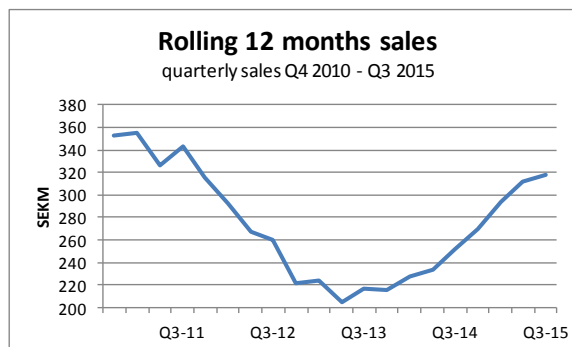




Odd Molly International AB (publ)

Stockholm, Sweden, October 21, 2015



Interim report January 1 – September 30, 2015

Increased growth and enhanced profitability

January 1 – September 30, 2015

- Net sales amounted to SEK 269.3 million (222.4), an increase of 21 percent.
- The gross profit margin was 54.5 percent (54.2).
- Operating profit amounted to SEK 15.2 million (5.5).
- Net profit amounted to SEK 12.3 million (3.6).
- Earnings per share amounted to SEK 2.13 (0.62).

July 1 - September 30. 2015

- Net sales amounted to SEK 112.1 million (88.4), an increase of 27 percent.
- The gross profit margin was 54.2 percent (52.7).
- Operating profit amounted to SEK 11.9 million (8.7).
- Net profit amounted to SEK 9.6 million (6.8).
- Earnings per share amounted to SEK 1.82 (1.18).

Events during and after the quarter

- During the quarter Odd Molly opened its own store in Frölunda Torg.
- In October Odd Molly opened its own store in Kamppi, in Helsinki, Finland.
- The first Odd Molly store in Prague, Czech Republic, opened in October. The store is franchise operated.

Key financial ratios	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Full Year	Oct 2014-
	2015	2014	2015	2014	2013	Sep 2015
Net sales, SEK million	112.1	88.4	269.3	222.4	294.3	341.2
Gross profit margin, %	54.2	52.7	54.5	54.2	54.1	54.3
Operating profit/loss, SEK million	11.9	8.7	15.2	5.5	5.5	15.3
Operating margin, %	10.6	9.8	5.7	2.5	1.9	4.5
Net profit/loss, SEK million	9.6	6.8	12.3	3.6	4.1	12.8
Earnings per share before dilution, SEK	1.82	1.18	2.13	0.62	0.71	2.22
Earnings per share after dilution, SEK	1.82	1.18	2.12	0.62	0.71	2.22
Weighted average number of shares, before dilution	5,752,000	5,752,000	5,752,000	5,752,000	5,752,000	5,752,000
Weighted average number of shares, after dilution	5,752,000	5,752,000	5,752,000	5,767,022	5,761,677	5,752,000

Comment from the CEO

Odd Molly continues to deliver increased growth and improved profitability. The third quarter saw the same positive trend as before – we are growing own sales from both established and new stores at the same time that we are seeing stable sales through our external retailers, where the strongest development comes from bigger stores and e-commerce. Expenses and inventory are at reasonable levels and reflect our attention to growth with a larger share of our own stores.

As I have said before, we feel that everyone who sells Odd Molly's products benefits when we open Odd Molly stores where our entire collection is on display in a distinctive retail setting. Sales rise and the brand grows stronger. This doesn't have to mean just our own stores. On the contrary, we see big opportunities by being flexible in terms of our presence in various markets. On the other hand, it is important to have the right guidelines for presenting the brand, so that the experience and feeling are right in both the analog and digital worlds. Recently we opened a store in Prague that will test a franchise concept we hope to learn from before expanding.

If I were to choose a single reason for Odd Molly's turnaround in recent years it would have to be our customer focus. It provides the framework for all the decisions we make. This is especially true of how we put together our collections as well as our distribution strategy. We have a good balance in the collection with a steady flow of new merchandise, and our new product groups are popular additions, even though at this point they represent relatively small volumes. The latest addition is the Footwear product group, which has been well received by customers, strengthening our self-confidence as we continue to develop our offering.

Keep your eyes open for the next step in our first Odd Project, where we in a concrete way celebrate girls who dare to go their own way. At the end of October the first dream realized will be made public (www.oddmolly.com/oddproject). In the meanwhile we are working with the ambition to create more outstanding collections and sell them through the right mix of distribution channels around the world.

Anna Attemark, CEO

The Group's development

Net sales

The period January 1 - September 30, 2015

Net sales for the first three quarters of the year amounted to SEK 269.3 million (222.4), an increase of 21 percent compared with the previous year. Revenue from wholesale operations (sales to retailers) amounted to SEK 174.5 million (161.9), an increase of 8 percent. Revenue from retail operations (Group sales to consumers) increased during the period to SEK 95.0 million (61.0), driven by the company's established stores and the new stores that have opened, as well as continued strong growth in the company's web shop.

Third quarter July 1 - September 30, 2015

Net sales for the third quarter amounted to SEK 112.1 million (88.4). Revenue from wholesale operations amounted to SEK 78.8 million, compared with SEK 62.9 million in the previous year. The increase is due to higher volume and earlier shipments. The retail operations posted sales of SEK 33.4 million (25.4), an increase largely due to a positive sales development in the company's new stores.



Earnings

The period January 1 - September 30, 2015

The gross profit margin for the period was 54.5 percent (54.2) and operating profit amounted to SEK 15.2 million (5.5).

Personnel expenses amounted to SEK 41.8 million (35.9), or 16 percent (16) of net sales. The increase is largely attributable to personnel in the new stores. Other external expenses amounted to SEK 85.3 million, compared with SEK 75.6 million in the previous year. The large part of the increase relates to expenses for new stores and increased marketing expenses.

Net profit amounted to SEK 12.3 million (3.6) and earnings per share amounted to SEK 2.13 (0.62).

Third quarter July 1 - September 30, 2015

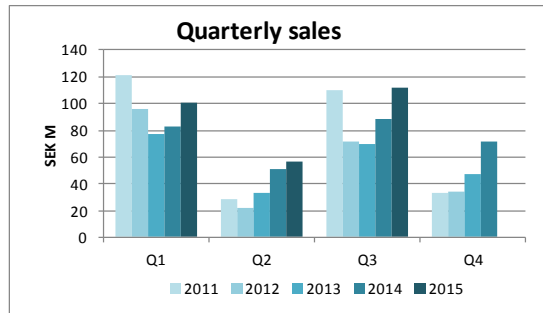
The gross profit margin for the third quarter was 54.2 percent (52.7). Operating profit for the quarter amounted to SEK 11.9 million (8.7).

Personnel expenses increased to SEK 14.7 million (12.0). The increase is due to the new stores that have been opened. Other external expenses amounted to SEK 32.8 million (24.0). The large part of the increase relates to expenses for new stores and the timing of increased marketing expenses.

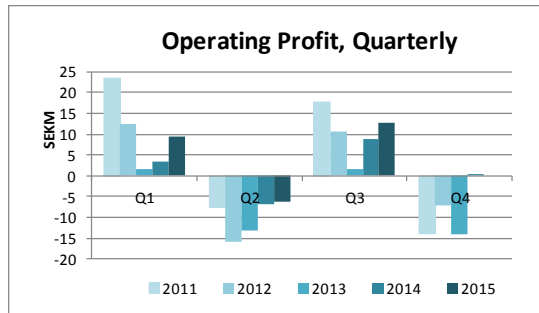
Net profit for the quarter amounted to SEK 9.6 million (6.8) and earnings per share amounted to SEK 1.82 (1.18).

Seasonal fluctuations

Odd Molly's operations are seasonal, with the strongest sales in the first and third quarters, while the second and fourth quarters are weaker. As a result, the company's operations, sales and profits are best followed on a semiannual basis



The above diagram shows quarterly sales, Q1 2011-Q3 2015



The above diagram shows quarterly operating profit, Q1 2011-Q3 2015

Financial position

The company's total assets amounted to SEK 157.7 million (133.5) on September 30, 2015. Shareholders' equity was SEK 97.3 million on the same date, compared with SEK 87.9 million on September 30, 2014. The equity/assets ratio was 62 percent (66) at the end of the period and cash and cash equivalents amounted to SEK 18.7 million (20.7).

Accounts receivable amounted to SEK 56.7 million on September 30, 2015, compared with SEK 44.5 million a year earlier, reflecting the increased level of sales. Inventory amounted to SEK 58.7 million (45.5) on September 30, 2015 and reflects the increased share of own stores.

Investments and cash flow

During the period the company's investments totaled SEK 0.5 million (13.7).

Cash flow from operating activities amounted to SEK -14.3 million (-15.5) during the nine-month period. Total cash flow amounted to SEK -20.6 million (-29.0).

Events during and after the quarter

Stores

During the quarter, Odd Molly opened its own store in the shopping center Frölunda Torg, in Västra Frölunda, outside Göteborg. In October it also opened its own store in Kamppi, in Helsinki, Finland. In the same month the first Odd Molly store in Prague, Czech Republic, opened, franchise operated.

Number of shares

As of September 30, 2015 there were 5,752,000 shares outstanding.

Employees

The total number of employees at the end of the period was 78 (71), of whom 6 were men and 72 women. The average number of employees during the quarter was 78 (64).

Parent Company

The Parent Company reported net sales of SEK 263.2 million (215.3) during the period, with operating profit of SEK 11.3 million (7.9). The Parent Company's adjusted shareholders' equity amounted to SEK 82.9 million (82.0). Cash and cash equivalents amounted to SEK 15.7 million (18.3).

Sales in the U.S. are through the wholly owned subsidiary Odd Molly Inc. Odd Molly also has subsidiaries in Denmark, Norway, Finland and Sweden that are responsible for operations in their respective markets. All other sales are through the Parent Company.

Segments

The company reports revenues and operating results for two segments: wholesale and retail. The wholesale segment comprises sales to Odd Molly's retailers through agents, distributors or its own sales corps. The stores and shop-in-shops managed by retailers are included in the wholesale segment. The retail segment refers to sales to consumers through the company's own channels: physical stores, outlets, shop-in-shops and web shops where Odd Molly has its own personnel. Operating results for each segment are charged with direct expenses for the segment and common Group expenses proportionate to the segment's share of the total cost of goods sold.

Risk factors

A number of factors can impact Odd Molly's results and operations. Although a large part of these risks can be managed and minimized through internal procedures, there are others that are largely beyond the company's control.

A detailed description of the risks and uncertainties to which Odd Molly is exposed is provided in the Board of Directors' report and in note 27 in Odd Molly's annual report for 2014, which is available on Odd Molly's website. No changes have taken place with respect to the assessment of risks and uncertainties.

Accounting principles

As of January 1, 2008 the Group applies the International Financial Reporting Standards (IFRS) as adopted by the EU. This report is prepared in accordance with IAS 34 Interim Financing Reporting and the Annual Accounts Act.

Further, the consolidated statements are prepared in accordance with Swedish law by applying the Swedish Financial Reporting Board's recommendation RFR 1 Supplementary accounting rules for groups. The Swedish Financial Reporting Board's recommendation RFR 2 Reporting for legal entities has been applied in the preparation of the Parent Company's financial statements. The accounting principles applied in this interim report are described on pages 33-36 of the annual report for 2014. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2015 are not considered to materially affect the company's financial reports.

The acquisition of the Swedish agent 2014, where Odd Molly took over responsibility for sales work in the Swedish market, is treated in the consolidated accounts as an intangible fixed asset in accordance with IAS 38.

Currency derivatives are measured at fair value within level 2, according to the definition in IFRS 7, i.e., fair value based on valuation models using observable market data. Other financial assets have been classified as loans and accounts receivable. Other financial liabilities have been classified as other financial liabilities at amortized cost. All financial assets and liabilities have short maturities, based on which their book value is considered to approximate fair value.

The consolidated statements comprise Odd Molly International AB (Parent Company), Odd Molly Sverige AB, Odd Molly Inc, Odd Molly Denmark ApS, Odd Molly Finland Oy and Odd Molly Norway A/S. Reference to the company in this interim report pertains to the Odd Molly Group.

Consolidated statement of comprehensive income	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Full Year	Oct 2014 -
SEK in thousands	2015	2014	2015	2014	2014	Sep 2015
<i>Operating revenues</i>						
Net sales	112,117	88,431	269,285	222,374	294,298	341,209
Other operating revenues	25	-187	191	563	655	283
	112,142	88,244	269,475	222,937	294,953	341,492
<i>Operating expenses</i>						
Cost of goods sold	-51,400	-41,824	-122,639	-101,823	-135,122	-155,938
Other external expenses	-32,763	-24,050	-85,254	-75,641	-99,793	-109,406
Personnel expenses	-14,660	-12,022	-41,839	-35,938	-49,743	-55,645
Depreciation/amortization	-1,111	-1,130	-3,342	-3,442	-4,479	-4,379
Other operating expenses	-280	-532	-1,177	-634	-301	-844
Operating profit/loss	11,928	8,686	15,223	5,460	5,516	15,279
<i>Result from financial items</i>						
Interest income	75	74	324	195	232	361
Interest expenses	-14	-24	-37	-55	-98	-80
Profit/loss after financial items	11,990	8,736	15,511	5,600	5,649	15,559
Taxes	-2,434	-1,963	-3,260	-2,010	-1,554	-2,804
Net profit/loss attributable to Parent Company's shareholders	9,556	6,773	12,251	3,591	4,095	12,755
<i>Other comprehensive income</i>						
<i>Items that will be reclassified to profit or loss</i>						
Translation difference	191	620	742	920	1,678	1,500
Cash flow hedges	829	-317	275	219	1,110	1,166
Tax effect fair value cash flow hedges	-182	70	-60	-48	-244	-256
Total comprehensive income attributable to Parent Company	10,393	7,145	13,207	4,681	6,639	15,164
Earnings per share before dilution, SEK	1.82	1.18	2.13	0.62	0.71	2.22
Earnings per share after dilution, SEK	1.82	1.18	2.12	0.62	0.71	2.22

Consolidated balance sheet	September 30	September 30	December 31
SEK in thousands	2015	2014	2014
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	8,990	12,026	11,229
Tangible fixed assets	2,249	2,393	2,967
Financial fixed assets	1,153	652	2,457
	12,393	15,071	16,654
<i>Current assets</i>			
Inventories	58,685	45,538	39,945
Accounts receivable	56,681	44,446	32,002
Current receivables	11,236	7,771	9,833
Cash and bank balances	18,701	20,662	39,015
	145,304	118,417	120,795
TOTAL ASSETS	157,697	133,488	137,449
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	97,308	87,896	89,854
Deferred tax	4,756	4,642	4,882
Current liabilities	55,633	40,950	42,713
	157,697	133,488	137,449
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	157,697	133,488	137,449
Pledged assets	25,050	12,000	25,050

Changes in the Group's shareholders' equity	September 30	September 30	December 31
SEK in thousands	2015	2014	2014
Attributable to Parent Company's shareholders			
Shareholders' equity at the beginning of the period/year	89 854	82 998	82 998
Dividend	-5 752	0	0
Other contributed capital	0	218	218
Total comprehensive income for the year/period	13 207	4 681	6 639
Shareholders' equity at the end of the year/period	97 308	87 896	89 854

Cash flow statement for the Group	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Full Year
SEK in thousands	2015	2014	2015	2014	2014
Operating activities					
Operating profit/loss	11,928	8,683	15,223	5,460	5,516
Adjustments for items not included in cash flow	1,111	673	3,887	3,582	4,722
Interest received	75	74	324	195	232
Interest paid	-14	-24	-37	-55	-98
Income tax paid	-611	-57	-2,756	-1,074	-1,050
Cash flow from operating activities before changes in working capital	12,490	9,350	16,641	8,108	9,322
Changes in working capital					
Change in inventories	-14,374	-1,382	-18,624	-11,514	-5,829
Change in receivables	-35,046	-2,634	-25,423	-11,591	206
Change in current liabilities	15,061	-3,423	13,065	-534	-98
Cash flow from operating activities	-21,869	1,912	-14,340	-15,532	3,601
Investing activities					
Acquisition of intangible fixed assets	0	0	0	-13,723	-13,673
Acquisition of tangible fixed assets	-1	11	-384	0	-858
Acquisition of financial fixed assets	-103	0	-103	0	-398
Cash flow from investing activities	-104	11	-487	-13,723	-14,929
Financing activities					
Shareholders' contribution, warrants	0	0	0	218	218
Cash flow from financing activities	0	0	-5,752	218	218
Cash flow for the year/period	-21,973	1,923	-20,579	-29,037	-11,111
Cash and cash equivalents at the beginning of the period	40,770	18,281	39,015	48,999	48,999
Exchange rate difference in cash and cash equivalents	-96	458	265	701	1,127
Cash and cash equivalents at the end of the period	18,701	20,662	18,701	20,662	39,015

Revenue and operating result by segment	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Full Year	Oct 2014 -
SEK in thousands	2015	2014	2015	2014	2014	Sep 2015
Wholesale						
Revenue	78,787	62,854	174,469	161,939	205,611	218,141
Operating result	7,169	5,563	-1,169	-2,081	-8,583	-7,671
Retail						
Revenue	33,356	25,390	95,005	60,998	89,342	123,350
Operating result	4,759	3,123	16,392	7,540	14,098	22,950
Total						
Revenue	112,143	88,244	269,475	222,937	294,953	341,491
Operating result	11,928	8,686	15,223	5,460	5,516	15,279

Parent Company income statement	Jul-Sep	Jul-Sep	Jan-Sep	Jan-Sep	Full Year
SEK in thousands	2015	2014	2015	2014	2014
<i>Operating revenues</i>					
Net sales	109,126	84,598	262,992	215,006	285,555
Other operating revenues	32	135	171	324	478
	109,158	84,733	263,163	215,330	286,034
<i>Operating expenses</i>					
Cost of goods sold	-48,801	-39,773	-117,575	-97,746	-130,078
Other external expenses	-35,958	-23,176	-92,435	-75,466	-107,485
Personnel expenses	-13,676	-11,299	-39,015	-33,720	-45,484
Depreciation/amortization of tangible and intangible fixed assets	-420	-270	-1,275	-874	-1,220
Other operating expenses	-312	-334	-1,564	348	431
Operating profit/loss	9,992	9,879	11,299	7,872	2,197
<i>Result from financial items</i>					
Interest income	75	75	324	196	232
Interest expenses	-9	-22	-28	-44	-87
Profit/loss after financial items	10,058	9,933	11,595	8,023	2,342
Appropriations	0	0	0	0	-200
Profit/loss before tax	10,058	9,933	11,595	8,023	2,142
Taxes	-1,842	-1,844	-1,747	-1,868	-208
Net profit/loss	8,216	8,089	9,848	6,155	1,934
<i>Other comprehensive income</i>					
<i>Items that will be reclassified to profit or loss</i>					
Cash flow hedges	829	-317	275	219	1,110
Tax effect cash flow hedges	-182	70	-60	-48	-244
Total comprehensive income for the period	8,863	7,841	10,062	6,326	2,800

Parent Company balance sheet	June 30	June 30	December 31
SEK in thousands	2015	2014	2014
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	120	361	301
Tangible fixed assets	2,162	2,380	2,955
Financial fixed assets	18,896	18,291	18,817
	21,179	21,032	22,073
<i>Current assets</i>			
Inventory	55,574	43,582	38,486
Accounts receivable	56,935	43,085	31,201
Short-term receivables	11,723	7,708	10,847
Cash and bank balances	15,719	18,335	35,973
	139,951	112,709	116,506
TOTAL ASSETS	161,130	133,741	138,579
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	66,299	65,515	61,989
Untaxed reserves	21,300	21,100	21,300
Deferred tax	257	0	196
Current liabilities	73,274	47,126	55,094
	161,130	133,741	138,579
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	161,130	133,741	138,579
Pledged assets	25,050	12,000	25,050

The Board of Directors and the CEO certify that the interim report gives a true and fair overview of the operations, financial position and results of the Parent Company and the Group and that it describes the significant risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, October 21, 2015

Patrik Tillman, Chairman

Mia Arnhult, Board Member

Lennart Björk, Board Member

Kia Orback, Board Member

Elin Ryer, Board Member

Nils Vinberg, Board Member

Anna Attemark, President & CEO

For further information, please contact:

Anna Attemark, CEO, phone: +46-8-522 28 502

Henrik Fredin, CFO, phone: +46-8-522 28 514

About Odd Molly

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The company's products are mainly sold through agents to retailers in around thirty countries around the world, which facilitates expansion with limited capital requirements. Odd Molly is responsible for selling to external retailers in the Scandinavian market and also manages 12 of its own physical stores and its own web shop. The Odd Molly share is traded as of June 21, 2010 on Nasdaq OMX Stockholm.

Scheduled information dates

- The year-end report for January-December 2015 will be released on February 18, 2016.

The information in this press release has been published by Odd Molly International AB on October 21, 2015 at 8.00 am CET in accordance with the Securities Market Act and/or the Financial Instruments Trading Act.

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Press photos can be downloaded from Odd Molly's website at www.oddmolly.com under "press".
Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to www.oddmolly.com

Review report (translated from the Swedish original)

To the Board of Directors of Odd Molly International AB, corporate identity number 556627-6241

Introduction

We have reviewed the condensed interim report for Odd Molly International AB as at September 30, 2015 and for the nine months period then ended. The Board of Directors and the Managing Director are responsible for the preparation and presentation of this interim report in accordance with IAS 34 and the Swedish Annual Accounts Act. Our responsibility is to express a conclusion on this interim report based on our review.

Scope of review

We conducted our review in accordance with the International Standard on Review Engagements, ISRE 2410 *Review of Interim Financial Statements Performed by the Independent Auditor of the Entity*. A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with International Standards on Auditing and other generally accepted auditing standards in Sweden. The procedures performed in a review do not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the interim report is not prepared, in all material aspects, in accordance with IAS 34 and the Swedish Annual Accounts Act regarding the Group, and in accordance with the Swedish Annual Accounts Act regarding the Parent Company.

Stockholm, October 21, 2015

Ernst & Young AB

Jonas Svensson
Authorized Public Accountant