

NewWave

Presentation of
NewWave
G R O U P



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Business idea

New Wave Group is a growing company that designs, acquires and develops quality articles for the profiling market (business market) and the consumers' market, mainly in the clothing, accessories and gifts areas.

New Wave Group concentrates on two business areas:

- ✓ The Retailing business area – the products are distributed via the retailing trade.
- ✓ The Profiling business area – the products are distributed via independent retailers to companies.

Synergies between the two business areas: design, product development, purchasing and distribution.

Strategic distribution – business areas

- ✓ Corporate Profiling 60–80 %.
Retailing 20–40 %.
- ✓ Risk spread.



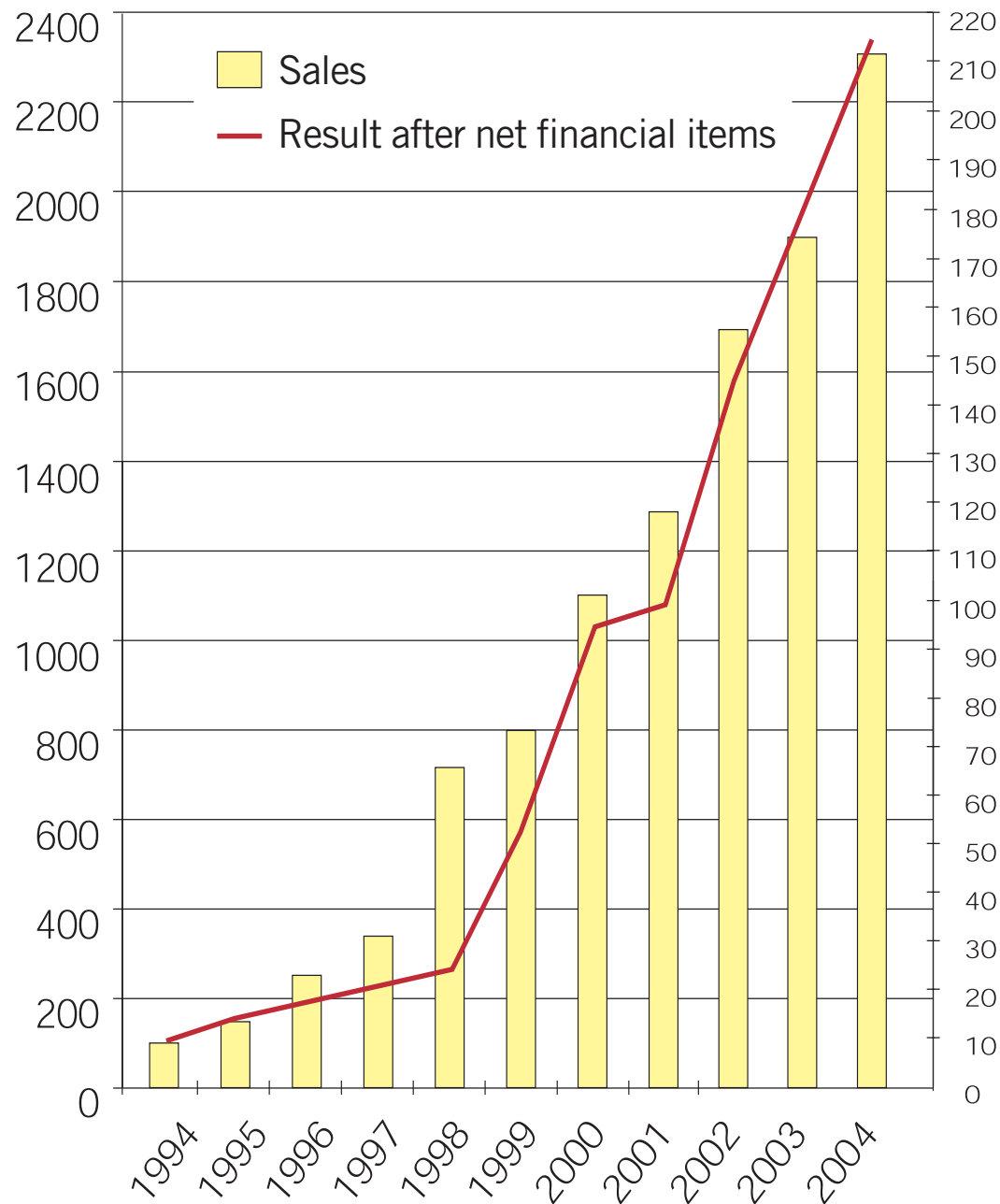
Did you know...

...that New Wave Group through its trademarks (2004) sold approximately...

- ✓ 5.0 million one-coloured T-shirts in Sweden and 8.0 million in the rest of Europe?
- ✓ 550 thousand piqué shirts in Sweden and 3.0 million in the rest of Europe?
- ✓ 400 thousand shirts in Sweden and 600 thousand in the rest of Europe?
- ✓ 37 million promo pens in Europe?



New Wave – history



- ✓ **1990** • Sweden and Norway.
- ✓ **1994** • Finland and Italy.
- ✓ **1996** • Acquisition of Craft AB.
- ✓ **1997** • Denmark, Spain and Germany.
- ✓ **1998** • Acquisition of Hefa AB.
- ✓ **1999** • Holland and England.
- ✓ **2000** • France.
Acquisition of Texet AB.
- ✓ **2001** • Acquisition Sagaform AB, Seger AB.
- ✓ **2002** • Acquisition of Frantextil AB, X-Tend and Toppoint
- ✓ **2003** • China and Switzerland.
Establishment of working clothes.
- ✓ **2004** • Acquisition of SMAP, DAD Sportswear and Jobman.
- ✓ **2005** • Acquisition of Dahetra.

Design and product development

Two of the most important things for a successful company within our line of business are good design (without concern taken to fashion) and good products.



Clique Bike – a classic design that's sold in over 1.2 million pieces.

Purchasing – quality control

New Wave Group has purchasing offices (with equipment for extensive quality control) in Sweden, China (Shanghai, Hong Kong, Guangzhou), Turkey, Vietnam and Bangladesh. Producing products with a even, high quality is very important.



Vision – The Profiling business area

To become Europe's leading supplier of promotion products

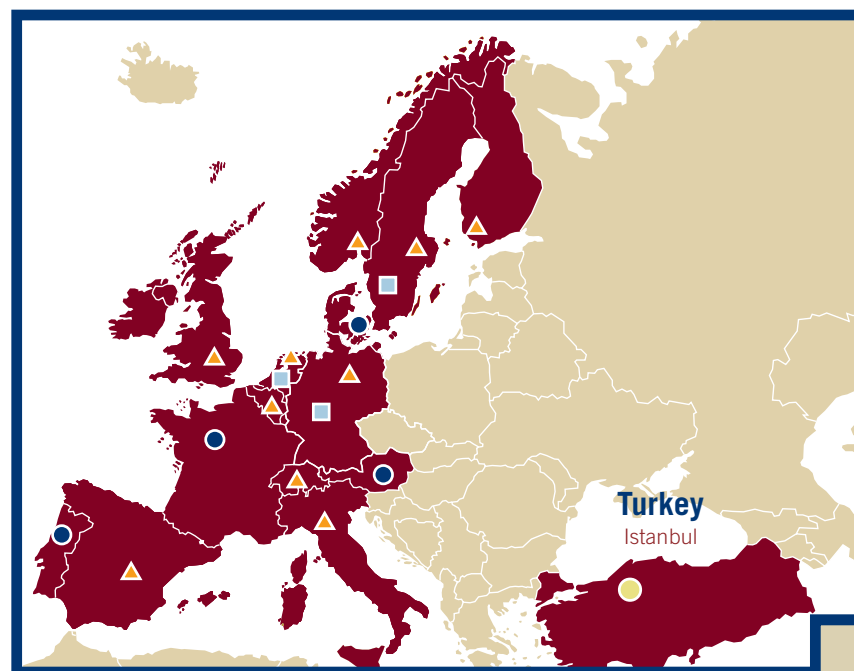
by offering...

- ✓ good products.
- ✓ strong trademarks.
- ✓ high competence and service.
- ✓ a unique and complete concept for our retailers, including e-business and marketing solutions etc.

The total market covering the suppliers within the three areas promowear, gifts and working clothes in Europe amounts to between SEK 80 and 100 billion.



Countries where New Wave Group is operating



- ▲ sales offices & warehouses
- production facilities
- sales offices
- purchasing offices



Some of the brands are also distributed in Iceland (Harvest/Printer), North America (Craft) and Australia (Harvest/Printer).



New Wave has established a factory for production of clothes for the Chinese market in Shanghai, China.



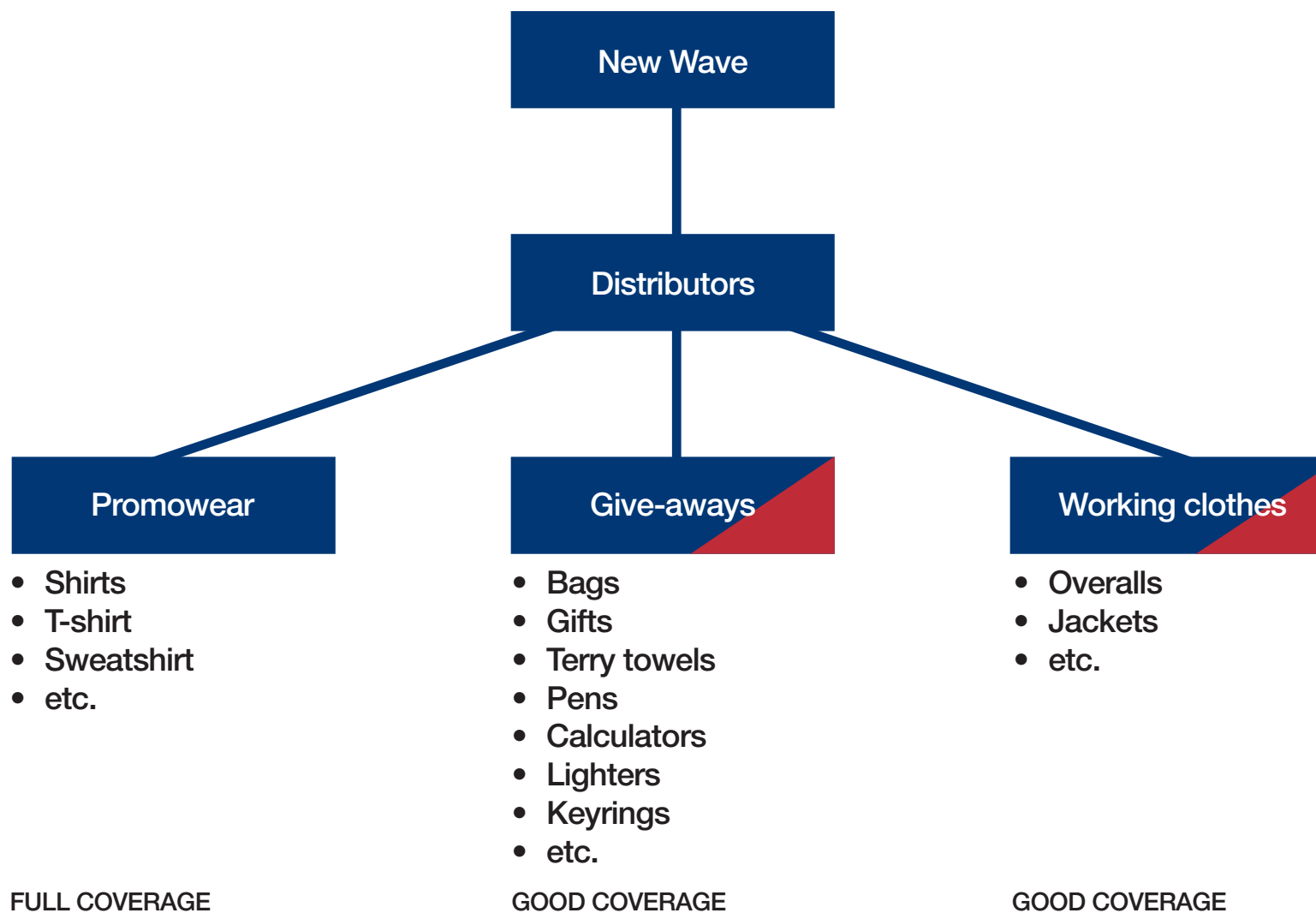
Interior from New Wave's factory in Shanghai, China.



Embroidery machine in New Wave's factory in Shanghai, China. The Chinese customers are offered ready-embroidered promowear. A service we now also, through Dahetra, can offer own customers in the Nordic countries.

Range coverage

Existing
Possible



The following owned trademarks are distributed within the Corporate Profiling business area:



HURRICANE®



MACHAIR



Vision – The Retailing business area

- ✓ To become the Nordic countries' main supplier of sports- and leisurewear.
- ✓ To develop Sagaform into one of Europe's biggest brands on kitchen, china and gifts.
- ✓ To develop the owned trademarks Craft and Seger into international trademarks on functional sportswear.



The Retailing business area

These owned trademarks are distributed within the Retailing business area:

✓ **CRAFT**  – functional sportswear

✓  **CLIQUE**[®] – basicwear, T-shirts etc, for the sports trade.

✓ **baz** pride & comfort – basic ware, T-shirts etc, for the everyday commodities trade.

✓  **SEGER** – socks, caps etc.

✓  **PAX**[®] – children's shoes

✓ **mari:DC** – ladies' shoes

✓  **sagaform**[®] – gifts

✓  **NELSON** – textile products

✓  **Queen Anne** – textile products

The Retailing business area

The following licence or agent trademarks are distributed in Sweden:

✓ **NORDICA** – skiing equipment

✓ **ROLLERBLADE** – inlines

✓ **exel** – indoor bandy and skiing equipment

✓ **UMBRO** – football clothes and equipment



UMBRO

2003–2008



Craft has not only strengthened its collection of underwear with the line Pro Cool, but it also invests more in cycling by recruiting Tony Rominger as Cycling Product Manager (ranked one of the world's top 10 cyclists ever by Union Cycliste Internationale).

Q1 July–December 2005

✓ Sales:

+10% to SEK 517 (469) m.

Profiling: +23% to SEK 348 (284) m.

Retailing: -9% to SEK 169 (185) m.

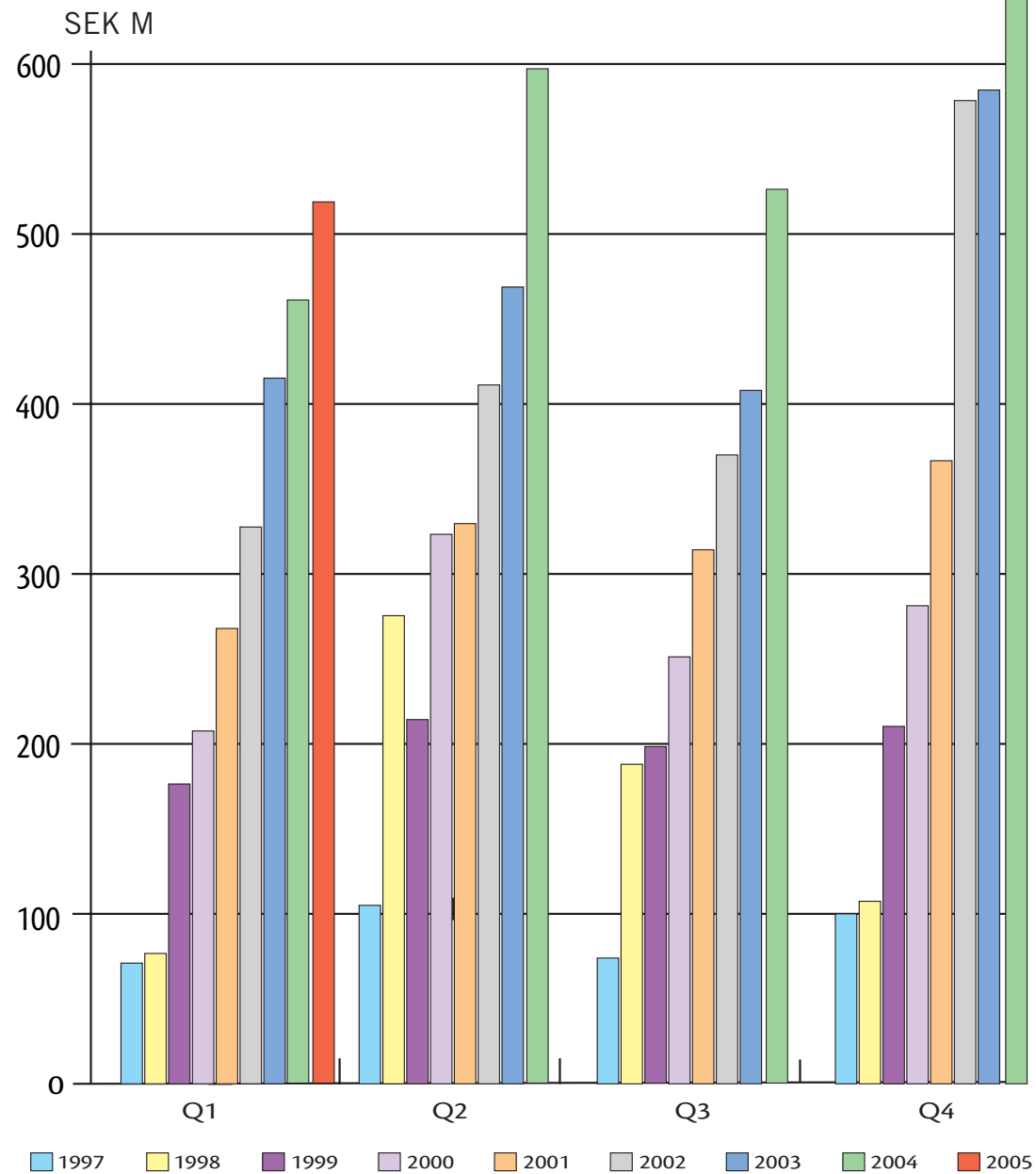
✓ Profit:

+ SEK 26.1 to SEK -8.5 (17.6) m.

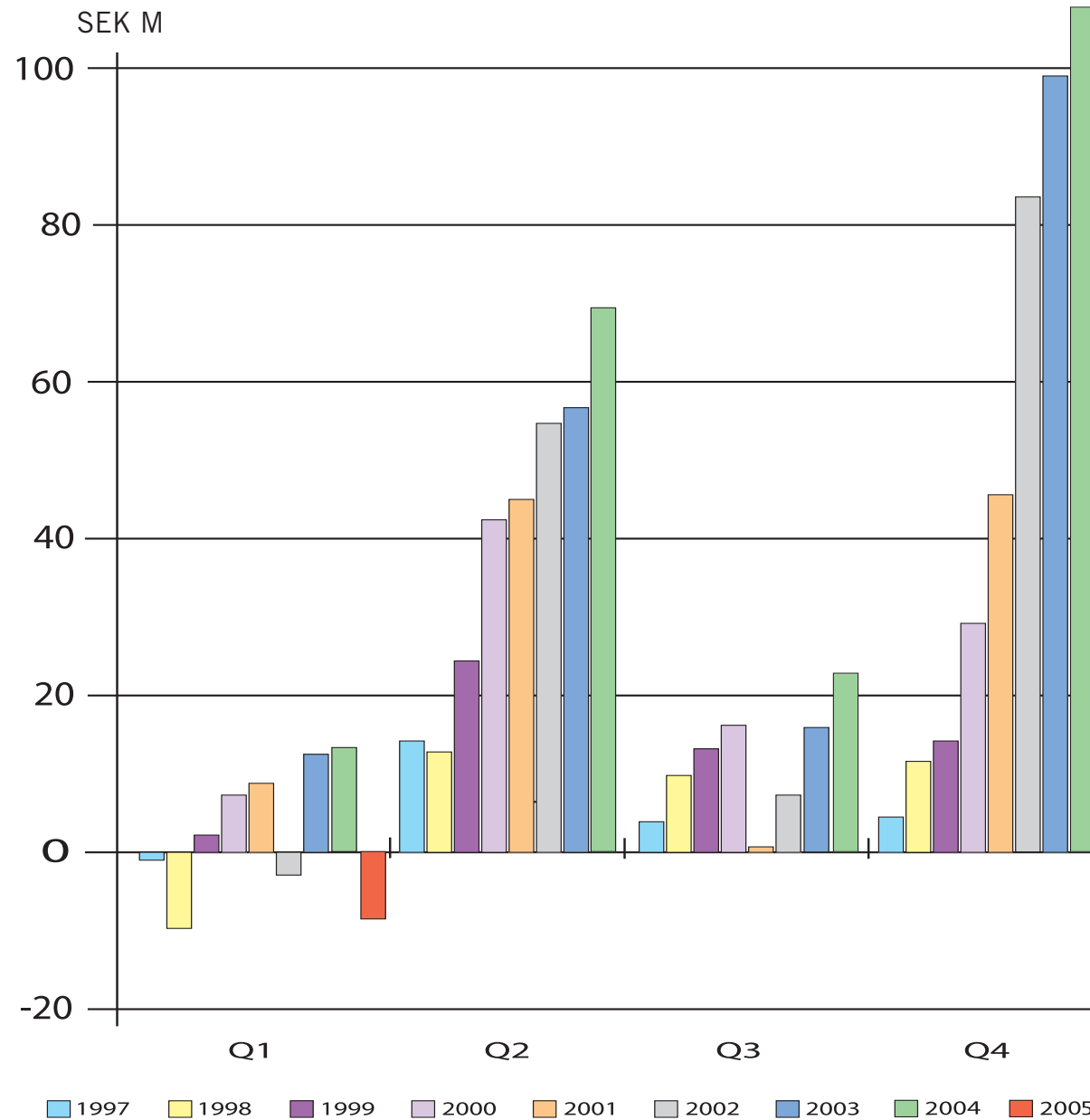
Profiling: EBITDA SEK -8,9 to SEK 6,5 (15.4) m.

Retailing: EBITDA SEK -14.6 to SEK 0.9 (15.5) m.

Sales



Profit/Loss after net financial items



Financial Highlights

MKR	JAN - MAR 2005	JAN - MAR 2004	JAN - DEC 2004	JAN - DEC 2003
Sales growth %	10.2	12.9	22.3	11.5
Employees	1 506.0	851,0	1 269.0	806.0
Gross profit margin %	44.6	45.2	45.9	44.4
Operating margin before depreciations%	1.4	5.6	11.8	13.0
Operating margin %	0.0	4.0	10.5	10.9
Profit margin %	-1.4	2.1	6.6	7.1
Return on shareholders' equity %	-3.2	6.3	20.3	23.8
Return on capital employed %	1.2	5.2	11.7	16.5
Solidity %	38.7	32.9	40.5	37.4
Net dept/Equity ratio	110.6	146.5	100.0	113.1
Net borrowings SEK m	1 003.9	904.3	886.2	692.5
Interest coverage, time	0.4	3.3	5.7	7.8
Rate of capital turnover, times	0.2	1.1	1.2	1.2
Turnover of inventories times	1.1	1.3	1.5	1.6
Net investments, SEK m,	43.7	53.9	245.4	80.0
Cash flow before investments, SEK m	-49.0	-45.3	2.3	76.0
Cash flow after investments, SEK m	-92.7	-99.2	-243.1	-4.0
Shareholders' equity per share SEK	28.5	21.60	28.72	21.13
Shareh. equity/share aft. dilution SEK	28.3	21.25	28.20	21.04
Share price on 31 December SEK	-	-	127.50	75.00
Dividend per share SEK	-	-	1.45	1.25

Income Statement

	3 Months	3 Months	12 Months	12 Months
	JAN-MAR	JAN-MAR	JAN-DEC	JAN-DEC
SEK M,	2005	2004	2004	2003
Net sales	516.5	468.8	2 302.2	1 881.9
Other income	2.6	3.1	20.0	13.5
Goods for resale	-288.6	-256.7	-1 246.4	-1 047.2
Gross profit	227.9	212.1	1 055.8	834.7
Gross margin	44.1%	45.2%	45.9%	44.4%
Other external costs	-122.0	-105.5	-440.2	-335.1
% of income	-23.5%	-22.4%	-19.0%	-17.7%
Personnel costs	-99.8	-78.8	-341.1	-263.9
% of income	-19.2%	-16.7%	-14.7%	-13.9%
Depreciations	-7.4	-7.5	-29.6	-23.6
Other costs	-1.3	0.0	-2.5	-4.5
Operating profit	0.0	23.4	262.4	221.1
Operating margin	0.0%	5.0%	11.4%	11.7%
Net financial items	-8.5	-5.8	-28.2	-23.8
Result after financial items	-8.5	17.6	234.2	197.3
Tax for the period	1.3	-4.3	-61.3	-46.5
Minority share	0.0	0.0	0.0	0.0
Profit for the period	-7.2	13.3	172.9	150.8
Profit per share SEK	-0.23	0.45	5.60	5.10

NewWave

Sales per country

	JAN-MAR	JAN-MAR	CHANGE	
COUNTRY	2004	2003	SEK M	%
Sweden	200	204	-4	-2
Benelux	72	62	10	16
Germany	38	31	7	23
Norway	39	33	6	18
Finland	36	32	4	13
Italy	29	26	3	12
Spain	21	22	-1	-5
Denmark	23	12	11	92
France	16	16	0	0
England	17	13	4	31
Switzerland	13	5	8	160
Other	12	13	-1	-8
Total	516	469	47	10

Prognos 2005

- ✓ Earlier prognosis remains despite worse Q1 than expected.
- ✓ New establishments:
 - Switzerland (New Wave SA, Craft Suisse SA)
 - China (extended strengthen of purchasing, sales and productions)
 - Workwear:
 - ProJob (Finland, Denmark, Benelux, Italy)
 - Jobman (Norway, Germany, Italy, Holland)
 - INsideOUT (Italy, Spain; autumn 2004)
 - Sagaform (Belgium, Spain)
 - Craft (Spain)
 - Mac One/Jingham (Denmark)
 - Wales (multibrand project)
 - Clique/New Wave (on stock in France)
- Higher risque compared to previous.
- Strategical investments will lead to profit in the future.

**Both sales and profit
expects to increase
for 2005.**

**However, Q1 was worse than we counted with
which will lead to a bit uncertainty.
Q2 and Q4 are crucial.**

Concept per country

	Clique/New Wave	Clique Retail	Harvest/Printer	Mac One/Jingham	Grizzly/Cottover/Goal	DAD	Make Your Own Design	INsideOUT	Sagaform	Craft	Seger	Jobman	ProJob	Toppoint	Hurricane	Lord Nelson/Queen Anne	Pax/MariDC	To be established
Sweden	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	0
Norway	●		●		●		●	●	●	●	●	○		●	●	●	●	4
Finland	●		●	●	●			●	●	○			○			●	●	7
Denmark	●				●			●	●	●			○	●	●	●	●	7
Germany	●		●		●	○		●	●	●				●		●	●	7
France	●		●					●		○				●		●	●	10
Italy	●							●		●		○				●	●	11
Belgium	●		●	●				●	●	●				●		●	●	8
Holland	●		●	●				●	●	●				●		●	●	8
Switzerland	●		●							●						●	●	12
Spain	●		●					●		●			○	●		●	●	9
Austria			●											●		●	●	13
Great Britain	●		●						●					●		●	●	11
China	●									●						●	●	–

The above table means that New Wave up until this date has made 91 establishments but has still 107 remaining counting only current countries (exkl. China). The brands Lord Nelson, Queen Anne, Pax and MariDC are Swedish and no plans for other countries exist.

**What says that
we are going to
succeed?**

What we have accomplished so far speaks for itself...

Year	Sales SEK m	Increase SEK m	Increase %
1992	53		
1993	74	21	39.7 %
1994	102	28	37.8 %
1995	151	49	48.0 %
1996	246	95	62.9 %
1997	351	105	42.7 %
1998	721	370	105.4 %
1999	799	78	10.8 %
2000	1,063	264	33.0 %
2001	1,278	215	20.2 %
2002	1,687	409	32 %
2003	1,882	195	12 %
2004	2,301	419	22 %

...especially considering the fact that the profit has increased every year...

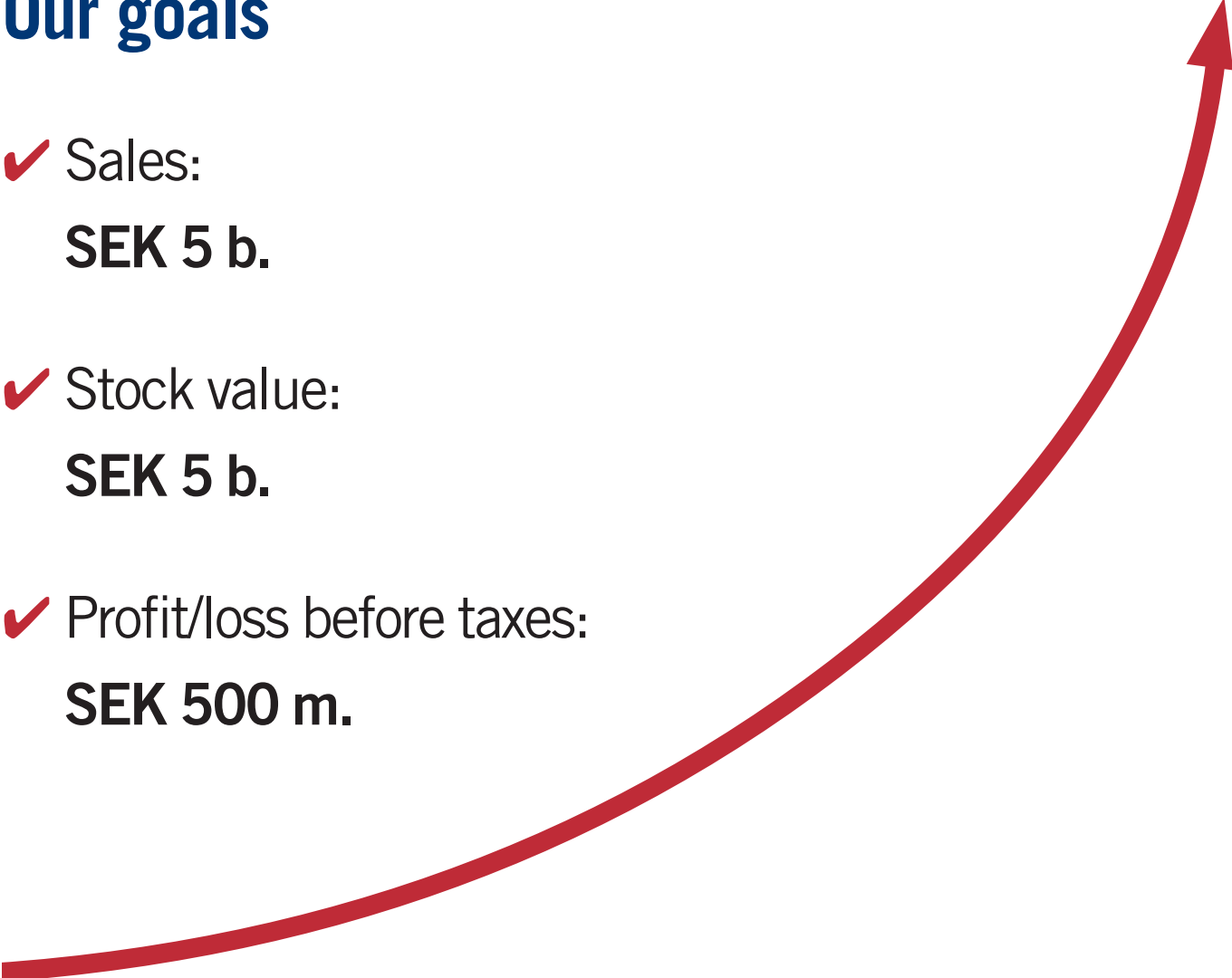
Year	Net profit SEK m	Increase SEK m	Increase %
1992	3.8		
1993	7.5	3.7	97.4 %
1994	9.7	2.2	29.3 %
1995	14.5	4.7	48.5 %
1996	17.9	3.4	23.5 %
1997	21.6	3.7	20.7 %
1998	24.5	2.9	13.4 %
1999	54.1	29.6	120.8 %
2000	86.6	32.5	60.0 %
2001	100.1	13.5	15.6 %
2002	145.2	45.1	45.1 %
2003	181.3	36.1	25.0 %
2004	214.1	32.8	18.1 %

New Wave's success factors

- ✓ Economies of scale
- ✓ Synergies between the business areas
- ✓ Leads progress
- ✓ Good service/quality
- ✓ The customer is the most important
- ✓ The "New Wave culture"

Our goals

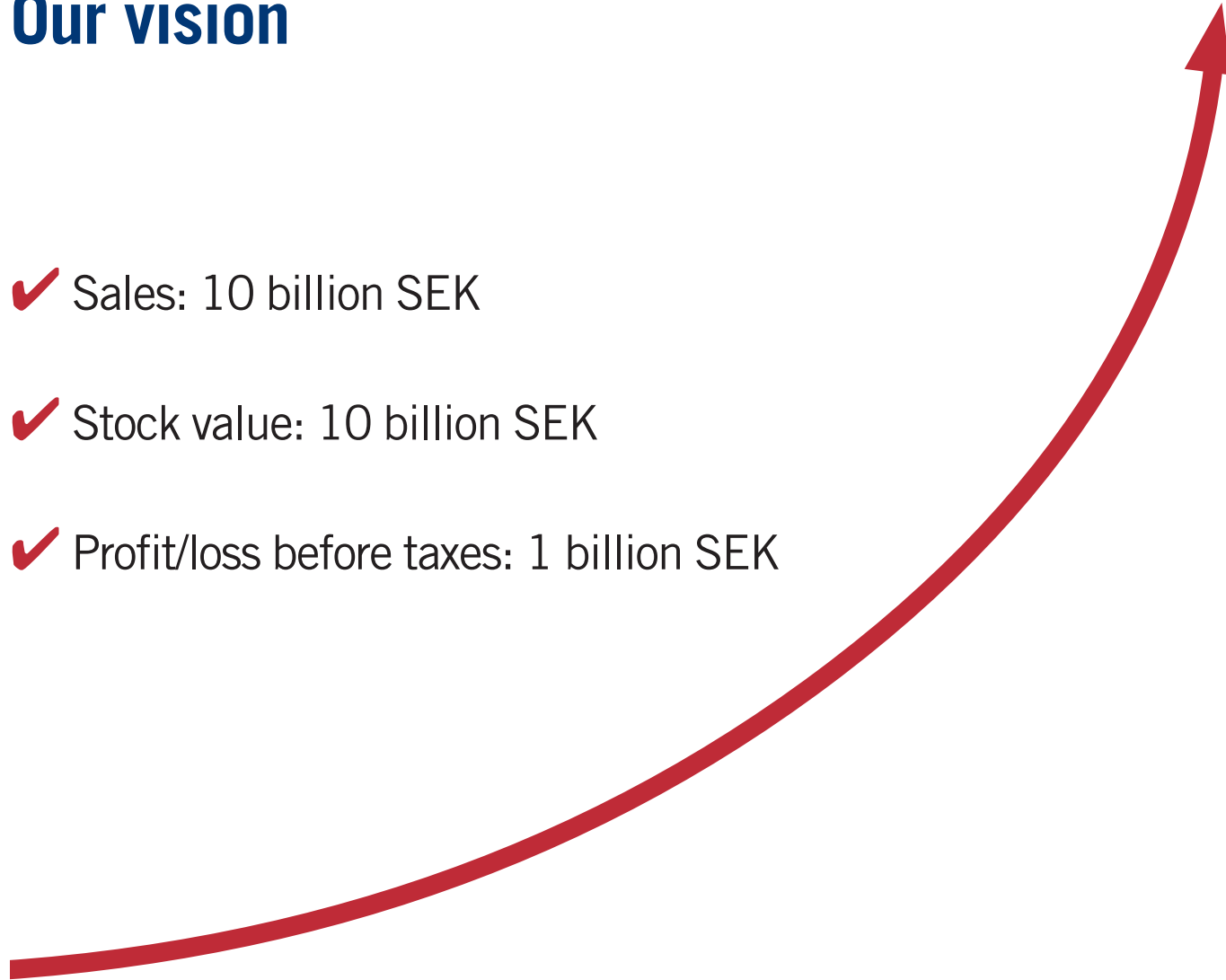
- ✓ Sales:
SEK 5 b.
- ✓ Stock value:
SEK 5 b.
- ✓ Profit/loss before taxes:
SEK 500 m.



...and without these goals, which might seem crazy now, we will not be able to come as far as we plan to in the future! When we have reached these goals, or just before we reach them, we will have new goals!

Our vision

- ✓ Sales: 10 billion SEK
- ✓ Stock value: 10 billion SEK
- ✓ Profit/loss before taxes: 1 billion SEK



**We hope that everybody who buys our
products is a content customer
and we want you to know that if you choose
to invest in New Wave Group
we promise that we will
take care of your investment
in the best possible way through long-term
thinking, growth,
stability and hard work!**

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