

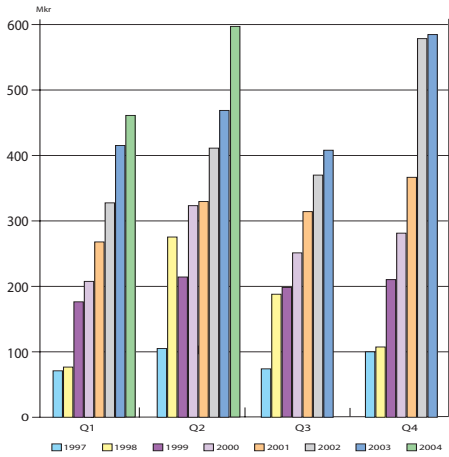
## *Interim Report for New Wave Group AB (publ)*

Q2 | JANUARY–JUNE 2004



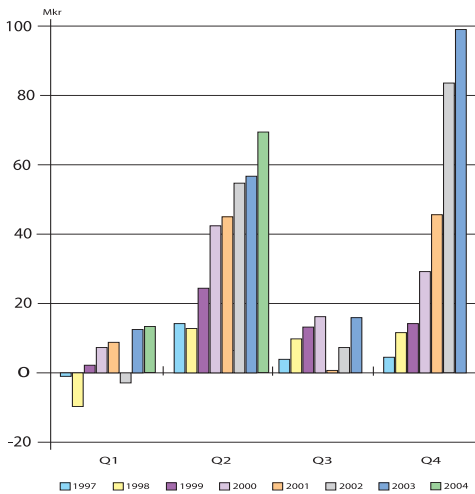
### *“Continued heavy growth in sales as well as profit.”*

- Sales increased by 20 % to SEK 1 065 (884) million during January–June .
- Profit after net financial items improved by SEK 14.1 million to SEK 83.3 (69.2) million.
- Profit after tax increased to SEK 62.5 (50.3) million and profit per share to SEK 4 (3.47).
- Sales increased by 27 % to SEK 596 (469) million and profit after net financial items to SEK 14.4 million to SEK 71.1 (56.7) million during the second quarter.
- Sales in the Corporate Profiling business area increased by 29 % to SEK 742 (574) million. Profit after financial items increased by SEK 9.3 million to SEK 67 (57.7) million.
- Sales in the Retailing business area increased by 4 % to SEK 323 (310) million. Profit after net financial items increased by SEK 4.8 million to SEK 16.3 (11.5) million.
- Jobman Workwear was consolidated as per April 1st.
- The new issue was heavily over-subscribed.
- The integration of Swedish Match’s promowear distribution and Jobman Workwear as well as the establishment of more trademarks in Switzerland, Spain, Benelux and Italy are according to plan.
- Sales and profit are expected to exceed last year, in spite of the high investment pace with several new establishments.



## SALES

Sales increased by 20 % to SEK 1 065 (884) million during January–June. Acquired units contributed with SEK 107 million and the underlying organic growth was SEK 74 million. Currency development has charged sales by SEK 7 million, which gives an organic growth of 9.2 % in local currency.



## RESULTS

Profit after net financial items increased by SEK 14,1 million to SEK 83.3 (69.2) million during January–June 2004. The 12-months moving total profit increased by 8 % to SEK 195 (181) million, compared to the whole year 2003. Profit after tax increased to SEK 62.5 (50.3) million and profit per share increased to SEK 4.00 (3.47). Acquired units have affected the profit by SEK 4.3 million, while the second quarter has been charged by costs of approximately 3 million for the new establishment of ProJob as well as the establishments in Switzerland and China and the integration of Swedish Match's promowear distribution and Jobman.

The gross profit margin increased compared to the preceding year and amounted to 46 (43.4) %.

The Group's external costs as part of sales increased and amounted to 19.8 (17.5) % of Group sales. The personnel costs increased and amounted to 15.4 (14.7) % of Group sales. The increase of external and personnel costs is the result of New Wave's growth strategy, where new establishments affect the key figures negatively.

Depreciations have increased by SEK 7.2 million to SEK

25.7 (18.5) million, of which goodwill depreciations have increased by SEK 3.2 million to SEK 10.2 million. Acquired units that were not part of the Group the preceding year, account for SEK 1.4 million of other depreciations.

## THE CORPORATE PROFILING BUSINESS AREA

The Corporate Profiling business area's sales increased by 29 % to SEK 742 (574) million. Profit after financial items decreased by SEK 9.3 million to SEK 67 (57.7) million.

## THE RETAILING BUSINESS AREA

The Retailing business area's sales increased by 4 % to SEK 323 (310) million. Profit after financial items increased by SEK 4.8 million to SEK 16.3 (11.5) million.

## GEOGRAPHIC DISTRIBUTION

### Sweden

Sales in Sweden increased by 13 % to SEK 465 (413) million. Acquired units contributed with SEK 33 million. New Wave is market leading within the Corporate Profiling business area in Sweden and Sweden is the country in which New Wave sells the most of its trademarks under the most developed concepts.

### Germany

Sales in Germany increased by 35 % to SEK 66 (49) million. New Wave GmbH grew by 19 %. Swedish Match's promowear distribution (Textet), which is consolidated as per January 2004, sells in Germany. Hefa AB has established a subsidiary in Germany during 2004.

### Denmark

Sales in Denmark increased by 23 % and New Wave Danmark A/S increased its sales by 26 % compared to the preceding year.

### Norway

Sales in Norway increased by 8 % in Norwegian currency. Currency charged sales by SEK 6.9 million, which meant that they were unchanged in SEK.

### Finland

Sales in Finland increased by 6 %.

### Italy

Sales in Italy increased by 26 %. New Wave Italia S.r.l. increased its sales by 23 % compared to the preceding year, to SEK 65 million.

### Spain

Sales in Spain increased by 33 % to SEK 53 million. New Wave Sportswear S.A. increased its sales by 21 % compared to the preceding year, to SEK 43 million. Swedish Match's promowear distribution (Textet), which is consolidated as per January 2004, sells in Spain.

### Benelux

Sales in Benelux increased by 58 % to SEK 131 (83) million. The Belgian company that was part of the acquisition of Swedish Match's promowear distribution contributed with SEK 30 million. Organic growth in the acquired units amounts to 21 %.

### Great Britain

Sales in Great Britain decreased by SEK 7 million. Sales during the first half-year of 2003 contained a large part

of so-called trading orders with low margins. Trading orders mean import of owned trademarks directly to retail chains. Sales for 2004 are solely traditional promo sales, which is a planned strategy.

### France

Sales in France increased by 128 % to SEK 32 (14) million. New Wave France SAS increased its sales by 26 % compared to the preceding year, to SEK 11 million. Swedish Match's promowear distribution (Textet), which is consolidated as per January 2004, sells in France. Swedish Match's promowear distribution accounts for SEK 12 million of the increase.

### Switzerland

New Wave has begun an increased establishment in Switzerland concerning trademark strategic operations, research and development of the Group's concepts and sales of promo products. Sales started during the first quarter of 2004 and they have exceeded the expectations. The investment will initially concern the trademarks Clique, New Wave, Harvest and Printer, but this autumn Craft will be established as well. Sales amounted to SEK 20 (3.5) million.

## OTHER

A large part of the export of Craft to the retailing business area takes place via distributors. These distributors are charged with royalties on a product's cost price. The total sales value of these products is in the resale stage judged to be approximately SEK 150 million.

## NEW ESTABLISHMENTS

The establishment in Switzerland, with sales start on January 15th 2004, has exceeded the expectations and this autumn Craft will be sold in the market via New Wave's subsidiaries as well.

The product development of New Wave's investment in working clothes, ProJob, goes according to plan and the launch will take place in August 2004.

The concept Inside Out, which consists of gifts and towelling, was launched in Italy on January 1st and in Spain on July 1st.

## ACQUISITIONS

### Swedish Match Advertising Products

New Wave's acquisition of Swedish Match's promowear distribution was consolidated as per January 2004. Since 1998, Swedish Match has been the retailer of promowear under the trademarks James Harvest Sportswear and Printer Active Wear, owned by New Wave, in eight markets (Benelux, Germany, Spain, France, Portugal, Great Britain, Austria and Switzerland).

Sales for the intended operation was approximately SEK 150 million during 2002. The acquisition has eliminated Textet's sales to Swedish Match, which makes the net increase of sales smaller. The number of employees amounts to approximately 50. Logistically, the distribution is handled from a central warehouse in Belgium.

The acquired unit is not expected to contribute to the results during 2004, as resources will be used to build the stock and service. Before the acquisition was made, New Wave got royalty income from Swedish Match's sales of James Harvest Sportswear and Printer Active Wear.

#### *D.A.D. Sportswear*

D.A.D. Sportswear was consolidated as per April 2004. The company works with sales of promowear to retailers. The company's sales mainly takes place via the Internet, to Swedish and Finnish customers. The company's sales were approximately SEK 15.6 million and the profit after net financial items was approximately SEK 900 thousand for 2003.

Thanks to the acquisition, New Wave will further strengthen its position in the Swedish and Finnish corporate profiling market. The company's trademark D.A.D. Sportswear, collection and sales channels suit New Wave's current operations perfectly.

The acquisition will not affect the Group's profit for 2004, but it is expected to improve the profit later on.

#### *Jobman*

With the Jobman acquisition New Wave reaches its goal to establish itself within workwear. Thanks to the acquisition of Jobman as well as the ProJob launch in August, New Wave will have a very good range of workwear and will thereby cover the three product areas within the corporate profiling business are: promowear, workwear and give-aways.

Jobman has already a large market share in Sweden, but with the help of ProJob and New Wave's other corporate profiling trademarks it will be even stronger. The most interesting thing though, is that New Wave will have a strong trademark and range to launch all over Europe. As Jobman is concentrated to the Swedish market today, the potential is great when the trademark is being launched in other markets via New Wave's subsidiaries. The goal is to launch Jobman in at least 2–3 countries per year during the next-coming years, starting in Norway, Denmark, Finland and Italy in the beginning of 2005.

The fixed part of the purchase price amounts to SEK 175 million with the addition of a variable part that depends on the Group's result development during 2004–2006. SEK 20 million of the fixed part of the purchase price will be paid through a non-cash issue of series B shares in New Wave at the rate of SEK 180 per share (before the conversion due to the new issue) and the rest of the purchase price will be paid in cash.

Jobman's turnover for 2003 was approx. SEK 150 million with very good profitability. Shareholders' equity amounts to approximately SEK 114 million. SEK 91.5 million are booked as goodwill in the balance sheet and consideration has been given to future added purchase prices. The goodwill will be depreciated in 20 years according to current accounting principles. Jobman has 30 employees and most of its sales in Sweden today.

The acquisition has been consolidated into New Wave's profit as per April 1st 2004, and is expected to improve the profit per share during this year, even though 2004 and 2005 will be charged by investments for the establishment of Jobman outside Sweden.

#### **CAPITAL TIED UP**

During the period, capital tied up in goods has increased by SEK 258 million to SEK 924 (666) million, of which acquired units have contributed by SEK 154

million. Accounts receivable increased by SEK 240 million to SEK 573 (332) million and acquired units contributed by SEK 92 million.

#### **INVESTMENTS, FINANCING AND LIQUIDITY**

The Group's cash-affecting net investments amounted to SEK -181.5 (-16.1) million during January–June. Cash flow amounted to SEK -47.6 (7.9) million before investments and acquisitions and SEK -229.1 (-8.2) million after investments and acquisitions. Net borrowings amounted to SEK 859 (664) million and credit limits amounted to approximately SEK 1 200 million on June 31st 2004.

#### **PERSONNEL AND ORGANISATION**

The number of employees as at June 30th 2004 amounted to 970 (747) people, of which 38 % were female and 62 % male.

#### **SUBSCRIPTION OPTIONS IN NEW WAVE GROUP AB**

New Wave currently has two outstanding programmes for subscription options for employees. One consists of 300 000 warrants with a buying price of SEK 106.40 and expires on June 30, 2005. The other consists of 450 000 warrants with a buying price of SEK 120.10 and expires on June 30, 2006.

#### **VIEWS ON THE FISCAL YEAR 2004**

New Wave is in an expansive phase with several establishments of current concepts in new markets as well as the establishments of local warehouses that will increase the service, which will lead to better growth. For 2004, sales growth and result is expected to exceed the preceding year. Sales growth will be better, thanks to these investments, and in spite of the expansive investments results will improve during 2004.

#### **THE PARENT COMPANY**

Sales amounted to SEK 35.8 (48.9) million. Result after financial items amounted to SEK 7.9 (22.5) million. Net borrowings increased by SEK 350.7 million and net investments amounted to SEK 267.5 (1.3) million.

#### **ACCOUNTING PRINCIPLES**

The accounting principles that were used during the preceding year have been practised now as well. New Wave has, except for in Sweden, privilege-based pension pledges to a small extent. Information from Alecta as basis for valuation is lacking in Sweden, why the company accounts for pension obligations as a charge plan.

#### **SPLIT/STOCK DIVIDEND**

The Board of Directors' decision to increase the share capital through carrying share premium forward, a so-called stock dividend, was carried out on July 30th. The share's par value increases from SEK 0.50 to SEK 12. A split 2:1, which meant decreasing the share's par value to SEK 6 – also suggested by the Board of Directors – was carried out at the same time.

#### **COMING INTERIM REPORTS**

One of the success factors of New Wave is cost awareness. As most shareholders and other interested parties have access to the Internet, printed versions of the interim reports will not automatically be distributed from the third quarter of 2004, but will be available on New Wave's website [www.nwg.se](http://www.nwg.se). If you wish to get a printed interim report, please contact New Wave's central office.

#### **COMING INFORMATION**

- October 25th 2004  
Interim report for the third quarter, Q3
- February 10th 2005  
Balance sheet communiqué for 2004
- April 20th 2005  
Interim report for the first quarter, Q1

Borås on August 12th 2004  
New Wave Group AB (publ)  
Torsten Jansson  
Vice President

#### **FOR MORE INFORMATION, PLEASE CONTACT:**

Vice President Torsten Jansson  
Phone: +46(0)708 99 80 50, +46(0)303 24 65 01  
E-mail: [torsten.jansson@nwg.se](mailto:torsten.jansson@nwg.se)

Deputy Vice President Göran Härstedt  
Phone: +46(0)708 99 80 17, +46(0)303 24 65 02  
E-mail: [goran.harstedt@nwg.se](mailto:goran.harstedt@nwg.se)

Financial Manager Krister Magnusson  
Phone: +46(0)708 99 80 21, +46(0)303 24 65 11  
E-mail: [krister.magnusson@nwg.se](mailto:krister.magnusson@nwg.se)

## Income Statements

SEK million	6 months	6 months	12 months	12 months
	JAN-JUN 2004	JAN-JUN 2003	JUL-JUN 2003/04	JAN-DEC 2003
<b>Net sales</b>	<b>1 064.6</b>	<b>884.0</b>	<b>2 062.5</b>	<b>1 881.9</b>
Other income	7.2	1.8	18.9	13.5*
<b>Operating expenses</b>				
Goods for resale	-574.5	-499.9	-1 121.8	-1 047.2
Other external expenses	-210.5	-154.9	-390.7	-335.1
Personnel costs	-163.8	-129.9	-297.8	-263.9
Depreciation of tangible and intangible fixed assets	-25.7	-18.5	-46.8	-39.6
Other expenses	0.0	-3.9	-2.1	-4.5
<b>Operating profit</b>	<b>97.3</b>	<b>78.7</b>	<b>222.2</b>	<b>191.6</b>
<b>Net financial items</b>	<b>-14.0</b>	<b>-9.5</b>	<b>-26.8</b>	<b>-23.8</b>
<b>Result after financial items</b>	<b>83.3</b>	<b>69.2</b>	<b>195.4</b>	<b>167.8</b>
Tax on the profit for the period	-22.7	-17.9	-51.3	-46.5
Minority share of the profit for the period	1.9	-1.0	1.6	-1.3
<b>Profit/loss for the period</b>	<b>62.5</b>	<b>50.3</b>	<b>145.7</b>	<b>120.0</b>
<b>Profit per share</b>				
Profit per share before dilution	4.00	3.47	10.05	9.21
Profit per share after dilution	3.92	3.46	9.18	9.17
Number of shares before dilution	15 660 224	14 500 208	14 500 208	14 500 208
Number of shares after dilution	15 937 049	14 534 211	15 870 158	14 559 185

\* Rate of exchange profit and capital gain.

## Quarterly Income Statements (SEK million)

Quarter	2004		2003				2002			
	Q1	Q2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net sales	468.8	595.8	415.2	468.8	413.2	584.7	327.6	411.2	370.0	578.5
Other income	3.1	4.1	0.4	1.4	-0.3	12.0	0.3	0.4	0.7	0.8
Goods for resale	-256.7	-317.8	-239.4	-260.5	-236.6	-310.7	-196.0	-238.8	-219.4	-326.5
Gross profit/loss	215.2	282.1	176.2	209.7	176.3	286.0	131.9	172.8	151.3	252.8
Gross profit %	45.20	47.00	42.40	44.60	42.70	47.90	40.20	42.00	40.80	43.60
External costs	-105.5	-105.0	-83.1	-71.8	-84.5	-95.7	-69.4	-55.1	-68.9	-84.6
Personnel costs	-78.8	-85.0	-63.4	-66.5	-59.2	-74.8	-49.0	-48.6	-52.5	-66.2
Depreciation	-11.9	-13.8	-10.1	-8.4	-10.7	-10.4	-8.7	-7.5	-9.6	-6.9
Other costs	0.0	0.0	-2.0	-0.4	-1.9	-0.2	-0.4	-0.6	-1.6	-0.2
<b>Operating profit/loss</b>	<b>19.0</b>	<b>78.3</b>	<b>17.6</b>	<b>62.6</b>	<b>20.0</b>	<b>104.9</b>	<b>4.4</b>	<b>61.0</b>	<b>18.7</b>	<b>94.9</b>
Interest income	0.7	0.0	0.6	0.7	0.8	0.6	0.7	1.4	0.5	0.5
Interest expenses	-6.5	-8.2	-5.7	-6.6	-6.7	-7.5	-8.0	-7.7	-11.9	-9.4
<b>Result after financial items</b>	<b>13.2</b>	<b>70.1</b>	<b>12.5</b>	<b>56.7</b>	<b>14.1</b>	<b>98.0</b>	<b>-2.9</b>	<b>54.7</b>	<b>7.3</b>	<b>86.0</b>
Tax	-4.3	-18.4	-3.1	-14.8	-4.1	-24.5	-0.6	-8.1	-3.1	-19.0
Minority share	0.9	1.0	0.8	-1.8	1.9	-2.2	0.5	-0.4	-1.0	-9.1
<b>Profit/loss for the period</b>	<b>9.8</b>	<b>52.7</b>	<b>10.2</b>	<b>40.1</b>	<b>11.9</b>	<b>71.3</b>	<b>-3.0</b>	<b>46.2</b>	<b>3.2</b>	<b>57.9</b>

## Balance Sheets

SEK million	30 JUN	30 JUN	30 JUN	31 DEC
	2004	2003	2002	2003
<b>Assets</b>				
Intangible fixed assets	14.7	16.5	18.1	17.3
Goodwill	344.7	191.2	150.8	249.0
Other fixed assets	259.8	181.7	114.6	232.4
Stock	924.3	666.3	592.1	677.8
Accounts receivable	440.4	332.2	282.9	378.8
Other short-term receivables	132.5	60.8	52.3	67.3
Liquid funds	42.2	15.1	22.4	21.9
<b>Total assets</b>	<b>2 158.6</b>	<b>1 463.8</b>	<b>1 233.2</b>	<b>1 644.5</b>
<b>Total liabilities and shareholders' equity</b>				
Shareholders' equity	815.5	528.1	448.3	612.6
Minority interest	0.3	32.1	21.6	2.2
Interest-bearing liabilities	901.3	678.9	606.6	714.4
Interest-free liabilities	441.5	224.7	156.7	315.3
<b>Total liabilities and shareholders' equity</b>	<b>2 158.6</b>	<b>1 463.8</b>	<b>1 233.2</b>	<b>1 644.5</b>
<b>Change in shareholders' equity</b>				
Shareholders' equity	612.6	511.2	434.8	511.2
Effects of changed accounting principle	-	-	-8.5	-
Shareholders' equity after changed accounting principle	612.6	511.2	426.3	511.2
Option premium (personnel option)	0.8	-	-	4.5
Translation difference	5.8	-8.1	0.5	-11.2
New issue	170	-	-	-
Profit/loss for the period	62.6	50.3	43.2	133.5
Dividend	-36.3	-25.3	-21.7	-25.4
<b>Shareholders' equity</b>	<b>815.5</b>	<b>528.1</b>	<b>448.3</b>	<b>612.6</b>

## Sales by Country (SEK million)

COUNTRY	JAN-JUN	JAN-JUN	CHANGE	
	2004	2003	SEK m.	%
Sweden	465	413	52	13
Benelux	131	83	48	58
Finland	89	84	5	6
Norway *	86	86	0	0
Italy	68	54	14	26
Germany	66	49	17	35
Spain	53	36	17	47
France	32	14	18	128
England	28	35	-7	-21
Switzerland	20	4	17	483
Denmark	9	7	2	23
Other	19	20	-1	-4
<b>Total</b>	<b>1 065</b>	<b>884</b>	<b>181</b>	<b>20</b>

\* Currencies have affected sales by SEK 6.9 million.

## Cash Flow Analysis

SEK million	1 JAN– 30 JUN 2004	1 JAN– 30 JUN 2003	1 JAN– 31 DEC 2003	1 JAN– 31 DEC 2002	1 JAN– 31 DEC 2001
<i>Current operation</i>					
Profit/loss before financial items	98.4	78.7	205.1	179.3	127.6
<i>Items not included in cash flow</i>					
Change in pension allocations	-	-	0.2	-	-
Translation difference	-0.3	1.2	1.4	-0.1	-1.4
Depreciations	25.8	18.4	39.6	36.7	25.5
Capital gain from fixed assets	-1.1	-1.0	-1.1	-	-2.0
Gained interest	1.6	3.4	2.7	2.1	5.0
Paid interest	-15.6	-12.9	-26.5	-36.2	-32.5
Paid income tax	-30.2	-22.1	-47.7	-41.0	-28.8
<b>Cash flow from current operations before changes in working capital</b>	<b>78.6</b>	<b>65.7</b>	<b>173.7</b>	<b>140.8</b>	<b>93.4</b>
Changes in working capital	-126.2	-57.8	-97.7	19.9	1.1
<b>Cash flow after changes in working capital</b>	<b>-47.6</b>	<b>7.9</b>	<b>76.0</b>	<b>160.7</b>	<b>94.5</b>
Subsidiary acquisitions *	-137.1	-	-7.1	-111.4	-78.0
Investments in fixed assets	-45.3	-17.6	-74.4	-41.2	-15.4
Net sales of fixed assets	0.9	1.5	1.5	-0.6	8.3
<b>Cash flow from investments</b>	<b>-181.5</b>	<b>-16.1</b>	<b>-80.0</b>	<b>-153.2</b>	<b>-85.1</b>
Amortization of long-term claim	-	0.8	-	0.4	1.1
Raised loans	114.6	34.9	38.5	16.3	-24.4
New issue	150.8	-	-	-	-
Current new issue	20.0	-	-	-	-
Dividend paid	-36.3	-25.4	-25.4	-21.8	-17.7
Cash flow from financing	249.1	10.3	13.1	-5.1	-41.0
<b>Cash flow for the year</b>	<b>20.0</b>	<b>2.1</b>	<b>9.1</b>	<b>2.4</b>	<b>-31.6</b>
Liquid funds in the beginning of the year	21.9	14.2	14.2	12.1	42.3
Rate difference in liquid funds	0.3	-1.2	-1.4	0.1	1.4
Liquid funds at the end of the year	42.2	15.1	21.9	14.2	12.1
* The item includes:					
Goodwill	-	-	-7.1	-79.5	-39.0
Working capital	-199.4	-	-	-77.0	-102.2
Fixed assets	-9.0	-	-	-50.1	-49.2
Transferred loans	71.3	-	-	95.2	88.4
Paid with non-cash issue	-	-	-	0.0	24.0
Effect on the cash flow	-137.1	-	-7.1	-111.4	-78.0

## Financial highlights

SEK million	JAN–JUN 2004	JAN–JUN 2003	JAN–DEC 2003	JAN–DEC 2002	JAN–DEC 2001	JAN–DEC 2000
Sales growth %	20.4	19.7	11.5	32.0	20.2	33.1
Number of employees	970.0	747.0	806.0	729.0	422.0	338.0
Gross profit margin %	46.0	43.4	44.4	42.0	40.5	38.8
Operating margin %	9.1	8.9	10.9	10.6	10.0	10.6
Profit margin %	5.9	5.6	7.1	6.2	6.4	6.1
Return on shareholders' equity %	17.5	19.4	23.8	22.0	20.9	23.7
Return on capital employed %	12.8	13.6	16.5	16.9	14.7	17.7
Equity ratio %	37.8	38.3	37.4	37.9	40.5	36.7
Debt/equity ratio %	105.4	125.7	113.1	123.0	119.5	123.3
Net liabilities SEK m	859.1	663.8	692.5	629.0	519.7	427.8
Interest cover ratio times	6.7	6.4	7.8	4.8	4.1	5.5
Rate of capital turnover times	1.1	1.2	1.2	1.3	1.4	1.4
Rate of stock turnover times	1.4	1.4	1.6	1.6	1.5	1.6
Net investments SEK m	181.5	16.1	79.9	153.2	85.1	36.6
Cash flow before investments SEK m	-47.6	7.9	75.9	160.7	94.5	-109.8
Cash flow after investments SEK m	-229.1	-8.2	-4.0	7.4	9.4	-146.4
Shareholders' equity per share SEK	52.07	36.42	42.25	35.26	29.99	22.93
Shareh. equity per share after dilution SEK	51.17	36.33	42.08	34.53	29.83	23.91
Share price on December 31st SEK	-	-	150.00	75.00	75.00	70.00
Dividend per share SEK	-	-	2.50	1.75	1.50	1.25
P/E-ratio	-	-	16.30	10.45	13.30	15.40
P/S-ratio	-	-	1.16	0.65	0.85	0.94
Rate/Shareholders' equity	-	-	3.55	2.13	2.50	3.05

## 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 7 830 112 on June 30th 2004, distributed among a total of 15.660.224 shares, each with a par value of SEK 0.50. 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. On July 30th a so-called stock dividend was carried out. Thereby the share's par value increased from SEK 0.50 to SEK 12. A split 2:1 through decrease of the share's par value to SEK 6 was carried out at the same time.

### DIVIDEND

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

### SHAREHOLDERS

The number of shareholders amounted to 5 098 (3 378) on June 30th 2004. Institutional investors accounted for 38 percent of the capital and 8.6 percent of the votes. At the same time, the ten largest shareholders held 71.7 percent of the capital and 86.1 percent of the votes. Non-Swedish shareholders accounted for 7.2 percent of the capital and 2.4 percent of the votes.

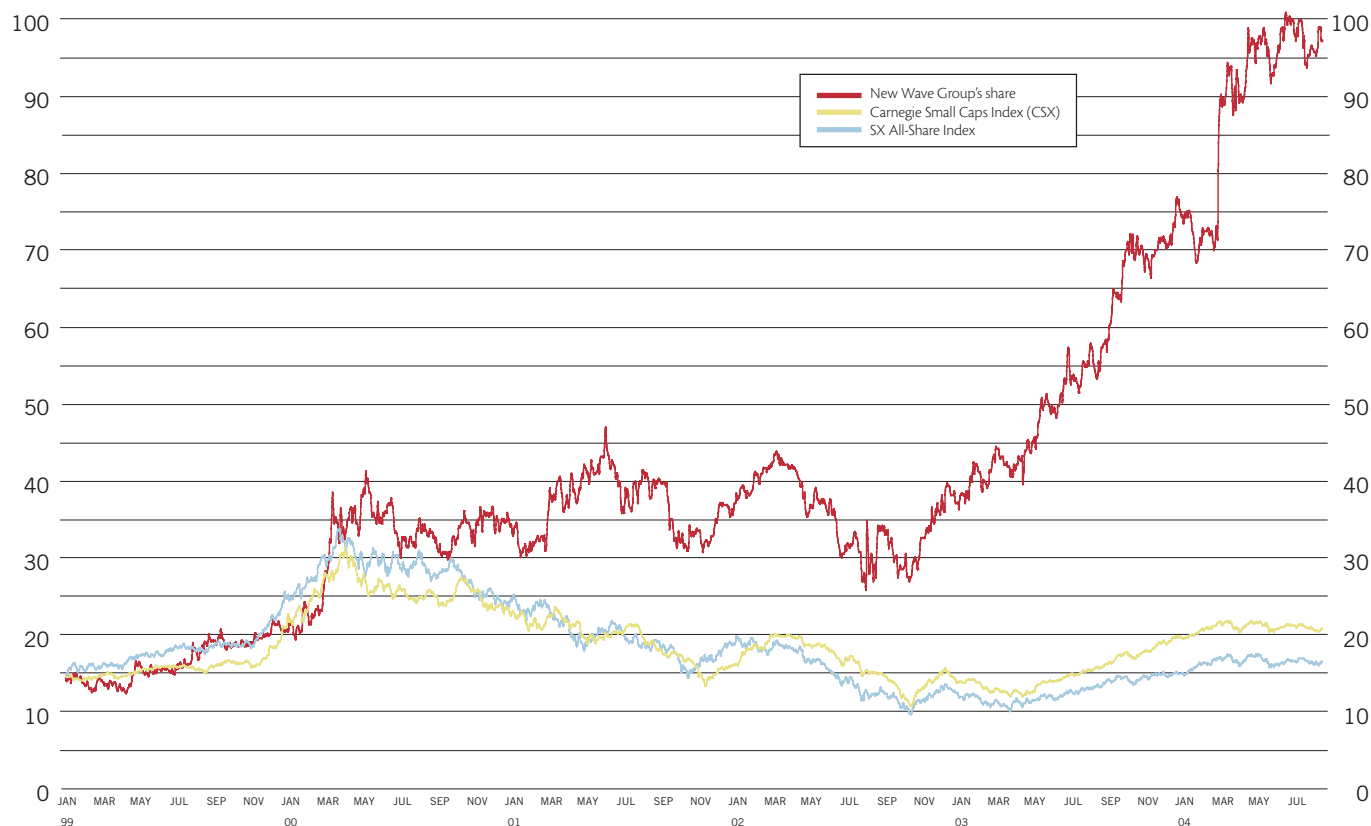
#### NEW WAVE'S TEN MAJOR SHAREHOLDERS 2004-06-30

SHAREHOLDER	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	Röster %
Torsten Jansson Series A/Series B shares	5 176 920 / 505 905	52 275 103	36.3%	79.8%
Robur	1 443 098	1 443 098	9.2%	2.2%
AMF Pension	992 574	992 574	6.3%	1.5%
SEBs fonder	511 658	511 658	3.3%	0.8%
F Lux-Non-Resident/domestic rates	470 660	470 660	3.0%	0.7%
Handelsbankens småbolagsfond	409 968	409 968	2.6%	0.6%
Livförsäkrings AB Skandia	333 178	333 178	2.1%	0.5%
Domani AB	278 490	278 490	1.8%	0.4%
Lannebo Småbolag	278 424	278 424	1.8%	0.4%
Tredje AP Fonden	264 276	264 276	1.7%	0.4%
	<b>10 401 146</b>	<b>57 257 429</b>	<b>66.4%</b>	<b>87.4%</b>

#### SHAREHOLDER DISTRIBUTION IN NEW WAVE 2004-06-30

	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	Röster %
Sweden	14 527 281	63 909 561	92.8%	97.6%
Shareholders outside Sweden, the USA excluded	1 009 226	1 459 226	6.4%	2.2%
The USA	123 717	123 717	0.8%	0.2%
<b>Total</b>	<b>15 660 224</b>	<b>65 492 504</b>	<b>100.0%</b>	<b>100,0%</b>

#### THE SHARE'S DEVELOPMENT COMPARED TO CARNEGIE SMALL CAPS INDEX (CSX) OCH SX ALL-SHARE INDEX





## *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 Craft, Sagaform, Seger, Grizzly, New

Wave, Clique, James Harvest Sportswear, Printer Active Wear, Toppoint, M-Pen, Mac One, Jingham, Jobman and Pax, as well as Umbro, Nordica, Rollerblade and Exel under licence.

New Wave has from the start shown substantial growth with good margins. Sales during the last twelve years have increased by more than 40 percent annually.

*New Wave  
Dressing people, marketing companies.*

*NewWave*  
G R O U P

New Wave Group AB (publ)  
Box 2129, SE-442 02 Kungälv  
Phone +46 303 24 65 00  
Fax +46 303 24 65 99  
info@nwg.se  
www.nwg.se