

PRESENTATION

New Wave Group AB (publ)

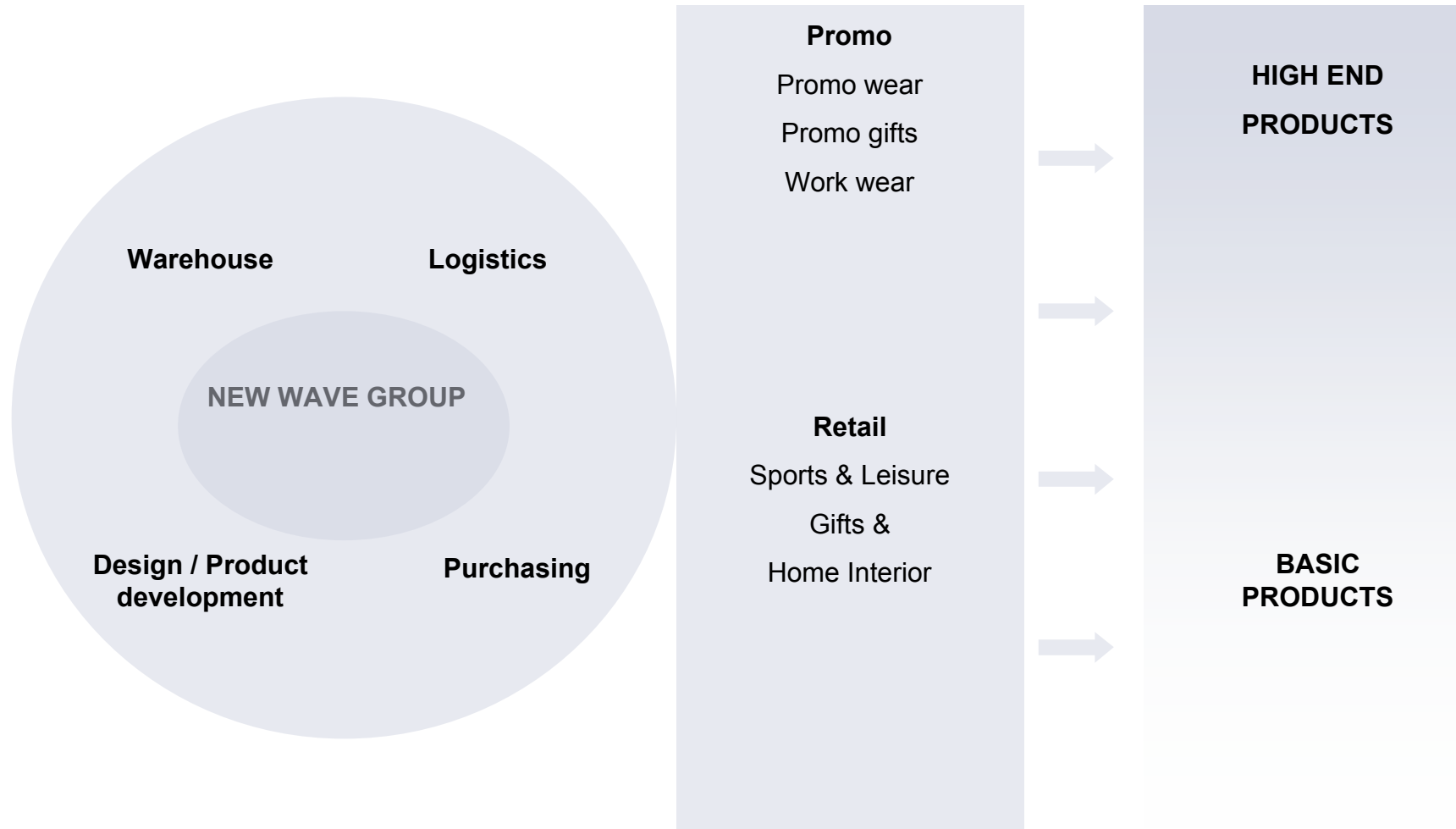


NewWave
G R O U P

Business idea

- New Wave Group designs, acquires and develops quality articles and trademarks for the promo and retail market, mainly in the clothing, accessories and gifts areas.
- New Wave Group concentrates on two business areas:
 - The Promo business area – the products are distributed via independent retailers to companies.
 - The Retail business area – the products are distributed via the retailing trade.
- New Wave Group shall achieve synergies by coordinating design, product development, purchasing, and distribution of the Group's brand portfolio.

Large companies synergies – small companies flexibilities



Strategy

- Establish and develop existing trademarks
- Establish new operations in new geographical markets
- Develop and acquire products and companies within the promo and retail business segment
- Spread the Group's values to newly established and acquired companies



Worldwide operations



Vision – Promo

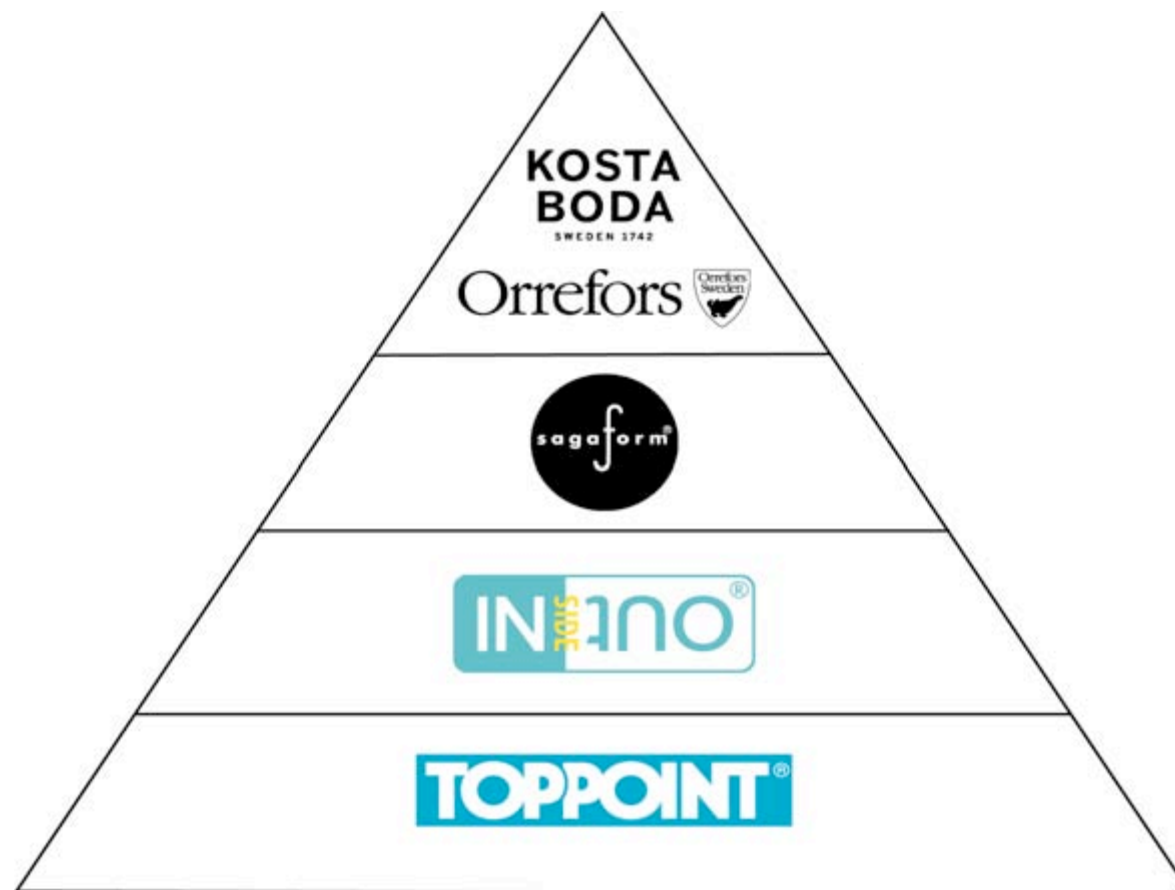
- To become Europe's leading supplier of promotion products by offering
 - good products
 - strong trademarks
 - high competence and service
 - a unique and complete concept for our re-sellers



Promowear



Promo Gifts



Promo Workwear



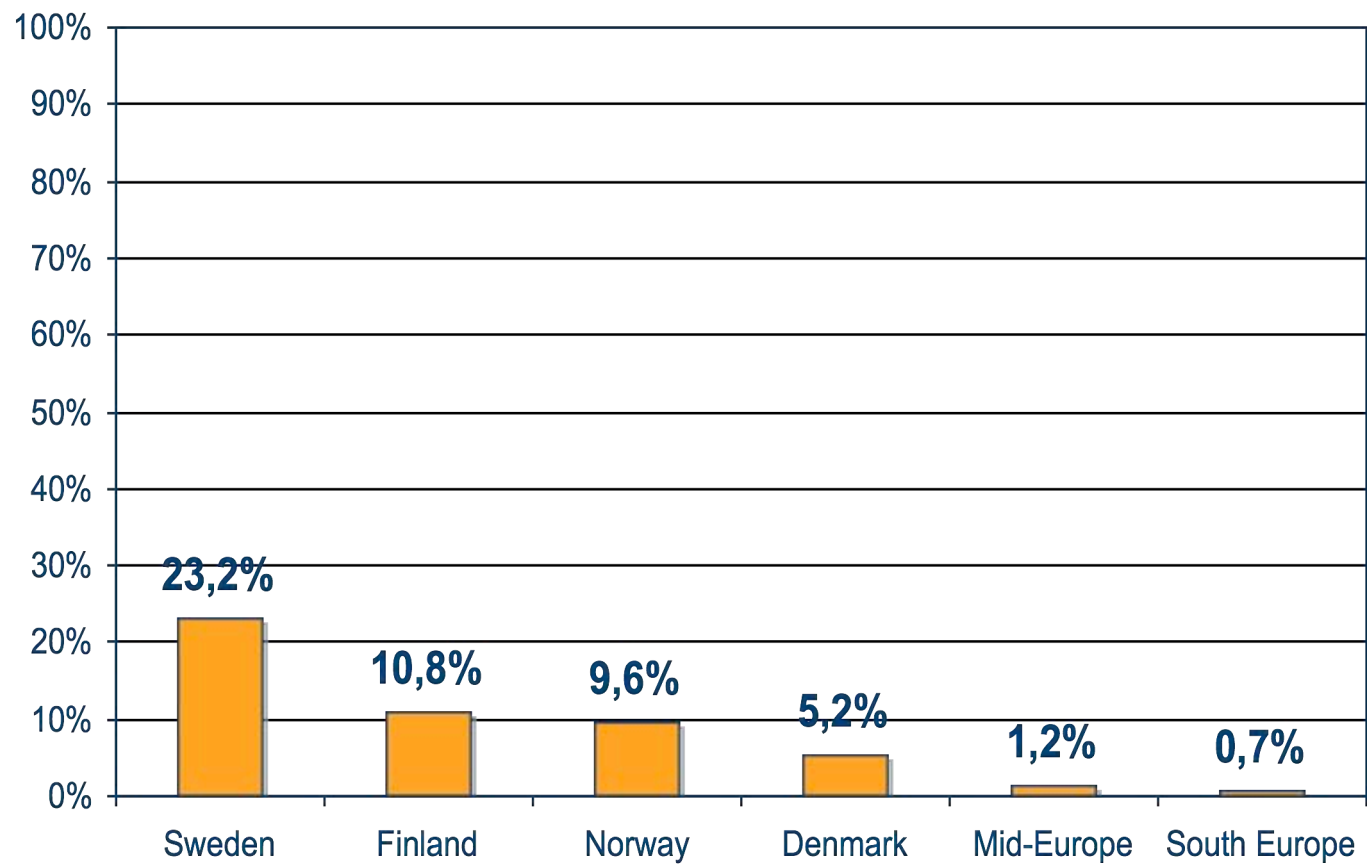
Promo market in Europe

- Fragmented market with a total size of SEK 112,000,000,000
- New Wave's turnover within corporate promo is SEK 2,146,000,000
- With only 2% market share New Wave is the second biggest player in the European promo market



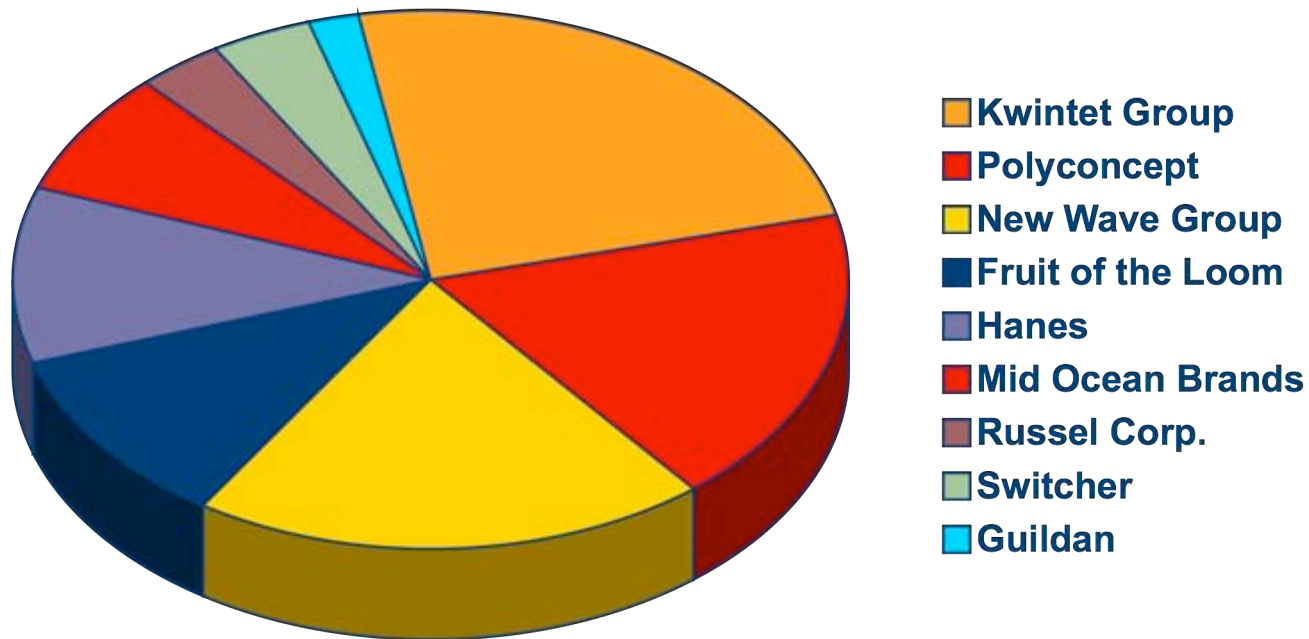
New Wave's promo market share

- Still opportunities for growth...



Promo market operators

- 9 biggest operators have 15% of the market



Vision – Retail

- To become the Nordic countries main supplier of sports and leisure wear.
- To develop Orrefors and Kosta Boda into the leading trademarks in the world within glass and crystal.
- To develop Sagaform into one of the leading trademarks in Europe on kitchen, china and gifts.
- To develop the owned trademarks Craft and Seger into international trademarks on functional sportswear
- To develop Cutter & Buck into one of the leading trademarks in the world within golf and leisure wear.



Retail

- New Wave's retail area is divided into two categories:
 - Sports & Leisure
 - Owned trademarks
 - Licensed trademarks
 - Gifts & Home Interior
 - Owned trademarks



Sports & Leisure

- Owned trademarks:
 - CRAFT – functional sportswear
 - CUTTER & BUCK – golf and leisurewear
 - CLIQUE – basicwear, T-shirts etc
 - SEGER – socks, caps etc
 - PAX – children shoes
- Licensed trademarks:
 - EASTON – hockey equip.
 - EXEL – indoor bandy and skiing equip.
 - UMBRO – football clothes and equip.
 - NORDICA – skiing equip.
 - ROLLERBLADE – inlines
 - SPEEDO – swimwear

CRAFT

CLIQUE



EXEL

NORDICA

speedo

CUTTER
& BUCK.



Gifts and Home Interior

- Owned trademarks:
 - SAGAFORM – gifts, interior design
 - ORREFORS – crystal and glass
 - KOSTA BODA – glass
 - SEA – glass
 - KOSTA LINNEWÄFVERI – gifts, interior design
 - ORREFORS JERNVERK – gifts, interior design
 - DJ FRANTEXTIL – gifts, interior design

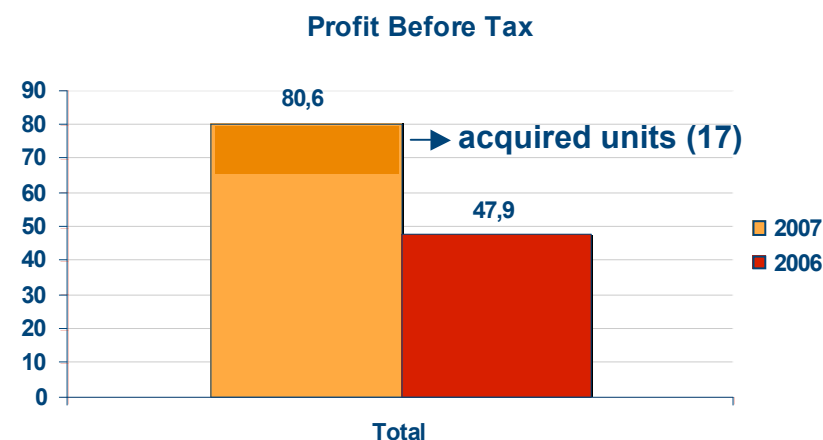
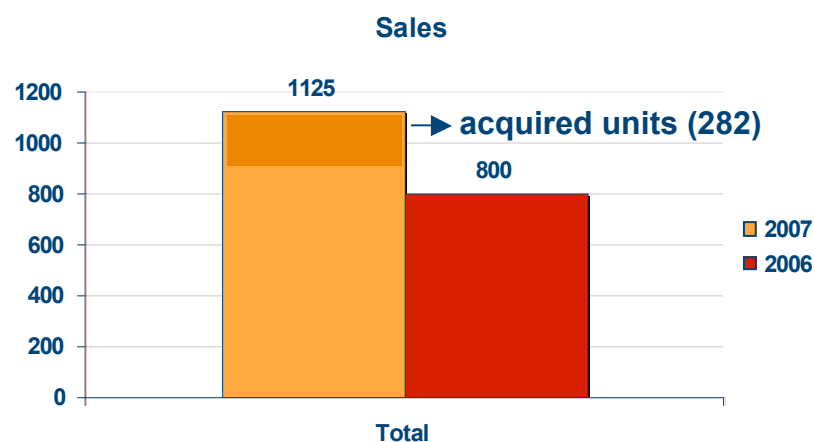


Financial statements

Q3 2007

Total Q3 July – September 2007

- Sales +41% to MSEK 1 125 (800)
 - Acquired units contributed with MSEK 282
 - Organic growth amounted to +6%
- Profit Before Tax MSEK +32.7 to MSEK 80.6 (47.9)
 - Acquired units contributed with MSEK +17.0

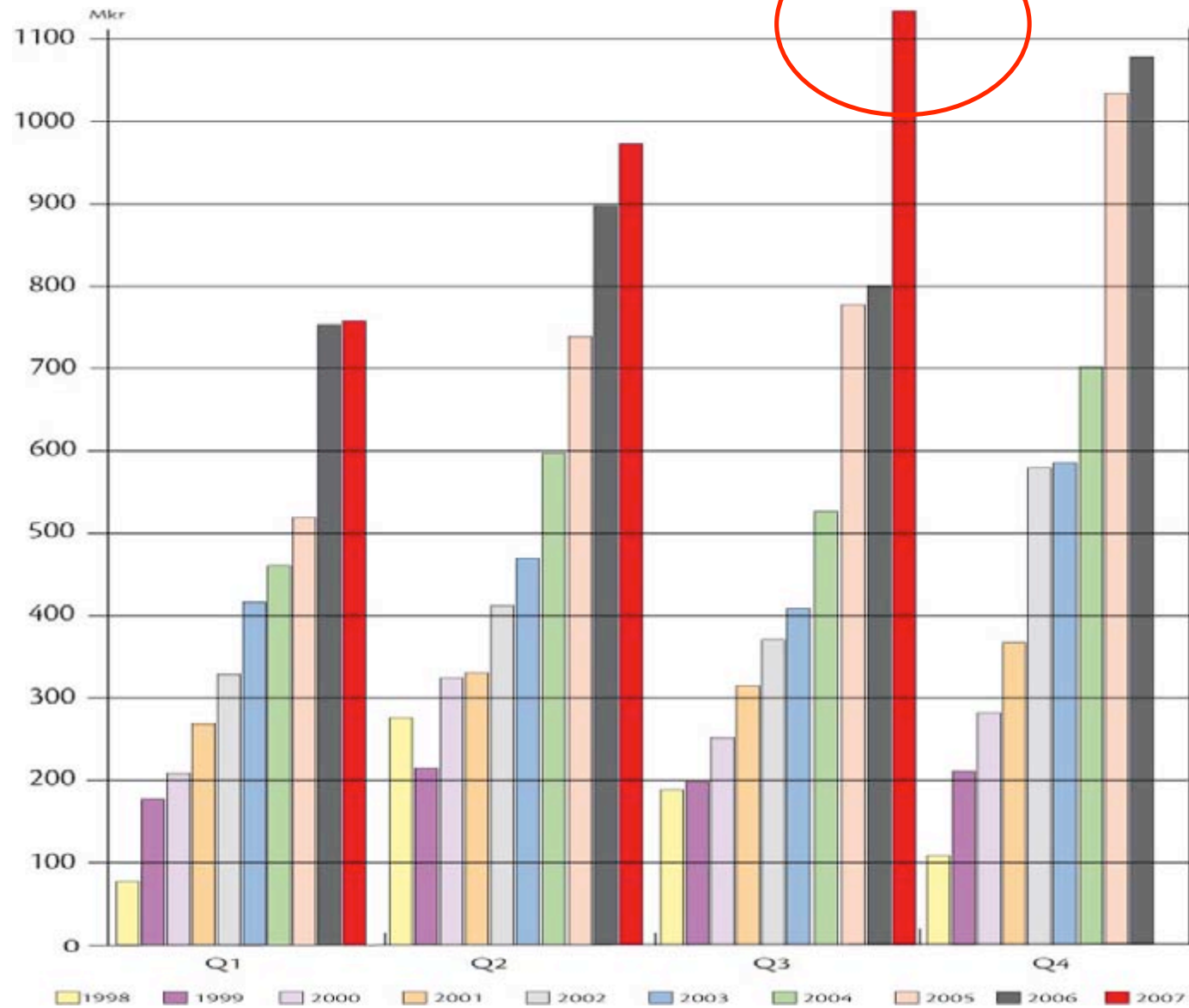


Comments Q3

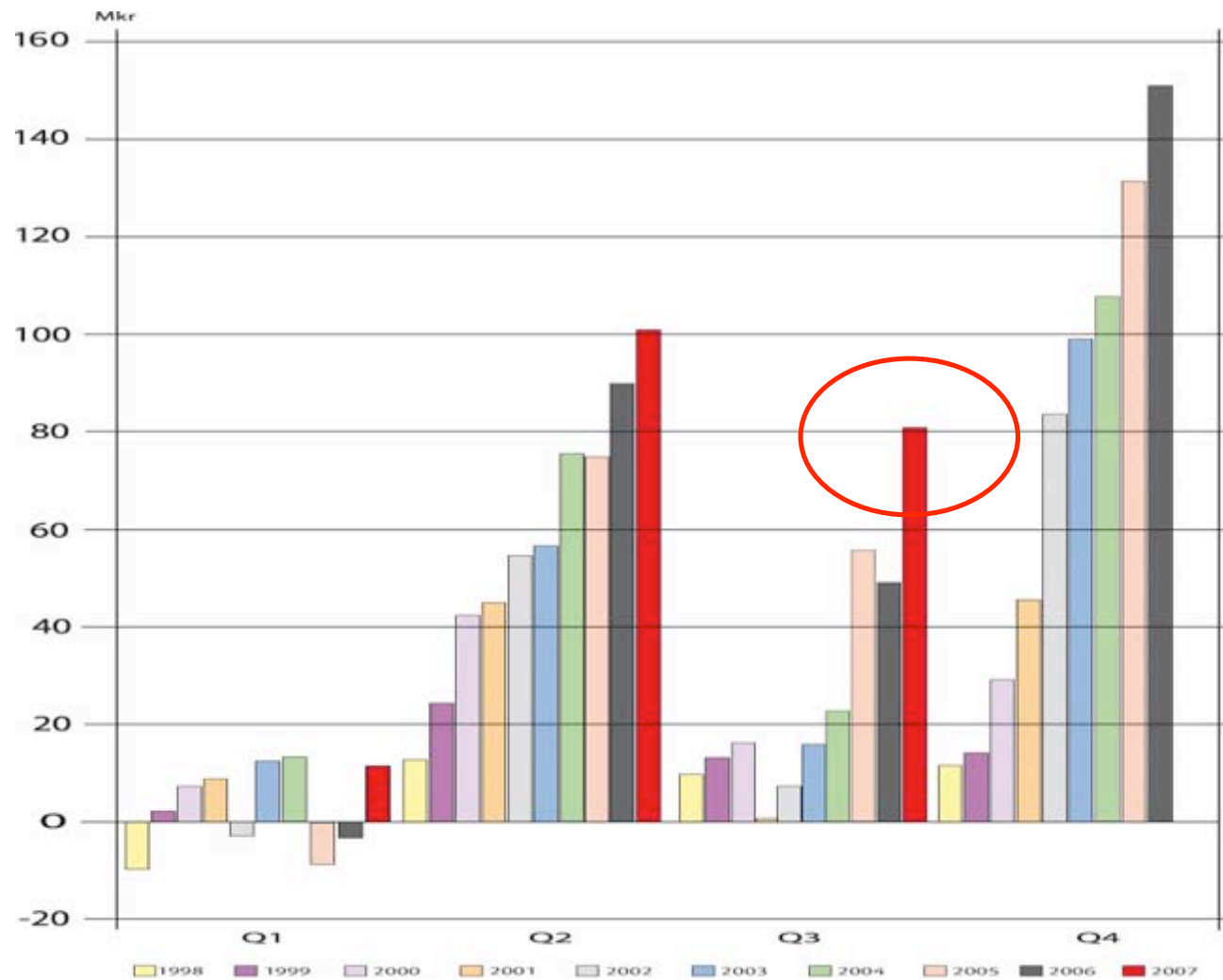
- Organic growth 6%, sales affected by:
 - Restructuring units and currency development
 - Excluding above, organic growth 10%
- Continued improved gross margin 47.4% (47.0%)
- Improved operating profit 9.6% (7.8%)
- Improved profit per share SEK 0.87 (0.56)

- Integration with Cutter & Buck according to plan
- Introduction of C&B in Europe and Clique/New Wave in USA in line with plan ie spring 2008

Sales

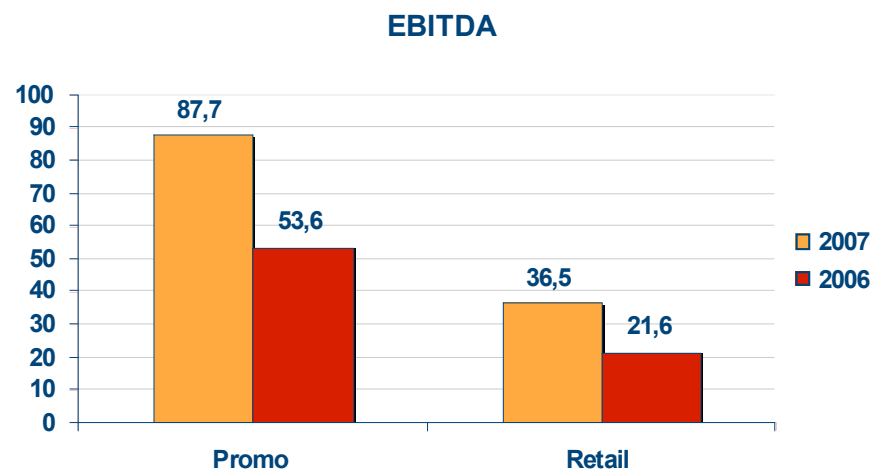
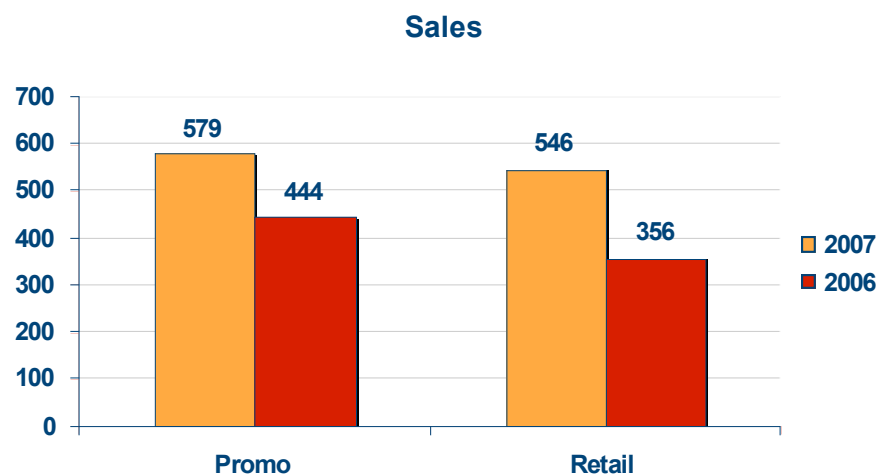


Result after finance net



Business areas Q3 July – September 2007

- Sales Promo: +30% to MSEK 579 (444)
- Sales Retail: +53% to MSEK 546 (356)
- EBITDA Promo: MSEK +34.1 to MSEK 87.7 (53.6)
- EBITDA Retail: MSEK +14.9 to MSEK 36.5 (21.6)

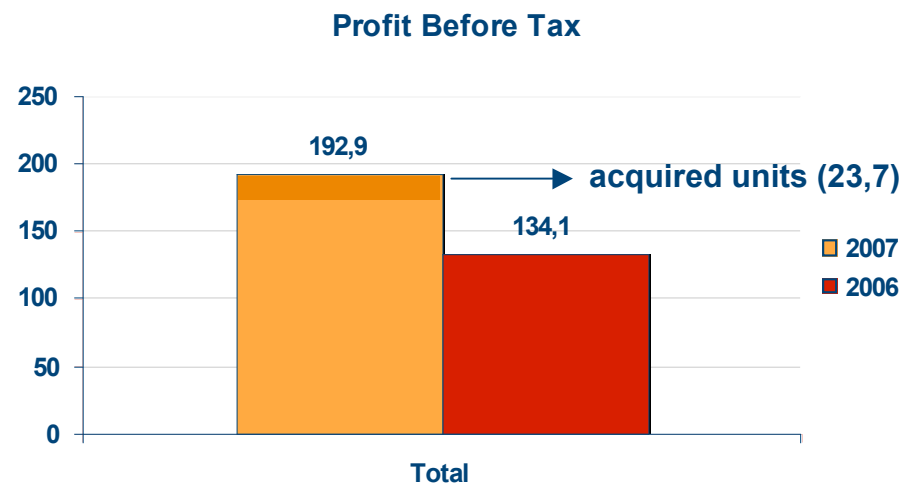
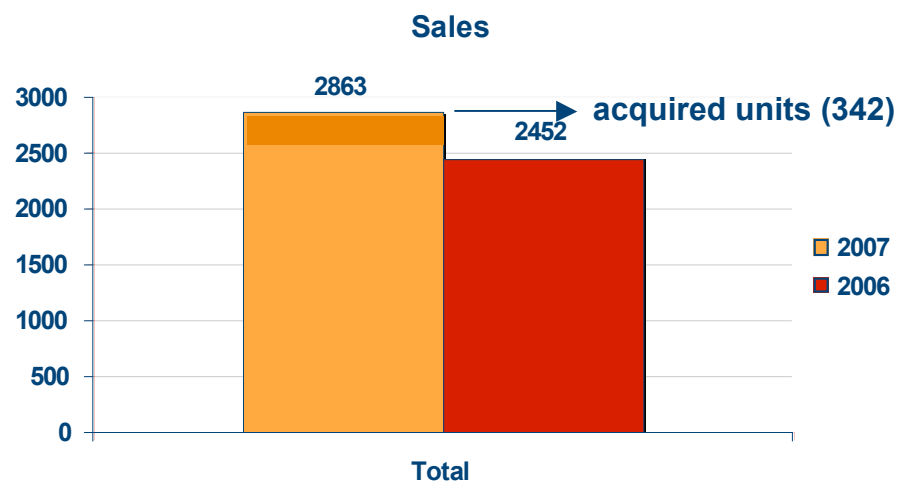


Income Statement

	3 months JUL-SEPT 2007		3 months JUL-SEPT 2006		9 months JAN-SEPT 2007		9 months JAN-SEPT 2006	
MSEK								
Net sales	1 124,7		799,6		2 862,6		2 451,6	
Goods for resale	-591,8		-424,0		-1 499,6		-1 300,5	
Gross profit	532,9	47,4%	375,6	47,0%	1 363,0	47,6%	1 151,1	47,0%
Other operating income	6,8		5,7		27,7		13,0	
External costs	-252,6		-186,2		-647,0		-570,6	
Personnel costs	-163,2		-116,8		-447,5		-378,5	
Depreciation	-16,4		-10,2		-37,2		-28,9	
Other costs	0,3		-5,4		-4,6		-9,7	
Operating profit	107,8	9,6%	62,7	7,8%	254,4	8,9%	176,3	7,2%
Net financial items	-27,2		-14,8		-61,5		-42,2	
Profit before tax	80,6	7,2%	47,9	6,0%	192,9	6,7%	134,1	5,5%
Tax for the period	-23,2		-10,7		-52,8		-33,3	
Net result	57,4	5,1%	37,2	4,6%	140,1	4,9%	100,8	4,1%
Net result per share	0,87		0,56		2,11		1,55	

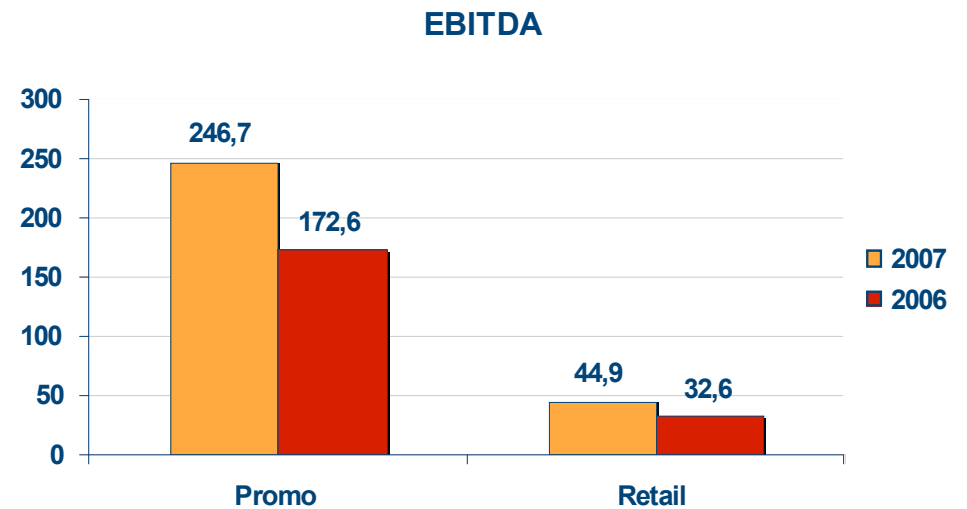
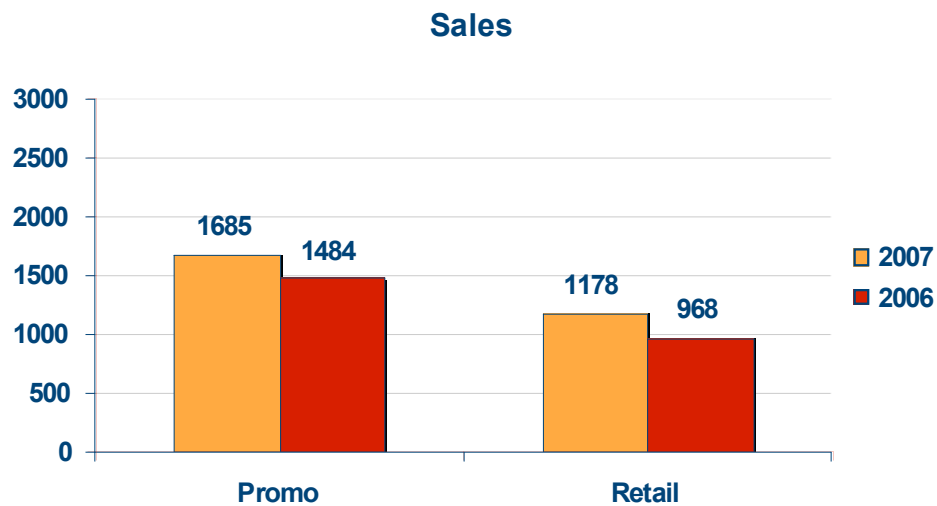
Total January – September 2007

- Sales +17% to MSEK 2 863 (2 452).
 - Acquired units contributed with MSEK 342
 - Organic growth amounted to + 3%
- Profit Before Tax MSEK +58.8 to MSEK 192.9 (134.1)
 - Acquired units contributed with MSEK + 23.7



Business areas January – September 2007

- Sales Promo: +14% to MSEK 1 685 (1 484)
- Sales Retail: +22% to MSEK 1 178 (968)
- EBITDA Promo: MSEK +74.1 to MSEK 246.7 (172.6)
- EBITDA Retail: MSEK +12.3 to MSEK 44.9 (32.6)



Comments year to date – September

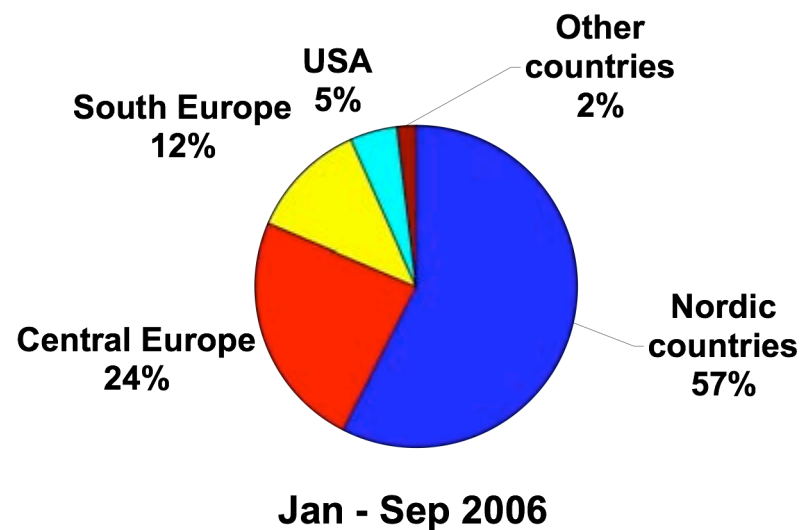
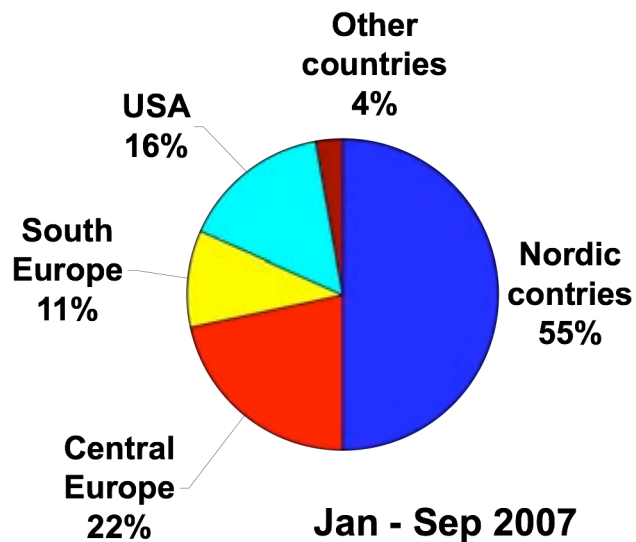
- Continued improved gross margin 47.6% (47.0%)
- Improved operating profit 8.9% (7.2%)
- Improved profit per share SEK 2.11 (1.55)
- Sales affected by:
 - World championship in soccer last year
 - Lower trading orders
 - Restructuring units and currency development
- Acquisition and integration with Cutter & Buck
- Introduction of C&B in Europe and Clique/New Wave in USA (2008)

Financial highlights

	JAN-SEP	JAN-SEP	JAN-DEC	JAN-DEC
	2007	2006	2006	2005
Sales growth %	16,8	20,8	15,4	32,9
Number of employees	2 303	2 144	2 207	2 032
Gross margin %	47,6	47,0	47,9	46,4
Operating margin %	8,9	7,2	9,8	9,7
Profit margin %	6,7	5,5	8,2	8,3
Return on equity %	14,4	12,0	18,7	20,3
Return on capital employed %	10,1	8,5	12,9	13,0
Equity ratio %	27,7	34,0	37,7	33,8
Net Debt SEK M	2 439,6	1 573,7	1 316,4	1 488,7
Interest cover times	3,8	3,7	5,5	6,2
Stock turnover times/year	1,2	1,1	1,2	1,5
Cash flow before investments SEK M	-116,8	24,3	281,3	-97,4
Net investments SEK M	-1 142,5	-68,9	49,3	220,2
Cashflow after investments SEK M	-1 259,3	-44,6	232,0	-317,6
Equity per share SEK	20,06	18,57	20,03	17,82

Geographical allocation of turnover

	JAN - SEP 2007	Part of turnover	JAN - SEP 2006	Part of turnover	Change MSEK	%
Nordic countries	1 431	50%	1 412	58%	19	1
Central Europe	619	22%	587	24%	32	6
South Europe	285	10%	287	12%	-2	-1
USA	445	16%	120	5%	325	271
Other countries	83	3%	46	2%	37	80
Total	2 863	100%	2 452	100%	411	17



Views of 2007–2008

- Result and turnover above last year
- Fully Integrate Cutter & Buck in the coming 12 months
- New acquisitions in Promo / Retailing
- Rollout of Clique and New Wave in USA
- Rollout of Cutter & Buck in Europe



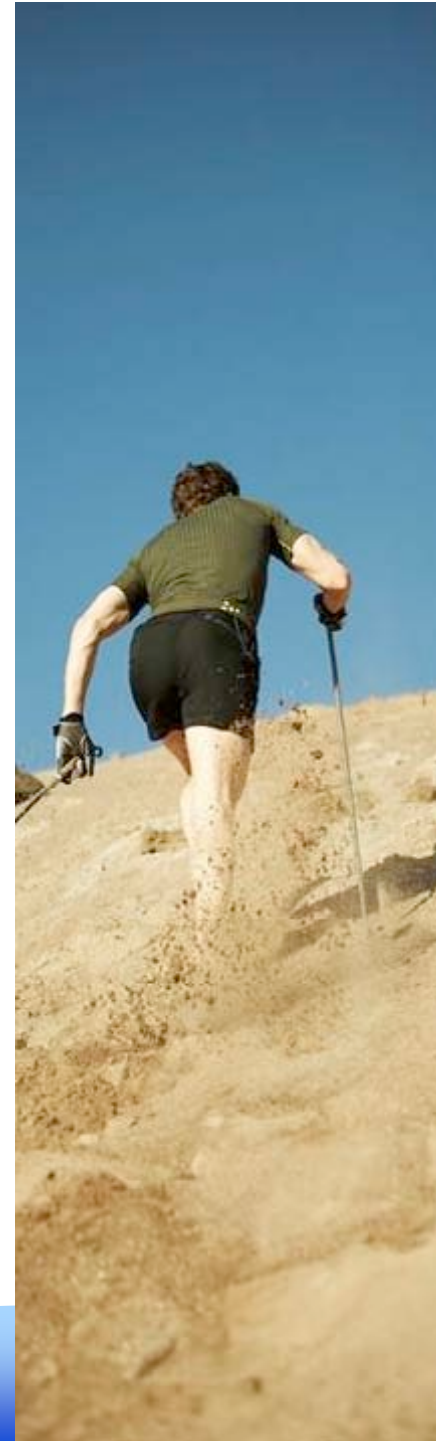
How to reach growth?

- Increase competitiveness
 - Better buying
 - Better logistic
 - Co-operation between and within different concepts
- Continues organic growth
- Establishment of existing brands through existing subsidiaries
- Entering new countries
 - Poland
 - Greece
 - Eastern Europe
- Acquisitions in Promo / Retailing



Vision

- Since start in 1990, New Wave has delivered:
 - An average annual turnover growth of 35%
 - An yearly increased financial net result of 36%
- Our vision is to reach within a foreseen future:
 - A turnover of SEK 10 billion
 - A profit before taxes of SEK 1 billion



**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!**