

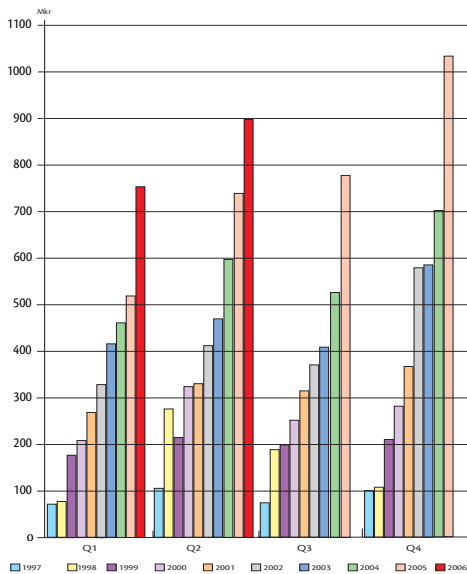
Interim Report for New Wave Group AB (publ)

Q2 | JANUARY–JUNE 2006



Profit increased by 31%

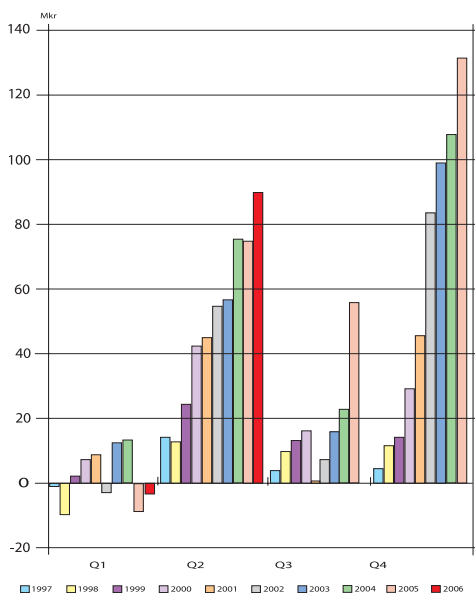
- Sales increased by 32 % to SEK 1 652 (1 255) M during.
- Thereof contributed acquired units by SEK 245 M. This gives an organic growth of 12 %.
- The result after net finance improved by SEK 20.2 M to SEK 86.2 (66.0) M.
- The result after tax improved to SEK 63.6 (49.2) M and profit per share improved to SEK 0.99 (0.78).
- Cost for new establishments amounted to SEK 23,9 M, including cost for establishments around Orrefors Kosta Boda.
- Acquired units burdened the result with SEK 21.3 M
- Second quarter increased sales by 21% to SEK 897 (739) M and profit before tax by SEK 14.6 M to SEK 89.1 (74.5) M.
- The Corporate Profiling business area's sales increased by 17 % to SEK 1 040 (892) M. Profit on EBITDA-level increased by SEK 27.3 M to SEK 130.3 (103.0) M.
- The Retailing business area's sales increased by 69 % to SEK 612 (363) M. Profit on EBITDA-level increased by SEK 7.6 to SEK 2.0 (-5.6) M.
- New Wave's previous forecast with sales and result expected to exceed the preceding year, remains.



SALES

Sales increased by 32 % to SEK 1 652 (1 255) M during January – June, thereof acquired units contributed with SEK 245 M. This gives an organic growth of 12 %.

Second quarter sales increased by 21% to SEK 897 (739) M, thereof acquired units contributed with SEK 109 M. This gives an organic growth of 7 % for the quarter.



PROFIT

The result after net finance improved by SEK 20.2 M to SEK 86.2 (66.0) M. The result after tax improved to SEK 63.6 (49.2) M and profit per share improved to SEK 0.99 (0.78). Acquired units burdened the result with SEK 21,3 M and the cost for new establishments amounted to SEK 23,9 M. The cost for new establishment also includes the new activities around Orrefors Kosta Boda. The acquired units are Intraco-group that is consolidated from July 2005 and Orrefors Kosta Boda-group that is consolidated from June 2005.

Second quarter profit before tax by SEK 14.6 M to SEK 89.1 (74.5) M. Acquired units burdened the result with SEK 9.2 M and the cost for establishment amounted to SEK 11.5 M.

The gross margin increased to 46.9 (45.5) % for Jan – June and to 47.7 (46.5) % for the second quarter.

The Group's external costs as part of sales increased and amounted to 23.3 (21.3) % of sales. The increase is mainly related to acquired units of which Orrefors Kosta Boda has higher cost for marketing. The personnel costs decreased and amounted to 15.8 (16.8) % of sales.

Depreciations have increased by SEK 2.8 M. to SEK 18.7 (15.9) M. Acquired units, that was not in the report for same period 2005, had SEK 2.0 M in depreciations.

THE CORPORATE SEGMENTS PROFILING BUSINESS AREA

The Profiling Business Area's sales increased by 17 % to SEK 1 040 (892) M. Profit on EBITDA-level increased by SEK 27.3 M. to SEK 130.3 (103.0) M.

THE RETAILING BUSINESS AREA

The Retailing Business Area's sales increased by 69 % to SEK 612 (363) M. Profit on EBITDA-level increased by SEK 7.6 M to SEK 2.0 (-5.6) M.

GEOGRAPHIC DISTRIBUTION

Sweden

Sales increased by 31 % to SEK 654 (499) M. in Sweden. Excluding acquired units sales increased by 12%.

Germany

Sales in Germany increased by 27 % to SEK 114 (90) M.

Denmark

Sales in Denmark increased by 20 %, to SEK 61 (51) M.

Norway

Sales in Norway increased by 31 % to SEK 142 (108) M. Excluding acquired units sales increased by 22%.

Finland

Sales in Finland increased by 9 % to SEK 96 (88) M.

Italy

Sales in Italy increased by 29 % to SEK 103 (80) M.

Spain

Sales in Spain increased by SEK 48 (45) M.

Benelux

Sales in Benelux increased by 19 % to SEK 170 (143) M. Benelux is New Wave Group's second most important market.

Great Britain

Sales in Great Britain increased by 59 % to SEK 51 (32) M.

France

Sales in France increased by 5 % to SEK 43 (41)M.

Switzerland

Sales in Switzerland increased by 38 % to SEK 51 (37) 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. Orrefors Kosta Boda was launched in end of 2005 and two or three flagship stores is planned to be opened in Shanghai during 2006.

USA

Sales in USA was SEK 65 (16) M mainly assignable to Orrefors Kosta Boda. Craft is established since several years via a local distributor and Sagaform started its establishment during this spring.

PURCHASING

New Wave has purchasing offices in Bangladesh, Vietnam, Hong Kong 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. It normally takes between 12 – 24 months before an establishment is profitable, depending on the market and organisation. The new establishments are:

Craft which has been introduced in Switzerland via a company owned by New Wave Group to 51 %. New Wave has an option to buy the remaining shares.

New Wave's self 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 was during the first quarter 2006 stocked and launched in Austria.

A multi brand concept, under which many of the group's brands are sold was launched in Wales during fourth quarter 2005. The same concept is 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 has an option to buy the remaining shares. 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 two or three flagship stores will be opened in Shanghai.

A wide assortment of metal products for kitchen and presents will be launched under the trademark Orrefors Jernverk. Examples of such products are pots, pans and candlesticks. Moreover, a wide assortment of textiles, such as table-cloths, runners and towels will be launched under the trademark Kosta Linnewärfveri. Both concepts are under development and the cost for this is taken on a running basis. Kosta Linnewärfveri will be launched this autumn and Orrefors Jernverk in Spring 2007.

Other establishment around Orrefors Kosta Boda in which New Wave is sole or majority shareholder are Orrefors Kosta Hotell & Restaurang AB that will run hotel and restaurant business in Kosta and Orrefors, Orrefors Kosta

Event AB that arrange events to increase the tourism in the area, Kosta Förlag AB that will issue books to supplement the business around kitchen, glass and gifts and NWG Factory Shop AB that is running New Wave's outlets are selling New Wave-articles. An, with the municipality jointly owned, outlet with a total area of 4 900 m² has been built and will open this summer. Most of this new area has been let to external companies with attractive brands. Another 2 000 m² outlet has been opened during this summer for sales of products under other trademarks owned by the New Wave group of companies within glass, china and metal. These establishments will contribute so that the more than one million yearly visitors to the "Kingdome of Glass" will become even more. Each of these establishments shall be profitable and meet New Wave's demand on profit margin.

CAPITAL TIED UP

During the period, capital tied up in goods has increased by SEK 126 M. to SEK 1 593 (1 467) M. Thereof Orrefors Kosta Boda, as a production company with the main sales during the autumn, increased by SEK 81 M. Accounts receivable decreased by SEK 31 M. to SEK 678 (709) M.

INVESTMENTS, FINANCING AND LIQUIDITY

The Group's cash-affecting net investments amounted during January- June to SEK -38 (-78) M. Cash flow amounted before investments and acquisitions to SEK 52 (-167) M and after investments and acquisitions to SEK 13 (-167) M. Net borrowings amounted to SEK 1 517 (1 366) M. and the Group's credit limits were approx. SEK 2 300 M. as of 30 June 2006.

PERSONNEL AND ORGANISATION

The number of employees as of 30 June 2006 amounted to 2 197 (2 384) persons, of which 40 % were female and 60 % were male. A total of 863 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 program outstanding for subscription options of which the first program is currently converted into shares. The first expired in June 2006 and consisted of 1 844 280 options with an exercise price of SEK 29.30 and the other expires in June 2008 consist 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 acquisitions. Focus will during 2006 be on getting these new establishments profitable and to integrate Orrefors Kosta Boda group and Intraco. 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 41 (35) M. Profit after financial items amounted to SEK 4,5 (6,9) M. Net borrowings increased to SEK 994 (786) M. of which SEK 717 (715) M refer to subsidiaries. Net investments amounted to SEK -54 (-71) M.

ACCOUNTING PRINCIPLES

This interim report is prepared according to IAS 34 and Swedish Financial Accounting Standards Council's standards RR 32 regarding the parent company. Applied accounting principle are in accordance with the annual report for 2005.

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

CALENDAR

- 27 October 2006
Interim report for Q3
- 16 February 2007
Year End report for 2006

Kungälv 14 July 2006
New Wave Group AB (publ)
Torsten Jansson
CEO

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Income Statements

	6 month JAN-JUNI	6 month JAN-JUNI	12 month JAN-DEC	12 month JAN-DEC
SEK MKR	2006	2005	2005	2004
Net sales	1 652.0	1 255.1	3 059.0	2 302.2
Goods for resale	-876.5	-684.1	-1 638.7	-1 246.4
Gross profit	775.5	571.0	1 420.3	1 055.8
Operating expenses*	7.3	4.5	25.8	20.0
Other external expenses	-384.3	-267.8	-653.9	-440.2
Personnel costs	-261.7	-210.3	-461.5	-341.1
Depreciation of tangible and intangible fixed assets	-18.7	-15.9	-31.5	-29.6
Other expenses	-4.5	0	-3.5	-2.5
Shares in related companies	0	0	-0.1	0.2
Operating profit	113.6	81.5	295.6	262.6
Interest income	6.2	6.1	6.9	4.2
Interest costs	-33.6	-21.6	-48.5	-32.6
Net financial items	-27.4	-15.5	-41.6	-28.4
Profit after financial items	86.2	66.0	254.0	234.2
Tax on the profit for the period	-22.6	-16.8	-47.3	-61.3
Profit/loss for the period	63.6	49.2	206.7	172.9
Related to:				
Shareholders parent company	63.4	56.4	203.0	171.9
Minority share of net profit	0.2	-7.2	3.7	1.0
	63.6	49.2	206.7	172.9
Profit per share				
Profit per share before dilution	0.99	0.78	3.22	2.80
Profit per share after dilution	0.96	0.77	3.17	2.74
Weighted number of shares before dilution	64 517 776	63 288 312	64 210 410	61 722 986
Weighted number of shares after dilution	65 854 929	64 001 750	65 306 999	63 143 988

* Avser valutakursvinster och realisationsvinster

Quarterly Income Statements

SEK m	2006		2005				2004			
Quarter	Q1	Q2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net sales	755.3	896.7	516.5	738.6	774.2	1 029.7	468.8	595.8	525.3	712.3
Goods for resale	-407.7	-468.8	-288.6	-395.5	-413.6	-541.0	-256.7	-317.8	-298.0	-374.0
Gross profit	347.6	427.9	227.9	343.1	360.6	488.7	212.1	278.0	227.3	338.3
Gross profit %	46.0	47.7	44.1	46.5	46.6	47.5	45.2	46.7	43.3	47.5
Other income	1.8	5.5	2.6	1.9	9.4	11.9	3.1	4.1	5.6	7.2
External costs	-199.9	-184.4	-122.0	-145.8	-172.0	-214.2	-105.5	-105.0	-106.2	-123.5
Personnel costs	-129.4	-132.3	-99.8	-110.5	-115.4	-135.8	-78.8	-85.0	-81.4	-95.9
Depreciations	-9.4	-9.3	-7.4	-8.5	-10.0	-5.6	-7.5	-8.0	-7.8	-6.4
Other costs	-0.8	-3.7	-1.3	1.3	-2.6	-0.9	0.0	0.0	-2.7	0.2
Operating profit/loss	9.9	103.7	0.0	81.5	70.0	144.1	23.4	84.1	34.8	119.9
Interest income	2.0	4.2	5.2	0.9	0.3	0.5	0.7	0.0	1.6	1.2
Interest expenses	-14.8	-18.8	-13.7	-7.9	-13.9	-13.0	-6.5	-8.2	-7.8	-9.1
Result after financial items	-2.9	89.1	-8.5	74.5	56.4	131.6	17.6	75.9	28.6	112.0
Tax	0.8	-23.4	1.3	-18.1	-12.0	-18.5	-4.3	-18.4	-6.9	-31.8
Profit/loss for the period	-2.1	65.7	-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	1.01	-0.11	0.88	0.69	1.75	0.22	0.93	0.35	1.30
per share after dilution	-0.04	0.99	-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	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	66 040 365	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	30-jun 2006	30-jun 2005	31-dec 2005	31-dec 2004
Assets				
Intangible fixed assets	141.6	77.3	138.3	12.9
Goodwill	377.6	340.7	371.8	340.9
Fixed assets	326.8	356.6	319.9	216.4
Other long-term receivables	100.0	58.1	95.8	45.9
Total fixed assets	946.0	832.7	925.8	616.1
Stock	1 592.9	1 349.2	1 466.8	971.9
Accounts receivable	678.4	624.5	708.5	482.4
Other short-term receivables	193.0	118.6	147.5	77.1
Liquid funds	112.2	111.2	133.8	84.1
Total current assets	2 576.5	2 203.5	2 456.6	1 615.5
TOTAL ASSETS	3 522.5	3 036.2	3 382.4	2 231.6
SHAREHOLDERS' EQUITY AND LIABILITIES				
Shareholders' equity	1 174.1	987.1	1 144.0	910.6
Long term loans	1 582.5	1 417.7	1 540.3	515.9
Other long term liabilities	104.1	60.9	104.4	57.3
Total long term liabilities	1 686.6	1 478.6	1 644.7	573.2
Short term loans	46.2	59.1	82.2	454.4
Other liabilities	615.6	511.4	511.5	293.4
Total short term liabilities	661.8	570.5	593.7	747.8
Total liabilities	2 348.4	2 049.1	2 238.4	1 321.0
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	3 522.5	3 036.2	3 382.4	2 231.6
Changes in equity				
Opening balance	1 144.0	910.6	910.6	614.8
New accounting principle	-	-	-	-13.6
Adjusted opening balance	1 144.0	910.6	910.6	601.2
Translation difference	-18.6	21.7	23.9	-2.8
Cash flow hedge	-1.0	-8.8	-3.6	-
Equity change minority	2.7	17.7	-2.9	5.1
Profit/loss related to the shareholders	63.4	56.4	203.0	171.9
Profit/loss related to the minority	0.2	-7.2	3.7	1.0
Dividends	-58.1	-47.3	-47.5	-36.3
New issue	0	44.0	44.0	169.7
Present new issue	41.5	-	-	-
Option premiums	0	0	12.8	0.8
	1 174.1	987.1	1 144.0	910.6

Cash Flow Analysis

SEK Mkr

	1 jan - 30 jun 2006	1 jan - 30 jun 2005	1 jan - 31 dec 2005	1 jan - 31 dec 2004
Current operation				
Profit/loss before financial items	113.6	81.4	295.6	242.4
Justering för poster som inte ingår i kassaflödet	21.0	8.5	17.9	48.5
Gained interest	6.2	6.1	6.9	4.4
Paid interest	-33.6	-21.6	-48.5	-32.6
Paid income	-37.0	-23.0	-53.7	-72.6
Cash flow from current operations before changes in working capital	70.2	51.4	218.2	190.1
Cash flow from changes in working capital				
Increase of stock	-122.3	-131.8	-244.7	-170.6
Increase/decrease of current receivables	-4.4	-18.2	-90.1	-4.4
Increase/decrease of accounts payables	108.6	9.9	19.2	-12.8
Cash flow from operation	52.1	-88.7	-97.4	2.3
Investments				
Investment of material assets	-25.5	-21.3	-79.6	-33.9
Sales of material assets	0	0	0.4	0.5
Investment of immaterial assets	-4.4	-2.9	-8.9	-32.9
Subsidiary acquisitions*	-2.2	-53.6	-88.3	-175.6
Investment of financial assets	-7.3	0	-45.0	-3.5
Sales of financial assets	0	0	1.2	0
Cash flow from investments	-39.4	-77.8	-220.2	-245.4
Cash flow after investments	12.7	-166.5	-317.6	-243.1
Financial payments				
New issue	0	44.0	44.0	149.7
Present new issue	41.5	-	-	-
Increase of loans	0	191.5	365.2	192.1
Amortization	-15.4	-	-	-
Dividend paid	-58.1	-47	-47.5	-36.3
Cash flow from financial payments	-32.0	188.2	361.7	305.5
Cash flow of the year	-19.3	21.7	44.1	62.4
Opening cash balance	133.8	84.1	84.1	21.9
Currency translation difference in cash	-2.3	5.4	5.6	-0.2
Ending cash balance	112.2	111.2	133.8	84.1
*The item includes:				
Goodwill	-0.7	-12.1	-46.1	-41.7
Brands	-	-48.0	-112.0	-
Working capital	-6.2	-228.2	-192.2	-196.2
Fixed assets	-0.1	-119.9	-87.7	-9.0
Transferred loans	4.8	342.8	361.8	71.3
Paid with non-cash issue	-	12.1	-12.1	-
Effect on the cash flow	-2.2	-53.3	-88.3	-175.6

Financial highlights

	IFRS				Swedish standard	
	JAN-JUN 2006	JAN-JUN 2005	JAN - DEC 2005	JAN - DEC 2004	JAN - DEC 2003	JAN - DEC 2002
Sales growth %	31.6	17.9	32.9	22.3	11.5	32.0
Number of employees	2 197	2 384	2 032	1 269	806	729
Gross profit margin %	46.9	45.5	46.4	45.9	44.4	42.0
Operating margin before depreciation %	14.5	7.8	10.7	12.7	13.0	12.8
Operating margin %	6.7	6.5	9.7	11.4	10.9	10.6
Profit margin %	3.8	3.9	6.8	7.5	7.1	6.2
Return on shareholders' equity %	11.2	10.5	20.3	22.7	23.8	22.0
Return on capital employed %	8.6	7.6	13.0	16.6	16.5	16.9
Equity ratio %	33.3	32.8	33.8	40.8	37.4	37.9
Net dept - Equity ratio %	129.2	137.2	130.1	97.3	113.1	123.0
Net liabilities SEK m	1 516.5	1 365.6	1 488.7	886.2	692.5	629.0
Interest cover ratio times	3.6	5.3	6.2	8.2	7.8	4.8
Rate of capital turnover times	1.0	0.5	1.2	1.2	1.2	1.3
Rate of stock turnover times	1.2	1.3	1.5	1.5	1.6	1.6
Net investments SEK m	38.0	77.8	175.2	245.4	80.0	153.6
Cash flow before investments SEK m	52.1	-88.7	-97.4	2.3	75.9	160.7
Cash flow after investments SEK m	12.7	-166.5	-317.6	-243.1	-4.0	7.4
Shareholders' equity per share SEK	18.20	15.73	17.82	14.75	10.57	8.90
Shareh. equity per share after dilution SEK	17.83	15.56	17.38	14.42	10.52	8.64
Value per share SEK	-	-	88.00	63.75	37.50	18.75
Share price SEK	-	-	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	JAN-JUN 2006	Part of turnover	JAN-JUN 2005	SEK m	Change %
Sweden	654	40%	499	155	31
Benelux	170	10%	143	27	19
Norway	142	9%	108	34	32
Germany	114	7%	90	24	27
Italy	103	6%	80	23	29
Finland	96	6%	88	8	9
USA	65	4%	16	49	306
Denmark	61	4%	51	10	20
England	51	3%	32	19	59
Switzerland	51	3%	37	14	38
Spain	48	3%	45	3	7
France	43	3%	41	2	5
Others	54	3%	25	29	116
Total	1 652	100%	1 255	397	32

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

The number of shareholders amounted to 12 072 (7 574) on June 30th. Institutional investors accounted for 41 % of the capital and 12 % of the votes. At the same time, the ten largest shareholders held 65 % of the capital and 89 % of the votes. Non-Swedish shareholders accounted for 7 % of the capital and 3 % of the votes.

NEW WAVE'S TEN MAJOR SHAREHOLDERS 2006-06-30

SHAREHOLDER	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	VOTES %
Torsten Jansson	21 916 436	208 285 556	34.0%	81.1%
Robur	5 894 652	5 894 652	9.1%	2.3%
Fjärde AP-Fonden	3 836 700	3 836 700	5.9%	1.5%
AMF Pension	3 000 000	3 000 000	4.6%	1.2%
OKOBank OY	1 699 200	1 699 200	2.6%	0.7%
Lannebo fonder	1 432 320	1 432 320	2.2%	0.6%
Livförsäkringsaktiebolaget Skandia	1 294 762	1 294 762	2.0%	0.5%
Domani AB	903 960	903 960	1.4%	0.4%
SEBs småbolagsfond	901 672	901 672	1.4%	0.4%
Skandia Fonder	885 737	885 737	1.4%	0.3%
	41 765 439	228 134 559	64.7%	88.8%

SHAREHOLDER DISTRIBUTION IN NEW WAVE 2006-06-30

	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	VOTES %
Sweden	59 738 819	250 247 939	92.6%	97.4%
Outside Sweden. excl. USA	4 088 874	5 888 874	6.3%	2.3%
USA	690 083	690 083	1.1%	0.3%
Total	64 517 776	256 826 896	100.0%	100.0%

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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