

Interim report - Q2 2008



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.

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



Long term target

- Annual sales growth 20-40%, of which 5-10 organic
- Gross margin 50%
- Operating margin 15%

- Board's aim is that the dividend shall account for 30% of the Group's net profit



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



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 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:



basicwear, T-shirts, etc



functional sportswear



golf and leisurewear



children's shoes



socks, caps, etc



shoes

Licensed trademarks:



hockey equipment



floorball and skiing equipment



football clothing and equipment



swimwear

Gifts and Home Interior

Owned trademarks:



glass



gifts, interior design



crystal and glass



gifts, interior design



gifts, interior design



glass



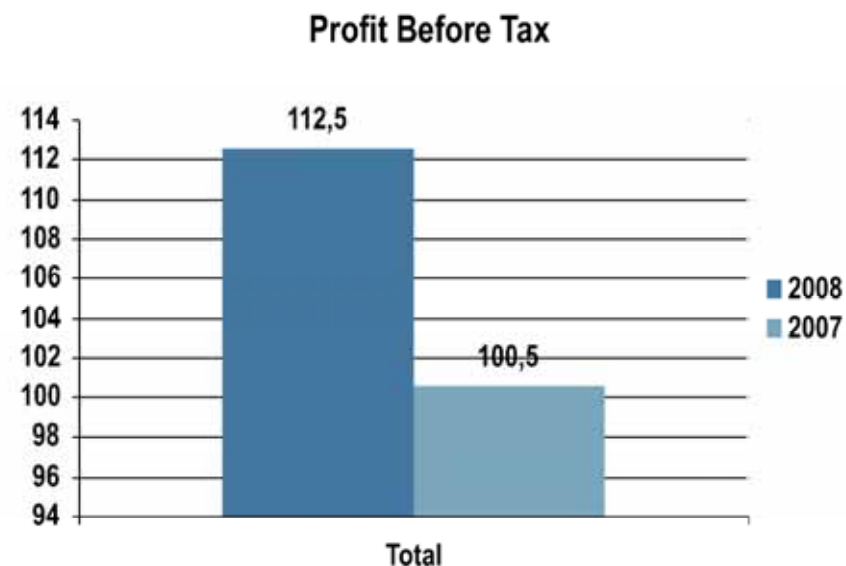
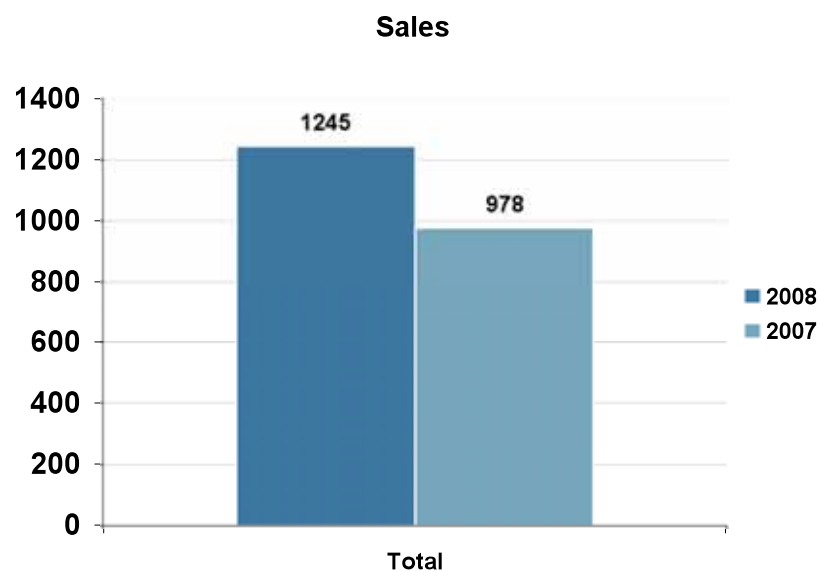
gifts, interior design

Interim Report

Q2 2008

Consolidated Q2, Apr – Jun 2008

- **Sales +27% to MSEK 1 245 (978)**
 - Acquired units contributed with MSEK 170 of the increase.
 - Organic growth amounted to +11%
- **Profit Before Tax MSEK +12.0 to MSEK 112.5 (100.5)**
 - Acquired units MSEK -2 (incl interest) vs previous year



Comments Q2, April - June

- **Organic growth 11%**
 - Growth in all regions except in the USA.
 - Good growth in both business areas but slightly stronger in Retail due to European Championship in football.
 - Sagaform and Dahetra showing positive development
- **Gross margin 49.7% (48.0%)**
 - Increases in most of the markets and companies.
 - Weak US market effecting Cutter & Buck and Orrefors Kosta Boda Inc.

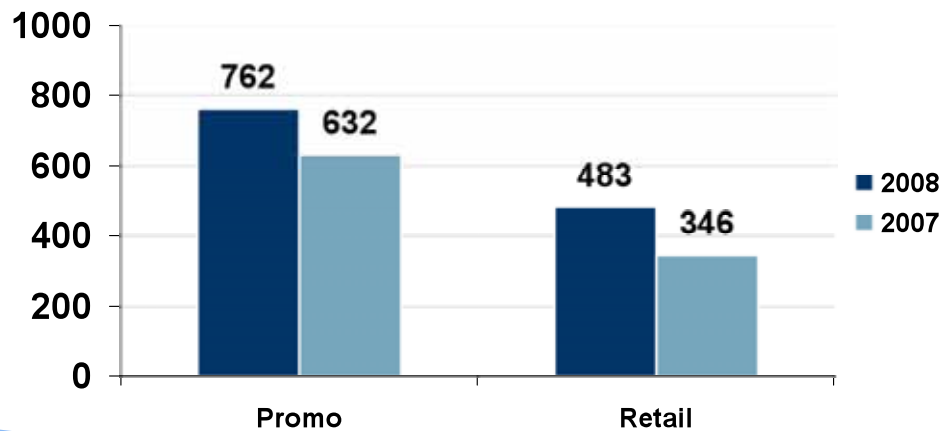
Comments Q2, April - June

- **Profit before tax +12.0 to 112.5 (100.5)**
 - excl py sales of property MSEK 24.5 or 28%
 - Weak US market affecting negatively
- **Operating profit 11.9% (12.3%)**
 - American entities affecting negatively
- **Result per share SEK 1.29 (1.12) before dilution**

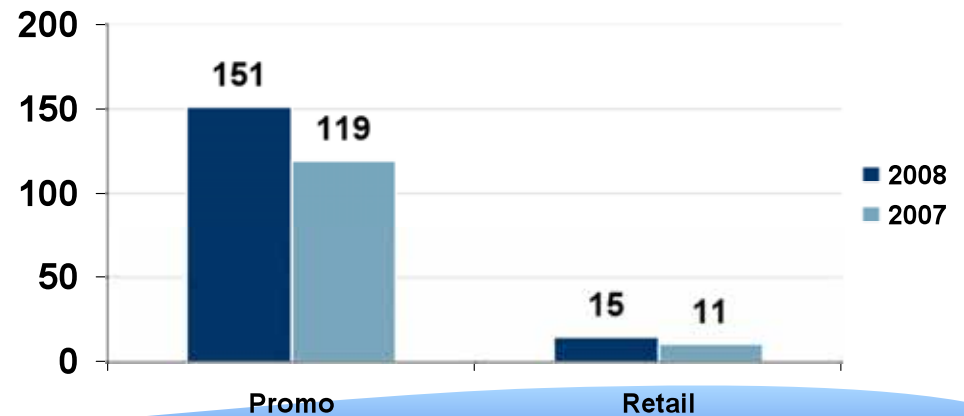
Business areas Apr – Jun 2008

- **Sales Promo: +21% to MSEK 762 (632)**
 - Nordic region strong, US weak
- **Sales Retail: +40% to MSEK 483 (346)**
 - Sport and European Championship in football
- **EBITDA Promo: MSEK +32 to MSEK 151 (119)**
 - Primarily Nordic region
- **EBITDA Retail: MSEK +4 to MSEK 15 (11)**
 - Weak US economy affected negatively

Sales



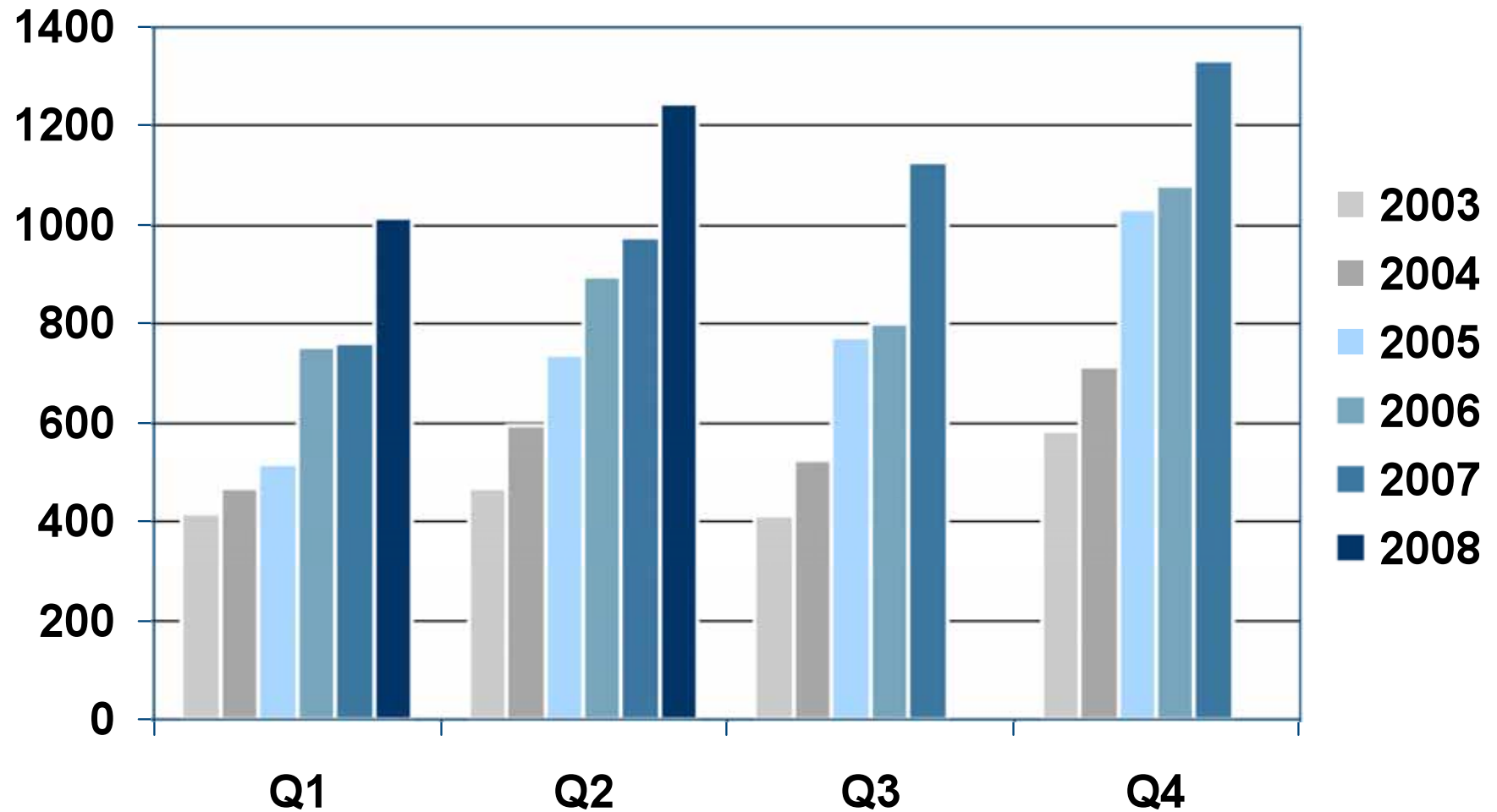
EBITDA



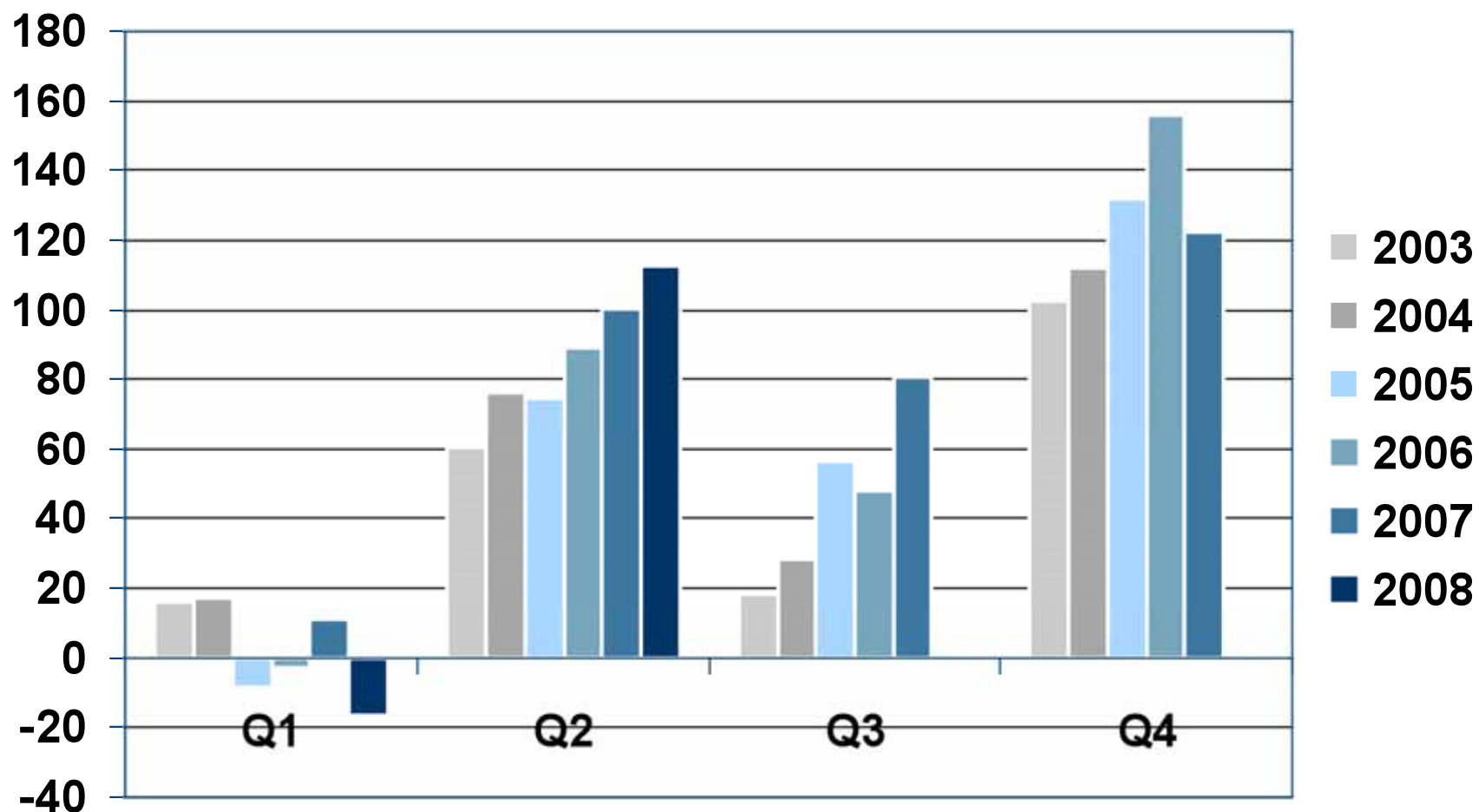
Geographical allocation of turnover

	Q2 2008	Part of turnover	Q2 2007	Part of turnover	Change MSEK	Change %
Nordic countries	614	49%	537	55%	77	14
Mid-Europé	183	15%	164	17%	19	12
Southern Europé	172	14%	160	16%	12	8
USA	234	19%	92	9%	143	156
Övriga länder	42	3%	26	3%	16	59
Totalt	1 246	100%	978	100%	267	27

Sales



Result after finance net

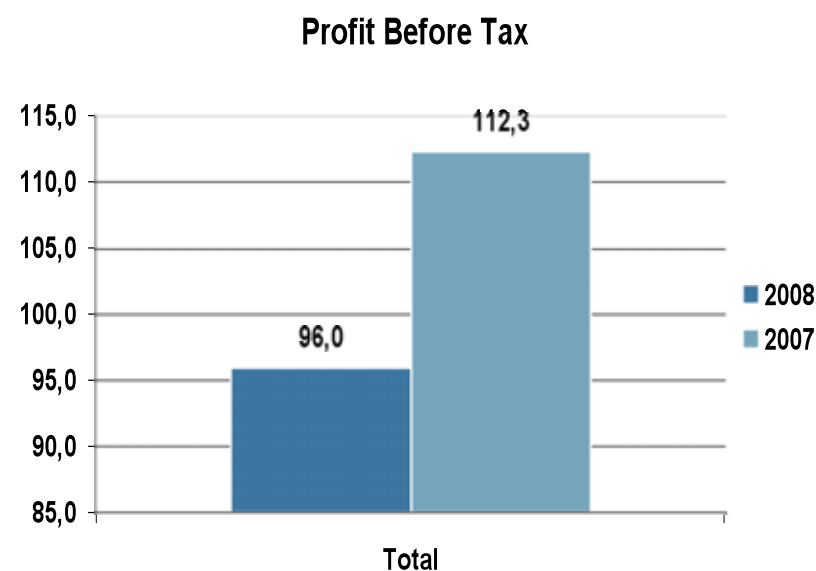
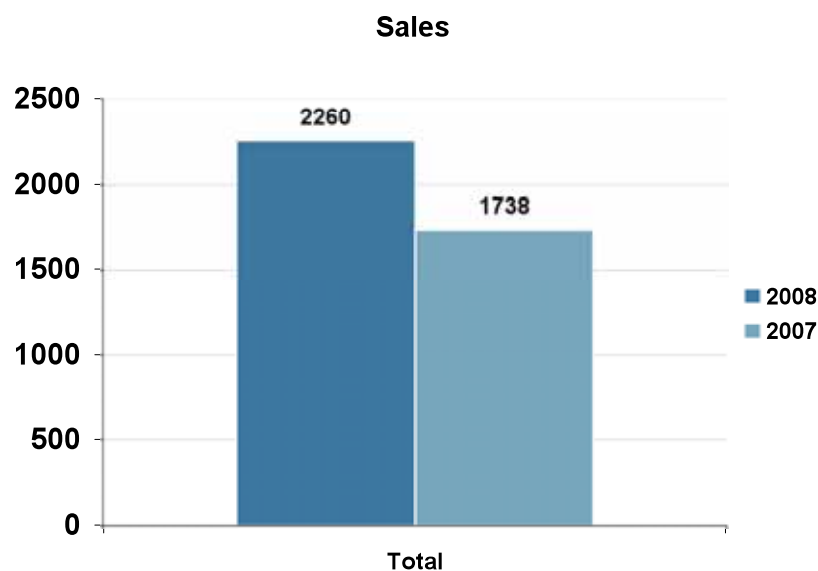


Income Statement

SEK Mkr	3 mths		3 mths		6 mths		6 mths	
	APR-JUN		APR-JUN		JAN-JUN		JAN-JUN	
	2008		2007		2008		2007	
Net sales	1 245,4		977,5		2 260,4		1 737,9	
Goods for resale	-626,8		-508,3		-1 159,1		-907,8	
Gross margin	618,6	49,7%	469,2	48,0%	1 101,3	48,7%	830,1	47,8%
Other operating income	6,4		18,6		12,6		20,9	
External costs	-270,6		-204,7		-548,0		-394,4	
Personnel costs	-186,9		-150,2		-365,5		-284,3	
Depreciation and amortization	-16,7		-10,1		-29,2		-20,8	
Other costs	-2,0		-2,9		-6,8		-4,9	
Operating profit	148,8	11,9%	119,9	12,3%	164,4	7,3%	146,6	8,4%
Net financial items	-36,3		-19,4		-68,4		-34,3	
Profit before tax	112,5	9,0%	100,5	10,3%	96,0	4,2%	112,3	6,5%
Tax for the period	-26,7		-26,5		-25,2		-29,6	
Net result	85,8	6,9%	74,0	7,6%	70,8	3,1%	82,7	4,8%
Net result / share bef dilution	1,29		1,12		1,07		1,25	

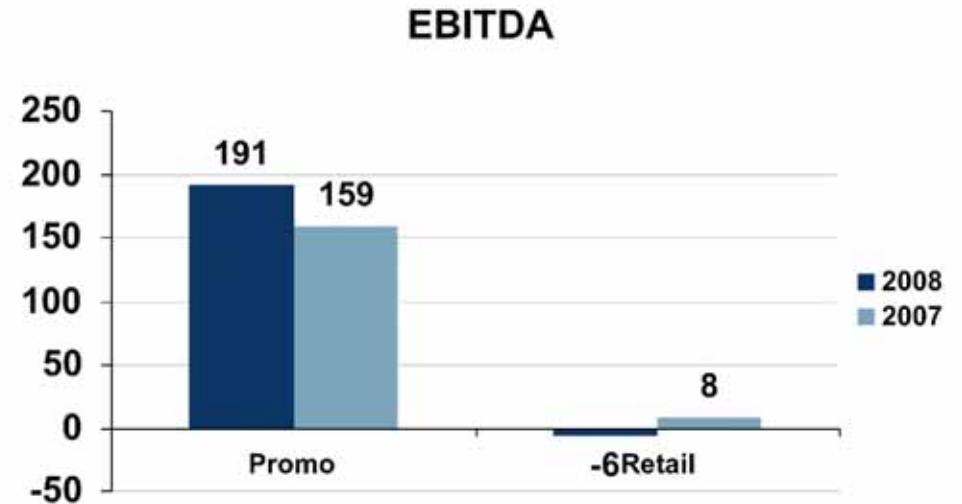
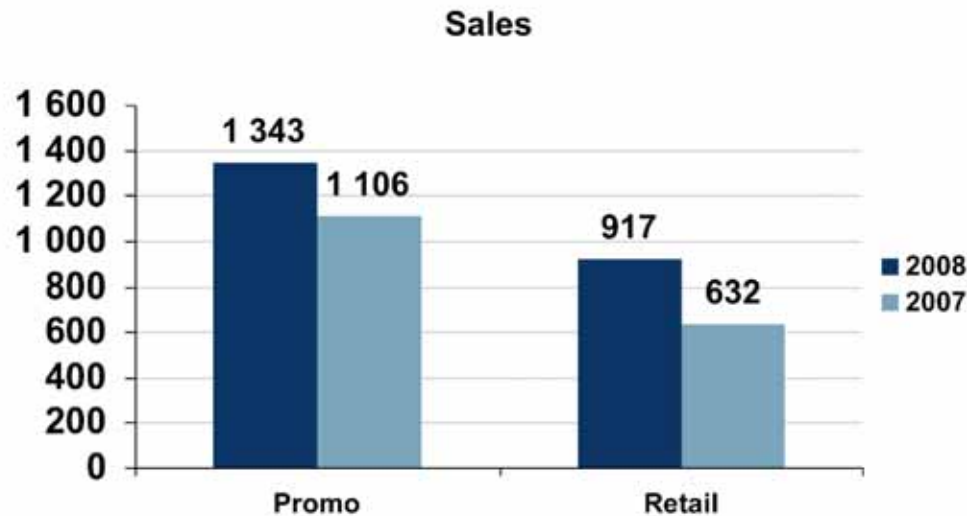
Consolidated Q2 Jan – Jun 2008

- **Sales +30% to MSEK 2 260 (1 738)**
 - Acquired units contributed with MSEK 367 of the increase
 - Organic growth amounted to +9%
- **Profit Before Tax MSEK -16.3 to MSEK 96.0 (112.3)**
 - Acquired units MSEK -17 (incl interest) vs previous year



Business areas Jan – Jun 2008

- **Sales Promo: +22% to MSEK 1 343 (1 106)**
 - Primarily regions outside Sweden
- **Sales Retail: +45% to MSEK 917 (632)**
 - Sport and the European Championship in football
- **EBITDA Promo: MSEK +35 to MSEK 191 (159)**
 - Primarily regions outside Sweden
- **EBITDA Retail: MSEK -14 to MSEK -6 (8)**
 - Energy and personnel in Orrefors Kosta Boda together with weak US economy



Geographical allocation of turnover

	JAN-JUN 2008	Part of turnover	JAN-JUN 2007	Part of turnover	Change MSEK	%
Nordic countries	1 070	47%	953	55%	117	12
Mid-Europé	399	18%	362	21%	37	10
Southern Europé	264	12%	246	14%	18	8
USA	446	20%	128	7%	318	249
Other countries	81	4%	50	3%	31	61
Totalt	2 260	100%	1 738	100%	522	30

Income Statement

SEK Mkr	6 mths JAN-JUN 2008		6 mths JAN-JUN 2007		12 mths JAN-DEC 2007		12 mths JAN-DEC 2006	
	Net sales	2 260,4		1 737,9		4 194,0		3 530,5
Goods for resale	-1 159,1		-907,8		-2 196,1		-1 839,6	
Gross margin	1 101,3	48,7%	830,1	47,8%	1 997,9	47,6%	1 690,9	47,9%
Other operating income	12,6		20,9		37,7		23,1	
External costs	-548,0		-394,4		-921,3		-793,4	
Personnel costs	-365,5		-284,3		-647,2		-522,2	
Depreciation and amortization	-29,2		-20,8		-53,9		-40,1	
Other costs	-6,8		-4,9		-7,4		-13,5	
Operating profit	164,4	7,3%	146,6	8,4%	405,8	9,7%	344,9	9,8%
Net financial items	-68,4		-34,3		-90,8		-54,6	
Profit before tax	96,0	4,2%	112,3	6,5%	315,0	7,5%	290,3	8,2%
Tax for the period	-25,2		-29,6		-83,7		-63,1	
Net result	70,8	3,1%	82,7	4,8%	231,3	5,5%	227,2	6,4%
Net result / share bef dilution	1,07		1,25		3,49		3,47	

Financial highlights

	JAN - JUN 2008	JAN - JUN 2007	JAN - DEC 2007	JAN - DEC 2006
Sales growth %	30,1	5,2	18,8	15,4
Gross margin %	48,7	47,8	47,6	47,9
Operating margin before depreciation %	8,6	9,6	11,0	10,9
Operating margin %	7,3	8,4	9,7	9,8
Profit margin %	4,2	6,5	7,5	8,2
Return on equity %	9,6	12,7	17,1	18,7
Return on capital employed %	8,6	9,2	12,8	12,9
Equity ratio %	27,1	28,0	29,9	37,7
Net debt SEK Mkr	2 660,9	2 383,4	2 357,0	1 316,4
Stock turnover - times	1,2	1,2	1,3	1,2
Cash flow before investments SEK Mkr	-217,0	-106,1	83,0	281,3
Net investments SEK Mkr	-36,6	-1 094,9	1 165,7	49,3
Cash flow after investments SEK Mkr	-253,6	-1 201,0	-1 082,7	232,0
Equity per share SEK Kr	20,05	20,17	21,68	20,03
Equity per share after dilution SEK Kr	19,14	20,13	21,68	19,96

New Wave Sports

- Cutter & Buck
 - Strong market position
 - Weaker American market has affected negatively
 - Promo lower than py
 - Golf division on same level as py
- New Wave Sports
 - “New” sport company established
 - Strong sales for UMBRO
 - SPEEDO

Gifts & Home Interior

- ORREFORS KOSTA BODA
 - Sales in the USA down
 - Production cost and stock in focus
 - Expanding business in China
- SAGAFORM
 - Positive development
 - New assortment well received
- DJ Frantextil
 - Still under reconstruction
 - Very seasonal, Q4 strongest

PROMO

- PROMO WEAR
 - Good development in all markets, especially Nordic Region
 - Cutter & Buck now introduced in Sweden, Norway, Finland and Denmark
- Work Wear
 - Good and stable development that continues to grow
 - Two concepts now focusing on international sales

View going forward....

- **Improve working capital, profitability and efficiency**
 - Capital tied up in stock
 - Expanding current concepts geographically
 - OKB in China
 - CRAFT in Europe
 - SEGER in Europe
 - C&B in Europe



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!