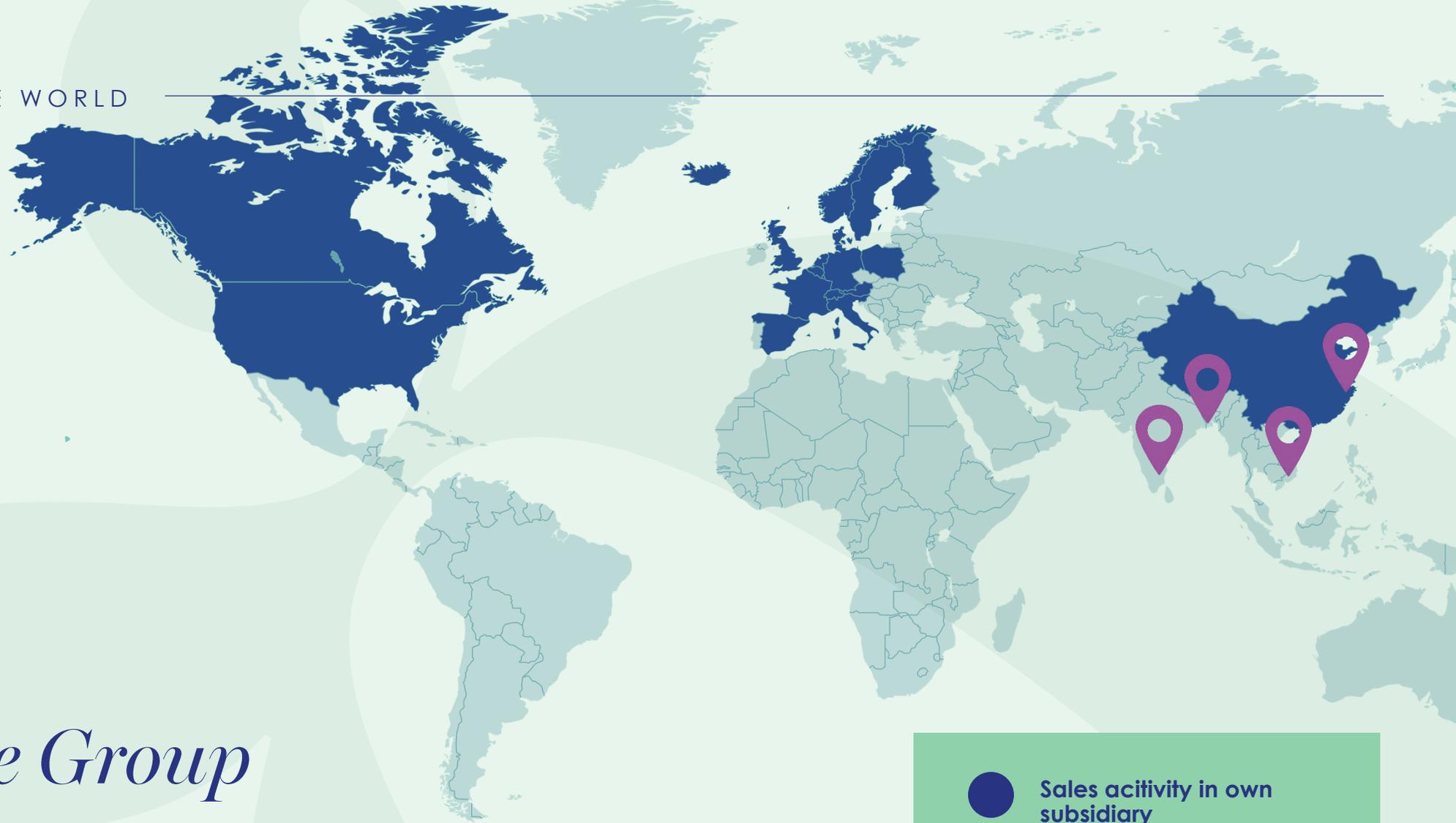


New Wave Group AB

2021
Interim Report

January - March



This is New Wave Group

New Wave Group is a growth group that designs, acquires and develops brands. To ensure good risk diversification, the Group will market its products in the promo market and the retail market.

- Sales activity in own subsidiary
- 📍 Own purchasing offices

Our operating segments and sales channels

Our brands are categorized according to which of our three operating segments it belongs to: **Corporate**, **Sports & Leisure** or **Gifts & Home Furnishings**.

The brands are distributed in both the **promo market** and the **retail market** to achieve good risk diversification.

Corporate



Sports & Leisure



Gifts & Home Furnishings



Corporate

The vision for the Corporate operating segment is to become the leading supplier of promotional products to corporations in Europe and one of the leading suppliers in the United States by offering companies a broad product range, strong brands, advanced expertise and service, and a superior all-inclusive concept.

Sports & Leisure

The vision for the Sports & Leisure operating segment involves establishing Craft as a world-leading sportswear brand, and making Cutter & Buck a world-leading golf apparel brand.

The brand Auclair should take a leading position on gloves in Europe and we will also use Paris Glove's strong distribution platform to launch the Group's other brands in Canada.

Overall, we want to be one of the leading sports suppliers, both in Sweden and in other European countries and in the United States. All in all, our brands shall give us a position among the largest sport suppliers in the world.





*Craft in new
partnership with the
Norwegian cross-
country ski team!*

CRAFT 



- *In the end of April, Craft signed a five-year contract with the Norwegian Ski Federation.*
- *Starting in 2022, the skiers of the world's most successful national cross-country ski team will race and train in Craft apparel.*

Gifts & Home Furnishings

The vision for the Gifts & Home Furnishings operating segment is to make Orrefors and Kosta Boda world-leading glass and crystal suppliers.

Part of the vision also involves utilising innovative and playful design to make Sagaform a prominent player in Northern Europe in both the promo and retail markets.



NWG // THE SEGMENTS

**KOSTA
BODA**
ART HOTEL
SWEDEN

*The quarter
at a glance*



The quarter

- *Some recovery, but demand still lower – COVID-19.*
- *Operating result SEK 124.2 million higher than the previous year – a record result for a first quarter.*
- *Equity ratio 56.9%, strong cash flow and further decreased net debt*



Financial information

January - March

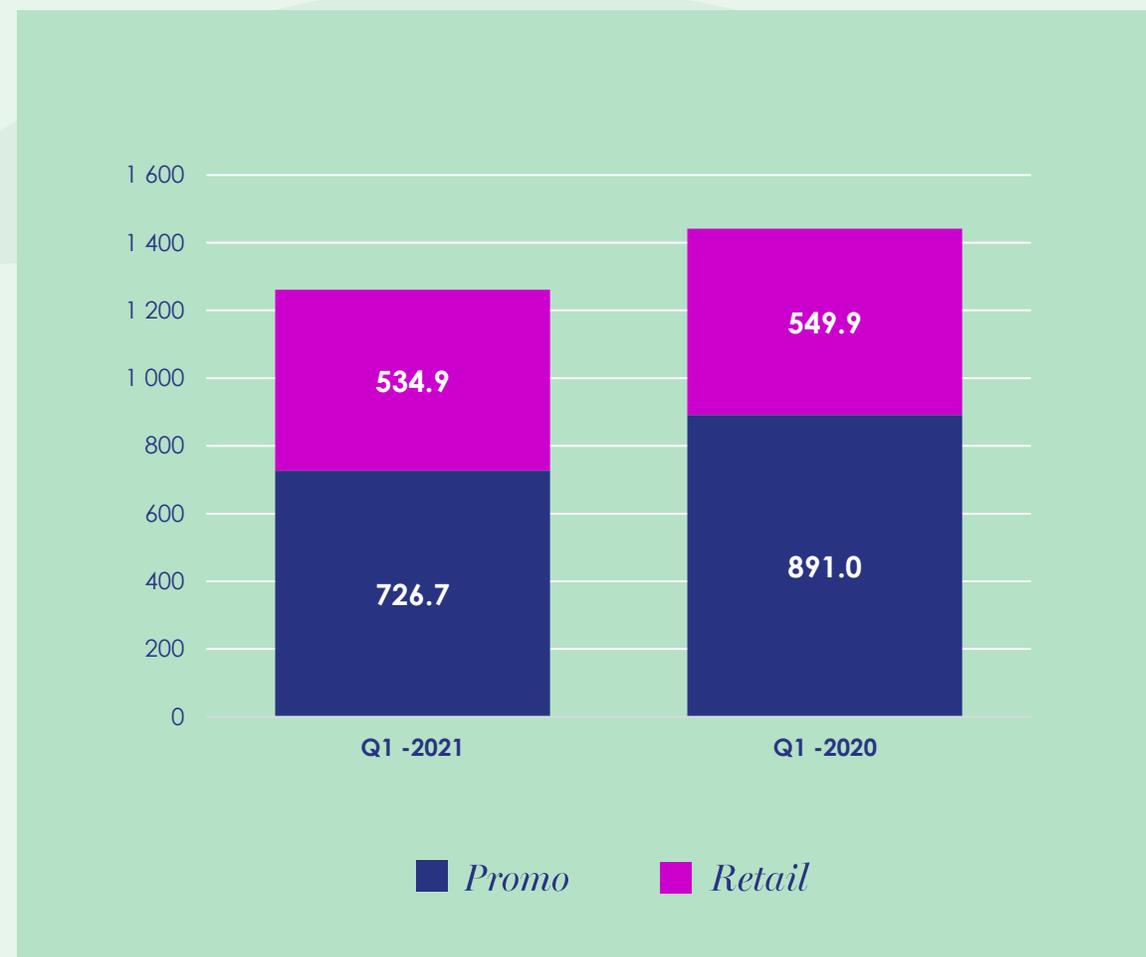


January - March

Net sales

- Sales amounted to SEK 1,261.6 (1,440.9) million
- Sales **decreased by 12%** (7% in local currencies)
- **Promo** sales channel **decreased 18%**, **retail 3%**

2021



Net sales per operating segment

Corporate -20%

Sports & Leisure -9%

Gifts & Home Furnishings 8%



January - March

Net sales per geographic area and operating segment

SEK million	Corporate		Sports & Leisure		Gifts & Home Furnishings		Total		
	Jan - Mar 2021	Jan - Mar 2020	Jan - Mar 2021	Jan - Mar 2020	Jan - Mar 2021	Jan - Mar 2020	Jan - Mar 2021	Jan - Mar 2020	Change %
USA	45.9	53.4	200.1	292.8	11.1	12.5	257.1	358.7	-28%
Sweden	96.8	90.1	132.8	112.6	127.5	118.7	357.1	321.4	11%
Central Europe	124.3	158.4	79.7	69.2	4.8	2.9	208.7	230.5	-9%
Nordic countries excl. Sweden	72.3	92.3	75.0	72.5	7.7	7.1	154.9	171.9	-10%
Southern Europe	157.1	153.6	21.8	13.9	0.0	0.0	178.9	167.5	7%
Other countries	75.9	163.4	23.8	24.1	5.0	3.4	104.7	190.9	-45%
Total	572.3	711.1	533.0	585.2	156.1	144.7	1 261.6	1 440.9	-12%

January - March

2021

- **Gross profit margin amounted to 48.0 (43.8)%**
 - Higher margin for all segments
- **External costs and personnel costs amounted to a total of SEK -462.0 (-603.9) million**
 - Cost savings
 - Improved productivity per employee
 - Reduced number of employees
 - Positive currency effect of SEK 30.4 million
- **Operating result amounted to SEK 100.1 (-24.1) million**
 - Lower net sales
 - Higher gross profit margin
 - Cost savings
- **Result for the period amounted to SEK 67.7 (-36.9) million**

SEK million	Jan – Mar 2021		Jan – Mar 2020	
Net sales	1 261.6		1 440.9	
Goods for resale	-656.4		-810.2	
Gross profit	605.2	48.0%	630.7	43.8%
Other operating income	16.6		20.6	
External costs	-224.8		-311.1	
Personnel costs	-237.2		-292.8	
Depreciation and write-downs of tangible and intangible fixed assets	-54.1		-60.1	
Other operating costs	-5.2		-10.4	
Share of associated companies' result	-0.4		-0.9	
Operating result	100.1	7.9%	-24.1	-1.7%
Net financial items	-12.8		-17.9	
Result before tax	87.4		-42.1	
Tax on result for the period	-19.7		5.1	
Result for the period	67.7		-36.9	
Result per share (SEK)	1.04		-0.54	

January - March

Operating result per operating segment

Corporate

- Lower net sales
- Increased sales in Sweden and Southern Europe, decreases in all other regions
- Improved gross profit margin
- Cost savings

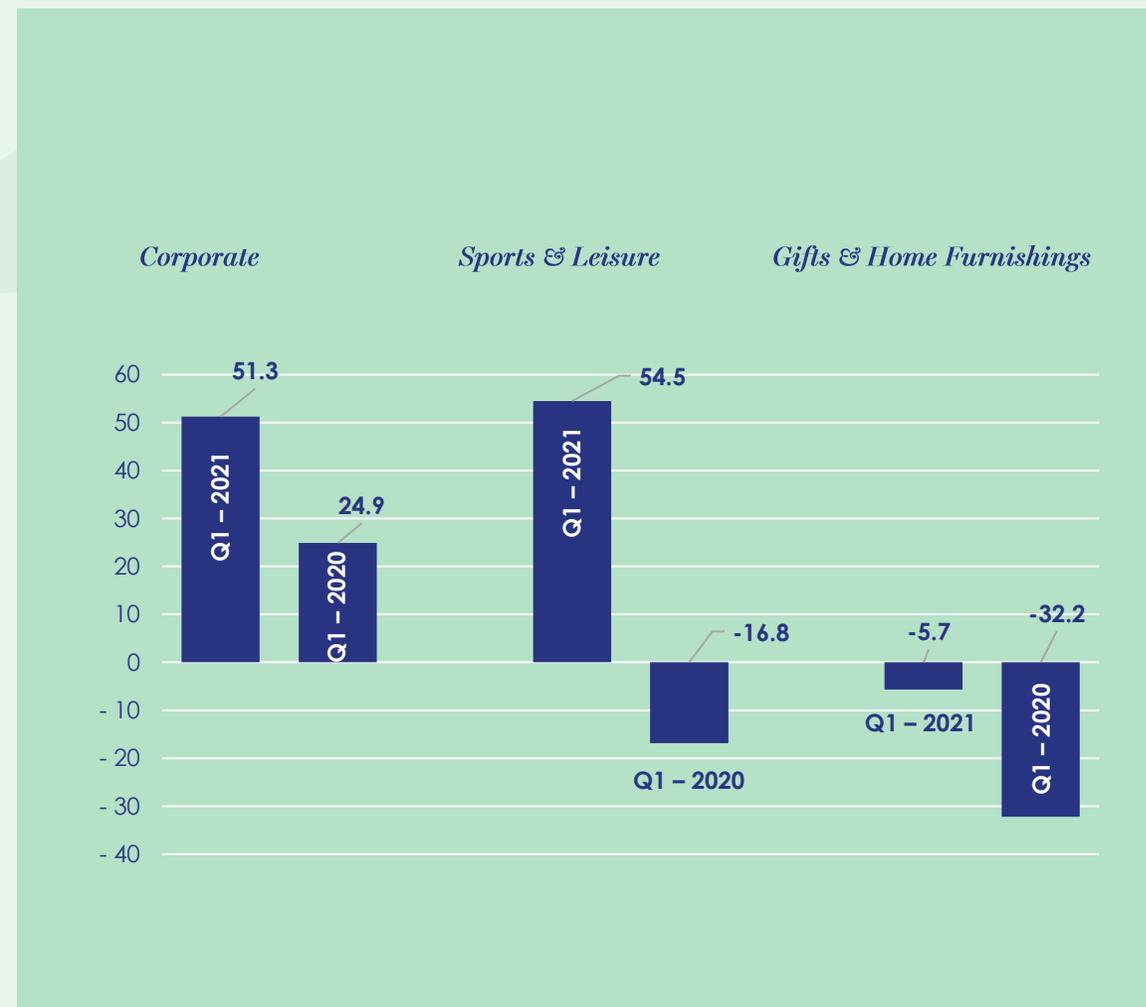
Sports & Leisure

- Lower net sales in the US, all other regions better or on par with the previous year
- Higher gross profit margin
- Cost savings

Gifts & Home Furnishings

- Higher net sales, mainly related to Sweden
- Improved gross profit margin
- Cost savings

..... 2021



January - March

Cash flow

SEK million

Cash flow from operating activities before changes in working capital

Change in working capital

Cash flow from operating activities

Investing activities

Cash flow after investing activities

Financial activities

Cash flow for the period

	Jan – Mar 2021	Jan – Mar 2020
	87.1	-63.0
	280.1	177.6
	367.2	114.6
	-15.2	-30.6
	352.0	84.0
	-346.1	-195.2
	5.9	-111.2

Strong balance sheet

SEK million

	31 Mar 2021	31 Mar 2020
Equity	4 065.7	3 939.3
Equity ratio, %	56.9	46.8
Net debt, SEK million	1 518.1	2 939.6
Net debt to credit institutes, SEK million	775.8	2 145.5
Available credit	2 055.8	1 059.4
Equity per share, SEK	61.13	59.12

Rolling 12 months

- **Continuing rising operating** margin now amounting to 11.3%
- **Cost savings** in all segments
- **Reduced number of employees**

2021

SEK million

	Rolling 12 months	
Net sales	5 919.4	
Goods for resale	-3 307.7	
Gross profit	2 611.7	44.1%
Other operating income	142.3	
External costs	-889.5	
Personnel costs	-927.0	
Depreciation and write-downs of tangible and intangible fixed assets	-223.4	
Other operating costs	-43.1	
Share of associated companies' result	-0.8	
Operating result	670.2	11.3%
Net financial items	-59.8	
Result before tax	610.4	
Tax on result for the period	-142.8	
Result for the period	467.6	
Result per share (SEK)	7.08	

Torsten Jansson
CEO
comments

”New all-time high for a first quarter.”



Torsten Jansson
CEO

January – March

- **Net sales decreased by 7% in local currencies.**
- **Operating result** increased by SEK 124.2 million to SEK 100.1 (-24.1) million. New all-time high for a first quarter!
- **Strong cash flow** and **very strong balance sheet.** Equity ratio amounts to 56.9%.

The Future

- **In the short term it is hard to predict**, much is dependent on vaccination rates in different countries, restrictions and recommendations etc.
- We expect it to be more relaxed during the third and fourth quarters. Enter that phase **significantly more efficient and with lower costs.**

We strive to make everyone who buys our products a happy customer. 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 can through long term thinking, growth, stability and hard work!

NewWave
G R O U P