




NewWave
G R O U P

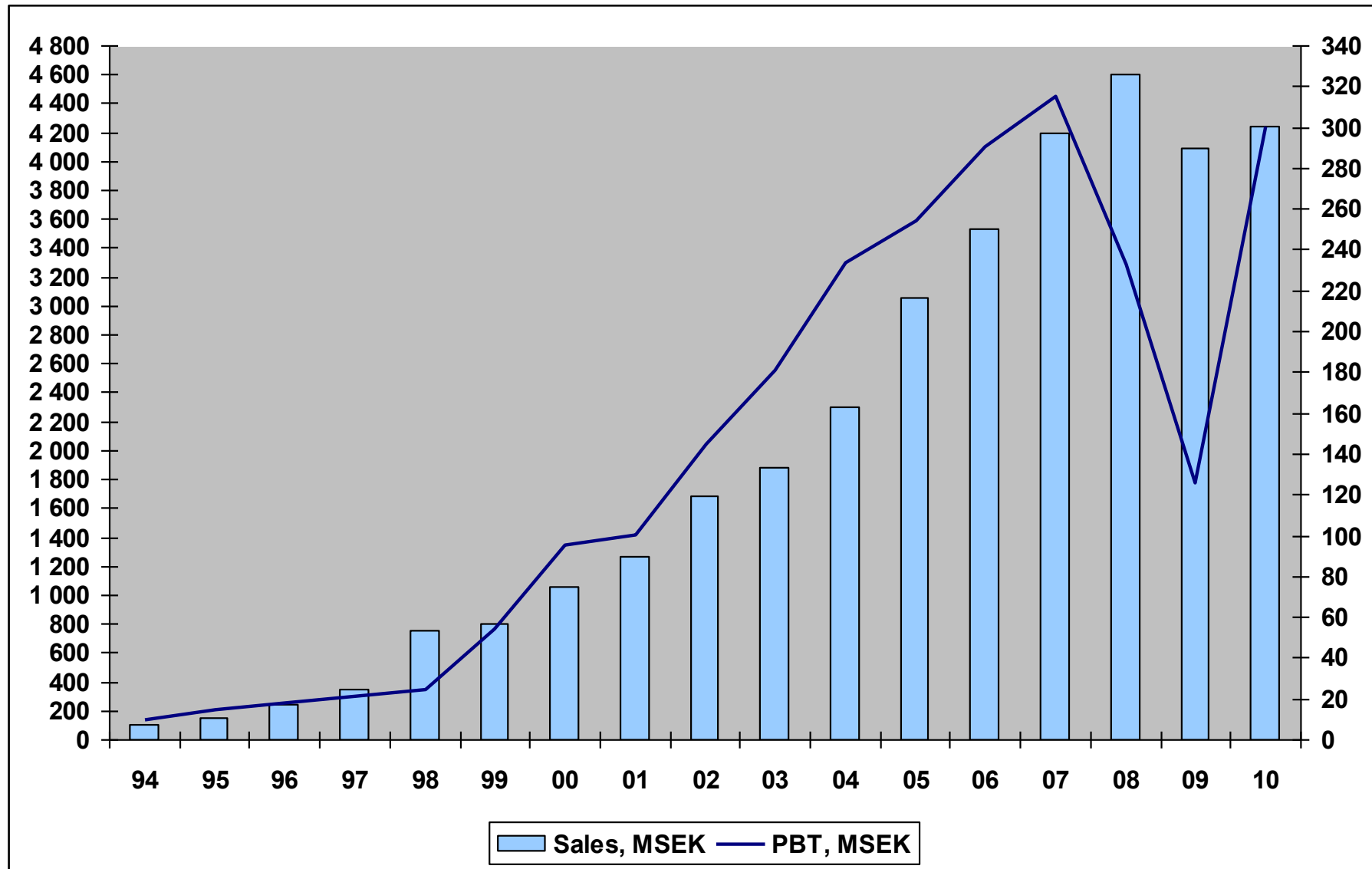
Presentation
9 February

Year end Report
January - December
2011

This is New Wave Group

- 
- A world map with a light gray background. The United States (including Alaska), the United Kingdom, and Russia are highlighted in dark blue. Several red dots are placed on the map: one in the UK, one in India, one in China, and one in Southeast Asia.
- New Wave Group is a **growth company**. We **design, acquire and develop brands and products** in the **corporate promotion, gifts and home furnishings** sectors.
 - Our three main business areas are: **Promo**; promo wear, workwear and gifts sold to independent promo resellers, **Sports & Leisure** and **Gifts & Home Furnishings**, to consumers through retailers who work with specialized stores.
 - We are active in two sales channels; the **promo wear market** and the **retail market**. By being active in both markets the Group achieves **good risk diversification**. We also achieve great **synergy advantages** since major parts of our product range can be used in both sales channels.
 - New Wave Group's strengths are **design, purchasing, logistics and marketing** of our brands.
 - The products are mainly produced in Asia and to a certain, lesser extent in Europe.
 - New Wave Group has since the start had **strong growth** and **good margins**.

Historical Development



Promo

- Promowear
- Gifts and giveaways
- Workwear

New Wave Group...

...has more than 40 brands

...has subsidiaries in 18 countries

...is Sweden's major supplier of sports articles, with brands
such as Craft, Seger, Umbro, Speedo and Clique

...is the second largest supplier of promo products in Europe
with more than 18 fully owned brands

Vision – Promo

Our vision is to become Europe's and North America's leading supplier of promo products by offering:

- High quality products
- Strong brands
- High knowledge and service
- A superior overall concept to our resellers

Expansion through:

- Acquisitions
- Geographical expansion of existing brands/concepts
- New establishments abroad

Retail

- Gifts retail
- Home furnishings
- Home textiles
- Sports retail
- Shoe retail

Retail

New Wave's retail operation is divided into two categories:

- Sports & Leisure
 - Fully owned brands
 - Licensed brands
- Gifts & Home Interior
 - Fully owned brands

Vision – Retail

- Become the Nordic regions leading supplier of sports and leisurewear
- Make Craft and Seger international functional sportswear brands
- Develop Orrefors and Kosta Boda into world leading glass and crystal suppliers

Expansion

- Sports & Leisure – through acquisitions and geographical expansion
- Gifts & Home Furnishings – no expansion until we reach satisfactory profitability, downsize if necessary

October – December 2011

- Sales amounted to SEK 1,188 million, which was on par with last year (SEK 1,202 million)
- Acquired units contributed by SEK 56 million (5%)
- Gross profit margin amounted to 48.9% (48.4%)
- Operating profit amounted to SEK 130.3 million (SEK 138.1 million)
- Profit after tax amounted to SEK 82.7 million (SEK 99.0 million)
- Cash flow from operations SEK 279.1 million (SEK 202.2 million)

Comments October – December 2011

Sales -1%, SEK 1,188 million (SEK 1,202 million)

- Sales in local currencies -1%
- Acquired units contributed by SEK 56 million (5%)
- Promo somewhat lower, Sports & Leisure (excl. acquisitions) -10%, Gifts & Home Furnishings -7%
- U.S. and the Nordic countries (excl. Sweden) has growth, Sweden and Europe weaker
- Promo sales channel stable while retail is weaker

Operating Segments

- Promo -2% to SEK 544 million (SEK 556 million)
 - Growth in the U.S. and the Nordic countries (excl. Sweden), Sweden somewhat weaker than last year, Europe decreasing
- Sports & Leisure +3% to SEK 429 million (SEK 416 million)
 - Ahead and Paris Glove contributed by SEK 56 million (13%)
 - Craft and Seger affected by the mild winter
 - Cutter & Buck showing growth, primarily retail sales
- Gifts & Home Furnishings -7% to SEK 215 million (SEK 231 million)
 - Orrefors Kosta Boda, retail

Sales per Region

	OCT-DEC 2011	Part of turnover	OCT-DEC 2010	Part of turnover	Change MKR	%
Sweden	362	30%	404	34%	-42	-10
USA	250	21%	196	16%	54	28
Nordic countries excl Sweden	165	14%	161	14%	4	2
Central Europe	222	19%	243	20%	-21	-9
South Europe	129	11%	158	13%	-29	-18
Other countries	60	5%	40	3%	20	50
Total	1 188	100%	1 202	100%	-14	-1

Comments October – December 2011

- Operating margin amounted to 11.0% (11.5%)
- Profit margin amounted to 9.6% (10.8%)
- Result per share amounted to SEK 1.25 (SEK 1.47)

Income Statement

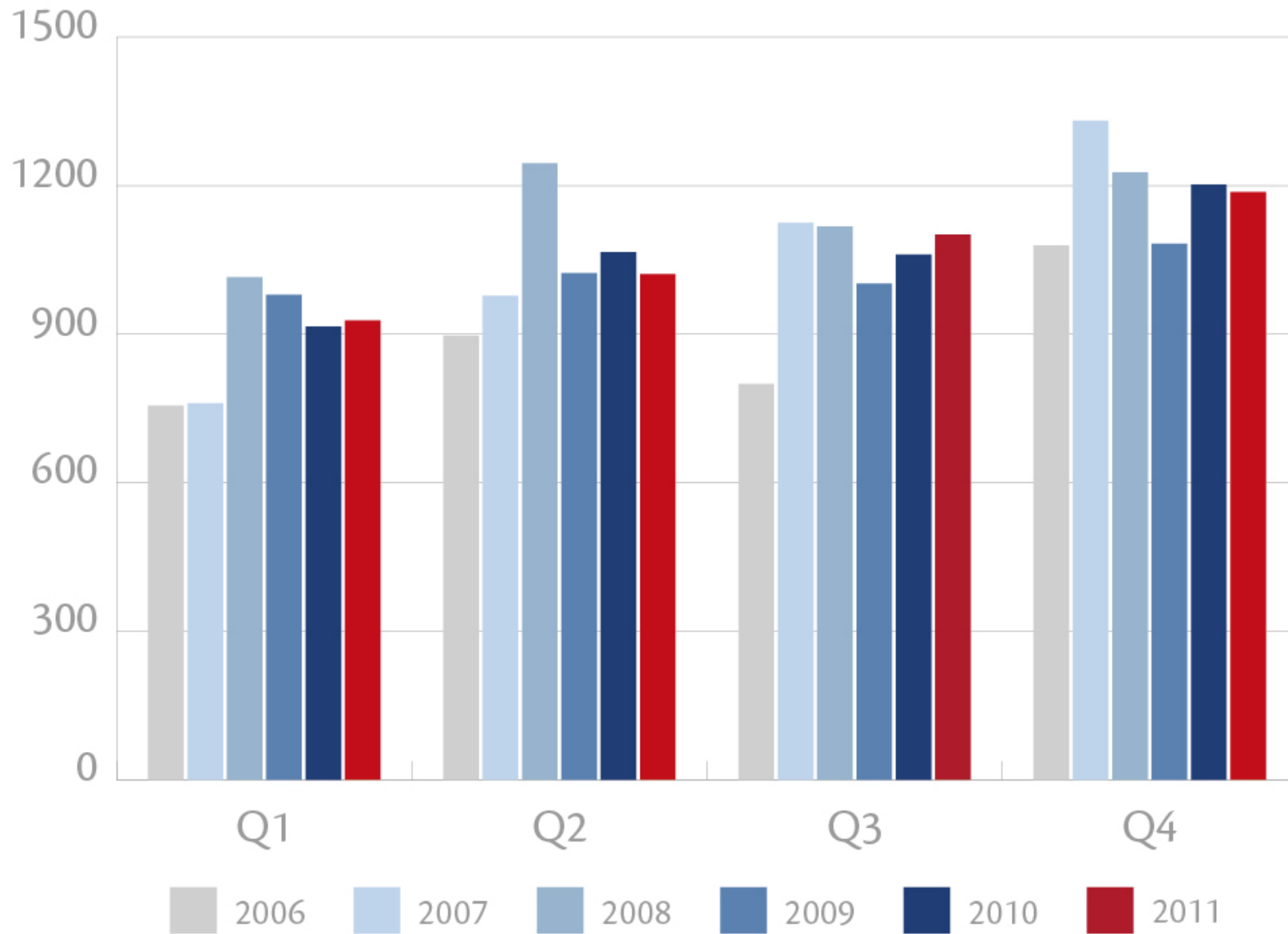
SEK Million	3 mths Oct-Dec 2011	3 mths Oct-Dec 2010
Income	1187.5	1202.1
Goods for resale	-607.3	-620.7
Gross profit	580.2	581.4
Other operating income	6.9	9.4
External costs	-256.0	-252.9
Personnel costs	-184.5	-179.4
Depreciation/amortization	-13.6	-14.2
Other operating costs	-4.7	-6.0
Associated companies	2.0	-0.2
Operating profit	130.3	138.1
Financial income	3.2	2.0
Financial costs	-19.3	-9.9
Net financial items	-16.1	-7.9
Profit before tax	114.2	130.2
Tax on profit for the period	-31.5	-31.2
Profit for the period	82.7	99.0
Earnings per share before dilution	1.25	1.47

Income Statement – Operating segments

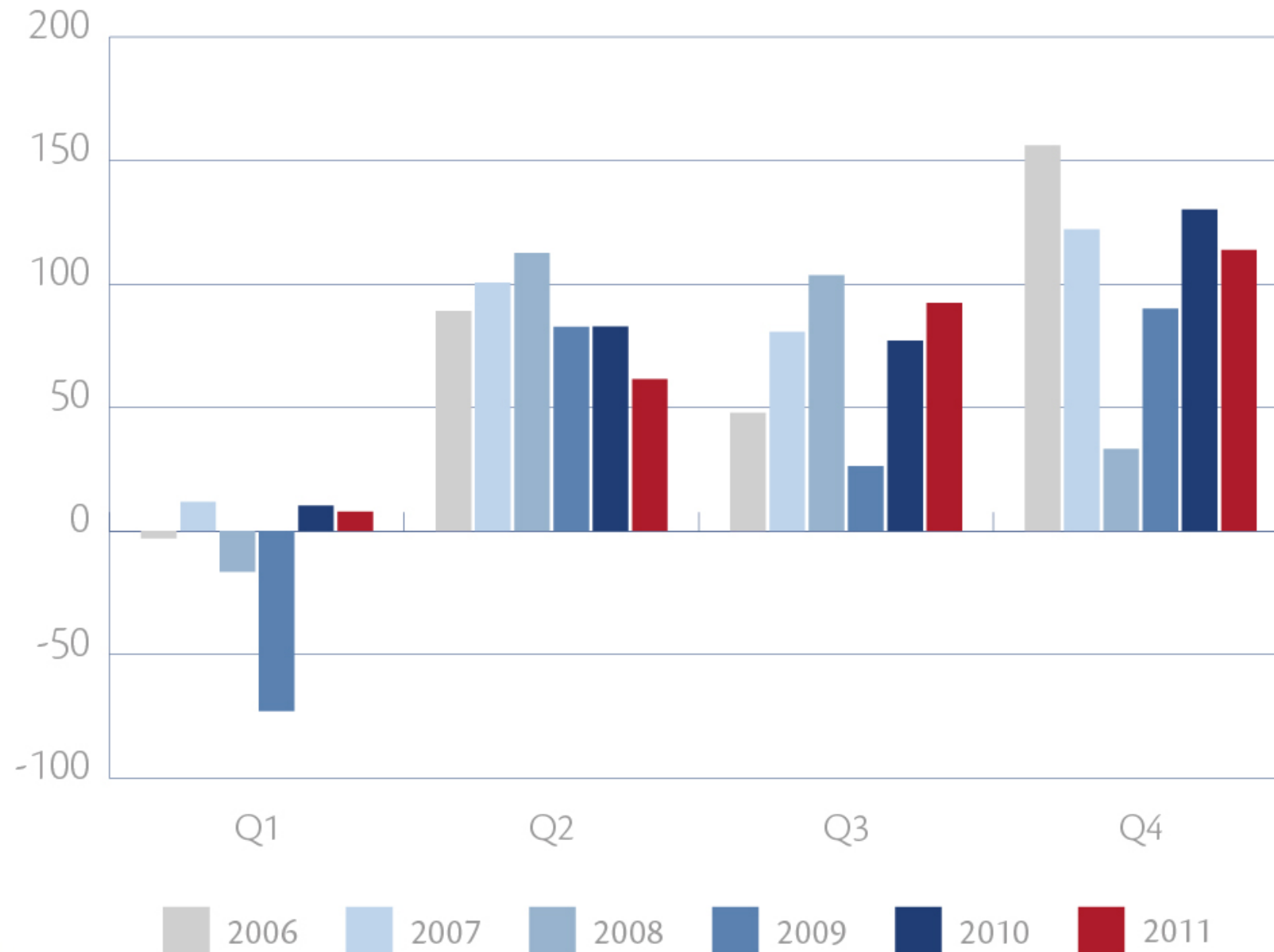
EBITDA

- Promo amounted to SEK 102.7 million (SEK 86.2 million)
 - +19%
- Sports & Leisure amounted to SEK 36.3 million (SEK 72.2 million)
 - Lower sales due to the mild winter
 - Acquired units SEK -3 million
- Gifts & Home Furnishings amounted to SEK 4.9 million (SEK -6.1 million)
 - Cost savings

Sales



Profit before tax



Cash Flow October – December 2011

SEK Million	3 mths Oct-Dec 2011	3 mths Oct-Dec 2010
Cash flow from operating act before changes in working capital	125.2	124.2
Changes in working capital	153.9	78.0
Cash flow from operating activities	279.1	202.2
Investing activitites	-126.1	-15.9
Cash flow after investing activities	153.0	186.3
Financial activities	-180.0	-128.3
Cash flow for the period	-27.0	58.0

January – December 2011

- Sales amounted to SEK 4,237 million, which was 4% higher than last year in local currencies and on par with last year in SEK (SEK 4,243 million)
- Acquired units contributed by SEK 89 million (2%)
- Operating profit amounted to SEK 326.9 million (SEK 327.6 million)
 - Excluding posts affecting comparability SEK 364.4 million (+11%)
- Profit after tax amounted to SEK 199.1 million (SEK 221.5 million)
 - Excluding posts affecting comparability SEK 225.3 million (+2%)

January – December 2011

- Cash flow from operations SEK 66.8 million (SEK 343.6 million)
- Equity ratio amounted to 43.5% (44.8%)
- Net debt to equity ratio increased to 85.9% (72.8%)
- Net debt to working capital ratio increased to 78.6% (75.3%)

Comments January – December 2011

- **Sales +0 %, SEK 4,237 million (SEK 4,243 million)**
 - Sales in local currencies +4% (currency effect SEK -176 million or -4%)
 - Acquired units contributed by SEK 89 million (2%)
 - Promo growth in the Nordic countries and the U.S., weaker in Europe; Sports & Leisure the U.S. and the Nordic countries on par with last year, decrease in Europe; Gifts & Home Furnishings weak retail
 - The Nordic countries, Sweden and the U.S. on par with last year, Europe weaker)
 - Promo sales channel showing signs of growth, while retail is weaker
- **Operating Segments**
 - Promo +1% to SEK 1,835 million (SEK 1,819 million)
 - Growth in the Nordic countries and the U.S., Europe weaker
 - Sports & Leisure +1% to SEK 1,724 million (SEK 1,703 million)
 - Acquired units SEK 89 million
 - Craft affected by mild winter, especially during the fourth quarter
 - Cutter & Buck on par with last year
 - Gifts & Home Furnishings -6% to SEK 678 million (SEK 722 million)
 - Orrefors Kosta Boda, retail sales channel

Sales per Region

	JAN-DEC 2011	Part of turnover	JAN-DEC 2010	Part of turnover	Change MSEK	%
Sweden	1 285	30%	1 288	30%	-3	0
USA	894	21%	893	21%	1	0
Nordic countries. excl Sweden	661	16%	651	15%	10	2
Central Europe	781	18%	798	19%	-17	-2
South Europe	443	11%	468	11%	-25	-5
Other countries	173	4%	145	4%	28	19
Total	4 237	100%	4 243	100%	-6	0

Comments January – December 2011

- **Operating margin amounted to 7.7% (7.7%)**
 - Excluding posts affecting comparability 8.6%
- **Profit margin amounted to 6.5% (7.1%)**
 - Excluding posts affecting comparability 7.4 %
- **Result per share amounted to SEK 2.99 (SEK 3.31)**
 - Excluding posts affecting coparability SEK 3.38

Income Statement

	12 mths	12 mån
	Jan-Dec	Jan-Dec
SEK Million	2011	2010
Income	4236.9	4243.4
Goods for resale	-2214.1	-2243.5
Gross profit	2022.8	1999.9
Other operating income	39.4	32.2
External costs	-970.5	-946.2
Personnel costs	-691.1	-679.2
Depreciation/amorization	-50.6	-58.4
Other operating costs	-24.8	-21.6
Associated companies	1.7	0.9
Operating profit	326.9	327.6
Financial income	6.9	5.1
Financial costs	-57.9	-32.4
Net financial items	-51.0	-27.3
Profit before tax	275.9	300.3
Tax on profit for the period	-76.8	-78.8
Profit for the period	199.1	221.5
Result per share before dilution	2.99	3.31

Income Statement – Operating Segments

EBITDA

- Promo amounted to SEK 251.7 million (SEK 209.6 million)
 - Excl. posts affecting comparability SEK 275.2 million (+31%)
- Sports & Leisure amounted to SEK 177.3 million (SEK 220.1 million)
 - Acquired units SEK -5 million, incl acquisition costs
 - Lower turnover due to the mild winter
 - Increased sales and marketing efforts
- Gifts & Home Furnishings amounted to SEK -51.5 million (SEK -43.7 million)
 - Excl. posts affecting comparability SEK -44.5 million
 - Lower turnover, cost savings

Cash Flow January – December 2011

SEK Million	12 mths Jan - Dec 2011	12 mths Jan - Dec 2010
Cash flow from operating act before changes in working capital	277.2	332.1
Changes in working capital	-210.4	11.5
Cash flow from operating activities	66.8	343.6
Investing activitites	-338.2	-57.6
Cash flow after investing activities	-271.4	286.0
Financial activities	266.9	-241.2
Cash flow for the period	-4.5	44.8

Stock

- **Amounted to SEK 1,974 million (SEK 1,595 million) as of 31 December, 2011**

— Merchandise on stock	1,825	(1,388) SEK million
— Raw materials etc.		149 (207) SEK million
— Provision for obsolescence	77	(61) SEK million

The increase is planned since historically we have had too little merchandise on stock in some segments and therefore have not been able to meet our customers needs. Acquired units account for SEK 129 million of the increase.

Financial Highlights – Summary

	12 months Jan-Dec 2011	12 months Jan-Dec 2010	12 months Jan-Dec 2009	12 months Jan-Dec 2008	12 months Jan-Dec 2007
Sales growth, %	-0.2	3.8	-11.2	9.8	18.8
Number of employees	2 470	2 196	2 203	2 562	2 350
Gross profitmargin, %	47.7	47.1	46.5	48.5	47.6
Operating margin before depreciation, %	8.9	9.1	5.9	9.4	11.0
Operating margin, %	7.7	7.7	4.2	8.0	9.7
Profitmargin, %	6.5	7.1	3.1	5.1	7.5
Return on shareholders' equity, %	9.9	12.1	4.9	9.2	17.1
Return on capital employed, %	8.9	9.4	4.3	9.0	12.8
Equityratio, %	43.5	44.8	41.0	34.1	29.9
Netdebt- Equityratio, %	85.9	72.8	96.3	140.5	163.9
Netdebt- working capital ratio, %	78.6	75.3	87.7	94.3	103.1
Netdebt, SEK million	1797.4	1406.6	1740.8	2576.3	2 357,0
Stock turnover, times	1.2	1.4	1.1	1.2	1.3
Cash flow before investments, SEK million	66.8	343.6	806.3	268.0	83.0
Netinvestments, SEK million	-338.2	-57.6	-23.0	-65.2	-1165.7
Cash flow after investments, SEK million	-271.4	286.0	783.3	-333.2	-1082.7
Shareholders' equity per share, SEK	31.54	29.14	27.24	27.64	21.68



Acquisition of Paris Glove of Canada Inc.

- On 30 November, 2011 we acquired all shares in the Canadian glove company Paris Glove for CAD 16.5 million. The acquisition was carried out through a newly established subsidiary in Canada as well as Switzerland.
- The majority of the acquisition is financed in USD and CAD.
- Paris Glove was founded in 1945 and has its head office in Montreal, Canada.
- Auclair Sport Division is Paris Glove's highest sports and leisure division and is one of few companies that supplies products to all markets; sports, fashion and protective gloves for men and women, adults and children. The company also has scarves and headgear for men and women.

Acquisition of Paris Glove of Canada Inc.

- The company's turnover was about CAD 28 million in 2010 and an operating profit of CAD 2.8 million. The company has 129 employees.
- Their turnover is higher in the second half of the year.
- Consolidated from the day of acquisition and has contributed SEK 15 million in sales and SEK -2 million profit before tax
- Pro forma from the beginning of the year:
 - Sales SEK 182 million
 - Profit before tax SEK 12.5 million higher

Views on 2012

We expect a higher turnover and a somewhat better result than 2011.

We strive to make everyone who buys our products
happy customers.

If you choose to invest in New Wave Group
we want you to know
that we promise to take care of your investment
in the best possible way we know how —
through long-term thinking, growth, stability and hard work!