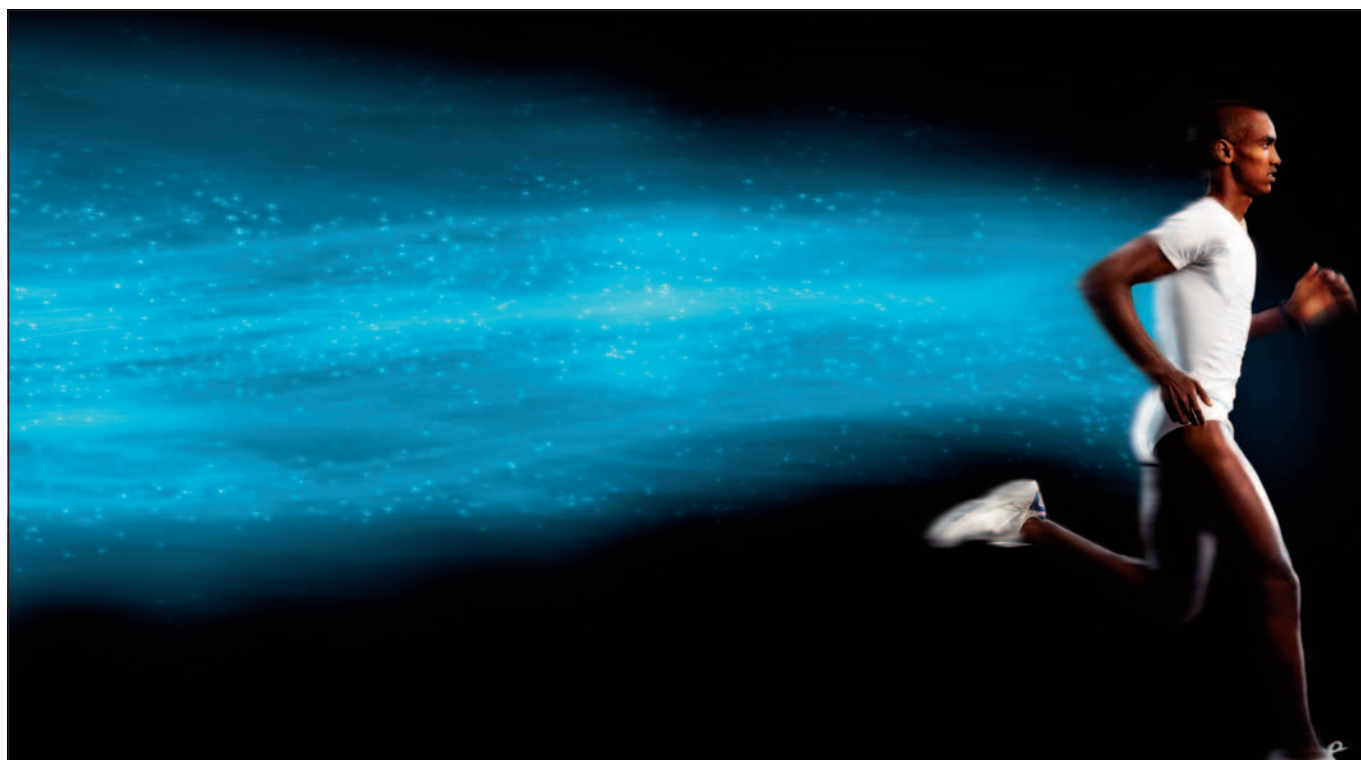


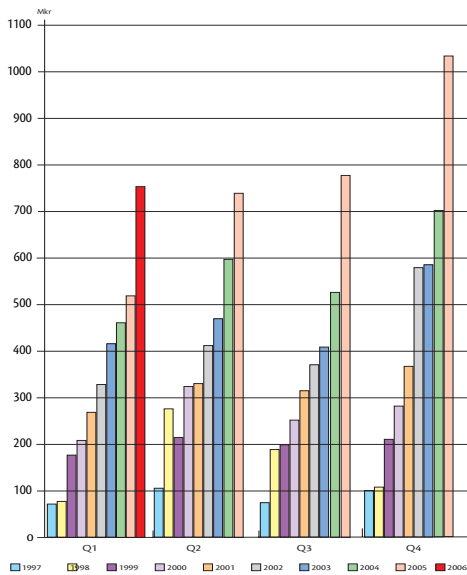
Interim Report for New Wave Group AB (publ)

Q1 | JANUARY–MARCH 2006



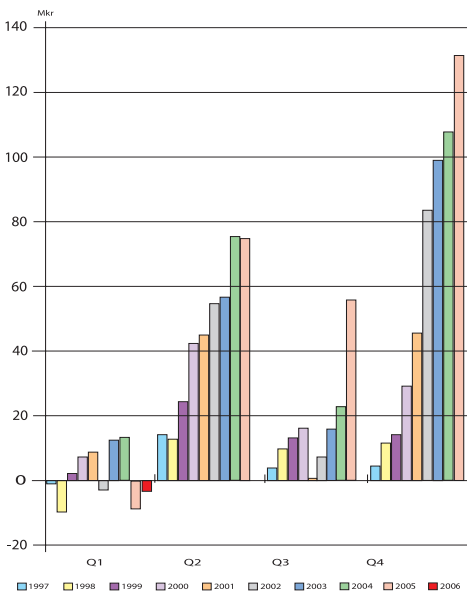
Organic growth 20% for the first quarter

- Sales increased by 46 % to SEK 755 (516) M during January – March.
- Thereof contributed acquired units by SEK 137 M. This gives an organic growth of 20 % or SEK 102 M.
- The result after net finance improved by SEK 5.6 M to SEK -2.9 (-8.5) M.
- The result after tax improved to SEK -2.1 (-7.2) M and profit per share improved to SEK -0.04 (-0.12).
- Acquired units burdened the result with SEK 12.1 M.
- The total cost for new establishments amounted to SEK 12.4 M.
- The profit for comparable units, excluding cost for new establishment and acquired units, improved by SEK 30.1 M.
- The Corporate Profiling business area's sales increased by 31 % to SEK 456 (347) M. Profit on EBITDA-level increased by SEK 8.5 M to SEK 15.0 (6.5) M.
- The Retailing business area's sales increased by 77 % to SEK 299 (169) M. Profit on EBITDA-level increased by SEK 3.4 to SEK 4.3 (0.9) M.
- New Wave's previous forecast with sales and result expected to exceed the preceding year, remains.



SALES

Sales increased by 46 % to SEK 755 (516) M during January–March. Thereof contributed acquired units by SEK 137 M. This gives an organic growth of 20 % or SEK 102 M.



PROFIT

The result after net finance improved by SEK 5.6 M to SEK -2.9 (-8.5) M. The result after tax improved to SEK -2.1 (-7.2) M and profit per share improved to SEK -0.04 (-0.12). Acquired units burned the result after net finance with SEK 12.1 M and the total cost for new establishments amounted to SEK 12.4 M. Acquired units that was not included first quarter last year was the Intraco-group and Orrefors Kosta Boda-group. This means that the profit for comparable units, excluding cost for new establishment and acquired units, improved by SEK 30.1 M.

The gross profit margin increased compared to the preceding year and amounted to 46.0 (44.1) %.

The Group's external costs as part of sales increased and amounted to 23.6 (22.5) % of sales. The increase is mainly related to acquired units. The personnel costs decreased and amounted to 17.1 (19.3) % of sales.

Depreciations have increased by SEK 2.0 M. to SEK 9.4 (7.4) M. Acquired units, that was not in the report first quarter 2005, had SEK 3.1 M in depreciations.

THE CORPORATE SEGMENTS

Profiling Business Area

The Corporate Profiling business area's sales increased by 31 % to SEK 456 (347) M. Profit on EBITDA-level increased by SEK 8.5 M. to SEK 15.0 (6.5) M.

The Retailing Business Area

The Retailing business area's sales increased by 77 % to SEK 299 (169) M. Profit on EBITDA-level increased by SEK 3.4 M to SEK 4.3 (0.9) M.

GEOGRAPHIC DISTRIBUTION

Sweden

Sales increased by 44 % to SEK 288 (200) M. in Sweden. Excluding acquired units sales increased by 24%.

Germany

Sales in Germany increased by 47 % to SEK 56 (38) M.

Denmark

Sales in Denmark increased by 26 %, to SEK 29 (23) M.

Norway

Sales in Norway increased by 46 % to SEK 57 (39) M. Excluding acquired increased units sales by 35%.

Finland

Sales in Finland increased by 14 % to SEK 41 (36) M.

Italy

Sales in Italy increased by 45 % to SEK 42 (29) M.

Spain

Sales in Spain was unchanged SEK 21 M. The traditional profile sales continued to increase but the trading sales decreased. With "trading" means sales of the customer's own brands, i.e. private label. Bengt Johansson has been appointed as the new managing director for New Wave Spain S.A.

Benelux

Sales in Benelux increased by 21 % to SEK 87 (72) M.

Great Britain

Sales in Great Britain increased by 53 % to SEK 26 (17) M. A multi brand concept, of which most of the group's brands will be a part, has been established in Wales during the fourth quarter 2005. This concept is to meet the competition on the English market with catalogues including more brands and product groups. The cost for renting warehouse etc is much lower in comparison to the cities and we will still keep the same delivery service to the clients.

France

Sales in France increased by 25 % to SEK 20 (16)M.

Switzerland

Sales in Switzerland increased by 69 % to SEK 22 (13) M. The craft-establishment, contributes with a loss, due to major market investment.

China

New Wave sells promowear and give-aways to the corporate market and Craft sells products to the sports retail market on the local Chinese market. New Wave will open three Orrefors Kosta Boda flag ship stores in Shanghai during 2006.

USA

Sales in USA was SEK 34 M mainly contributed by Orrefors Kosta Boda. Craft is established since several years via a local distributor and Sagaform made a start on its establishment during first quarter 2006.

PURCHASING

New Wave has purchasing offices in Bangladesh, Vietnam, Hong Kong, Turkey and China. Currently a lot of resources are spent on strengthening the buying organisation.

NEW ESTABLISHMENTS

New Wave has launched and started several new establishments where most of these means that we add more of existing trademarks and product assortments to already existing New Wave-companies. New establishments are:

The establishment in Switzerland was introduced by Clique, New Wave, Harvest and Printer. Also Craft has been introduced on the market through a company owned by New Wave Group SA to 51 %.

New Wave's owned developed work wear-brand, Projob, has been launched in Denmark, Spain, Finland and Benelux during 2005. During 2006 Projob will also be launched in Great Britain, Germany, Italy and France.

Jobman has been fully launched in Norway and the launches in Italy, Germany and Holland has commenced.

Grizzly is stocked in Germany.

Clique will during the first quarter 2006 be stocked and launched in Austria.

A multi brand concept in Wales, under which many of the group's brands will be a part, has been launched during fourth quarter 2005. The same concept will be established in Ireland, but with deliveries from Wales.

A Joint Venture in Russia in which New Wave holds 51% of the shares and management 49% has been established. New Wave Russia will distribute the brands Clique/New Wave and Sagaform with deliveries from Sweden.

New Wave and Clique are stocked in France.

The concept INSideOUT is launched in Italy and Spain.

Sagaform is launched in Belgium, Spain, England and USA.

Orrefors and Kosta Boda will be launched in China and three flagship stores will be opened in Shanghai.

A concept representing Orrefors Jernverk and Kosta Linnwäveri is under development and the launch is planned for autumn 2006.

ACQUISITIONS

The Orrefors Kosta Boda Group (OKB)

1 June New Wave Group entered into a share transfer agreement with Royal Scandinavia A/S in relation to an acquisition of 51 % of the shares in Orrefors Kosta Boda Holding AB with subsidiaries. The Orrefors Kosta Boda Group's sales were SEK 640 M in 2004, with 720 employees.

In October an agreement was reached with Royal Scandinavia A/S to change the initial acquisition of 51 % in Orrefors Kosta Boda Holding AB to include all the shares. The total purchase price for all the shares amounts to approx. SEK 24.5 M. From 1 October there is therefore no minority assignable to OKB in the New Wave group of companies.

New Wave Group will introduce a wide assortment of metal products for kitchen and presents under the trademark Orrefors Jernverk. Examples of such products are pots, pans and candlesticks. Moreover, New Wave Group will launch a wide assortment of textiles, such as tablecloths, runners and towels under the trademark Kosta Linnewärfveri.

"Glasriket" (the Kingdom of Crystal) in Småland, Sweden, today has approx. one million visitors each year. An outlet, jointly owned together with the municipality, with a store space of 4 900 sq. m. will be built and is expected to be opened during the summer 2006. Most of the store space has been leased by external tenants representing attractive trademarks. Another 2 000 sq. m. outlet will be opened during this summer for sales of products under other trademarks owned by the New Wave group of companies. Also restaurants, hotels and an inn will be opened this summer of companies partly owned by New Wave.

New Wave Group believes that the acquisition will give the Orrefors Kosta Boda group of companies a relative large increase in sales within the promotional market. The reductions of costs that have implemented since the acquisition are expected to lead to cost savings of SEK 50 M per year.

The Orrefors Kosta Boda group of companies' annual sales in USA is approx. USD 21 M. This gives New Wave Group good conditions for the current launch of Sagaform on the retail market in USA and later also on the promotional market.

The Intraco Group

New Wave Group has on July 1 2005 acquired 51 % of the shares in Intraco Holding B.V. for EUR 4 M with an option to buy the remaining 49%. The definite purchase sum is based on the result of Intraco.

The focus of the business in the Intraco group of companies is to, as a wholesaler, sell technically related promotional articles, such as phone-, computer- and technically related desktop accessories. Examples of successful product groups are USB-memories and SIM-card readers. The Intraco group is innovative in bringing out modern technical novelties on the promotional market. The Intraco group of companies' turnover during 2004 was approx. EUR 8 M with a good profitability and the number of employees is approx. 30.

CAPITAL TIED UP

During the period, capital tied up in goods has increased by SEK 139 M. to SEK 1 606 (1 467) M. Accounts receivable increased by SEK 66 M. to SEK 643 (709) M.

INVESTMENTS, FINANCING AND LIQUIDITY

The Group's cash-affecting net investments amounted during January- March to SEK -20 (-44) M. Cash flow amounted before investments and acquisitions to SEK -9 (-49) M and after investments and acquisitions to SEK -29 (-93) M. Net borrowings amounted to SEK 1 520 (1 004) M. and the Group's credit limits were approx. SEK 2 300 M. as of 31 March 2006.

PERSONNEL AND ORGANISATION

The number of employees as of 31 March 2006 amounted to 1 981 (1 269) persons, of which 39 % were female and 61 % were male. Total 795 persons were employed within production units. The production owned by New Wave belongs to Orrefors Kosta Boda, Seger, Dahetra and Toppoint.

SUBSCRIPTION OPTIONS IN NEW WAVE GROUP AB

New Wave has currently two outstanding program for subscription options. One that expires in June 2006 of 1 844 280 options with an exercise price of SEK 29.30 and the other which expires in June 2008 of 1 500 000 options with an exercise price of SEK 73.10.

VIEWS ON THE FISCAL YEAR 2006

New Wave has during 2005 made a large number of new establishments and a number of acquisitions. Focus will during 2006 be on getting these new establishments profitable and to integrate the acquisitions. The Orrefors Kosta Boda group of companies' result will during the first six months 2006 burden the result of the New Wave Group. The Orrefors Kosta Boda group of companies is expected to contribute positively to New Wave's result for the full year 2006. For 2006 the sales and result is expected to exceed the preceding year for the New Wave group of companies.

THE PARENT COMPANY

Sales amounted to SEK 23 (21) M. Profit after financial items amounted to SEK 1 (7) M. Net borrowings increased by SEK 136 M. to SEK 272 (136) M and net investments amounted to SEK -13 (-1) M.

ACCOUNTING PRINCIPLES

This report is drawn up in accordance with the International Financial Reporting Standards IFRS.

The main changes in accounting principles for New Wave concern the elimination of goodwill amortization, financial instruments and minority. According to the transitional rules in IFRS 1 (First Time Adoption of IFRS) New Wave has opted to not apply IFRS 3 for old acquisitions. Comparable amounts concerning acquisitions made 2003 or earlier have not been recalculated. Acquisitions effected during 2004 have been reported in accordance with IFRS 3.

IFRS2 Share Based Payment will have no effect on the New Wave Group. The share-related compensation programs (stock option program) that exist are not covered by IFRS2.

This report has not been audited by the company's auditors.

ANNUAL REPORT

As New Wave is a cost saving company the annual report will not automatically be distributed to the shareholders. It will be available on New Wave's homepage www.nwg.se. For you who want a paper copy can contact New Wave's head office by phone: +46 303 24 65 00, by mail: www.info@nwg.se or through our homepage www.nwg.se.

CALENDAR

- 29 May 2006
Annual General Meeting in Borås
- 14 July 2006
Interim report for Q2
- 27 October 2006
Interim report for Q3
- 16 February 2007
Balance Sheet Communiqué for 2006

Stockholm the 26 April 2006

New Wave Group AB (publ)

Torsten Jansson

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Income Statements

SEK Mkr	3 months	3 months	12 months	12 months
	JAN-MARCH 2006	JAN-MARCH 2005	JAN-DEC 2005	JAN-DEC 2004
Net sales	755.3	516.5	3 059.0	2 302.2
Goods for resale	-407.7	-288.6	-1 638.7	-1 246.4
Gross profit	347.6	227.9	1 420.3	1 055.8
Operating expenses*	1.8	2.6	25.8	20.0
Other external expenses	-199.9	-122.0	-653.9	-440.2
Personnel costs	-129.4	-99.8	-461.5	-341.1
Depreciation of tangible and intangible fixed assets	-9.4	-7.4	-31.5	-29.6
Other expenses	-0.8	-1.3	-3.5	-2.5
Shares in related companies	0.0	0.0	-0.1	0.2
Operating profit	9.9	0.0	295.6	262.6
Interest income	2.0	5.2	6.9	4.2
Interest costs	-14.8	-13.7	-48.5	-32.6
Net financial items	-12.8	-8.5	-41.6	-28.4
Profit after financial items	-2.9	-8.5	254.0	234.2
Tax on the profit for the period	0.8	1.3	-47.3	-61.3
Profit/loss for the period	-2.1	-7.2	206.7	172.9
Related to:				
Shareholders parent company	-2.8	-7.6	203.0	171.9
Minority share of net profit	0.7	0.4	3.7	1.0
	-2.1	-7.2	206.7	172.9
Profit per share				
Profit per share before dilution	-0.04	-0.12	3.22	2.80
Profit per share after dilution	-0.04	-0.11	3.17	2.74
Weighted number of shares before dilution	64 517 776	63 665 348	64 210 410	61 722 986
Weighted number of shares after dilution	66 003 728	64 102 822	65 306 999	63 143 988

* Referring to exchange profit and capital gain

Quarterly Income Statements

SEK m	2006					2005				2004			
	Quarter	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net sales		755.3	516.5	738.6	774.2	1 029.7	468.8	595.8	525.3	712.3			
Handelsvaror		-407.7	-288.6	-395.5	-413.6	-541.0	-256.7	-317.8	-298.0	-374.0			
Gross profit		347.6	227.9	343.1	360.6	488.7	212.1	278.0	227.3	338.3			
Gross profit %		46.0	44.1	46.5	46.6	47.5	45.2	46.7	43.3	47.5			
Other income		1.8	2.6	1.9	9.4	11.9	3.1	4.1	5.6	7.2			
External costs		-199.9	-122.0	-145.8	-172.0	-214.2	-105.5	-105.0	-106.2	-123.5			
Personnel costs		-129.4	-99.8	-110.5	-115.4	-135.8	-78.8	-85.0	-81.4	-95.9			
Avskrivningar		-9.4	-7.4	-8.5	-10.0	-5.6	-7.5	-8.0	-7.8	-6.4			
Other costs		-0.8	-1.3	1.3	-2.6	-0.9	0.0	0.0	-2.7	0.2			
Operating profit/loss		9.9	0.0	81.5	70.0	144.1	23.4	84.1	34.8	119.9			
Interest income		2.0	5.2	0.9	0.3	0.5	0.7	0.0	1.6	1.2			
Interest expenses		-14.8	-13.7	-7.9	-13.9	-13.0	-6.5	-8.2	-7.8	-9.1			
Result after financial items		-2.9	-8.5	74.5	56.4	131.6	17.6	75.9	28.6	112.0			
Minority share		0.8	1.3	-18.1	-12.0	-18.5	-4.3	-18.4	-6.9	-31.8			
Profit/loss for the period		-2.1	-7.2	56.4	44.4	113.1	13.3	57.5	21.7	80.2			
Profit per share													
Profit per share before dilution		-0.04	-0.11	0.88	0.69	1.75	0.22	0.93	0.35	1.30			
Profit per share after dilution		-0.04	-0.11	0.88	0.68	1.72	0.22	0.92	0.35	1.30			
Weighted number of shares before dilution		64 517 776	63 665 348	63 903 044	64 005 499	64 517 776	59 160 848	61 772 986	61 447 142	61 722 986			
Weighted number of shares after dilution		66 003 728	64 102 822	64 001 750	65 075 196	65 843 709	60 123 100	62 276 636	62 575 992	61 838 990			

Balance Sheets

SEK m	31-mar 2006	31-mar 2005	31-dec 2005	31-dec 2004
Assets				
Intangible fixed assets	142.6	29.0	138.3	12.9
Goodwill	380.1	335.0	371.8	340.9
Fixed assets	322.6	241.0	319.9	216.4
Other long-term receivables	94.4	43.8	95.8	45.9
Total fixed assets	939.7	648.8	925.8	616.1
Stock	1 605.7	1 074.9	1 466.8	971.9
Accounts receivable	643.1	451.9	708.5	482.4
Other short-term receivables	138.3	110.7	147.5	77.1
Liquid funds	104.6	74.8	133.8	84.1
Total current assets	2 491.7	1 712.3	2 456.6	1 615.5
TOTAL ASSETS	3 431.4	2 361.1	3 382.4	2 231.6
SHAREHOLDERS' EQUITY AND LIABILITIES				
Shareholders' equity	1 137.3	911.3	1 144.0	910.6
Long term loans	1 570.6	1 025.8	1 540.3	515.9
Other long term liabilities	104.7	58.3	104.4	57.3
Total long term liabilities	1 675.3	1 084.1	1 644.7	573.2
Short term loans	53.9	52.9	82.2	454.4
Other liabilities	564.9	312.8	511.5	293.4
Total short term liabilities	618.8	365.7	593.7	747.8
Total liabilities	2 294.1	1 449.8	2 238.4	1 321.0
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	3 431.4	2 361.1	3 382.4	2 231.6
Förändring i eget kapital				
Ingående eget kapital	1 144.0	910.6	910.6	614.8
Justeringar för ändrad redovisningsprincip	-	-	-	-13.6
Justerat eget kapital	1 144.0	910.6	910.6	601.2
Omräkningsdifferens	-5.1	7.2	23.9	-2.8
Kassaflödessäkring	1.6	0.7	-3.6	-
Kapitalandelsförändring i minoriteten	-1.1	0	-2.9	5.1
Periodens resultat hänförligt till moderbolagets aktieägare	-2.8	-7.6	203.0	171.9
Periodens resultat hänförligt till minoriteten	0.7	0.4	3.7	1.0
Utdelningar	0	0	-47.5	-36.3
Nyemission	0	0	44.0	169.7
Optionspremie	0	0	12.8	0.8
	1 137.3	911.3	1 144.0	910.6

Cash Flow Analysis

SEK m	1 jan - 31 mar 2006	1 jan - 31 mar 2005	1 jan - 31 dec 2005	1 jan - 31 dec 2004
Current operation				
Profit/loss before financial items	9.9	0	295.6	242.4
Justering för poster som inte ingår i kassaflödet	8.7	5.6	17.9	48.5
Gained interest	2.0	5.2	6.9	4.4
Paid interest	-14.9	-13.7	-48.5	-32.6
Paid income	-24.2	-18.7	-53.7	-72.6
Cash flow from current operations before changes in working capital	-18.5	-21.6	218.2	190.1
Cash flow from changes in working capital				
Increase of stock	-138.5	-81.1	-244.7	-170.6
Increase/decrease of current receivables	68.1	34.0	-90.1	-4.4
Increase/decrease of accounts payables	79.5	19.7	19.2	-12.8
Cash flow from operation	9.1	-27.4	-315.6	-187.8
Investments				
Investment of material assets	-11.2	-25.3	-79.6	-33.9
Sales of material assets	0	0	0.4	0.5
Investment of immaterial assets	-9.5	-18.4	-8.9	-32.9
Subsidiary acquisitions*	0	0	-88.3	-175.6
Investment of financial assets	0	0	-45.0	-3.5
Sales of financial assets	0.4	0	1.2	0
Cash flow from investments	-20.3	-43.7	-220.2	-245.4
Financial payments				
New issue	0	0	44.0	149.7
Increase of loans	0	81.6	365.2	192.1
Amortization	-0.2	-	-	-
Dividend paid	0	0	-47.5	-36.3
Cash flow from financial payments	-0.2	81.6	361.7	305.5
Cash flow for the year	-29.9	-11.1	44.1	62.4
Liquid funds at the beginning of the year	133.8	84.1	84.1	21.9
Currency difference in liquid funds	0.7	1.8	5.6	-0.2
Liquid funds at the end of the year	104.6	74.8	133.8	84.1
*The item includes:				
Goodwill	-	-	-46.1	-41.7
Brands	-	-	-112.0	-
Working capital	-	-	-192.2	-196.2
Fixed assets	-	-	-87.7	-9.0
Transferred loans	-	-	361.8	71.3
Paid with non-cash issue	-	-	-12.1	-
Effect on the cash flow	0.0	0.0	-88.3	-175.6

Financial highlights

	IFRS				Swedish standard	
	JAN-MAR 2006	JAN-MAR 2005	JAN - DEC 2005	JAN - DEC 2004	JAN - DEC 2003	JAN - DEC 2002
Sales growth %	46.3	10.2	32.9	22.3	11.5	32.0
Number of employees	1 981	1 506	2 032	1 269	806	729
Gross profit margin %	46.0	44.1	46.4	45.9	44.4	42.0
Operating margin before depreciation %	2.6	1.4	10.7	12.7	13.0	12.8
Operating margin %	1.3	0.0	9.7	11.4	10.9	10.6
Profit margin %	-0.3	-1.4	6.8	7.5	7.1	6.2
Return on shareholders' equity %	-0.1	-3.2	20.3	22.7	23.8	22.0
Return on capital employed %	0.1	1.2	13.0	16.6	16.5	16.9
Equity ratio %	33.1	38.7	33.8	40.8	37.4	37.9
Net dept - Equity ratio %	133.6	110.6	130.1	97.3	113.1	123.0
Net liabilities SEK Mkr	1 519.9	1 003.9	1 488.7	886.2	692.5	629.0
Interest cover ratio times	0.8	0.4	6.2	8.2	7.8	4.8
Rate of capital turnover times	0.1	0.2	1.2	1.2	1.2	1.3
Rate of stock turnover times ggr	1.1	1.1	1.5	1.5	1.6	1.6
Net investments SEK m	20.3	43.7	175.2	245.4	80.0	153.6
Cash flow before investments SEK Mkr	-9.4	-49.0	-142.4	2.3	76.0	160.7
Cash flow after investments SEK Mkr	-29.7	-92.7	-317.6	-243.1	-4.0	7.1
Shareholders' equity per share SEK Kr	17.73	14.25	17.82	14.75	10.57	8.90
Shareh. equity per share after dilution SEK Kr	17.33	14.15	17.38	14.42	10.52	8.64
Value per share SEK Kr	-	-	88.00	63.75	37.50	18.75
Share price SEK Kr	-	-	0.90	0.75	0.63	0.44
P/E-ratio	-	-	27.33	25.93	16.30	10.45
P/S-ratio	-	-	1.85	1.71	1.16	0.65
Rate/Shareholders' equity	-	-	4.94	4.45	3.56	2.15

Sales by Country (SEK m.)

LAND	JAN-MARCH 2006	PART OF TURNOVER	JAN-MARCH 2005	SEK M	CHANGE %
Sweden	288	38%	200	88	44
Benelux	87	12%	72	15	21
Norway	57	8%	39	18	46
Germany	56	7%	38	18	47
Italy	42	6%	29	13	45
Finland	41	5%	36	5	14
USA	34	5%	0	34	N/A
Denmark	29	4%	23	6	26
England	26	3%	17	9	53
Switzerland	22	3%	13	9	69
Spain	21	3%	21	0	0
France	20	3%	16	4	25
Other	32	4%	12	20	167
Total	755	100%	516	239	46

Definitions

RETURN ON SHAREHOLDERS' EQUITY

Profit/loss after full tax as a percentage of the average shareholders' equity.

RETURN ON CAPITAL EMPLOYED

Profit/loss after net financial items plus financial costs in percent of capital employed in average.

GROSS MARGIN

Sales for the period, less product costs, as a percentage of sales.

RATE OF CAPITAL TURNOVER

Sales divided by the average Balance Sheet total.

OPERATING MARGIN

Operating profit/loss after depreciation as a percentage of sales.

NET DEBT/EQUITY RATIO

Interest-bearing liabilities, less interest bearing assets, as a percentage of shareholders' equity.

CAPITAL EMPLOYED

Balance Sheet total reduced by interest-free liabilities and interest-free provisions.

PROFIT MARGIN

Profit/loss before tax as a percentage of sales.

New Wave's share

The share capital in New Wave amounted to SEK 193 553 328 distributed among a total of 64 517 776 shares, each with a par value of SEK 3.00. The shares carry identical rights to the Company's assets and profits. Each Series A share is entitled to ten votes and each Series B share is entitled to one vote. New Wave's Series B shares have since December 11, 1997, been listed at the Stockholm Stock Exchange and are now listed on the O list. A trading lot amounts to 100 shares.

DIVIDEND

The Board's aim is that the dividend will account for at least 30 % of the Group's profit after taxes over a trade cycle.

SHAREHOLDERS

Antalet aktieägare uppgick den 31 mars 2006 till 10 924 (7 815). De institutionella investerarna kontrollerade totalt 42 procent av kapitalet och 12 procent av rösterna. De tio största aktieägarna svarade vid samma tidpunkt för 64 procent av kapitalet och 87 procent av rösterna. Utländska ägare svarade för 8 procent av kapitalet och 5 procent av rösterna.

The number of shareholders amounted to 10 924 (7 815) on March 31st. Institutional investors accounted for 42 % of the capital and 12 % of the votes. At the same time, the ten largest shareholders held 64 % of the capital and 87 % of the votes. Non-Swedish shareholders accounted for 8 % of the capital and 5 % of the votes.

NEW WAVE'S TEN MAJOR SHAREHOLDERS 2006-03-31

SHAREHOLDER	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	VOTES %
Torsten Jansson	21 863 936	208 233 056	33.9%	79.3%
Robur	5 558 264	5 558 264	8.6%	2.1%
Fjärde AP-Fonden	3 504 400	3 504 400	5.4%	1.3%
AMF Pension	3 000 000	3 000 000	4.6%	1.1%
OKOBank OY	1 685 200	1 685 200	2.6%	0.6%
Livförsäkringsaktiebolaget Skandia	1 632 912	1 632 912	2.5%	0.6%
Lannebo fonder	1 387 520	1 387 520	2.2%	0.5%
SEBs småbolagsfond	1 151 472	1 151 472	1.8%	0.4%
Domani AB	903 960	903 960	1.4%	0.3%
Carnegie Fond AB/Småbolag	510 000	510 000	0.8%	0.2%
	41 197 664	227 566 784	63.9%	86.7%

SHAREHOLDER DISTRIBUTION IN NEW WAVE 2006-03-31

	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	VOTES %
Sverige	59 306 266	249 815 386	91.9%	95.1%
Outside Sweden, excl. USA	4 786 790	6 586 790	7.4%	2.5%
USA	424 720	424 720	0.7%	0.2%
Total	64 517 776	262 586 896	100.0%	97.8%

New Wave in brief

New Wave is a growing company that focuses on delivering promowear, gifts and workwear to companies, as well as clothes, shoes, gifts and textiles to consumers through retailers. This is done through the establishment, acquisition and development of brands within the areas mentioned above.

New Wave serves two separate business areas, firstly the market for corporate identity products through independent retailers, secondly the consumer market through gifts, sports and shoe retailers. By operating in both these market segments, New Wave can spread its risks favourably. Economies of scale are also achieved since large parts of the product range are common for both business areas.

The competitiveness of New Wave lies mainly within design, purchasing and marketing of our own brands. The products are manufactured mainly in Asia and to a lesser degree in Europe. The Group's most well known brands are Orrefors, Kosta Boda, Craft, Sagaform, Seger, Grizzly, DAD Sportswear, Hurricane, New Wave, Clique, James Harvest Sportswear, Printer Active Wear, Toppoint, Mac One, Jingham, Jobman and Pax, as well as Umbro, Nordica, and Rollerblade under licence.

New Wave has from the start shown substantial growth with good margins.



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