



Interim report January 1– September 30, 2016

Odd Molly International AB (publ)
Stockholm, Sweden, October 19, 2016

Continued growth with increased profitability

JANUARY 1 – SEPTEMBER 30, 2016

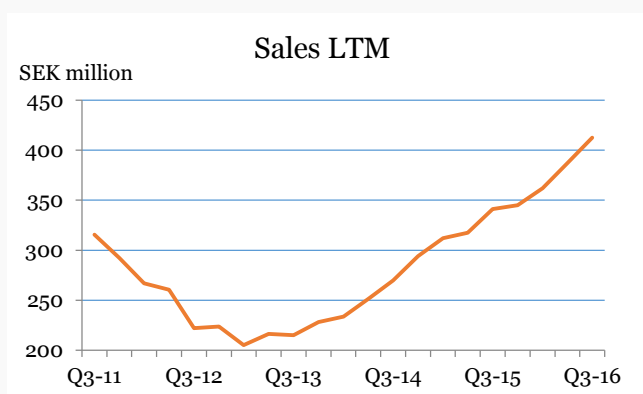
- Total operating revenue amounted to SEK 336.7 million (269.5), an increase of 25 percent.
- The gross profit margin was 54.5 percent (54.5).
- Operating profit amounted to SEK 24.8 million (15.2).
- Net profit amounted to SEK 16.9 million (12.3).
- Earnings per share amounted to SEK 2.94 (2.13).

JULY 1 – SEPTEMBER 30, 2016

- Total operating revenue amounted to SEK 137.6 million (112.1), an increase of 23 percent.
- The gross profit margin was 53.8 percent (54.2).
- Operating profit amounted to SEK 18.8 million (11.9), an increase of 58 percent.
- Net profit amounted to SEK 13.9 million (9.6).
- Earnings per share amounted to SEK 2.42 (1.66).

EVENTS DURING AND AFTER THE QUARTER

- In September an Odd Molly store was opened in Bratislava, Slovakia, through a local partner.
- In September an Odd Molly pop-up shop was opened in A6 Center in Jönköping.
- Another two stores and a shop-in-shop through partners are expected to open later during the autumn in the US.



KEY FIGURES

	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015	Oct 2015 - Sep 2016
Total operating revenue, SEK million	137.6	112.1	336.7	269.3	345.3	412.5
Change, %	23		25			
Gross profit margin, %	53.8	54.2	54.5	54.5	55.6	55.4
Operating profit, SEK million	18.8	11.9	24.8	15.2	12.5	22.0
Change, %	58		63			
Operating margin, %	13.7	10.6	7.4	5.7	3.6	5.3
Net profit, SEK million	13.9	9.6	16.9	12.3	9.8	14.5
Change, %	46		38			
Earnings per share, SEK	2.42	1.66	2.94	2.13	1.70	2.51
Weighted average number of shares	5,752,000	5,752,000	5,752,000	5,752,000	5,752,000	5,752,000



“ A concept
that works in
various
channels,
forms and
collaborations”

Comment from the CEO

It is very encouraging that Odd Molly continues to grow and reports a revenue increase of 23 percent for the third quarter. It is even more encouraging that we do so with increased profitability. Operating profit for the third quarter increased by SEK 7 million to SEK 18.8 million compared with the previous year, generating an operating margin of 13.7 percent for the quarter and 7.4 percent for the nine-month period.

Growth is mainly driven by our own retail operations, which accounted for 44 percent of sales in the first nine months, with the web shop leading the way.

We live in a constantly evolving world with changing consumption patterns. From the start our focus has been on the customer in terms of which products she wants and how she wants to buy them. We have to be where our customer wants us. Today many people shop online, so we have focused in recent years on being really good in e-commerce. And it's evident in our sales.

We are convinced that all our channels strengthen each other, and that one doesn't necessarily cannibalize the other. Just the opposite. We are committed to and proud of our retailers and our inspiring stores. Everything fits together. When we or a partner open a physical Odd Molly store, it is also reflected in digital sales. Odd Molly is very much a business that's constantly developing with a concept that works in various channels, forms and collaborations.

Odd Molly takes a modern approach with flexible solutions and a business model where decisions to open new stores are based on how we can best drive profitable growth. One example is the Odd Molly store in Prague, where our external partner was able to tap a wealth of experience and deep understanding of the market to also open a store in Bratislava. Another two stores and a shop-in-shop through partners are in the works in the US and are expected to open before Christmas.

To conclude, I would like to remind of the fact that Odd Molly's fourth quarter is seasonally weaker than the third, which this year showed very healthy growth, with sales on an all-time high on a rolling 12-month basis, increased profitability and further steps internationally. We are on our way!

Anna Attemark, CEO

The Group's development

SEK 336.7
million in
total
operating
revenue
+25%
Jan-Sep

TOTAL OPERATING REVENUE

The period January 1 - September 30, 2016

Total operating revenue for the first nine months of the year amounted to SEK 336.7 million (269.5), an increase of 25 percent compared with the same period in 2015. Revenue from wholesale operations (sales to retailers) increased by 8 percent to SEK 187.8 million (174.5). The company's retail operations (sales to consumers) grew significantly, by 57 percent, to SEK 148.9 million (95.0). Growth is mainly being driven by the continued strong performance of the company's web shop and the opening of new stores.

Third quarter July 1 - September 30, 2016

Total operating revenue for the third quarter increased by 23 percent to SEK 137.6 million (112.1). Revenue from wholesale operations rose by 3 percent to SEK 81.0 million (78.8). The retail operations had another very strong quarter, with sales rising by 70 percent to SEK 56.6 million (33.4), mainly due to the web shop's continued strong performance and new stores.

EARNINGS

The period January 1 - September 30, 2016

The gross profit margin for the first nine months of the year was 54.5 percent (54.5). The margin was positively affected by the higher share of sales from retail operations, while larger inventory writedowns and a higher discount percentage, driven by strong sales promotions, mainly in the summer, had a negative effect.

Operating
profit of SEK
24.8 million,
+63%
Jan-Sep

Operating profit increased to SEK 24.8 million (15.2). Personnel expenses amounted to SEK 53.7 million (41.8) and other external expenses amounted to SEK 98.6 million (85.3) during the period. The cost increase is mainly due to additional stores and investments in the company's web operations. Odd Molly had 17 of its own stores at the end of the period, compared with 11 stores in the same period of 2015. Profit for the first nine months was charged with a SEK 0.8 million writedown of outstanding receivables from a large wholesale customer that filed for bankruptcy.

Net profit for the first nine months amounted to SEK 16.9 million (12.3) and earnings per share amounted to SEK 2.94 (2.13).

Third quarter July 1 - September 30, 2016

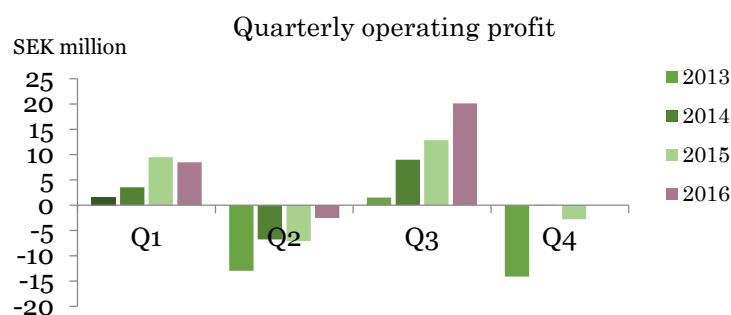
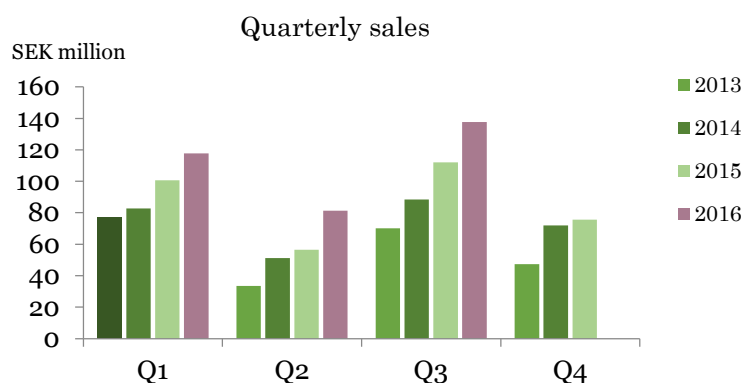
The gross profit margin for the third quarter was 53.8 percent (54.2). Operating profit for the quarter increased by 58 percent to SEK 18.8 million (11.9).

Personnel expenses amounted to SEK 19.0 million (14.7). Other external expenses amounted to SEK 34.4 million (32.8).

Net profit for the quarter amounted to SEK 13.9 million (9.6) and earnings per share amounted to SEK 2.42 (1.66).

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. Because of the growing share of sales from retail operations, seasonal fluctuations will gradually diminish.



FINANCIAL POSITION

The Group's total assets amounted to SEK 161.4 million (157.7) on September 30, 2016. Shareholders' equity was SEK 104.0 million on the same date, compared with SEK 97.3 million on September 30, 2015. The equity/assets ratio was 64 percent (62) at the end of the period and cash and cash equivalents amounted to SEK 1.1 million (18.7). The company's expansive phase with investments in several new Group-owned stores requires more working capital, which is the main reason for the decrease in liquidity for the period.

Accounts receivable amounted to SEK 65.8 million on September 30, 2016, compared with SEK 56.7 million a year earlier. Inventory amounted to SEK 59.6 million (58.7) on September 30, 2016. To secure more working capital during its expansive phase, Odd Molly secured an additional overdraft facility during the second quarter.

INVESTMENTS AND CASH FLOW

During the first nine months of 2016 the company's investments totaled SEK 15.9 million (0.5). Cash flow from operating activities amounted to SEK 3.1 million (-14.3) and total cash flow amounted to SEK -20.2 million (-20.6) during the first nine months including a dividend payout of SEK 8.6 million.

New Odd Molly stores in Slovakia, Norway and Sweden

EVENTS DURING AND AFTER THE QUARTER

Stores

In early September an Odd Molly store was opened in Bratislava, Slovakia, through a local partner. In late September an Odd Molly pop-up shop was opened in A6 Center in Jönköping and in early October a new store was opened in Norwegian Outlet, just outside Oslo. In October Odd Molly is also opening its own store in Hansarhuset, in Malmö, and in November a local retailer is opening Odd Molly stores in Boulder and Aspen, Colorado, in the US – the same retailer that already operates an Odd Molly store in Vail, Colorado. In addition, a shop-in-shop is being opened by a local retailer in Houston in November.

NUMBER OF SHARES

As of September 30, 2016 there were 5,752,000 shares outstanding.

EMPLOYEES

The total number of employees at the end of the period was 102 (78), of whom 8 were men and 94 women. The average number of employees in the third quarter was 96 (78).

PARENT COMPANY

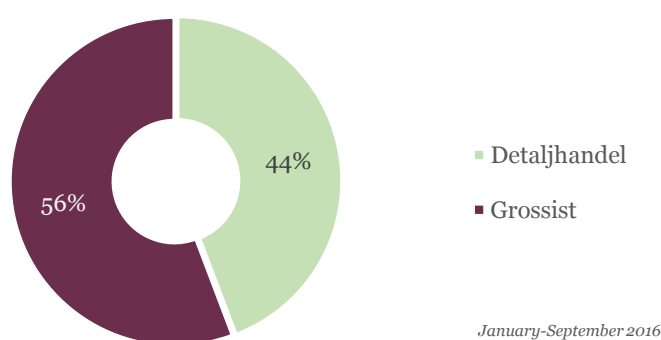
The Parent Company reported total operating revenue of SEK 328.3 million (263.2) in the first nine months of 2016, with operating profit of SEK 27.3 million (11.3). The Parent Company's adjusted shareholders' equity amounted to SEK 94.1 million (82.9). Cash and cash equivalents amounted to SEK -4.5 million (15.7).

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 countries. All other sales are through the Parent Company.

SEGMENTS

The company reports revenue and operating results for two segments: wholesale and retail.

Revenue per segment



Wholesale

The wholesale segment comprises sales to Odd Molly's external retailers through agents, distributors or its own sales corps. The stores and shop-in-shops managed by retailers are included in the wholesale segment.

Retail growing as a segment

Retail

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. Common Group expenses for the third quarter and the first nine months of 2016 are distributed using a ratio based on each segment's share of total cost of goods sold in the first nine months of 2016. Common Group expenses for the third quarter and the first nine months of 2015 are distributed based on each segment's share of the total cost of goods sold in the first nine months of 2015.

RISK FACTORS

Due to the nature of its operations, the Odd Molly Group is exposed to risks and uncertainties. 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 2015, which is published on Odd Molly's website. There we also explain how Odd Molly manages and tries to minimize the risks. The assessment of these risks is unchanged compared with the assessment in the annual report 2015.

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 Financial 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 39-42 of the annual report for 2015. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2016 are not considered to materially affect the company's financial reports.

The acquisition of the Swedish agent in 2014, where Odd Molly took over sales responsibility for 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 13, 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.

Alternative performance measures

Following are definitions of the performance measures used in the report to describe the company's performance that are not defined or specified according to IFRS.

GROSS PROFIT MARGIN

SEK in thousands	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015	Oct 2015 - Sep 2016
<i>Operating revenue</i>						
Net sales	137,033	112,117	336,101	269,285	344,954	411,770
<i>Operating expenses</i>						
Cost of goods sold	-63,294	-51,400	-153,051	-122,639	-153,202	-183,614
Gross profit	73,739	60,717	183,051	146,646	191,751	228,156
Gross profit margin, %	53.8	54.2	54.5	54.5	55.6	55.4

To calculate the gross profit margin, gross profit is calculated first by subtracting the cost of goods sold from net sales. Gross profit is then measured in relation to net sales to obtain the gross profit margin. The margin, which indicates how large a percentage of net sales becomes profit after the cost of goods sold, is impacted by factors such as pricing, commodity and manufacturing costs, inventory writedowns and exchange rates. All measures used in the calculation can be found in the consolidated income statement.

OPERATING MARGIN

TSEK	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015	Oct 2015 - Sep 2016
<i>Operating revenue</i>						
Net sales	137,033	112,117	336,101	269,285	344,954	411,770
Other operating revenue	578	25	605	191	306	720
Total operating revenue	137,612	112,142	336,706	269,475	345,259	412,490
Gross profit	18,820	11,928	24,760	15,223	12,451	21,988
Gross profit margin, %	13.7	10.6	7.4	5.7	3.6	5.3

To calculate the operating margin, operating profit is measured in relation to total operating revenue. This key ratio indicates how large a percentage of total operating revenue becomes profit after operating expenses. All measures used in the calculation can be found in the consolidated income statement. Operating margin is one of the company's communicated financial targets.

EQUITY/ASSETS RATIO

SEK in thousands	Sep 30 2016	Sep 30 2015	Dec 31 2015
Shareholders' equity	103,985	97,308	93,116
Total assets	161,374	157,697	143,817
Equity/assets ratio, %	64	62	65

The equity/assets ratio is calculated by measuring equity in relation to total assets, providing an indication of how large a percentage of the assets is financed with equity. All measures used in the calculation can be found in the consolidated balance sheet. Equity/assets ratio is one of the company's communicated financial targets.

PARENT COMPANY'S ADJUSTED EQUITY

SEK in thousands	Sep 30 2016	Sep 30 2015	Dec 31 2015
Shareholders' equity	76,554	66,299	62,489
78 percent of the untaxed reserves	17,550	16,614	17,550
Adjusted equity	94,104	82,913	80,039

The Parent Company's adjusted equity is calculated by adding 78 percent of the Parent Company's untaxed reserves to the Parent Company's shareholders' equity. All measures used in the calculation can be found in the Parent Company's balance sheet.

Condensed financial information

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

SEK in thousands	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015	Oct 2015 - Sep 2016
<i>Operating revenue</i>						
Net sales	137,033	112,117	336,101	269,285	344,954	411,770
Other operating revenue	578	25	605	191	306	720
Total operating revenue	137,612	112,142	336,706	269,475	345,259	412,490
<i>Operating expenses</i>						
Cost of goods sold	-63,294	-51,400	-153,051	-122,639	-153,202	-183,614
Other external expenses	-34,388	-32,763	-98,596	-85,254	-114,648	-127,989
Personnel expenses	-19,045	-14,660	-53,657	-41,839	-59,089	-70,907
Depreciation/amortization	-2,405	-1,111	-6,293	-3,342	-4,638	-7,588
Other operating expenses	339	-280	-349	-1,177	-1,232	-403
Operating profit	18,820	11,928	24,760	15,223	12,451	21,988
<i>Result from financial items</i>						
Interest income	131	75	416	324	415	508
Interest expenses	-124	-14	-326	-37	-105	-395
Profit after financial items	18,826	11,990	24,850	15,511	12,762	22,101
Taxes	-4,884	-2,434	-7,954	-3,260	-2,955	-7,648
Net profit attributable to Parent Company's shareholders	13,942	9,556	16,897	12,251	9,807	14,453
<i>Other comprehensive income</i>						
Items that will be reclassified to profit or loss						
Translation difference	87	191	144	742	731	133
Cash flow hedges	736	829	1,797	275	-1,954	-431
Tax effect fair value cash flow hedges	-162	-182	-395	-60	430	95
Total comprehensive income attributable to Parent Company's shareholders	14,603	10,393	18,442	13,207	9,014	14,250
Earnings per share, SEK	2.42	1.66	2.94	2.13	1.70	2.51

CONSOLIDATED BALANCE SHEET

	Sep 30	Sep 30	Dec 31
SEK in thousands	2016	2015	2015
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	8,116	8,990	8,952
Tangible fixed assets	14,441	2,249	3,902
Financial fixed assets	1,196	1,153	1,153
	23,753	12,393	14,008
<i>Current assets</i>			
Inventories	59,623	58,685	56,077
Accounts receivable	65,751	56,681	41,498
Other short-term receivables	11,156	11,236	11,636
Cash and bank balances	1,091	18,701	20,599
	137,621	145,304	129,810
TOTAL ASSETS	161,374	157,697	143,817
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	103,985	97,308	93,116
Deferred tax	5,183	4,756	5,037
Current liabilities	52,207	55,633	45,665
	161,374	157,697	143,817
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	161,374	157,697	143,817
Pledged assets	31,153	25,050	31,153
Contingent liabilities	1,415	0	915

CHANGES IN THE GROUP'S SHAREHOLDERS' EQUITY

	Sep 30	Sep 30	Dec 31
SEK in thousands	2016	2015	2015
Attributable to Parent Company's shareholders:			
Shareholders' equity at the beginning of the year	93,116	89,854	89,854
Dividend	-8,628	-5,752	-5,752
Other contributed capital	1,054	0	0
Total comprehensive income for the period	18,442	13,207	9,014
Shareholders' equity at the end of the period	103,985	97,308	93,116

CASH FLOW STATEMENT FOR THE GROUP

SEK in thousands	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015
Operating activities					
Operating profit	18,819	11,928	24,760	15,223	12,451
Adjustment for items not included in cash flow	1,834	1,111	6,205	3,887	5,011
Interest received	131	75	416	324	415
Interest paid	-124	-14	-326	-37	-105
Income tax paid	-664	-611	-2,468	-2,756	-3,352
Cash flow from operating activities before changes in working capital	19,996	12,490	28,587	16,641	14,420
Changes in working capital					
Change in inventories	5,308	-14,374	-3,301	-18,624	-16,054
Change in receivables	-20,288	-35,046	-22,879	-25,423	-11,666
Change in current liabilities	-9,135	15,061	647	13,065	4,009
Cash flow from operating activities	-4,118	-21,869	3,054	-14,340	-9,291
Investing activities					
Acquisition of intangible fixed assets	-1,511	0	-1,511	0	-750
Acquisition of tangible fixed assets	753	-1	-14,363	-384	-2,546
Acquisition of financial fixed assets	-42	-103	-42	-103	-103
Cash flow from operating activities	-800	-104	-15,917	-487	-3,399
Financing activities					
Dividend paid	0	0	-8,628	-5,752	-5,752
Other	26	0	1,265	0	0
Cash flow from financing activities	26	0	-7,363	-5,752	-5,752
Cash flow for the period	-4,893	-21,973	-20,225	-20,579	-18,442
Cash and cash equivalents at the beginning of the period	5,521	40,770	20,599	39,015	39,015
Exchange rate difference in cash and cash equivalents	463	-96	717	265	26
Cash and cash equivalents at the end of the period	1,091	18,701	1,091	18,701	20,599

REVENUE AND OPERATING RESULT BY SEGMENT

SEK in thousands	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015	Oct 2015 - Sep 2016
Wholesale						
Revenue	80,964	78,787	187,788	174,470	210,864	224,182
Operating result	11,620	8,908	9,601	2,193	-6,636	773
Retail						
Revenue	56,648	33,356	148,919	95,005	134,395	188,308
Operating result	7,200	3,020	15,159	13,030	19,087	21,216
Total						
Revenue	137,612	112,142	336,706	269,476	345,259	412,490
Operating result	18,820	11,928	24,760	15,233	12,451	21,989

Operating results for each segment are charged with direct expenses for the segment. Common Group expenses for the third quarter and the first nine months of 2016 are distributed using a ratio based on each segment's share of total cost of goods sold in the first nine months of 2016. Common Group expenses for the third quarter and the first nine months of 2015 are distributed based on each segment's share of total cost of goods sold in the first nine months of 2015.

PARENT COMPANY INCOME STATEMENT

	Jul-Sep 2016	Jul-Sep 2015	Jan-Sep 2016	Jan-Sep 2015	Full-year 2015
SEK in thousands					
<i>Operating revenue</i>					
Net sales	132,402	109,126	328,154	262,992	338,308
Other operating revenue	5	32	101	171	409
Total operating revenue	132,407	109,158	328,256	263,163	338,717
<i>Operating expenses</i>					
Cost of goods sold	-60,478	-48,801	-146,576	-117,575	-149,258
Other external expenses	-36,168	-35,958	-103,645	-92,435	-122,026
Personnel expenses	-16,376	-13,676	-48,092	-39,015	-54,612
Depreciation/amortization of tangible and intangible fixed assets	-1,131	-420	-3,271	-1,275	-1,879
Other operating expenses	911	-312	582	-1,564	-1,440
Operating profit	19,165	9,992	27,253	11,299	9,502
<i>Result from financial items</i>					
Interest income	131	75	416	324	415
Interest expenses	-118	-9	-302	-28	-94
Profit after financial items	19,177	10,058	27,367	11,595	9,823
Appropriations	0	0	0	0	-1,200
Profit before tax	19,177	10,058	27,367	11,595	8,623
Taxes	-4,036	-1,842	-6,076	-1,747	-847
Net profit	15,142	8,216	21,291	9,848	7,776
<i>Other comprehensive income</i>					
<i>Items that will be reclassified to profit or loss</i>					
Cash flow hedges	736	829	1,797	275	-1,954
Tax effect cash flow hedges	-162	-182	-395	-60	430
Total comprehensive income for the period	15,716	8,863	22,693	10,062	6,252

PARENT COMPANY BALANCE SHEET

SEK in thousands	Sep 30 2016	Sep 30 2015	Dec 31 2015
ASSETS			
Fixed assets			
Intangible fixed assets	521	120	769
Tangible fixed assets	9,120	2,162	3,816
Financial fixed assets	20,841	18,896	19,023
	30,482	21,179	23,608
Current assets			
Inventory	55,511	55,574	53,028
Accounts receivable	71,898	56,935	43,183
Other short-term receivables	17,849	11,723	12,870
Cash and bank balances	-4,548	15,719	17,251
	140,710	139,951	126,332
TOTAL ASSETS	171,192	161,130	149,940
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	76,554	66,299	62,489
Untaxed reserves	22,500	21,300	22,500
Deferred tax	162	257	0
Current liabilities	71,976	73,274	64,950
	171,192	161,130	149,940
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	171,192	161,130	148,659
Pledged assets	31,153	25,050	31,153
Contingent liabilities	1,415	0	915

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 19, 2016

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

SCHEDULED INFORMATION DATES

- The year-end report for 2016 will be released on February 16, 2017.
- The interim report for January-March 2017 will be released on May 11, 2017.
- The interim report for January-June 2017 will be released on August 16, 2017.

For further information, please contact:

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Johanna Palm, CFO, phone: +46-760-10 24 55

This information is information that Odd Molly International AB is obliged to make public pursuant to the EU's Market Abuse Regulation and the Securities Market Act. The information was submitted for publication, through the agency of the contact persons set above, on October 19, 2016 at 8.00 am CET.

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 15 of its own physical stores and its own web shop. The Odd Molly share is traded as of June 21, 2010 on Nasdaq Stockholm.

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www.oddmolly.com

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

