

New Wave Group AB

2025 Cotton Classics

Latest Acquisitions

Cotton Classics

- ❖ Included in NWG as of September 1st, 2025
- ❖ Strengthens us significantly in a large number of markets
- ❖ Gives us a good platform for our brands

What have we been doing?

Already on September 15th, a number of new products from the Group's brands were launched, which have been well received by Cotton Classic's customers.

This is primarily a smaller part of the collections at Clique, Cutter & Buck, Harvest & Frost, James Harvest and Printer.



15 January 2026

Next Step

- ❖ Expand the collections of the already launched brands
- ❖ Launch Craft, Tenson and Jobman

Goals 2026/2027

VOLUME

Maintain/increase the volume that already existed on external brands

GROWTH

Create good growth in Cotton Classics through the Group's brands

GROSS PROFIT

Increase Cotton Classics' gross profit through the Group's own brands and thereby increase operating profit

Under investigation

- **Possibly establish Cotton Classics with a larger brand and automated warehouse in Germany and/or France**
- **Possibly establish a Cotton Classics warehouse with processing in e.g. Hungary, Poland or Romania to also be able to supply the retail sector with finished garments including applications**

Establishment of the above no earlier than 2027

Thank you!