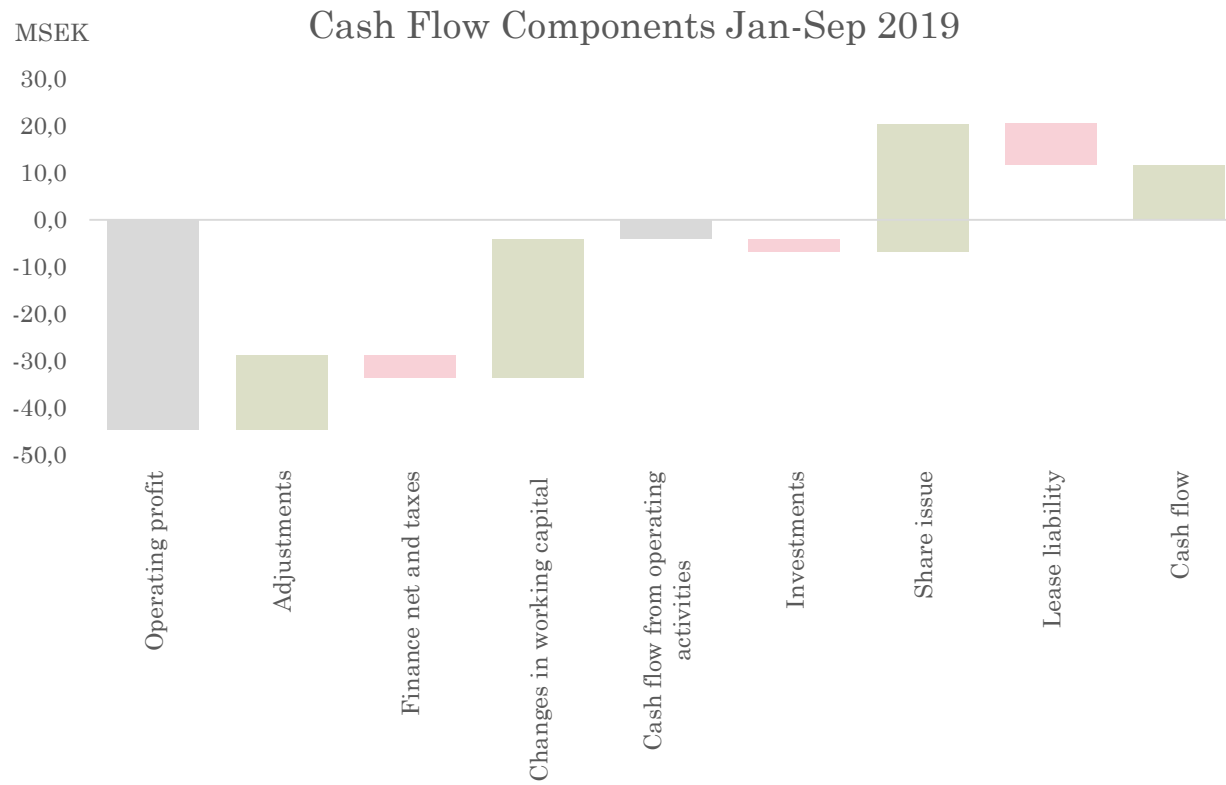


EBIT per quarter



Jan to Sep 2019

CASH FLOW





GOING FORWARD

STRATEGY GOING FORWARD



1

**STRENGTHEN THE BRAND POSITION
WITH A MORE STREAMLINED
PRODUCT RANGE**

ADDITION OF HUNKYDORY

2

**INCREASED FOCUS ON OWN E-
COMMERCE AND REDUCING THE
NUMBER OF STORES**

3

**FOCUS ON INTERNATIONAL GROWTH
THROUGH A CAPITAL EFFICIENT
MODEL OUTSIDE MAIN STRATEGIC
MARKETS**

4

**STRENGTHEN THE STRATEGY
WITHIN SUSTAINABILITY**

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**THANK
YOU!**

