Presentation of NewWave GROUP

Business idea

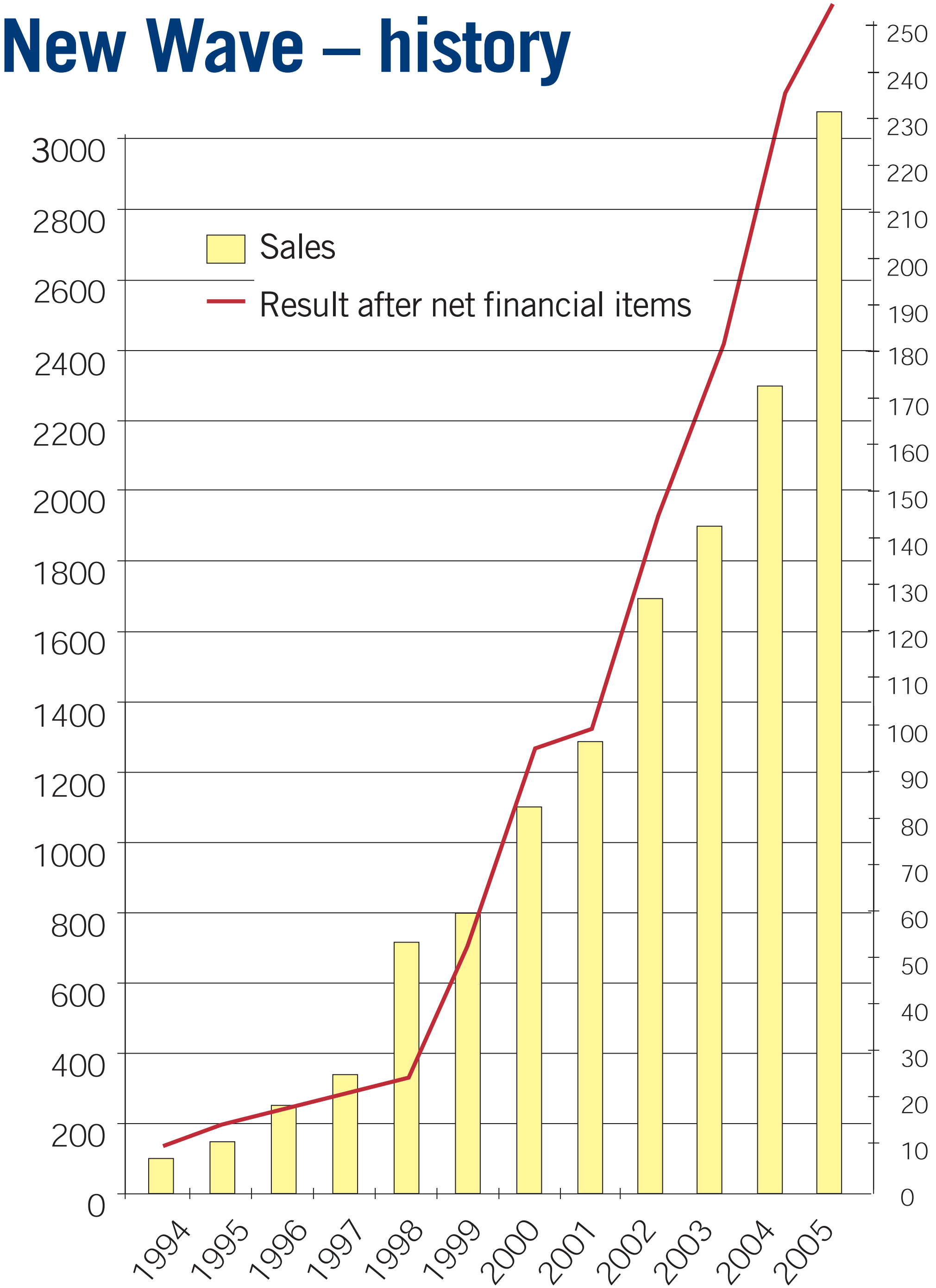
New Wave Group is a growing company that designs, acquires and develops quality articles for the profiling market (business market) and the consumers' market, mainly in the clothing, accessories and gifts areas.

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.

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

NewWave GROUP

Vision – The Profiling business area

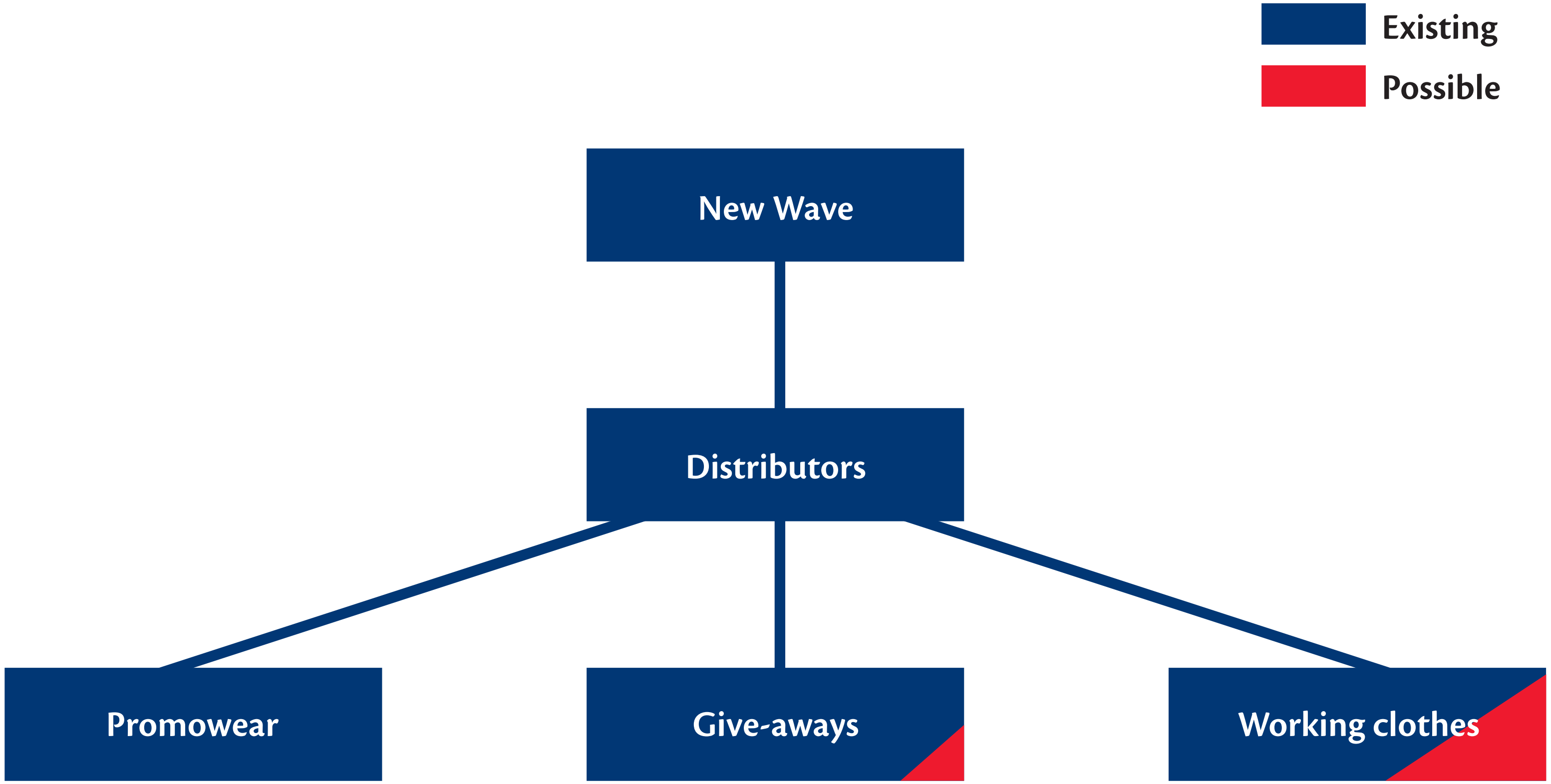
To become Europe's leading supplier of promotion products

by offering...

- ✔ good products.
- ✔ strong trademarks.
- ✔ high compentence 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



Promowear

- Shirts
- T-shirt
- Sweatshirt
- etc.

FULL COVERAGE

Give-aways

- Bags
- Gifts
- Terry towels
- Pens
- Calculators
- Lighters
- Keyrings
- etc.

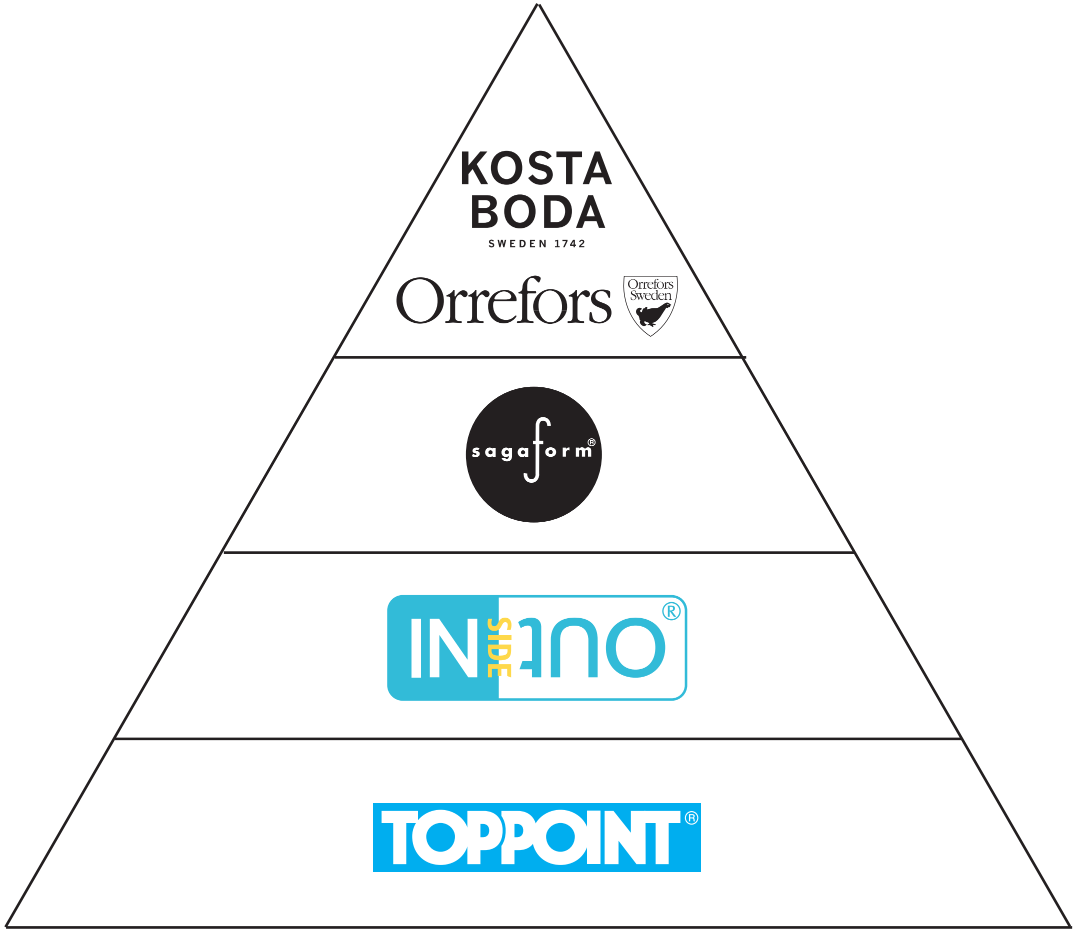
VERY GOOD COVERAGE

Working clothes

- Overalls
- Jackets
- etc.

GOOD COVERAGE

Give-aways – The Profiling business area



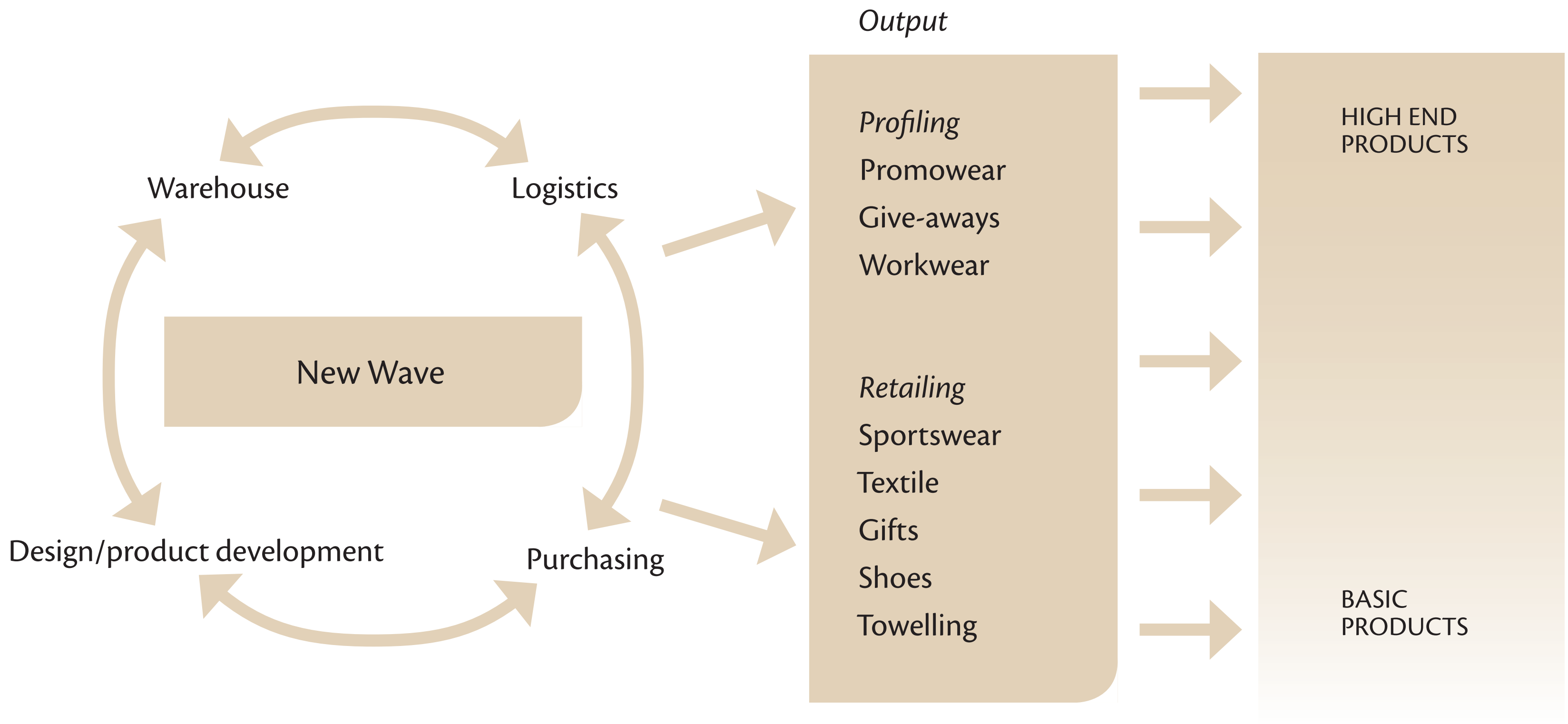
Workwear – The Profiling business area

Promowear – The Profiling business area

Vision – The Retailing business area

- ✔ 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.

Big corporate synergies – small companies flexibility



Q3 January–September 2006

- ✔ **Sales:**

  +21% to SEK 2 452 (2 029) m

  Acquired units contributed with SEK 245 m

  = organic growth of 9%

  Profile: +11% to 1 484 (1 335) m

  Retail +39% to 968 (694) m

- ✔ Profit:

  SEK +11.7 m to 134.1 (122.4) m

  Cost for establishment SEK 33.6 m

  Acquired units burdned by SEK 21.3 m

  Profile: EBITDA SEK 24.7 m to 172.6 (147.9) m

  Retail: EBITDA SEK3.1 m to 32.6 (29.5) m

Q3 July–September 2006

- Sales:

  +3.4% to 800 (774) m

  Profile: SEK +1 m to SEK 444 (443) m

  Retail: SEK +25 m to SEK 356 (331) m

- Profit:

  SEK -8.5 m to SEK 47.9 (56,4) m

  Profile: EBITDA SEK-2.6 m to SEK 42.3 (44.9) m

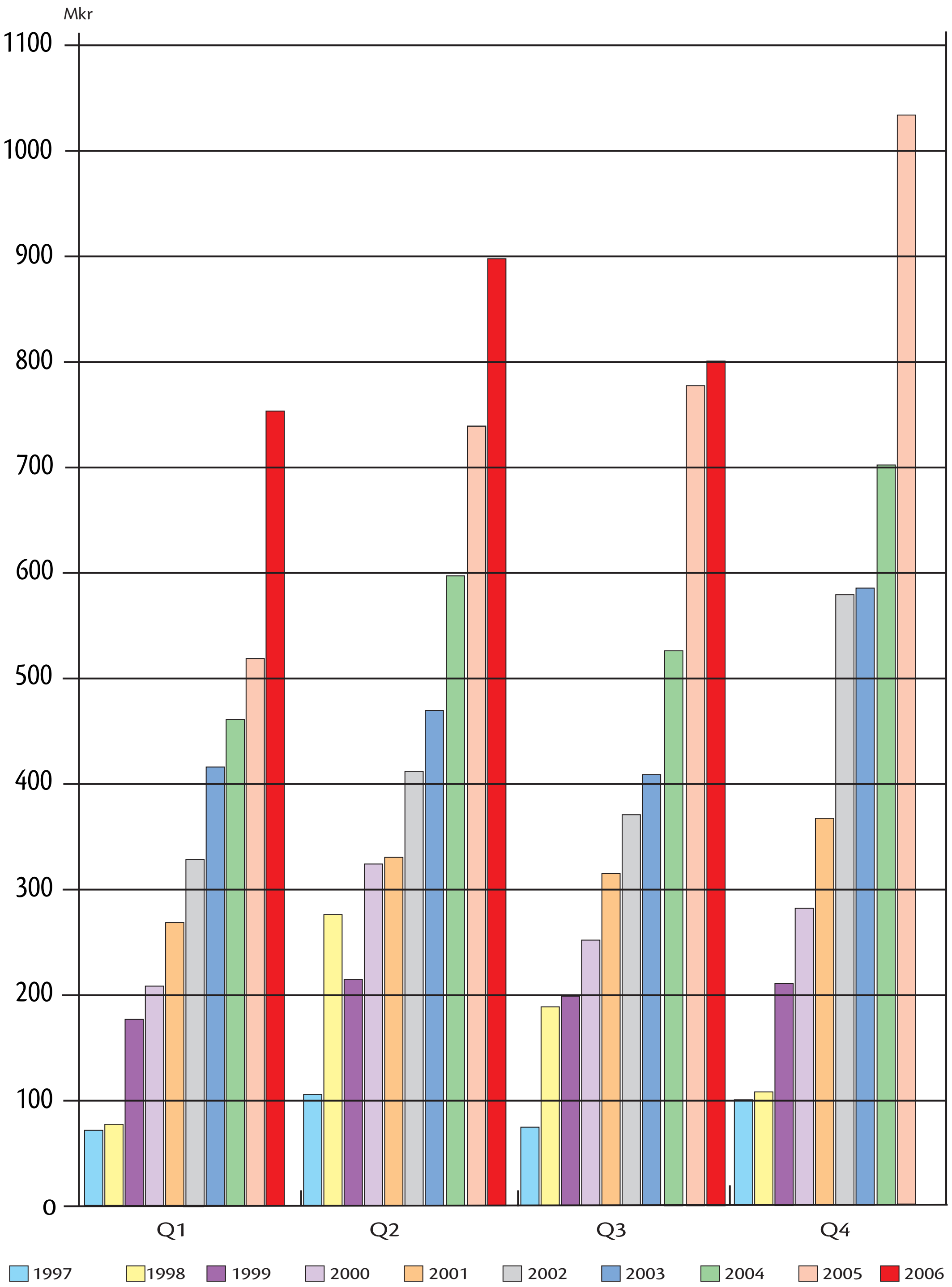
  Retail: EBITDA SEK -4.5 m to SEK 30.6 (35.1) m

Important events during Q3

- ✔ Mild autumn delay of order in both profile and retail to Q4
- ✔ Currency exchange rate had negative impact of SEK 6m
- ✔ A lot of activities around the Orrefors Kosta Boda area
- ✔ Continues strong gross profit: 47.0 (46.6) %
- ✔ Cost of SEK -3.1 m due to an insurance dispute
- ✔ Cost for new establishments: SEK 9.7 m
  (including the new establishments around Orrefors Kosta Boda)
- ✔ Strong cash flow as a result of consolidation.

Sales

SEK M


Mkr
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Q1
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Q4
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2004
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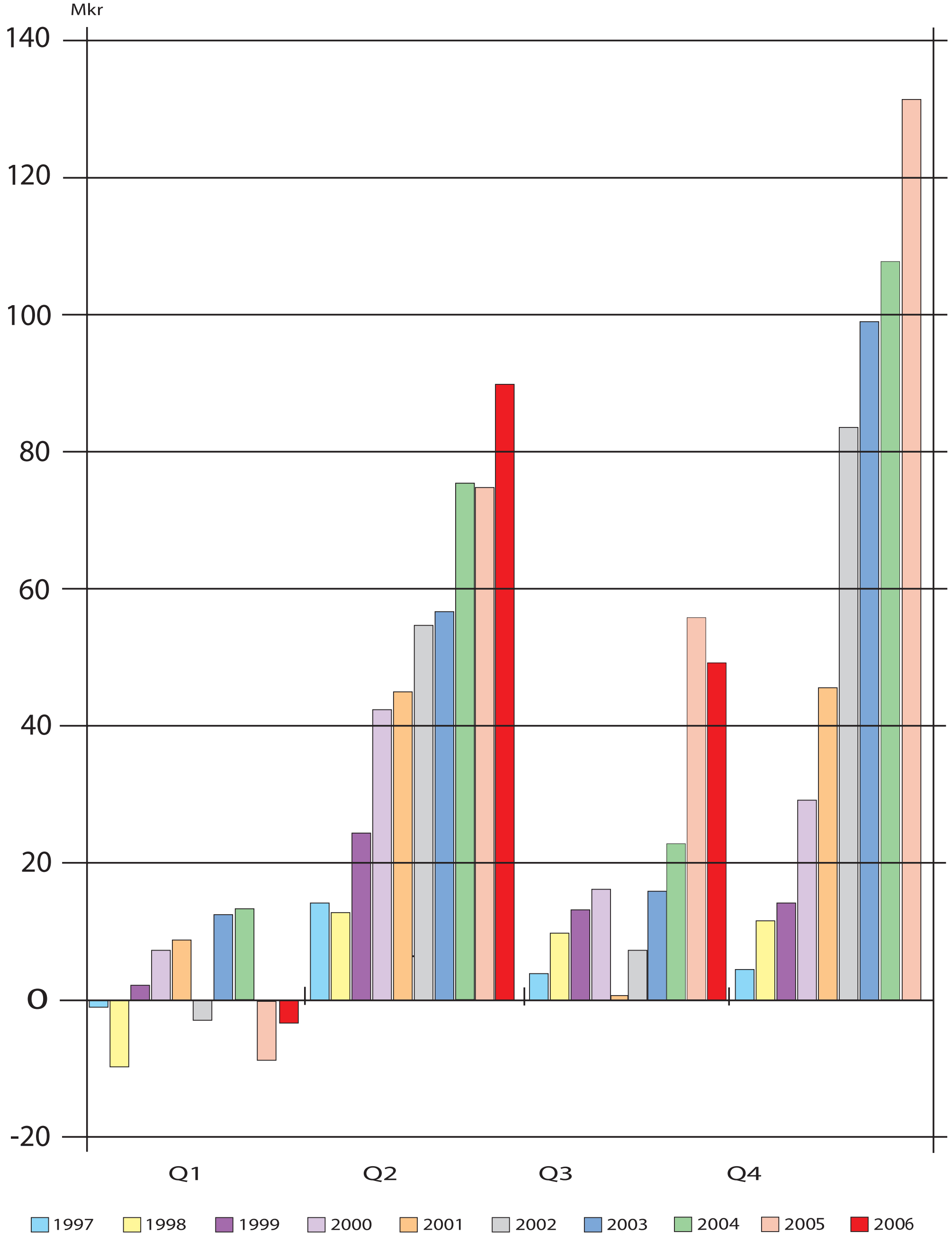
2006

Profit/loss after net financial items

SEK M



Income Statement

SEK Mkr	2006			2005			
Quarter	**Q1**	**Q2**	**Q3**	**Q1**	**Q2**	**Q3**	**Q4**
Net Sales	755,3	896,7	799,6	516,5	738,6	774,2	1 029,7
Good for resale	-407,7	-468,8	-424,0	-288,6	-395,5	-413,6	-541,0
Gross profit	**347,6**	**427,9**	**375,6**	**227,9**	**343,1**	**360,6**	**488,7**
Gross profit %	**46,0**	**47,7**	**47,0**	**44,1**	**46,5**	**46,6**	**47,5**
Other income	1,8	5,5	5,7	2,6	1,9	9,4	11,9
External costs	-199,9	-184,4	-186,3	-122,0	-145,8	-172,0	-214,2
Personnel costs	-129,4	-132,3	-116,8	-99,8	-110,5	-115,4	-135,8
Depreciations	-9,4	-9,3	-10,2	-7,4	-8,5	-10,0	-5,6
Other costs	-0,8	-3,7	-5,3	-1,3	1,3	-2,6	-0,9
Operating profit	**9,9**	**103,7**	**62,7**	**0,0**	**81,5**	**70,0**	**144,1**
Financial costs	-12,8	-14,6	-14,8	-8,5	-7,0	-13,6	-12,5
Result after financial items	**-2,9**	**89,1**	**47,9**	**-8,5**	**74,5**	**56,4**	**131,6**
Tax	0,8	-23,4	-10,7	1,3	-18,1	-12,0	-18,5
Net profit	**-2,1**	**65,7**	**37,2**	**-7,2**	**56,4**	**44,4**	**113,1**

Financial Highlights

	JAN-SEPT 2006	JAN-SEPT 2005	JAN - DEC 2005
Sales growth %	20,8	27,6	32,9
Number of employees	2 144	2 389	2 032
Gross profit margin %	47,0	45,9	46,4
Profit margin %	5,5	6,0	8,3
Return on capital employed %	8,5	9,1	13,0
Equity ratio %	34,0	32,3	33,8
Net debt	1 573,7	1 617,9	1 488,7
Rate of capital turnover	0,9	1,0	1,2
Cash flow before investments SEKM	24,3	-317,6	-97,4
Net investments SEKM	68,9	114,3	220,2
Cash flow after investments SEKM	-44,6	-431,9	-317,6
Shareholders' equity per share SEK	18,57	16,63	17,82

Sales per country

COUNTRY	Jan–Sept 2006	Part of turn over	Jan–Sept 2005	MKR	%
Sweden	976	40%	821	155	19
Benelux	248	10%	219	29	13
Norway	214	9%	174	40	23
Germany	167	7%	148	19	13
Italy	143	6%	117	26	22
Finland	135	6%	126	9	7
USA	122	5%	65	57	88
Denmark	96	4%	78	18	23
Switzerland	74	3%	58	16	28
Great Britain	72	3%	51	21	41
Spain	70	3%	65	5	8
France	58	2%	58	0	0
Other	77	3%	49	28	57
Total	2 452	100%	2 029	423	21

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, France) and
  Jobman (Norway, Germany, Italy and the Netherlands)
- INsideOUT (Italy, Spain)
- 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 autumn 2007.

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Orrrefors Kosta Boda

- ✔ Production
- ✔ Stock
- ✔ OKB area: Outlets 2,000 + 5,000 + 3,000 sq.m.
  11,000 sq.m. will be built
  External brands
  Hotel
  Cottages
  Restaurants
  Crystal bars
  Conferences
  Events
  Fishing and hunting
- ✔ China: Showroom
  Flagship stores
- ✔ USA: Sagaform
- ✔ Products: Christmas assortment
  Efva Attling
  More cheap, more expensive
  SEA
- ✔ Profile distribution
- ✔ Kosta Linneväfveri
- ✔ Orrefors Jernverk

➛ **Each establishment should meet New Wave's demand for profile margin.**

➛ **Goal 2006:**
Profitable

Goals 2010:
Sales of at least SEK1b
Profit margin 10%

Strong christmas assortment 2006

Orrefors

KOSTA BODA

SWEDEN 1742

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New Wave

Kosta Linneväfveri - product range

You'll find us in: **KITCHENS - TABLEWARE - HOME INTERIOR**

- tablecloths
- table runners
- serviettes
- kitchen hand towels
- placemats

etc.

KOSTA LINNEWÄFVERI

SWEDEN 1878

New Wave GROUP

New Wave

ENG
2006–23

New Wave
GROUP

New Wave

KOSTA LINNEWÄFVERI

SWEDEN 1878

New Wave GROUP

KOSTA LINNEWÄFVERI

SWEDEN 1878

Orrefors Jernverk - product range

You'll find us in: **KITCHENS - TABLEWARE - INTERIORS**

- pans & casseroles
- knives
- cutlery
- table decoration
- bar accessories
- interior products

etc.

Orrefors JERNVERK
SWEDEN 1726

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Views of 2006

- ✔ Focus on getting new establishments profitable and to implement the aquisitions to improve both the proitability and cash flow in Q4.
- ✔ Organic growth 10–15% for the year.
- ✔ Both sales and profit will be higher than 2005.

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**

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...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!

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