



Presentation of
NewWave
G R O U P

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.

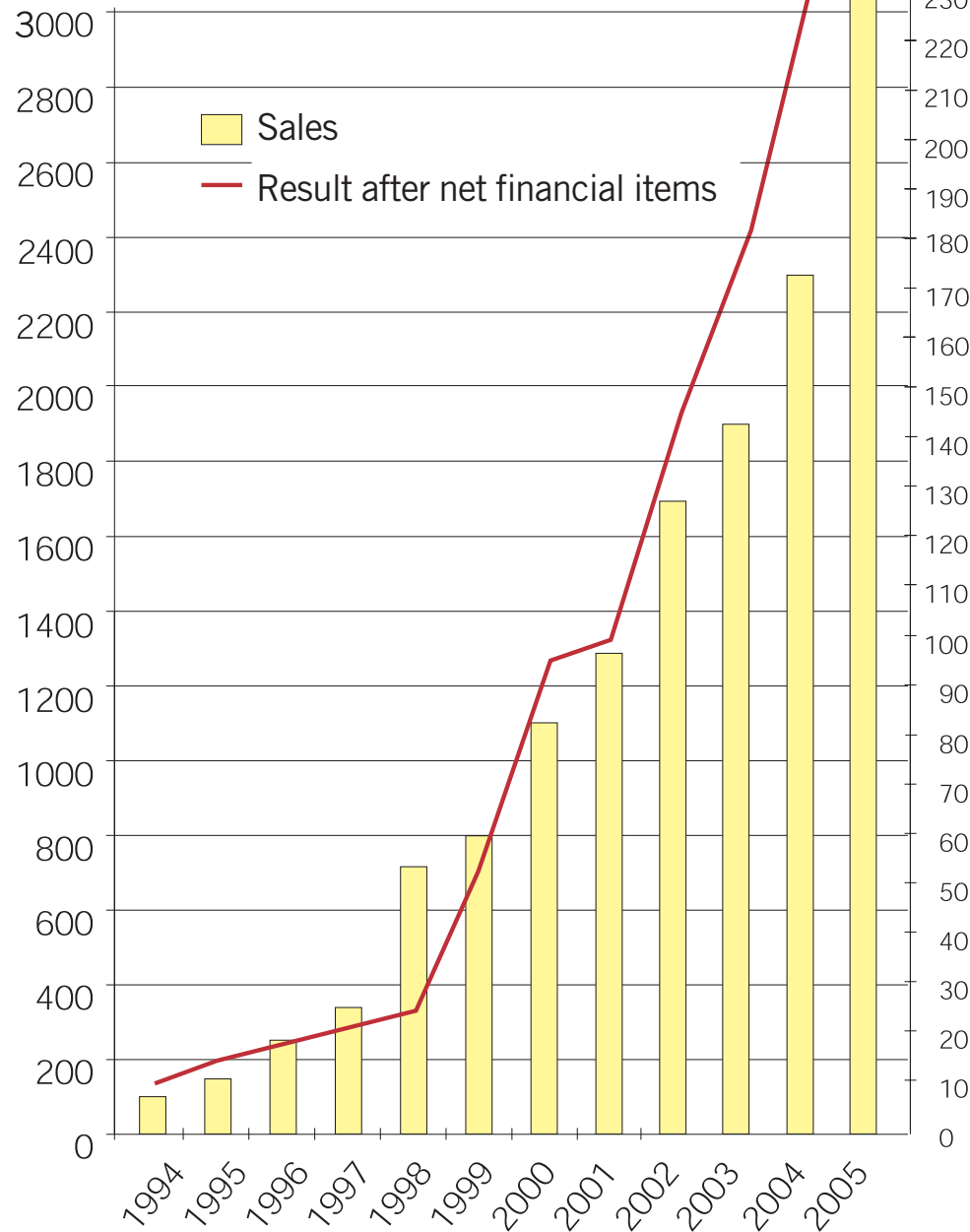
Synergies between the two business areas: design, product development, purchasing, IT and distribution.

Did you know...

...that New Wave Group through its trademarks (2005) sold approximately...

- ✓ 4.2 million one-coloured T-shirts in Sweden and 6 million in the rest of Europe?
- ✓ 1.4 million piqué shirts in Sweden and 3.8 million in the rest of Europe?
- ✓ 400 thousand shirts in Sweden and 690 thousand in the rest of Europe?
- ✓ 280 thousand bags in Sweden and 470 thousand in the rest of Europe?
- ✓ 40.5 million promo pens in Europe?
- ✓ 1.6 million mun-blowed glass and 2.5 million other art glass in the world.

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 Textet 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** • Ireland, Wales and Ryssland. Acquisition of Dahetra, Orrefors Kosta Boda, Intraco.
- ✓ **2006** • New establishments around Orrefors Kosta Boda in Sweden.

Vision – The Profiling business area

To become Europe's leading supplier of promotion products
by offering...

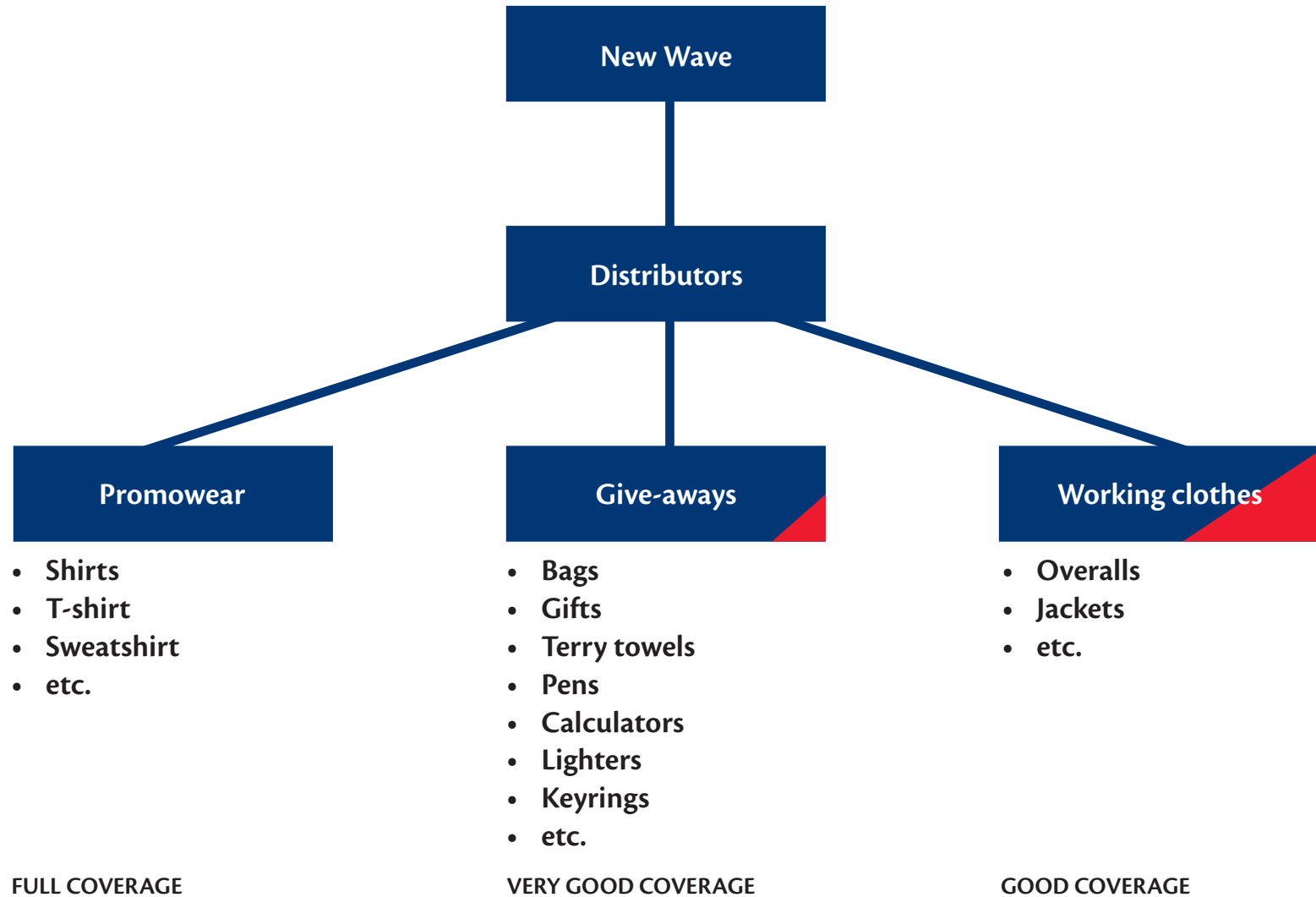
- ✓ good products.
- ✓ strong trademarks.
- ✓ high competence and service.
- ✓ a unique and complete concept for our retailers.

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.



Range coverage – The Profiling business area

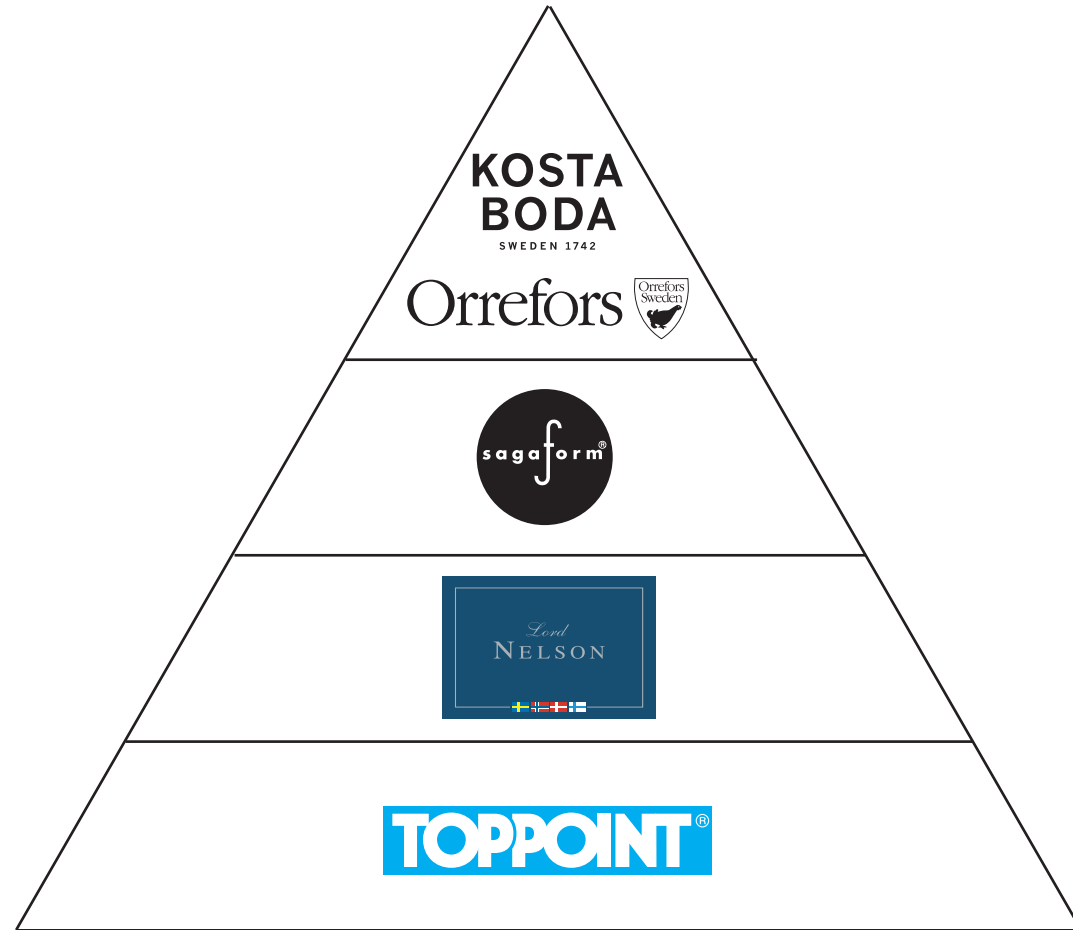
Existing
Possible



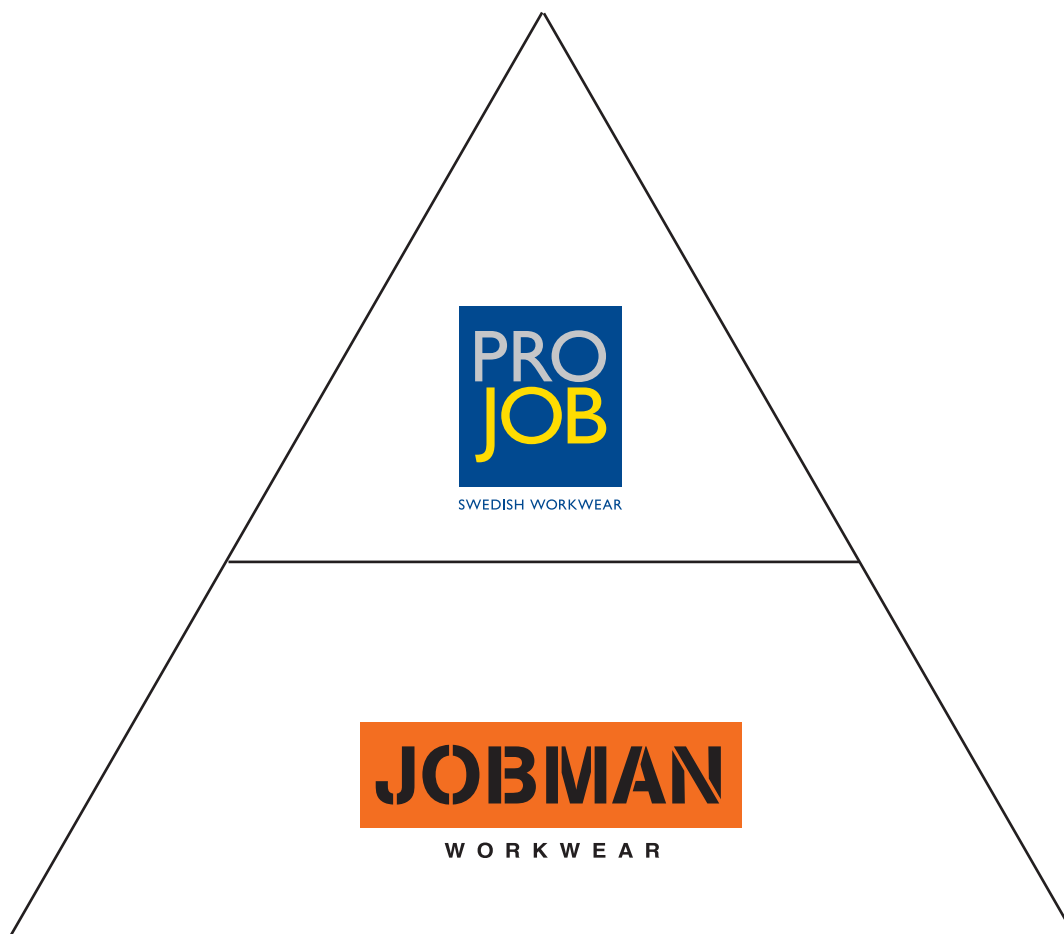
The following owned trademarks are distributed within the Profiling business area:



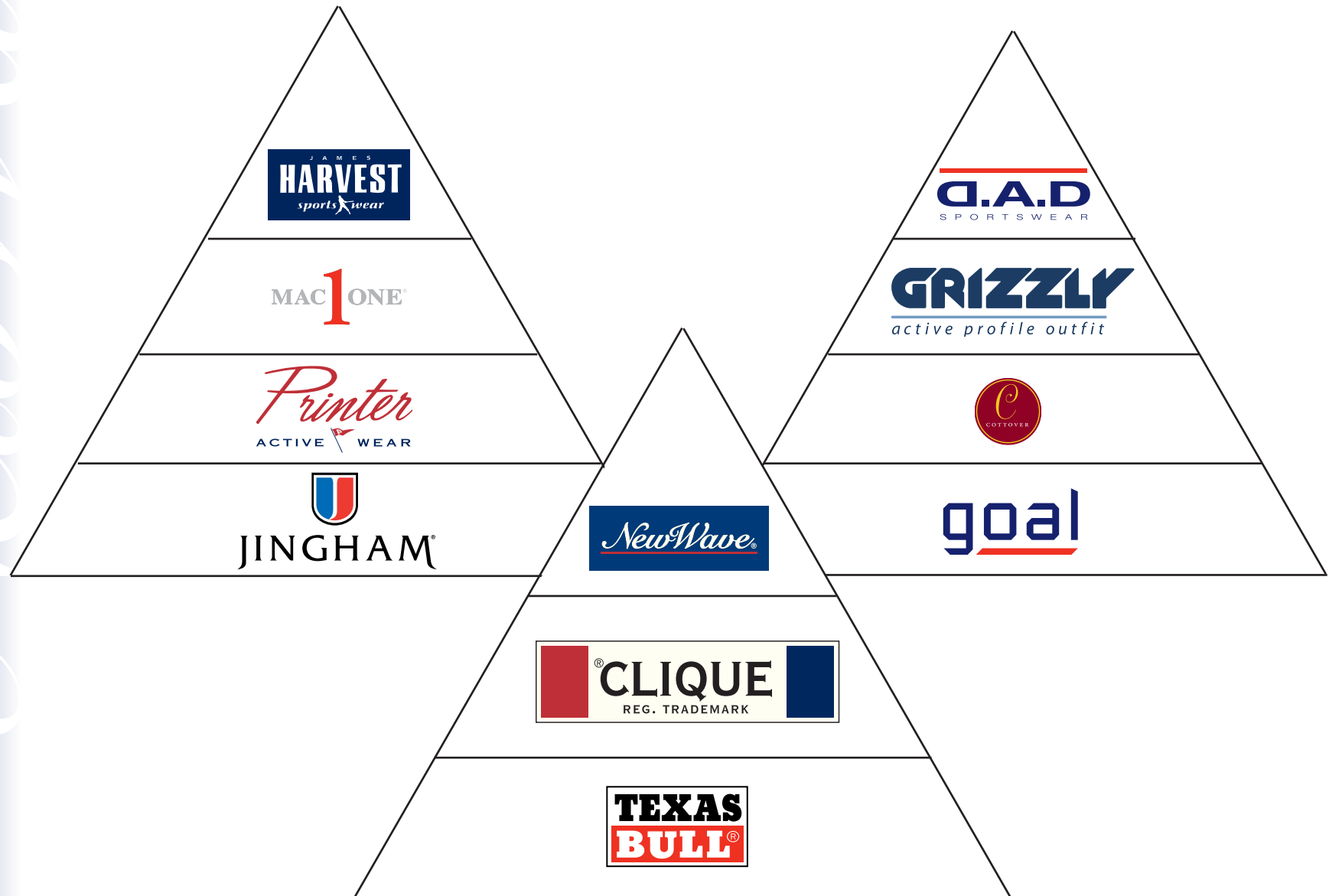
Give-aways – The Profiling business area



Workwear – The Profiling business area



Promowear – The Profiling business area



NewWave










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.
- ✓ To develop Orrefors and Kosta Boda into the leading brands in the world within glass and crystal.



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.
- ✓  **SEGER** – socks, caps etc.
- ✓  **PAX** – children's shoes
- ✓  **sagaform** – gifts
- ✓  **Lord NELSON** – textile products
- ✓  **Queen Anne** – textile products
- ✓ **Orrefors**  – glass
- ✓ **KOSTA BODA**  – glass
- ✓  **Sea Glas Bruk** – glass

The Retailing business area

The following licence or agent trademarks are distributed in Sweden:



– skiing equipment



– inlines



– indoor bandy and skiing equipment

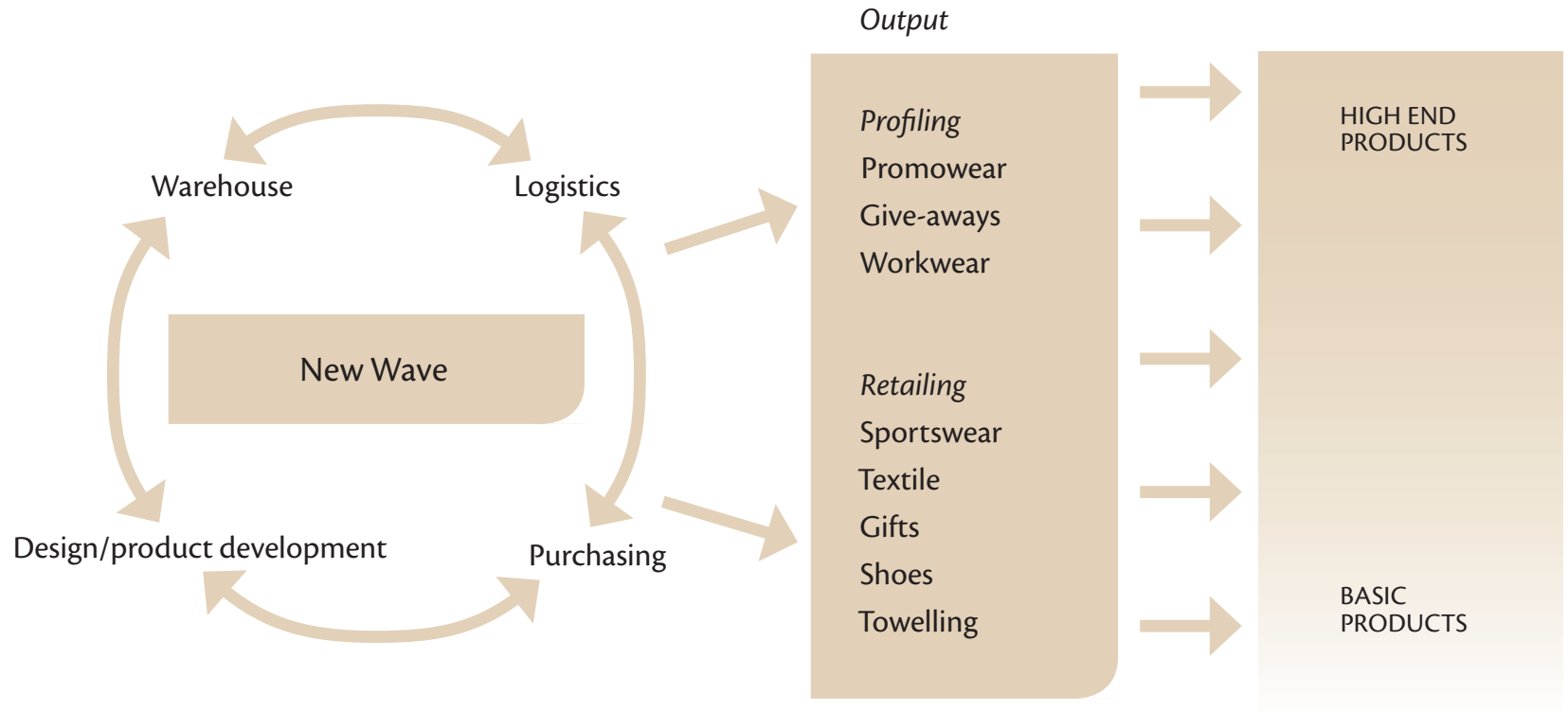


– football clothes and equipment



UMBRO
2003–2008

Big corporate synergies – small companies flexibility



Q2 January–June 2006

✓ Sales:

+32% to SEK 1652 (1255) m

Acquired units contributed with SEK 245 m

= organic growth of 12%

Profile: +17% to SEK 1040 (892) m

Retail: +69% to SEK 612 (363) m

✓ Profit:

SEK +20.2 m to 86.2 (66.0) m

Cost for establishment SEK 23.9 m

Acquired units burdned by SEK 21.3 m

Profile: EBITDA SEK +27.3 m to SEK 130.3 (103.0) m

Retail: EBITDA SEK +7.6 m to SEK 2.0 (-5.6) m

Q2 April–June 2006

✓ Sales:

+21% to SEK 897 (739) m

Acquired units contributed with SEK 100 m

= organic growth of 8%

Profile: +7% to SEK 584 (544) m

Retail: +61% to SEK 313 (194) m

✓ Profit:

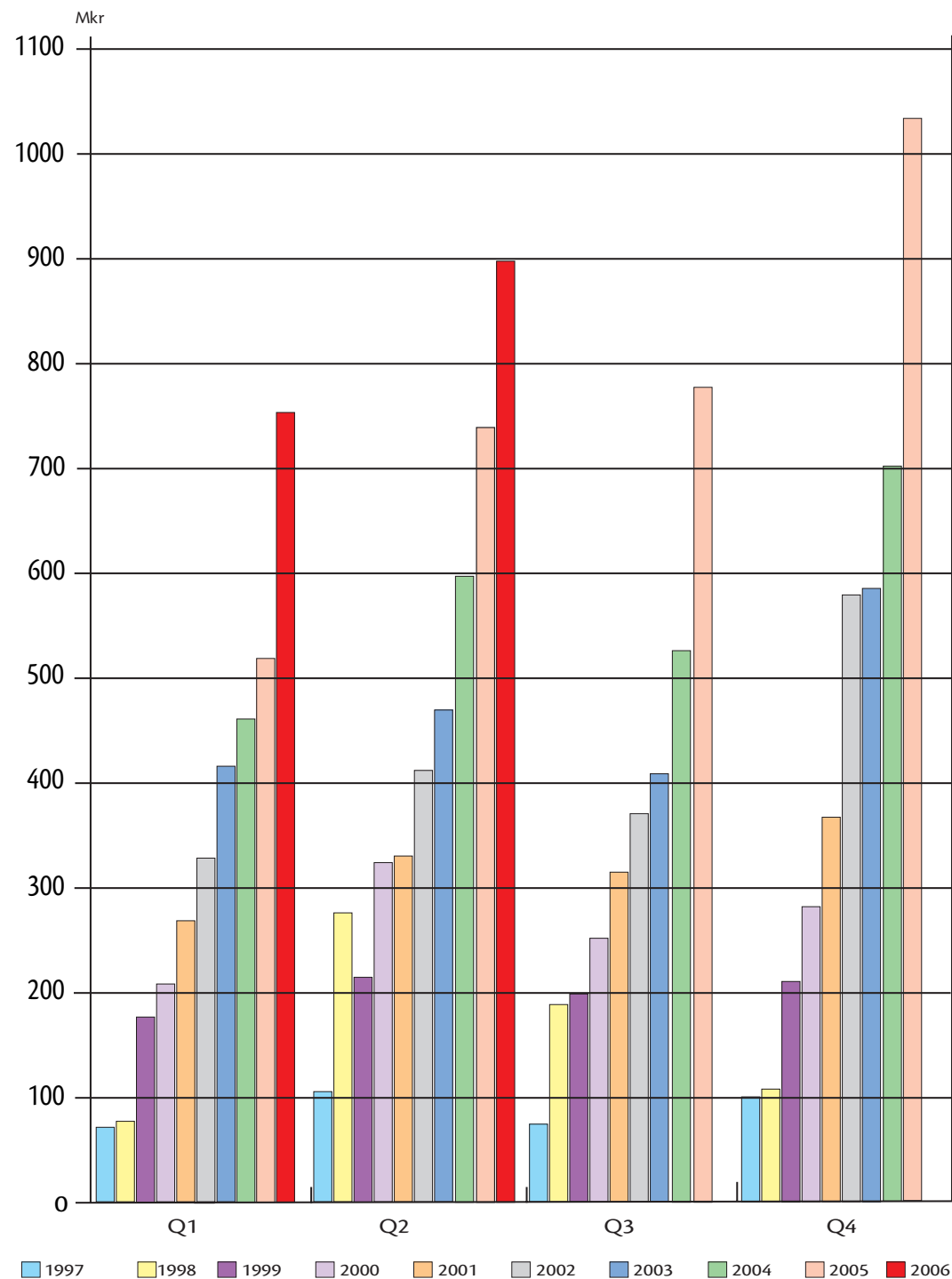
SEK +14.6 m to 89.1 (74.5) m

Profile: EBITDA SEK +18.8 m to SEK 115.3 (96.5) m

Retail: EBITDA SEK +4.2 m to SEK -2.3 (-6.5) m

Sales

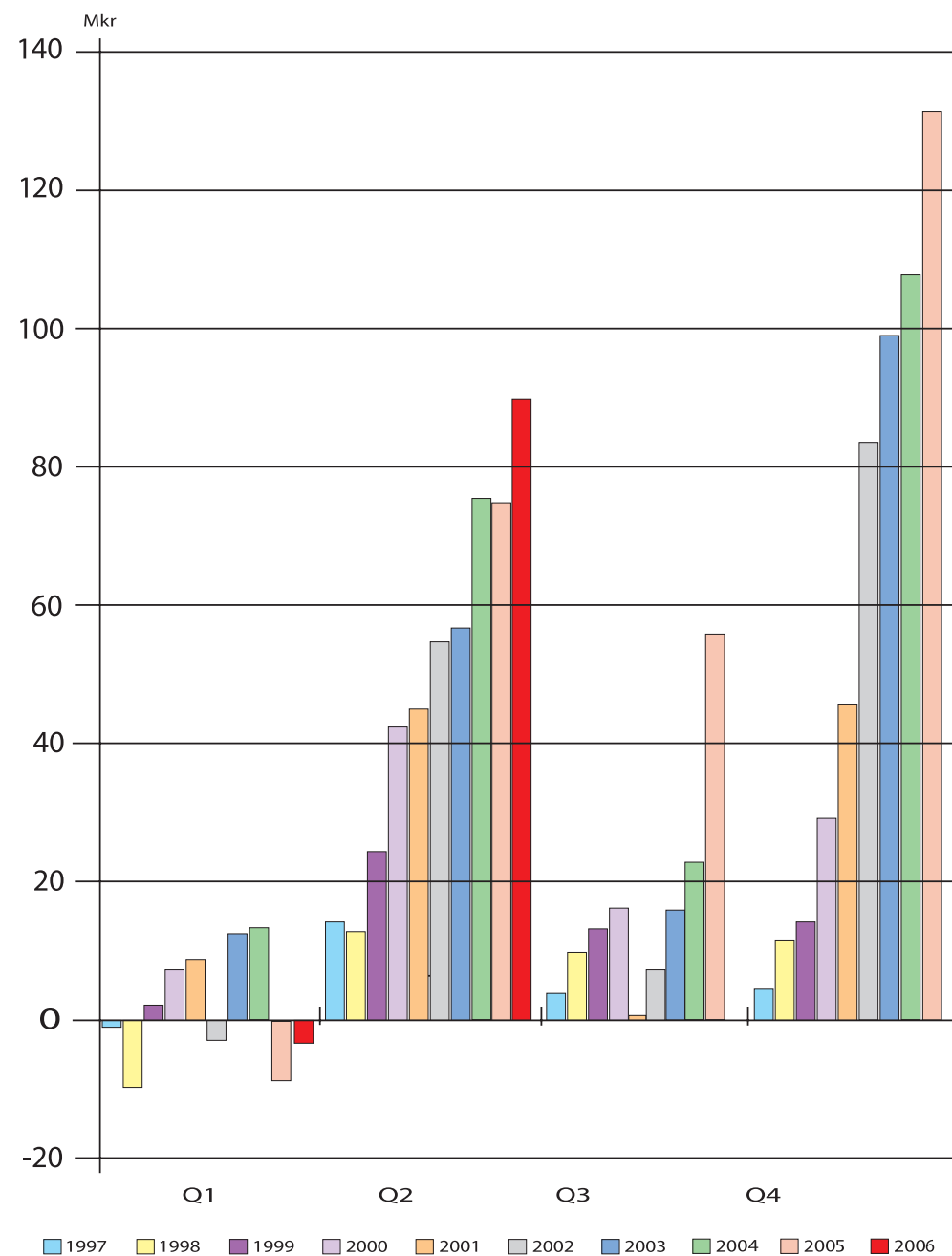
SEK M



NewWave

Profit/loss after net financial items

SEK M



Important events during Q2

- ✓ Cost for new establishments: SEK 11.5 m (23.9 for H1).
- ✓ Include cost for new establishments around Orrefors Kosta Boda.
- ✓ A lot of activities around the Orrefors Kosta Boda area.
- ✓ The positive trend around Orrefors Kosta Boda continues.
- ✓ Acquired units burdened with SEK 9.2 m (burdend with SEK 21.3 for H1).
- ✓ Continues strong gross profit: 47.7 (46.5) %.
- ✓ Magnus Vaernerberg, Nordic Manager for Villeroy & Boch, new MD for Sagaform.
- ✓ Improvement of buying operation continues.

Income Statement

	3 months	3 months	6 months	6 months
	APRIL-JUNE	APRIL-JUNE	JAN-JUNE	JAN-JUNE
SEK M	2006	2005	2006	2005
Net sales	896,7	738,6	1 652,0	1 255,1
Goods for resale	-468,8	-395,5	-876,5	-684,1
Gross profit	427,9	343,1	775,5	571,0
Other operating income	5,5	1,9	7,3	4,5
External Costs	-184,4	-145,8	-384,3	-267,8
Personnel costs	-132,3	-110,5	-261,7	-210,3
Depreciation	-9,3	-8,5	-18,7	-15,9
Other costs	-3,7	1,3	-4,5	0,0
Parts in interest companies' result	0,0	0,0	0,0	0,0
Operating profit	103,7	81,5	113,6	81,5
Net financial items	-14,6	-7,0	-27,4	-15,5
Profit before tax	89,1	74,5	86,2	66,0
Tax for the period	-23,4	-18,1	-22,6	-16,8
Profit for the period	65,7	56,4	63,6	49,2
Profit Margin	7,3%	7,6%	3,8%	3,9%
Profit per share	1,01	0,88	0,99	0,78

Financial Highlights

	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
No of employees	2 197	2 384	2 032	1 269	806	729
Gross margin %	46.9	45.5	46.4	45.9	44.4	42.0
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 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
New Debt SEKM	1 516.5	1 365.6	1 488.7	886.2	692.5	629.0
Stock turnover times/year	1.2	1.3	1.5	1.5	1.6	1.6
Net Investment SEKM	38.0	77.8	175.2	245.4	80.0	153.6
Cash Flow before investments SEKM	52.1	-88.7	-97.4	2.3	75.9	160.7
Cash Flow after investments SEKM	12.7	-166.5	-317.6	-243.1	-4.0	7.4
Equity per share	18.20	15.73	17.82	14.75	10.57	8.90

Sales per country

COUNTRY	JAN - JUN 2006	Part of turn over	JAN - JUN 2005	MKR	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
Great Britain	51	3%	32	19	59
Switzerland	51	3%	37	14	38
Spain	48	3%	45	3	7
France	43	3%	41	2	5
Other	54	3%	25	29	116
Total	1 652	100%	1 255	397	32

New establishments

- Switzerland (Craft Suisse SA)
- Purchasing (large reinforcements in Asia)
- Working clothes: Projob (Finland, Denmark, Belgium, Luxemburg, Netherlands, Italy, Spain + Great Britain, Germany, Italy and France in 2006),
Jobman (Norway, Germany, Italy and the Netherlands)
- Inside Out (Italy, Spain, autumn 2004)
- Sagaform (Belgium, Spain, England, USA)
- Clique/NW (starting to keep stock in Austria)
- Craft (Spain, England)
- Wales (multibrand project with stock)
- Ireland (multibrand project with deliveries from Wales)
- Russia (joint ownership 51% company, no stock, Sagaform + Clique/NW)
- Orrefors and Kosta Boda is launched in China.
- Kosta Linnewäfveri established and launched during the autumn.
- Orrefors Jernverk established and launched during spring 2007.

Views of 2006

- ✓ Several establishments and acquisitions made during 2005.
Focus on getting new establishments profitable and to implement the acquisitions.
- ✓ Organic growth 10–15% for the year.
- ✓ Both sales and profit will be higher than 2005.



Focus within OKB

- ✓ Production is running well.
- ✓ Increase of stock for the autumn's sales.
- ✓ New Showroom launched in Shanghai.
- ✓ 2–3 flagship stores to be established in Shanghai during 2006.
- ✓ A new outlet of 2,000 m² has been opened for New wave's other brands within crystal, china and metal.
- ✓ A new outlet of 4,900 m² together with municipality will be open in July, main part let to external attractive brands.
- ✓ Kosta Linnewäfveri is established and will be launched this autumn, stock will be built up.
- ✓ Orrefors Jernverk is established and will be launched spring 2007.
- ✓ Other establishment to support OKB are:
 - Orrefors Kosta Hotell & Konferens AB
 - Orrefors Kosta Event AB
 - Kosta Förlag AB
 - NWG Factory Shop AB

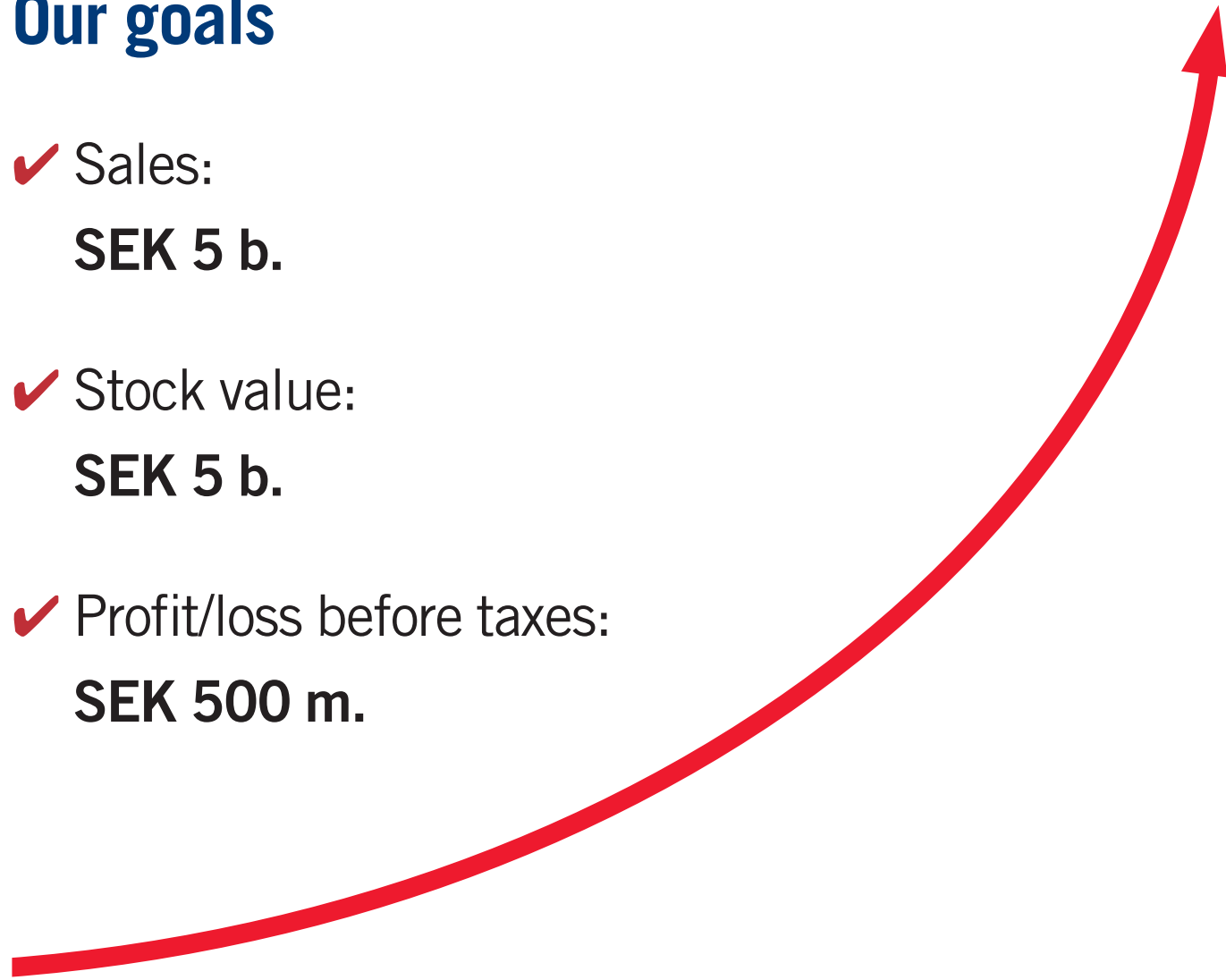
Each of these establishments shall be profitable and within the future meet New Wave's demand for profit margin.
- ✓ Positive fighting spirit within OKB and the area.

➔ **Decreasing costs – increasing sales.**



Our goals

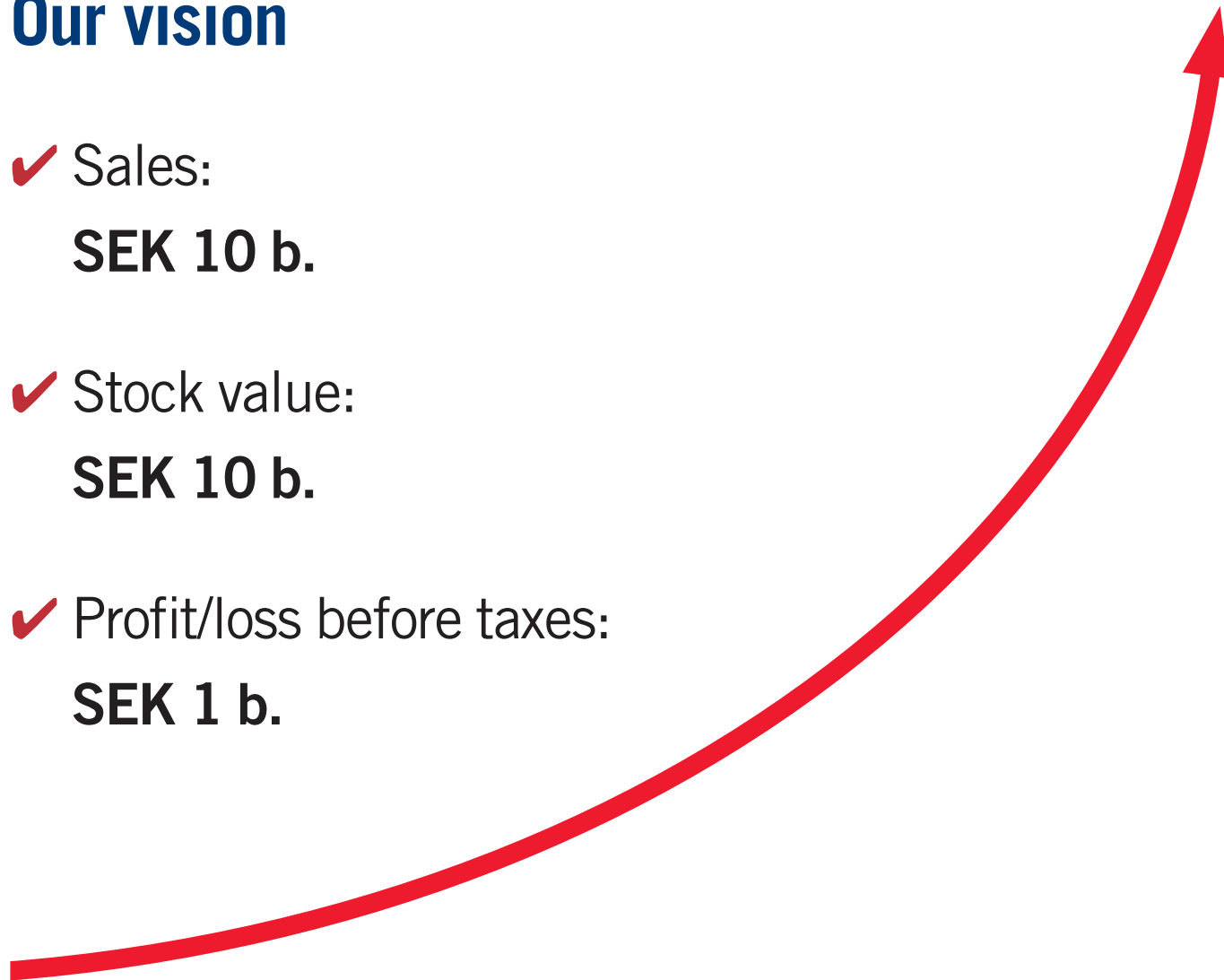
- ✓ Sales:
SEK 5 b.
- ✓ Stock value:
SEK 5 b.
- ✓ Profit/loss before taxes:
SEK 500 m.



...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:
SEK 10 b.
- ✓ Stock value:
SEK 10 b.
- ✓ Profit/loss before taxes:
SEK 1 b.



**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 %
2005	3.059	757	33 %
Average growth			37 % per year

...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	234,2	32,8	18,1 %
2005	254,0	19,8	8,5 %
Average increase			38 % per year

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!

NewWave
G R O U P