

NEW WAVE MODE:
GROUP BENCHMARK
FOR PERFORMANCE
AND CULTURE

TOMAS JANSSON CEO

PROMOTION MARKET BASICS
DEFINITIONS / REFLECTIONS

NEW WAVE MODE AB
PERFORMANCE TO DATE,
MARKET STRENGTH

ANDREAS JOHANSSON SCM

SERVICE & LOGISTICS
GUIDING PRINCIPLES

WHAT'S A PROMOTIONAL ITEM?



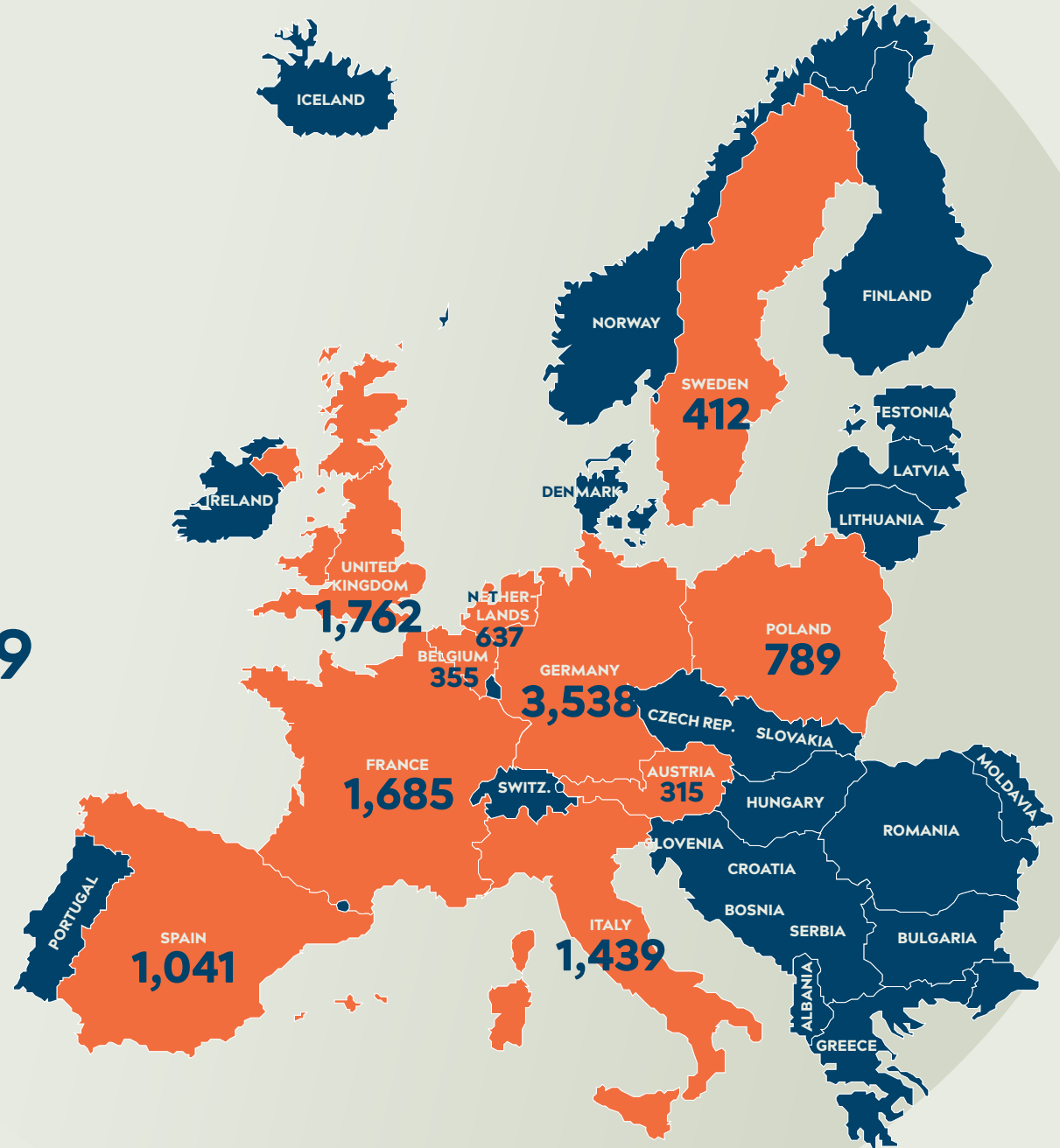
ANY PRODUCT MADE WITH THE **PRIMARY PURPOSE OF BEING BRANDED**
AND USED IN A COMMERCIAL CONTEXT / INTERACTION, EITHER
WORN (PROMOWEAR), **GIVEN** (GIVEAWAY /BUSINESS GIFT*) OR **SOLD** (MERCHANDISE)

* Company gifts are not required to be branded, tax regulations apply nationally.

THE EUROPEAN PROMOTIONAL ITEM TOP TEN MARKET 2019 MEUR 11.974*

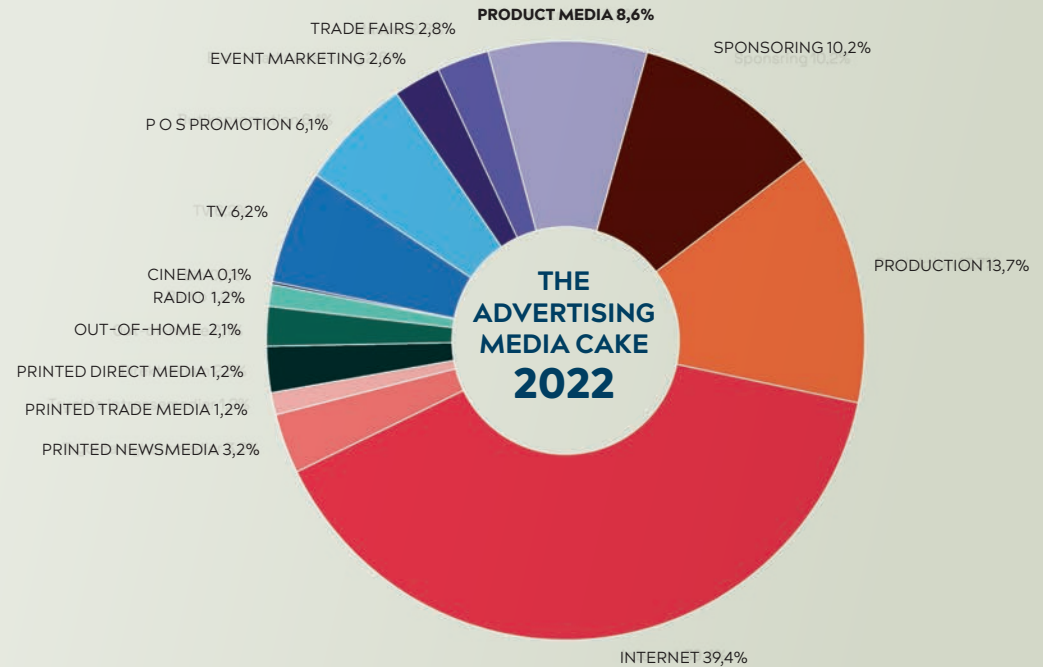
SOURCE: PSI

* Total market estimated to MEUR 14,949



SWEDEN'S ANNUAL INVESTMENTS IN ADVERTISING MEDIA IS MSEK 88,375

SOURCE: IMI



DEMAND INERTIA: ALL SECTORS ARE NOT SENSITIVE TO ECONOMIC CONDITIONS

GROCERY CHAINS, PUBLIC SECTOR, HEALTH CARE, FAST FOOD, RECURRING EVENTS AND SPORT SERIES EVENTS ARE RELATIVELY UNAFFECTED BY A DOWNTURN IN MARKET, CREATING AN INERTIA EFFECT IN E G PROMOWEAR DEMAND.



BRANCH DATA INCONSISTENCY:

MARKET IS LARGER
THAN INDICATED



MSEK 7,600

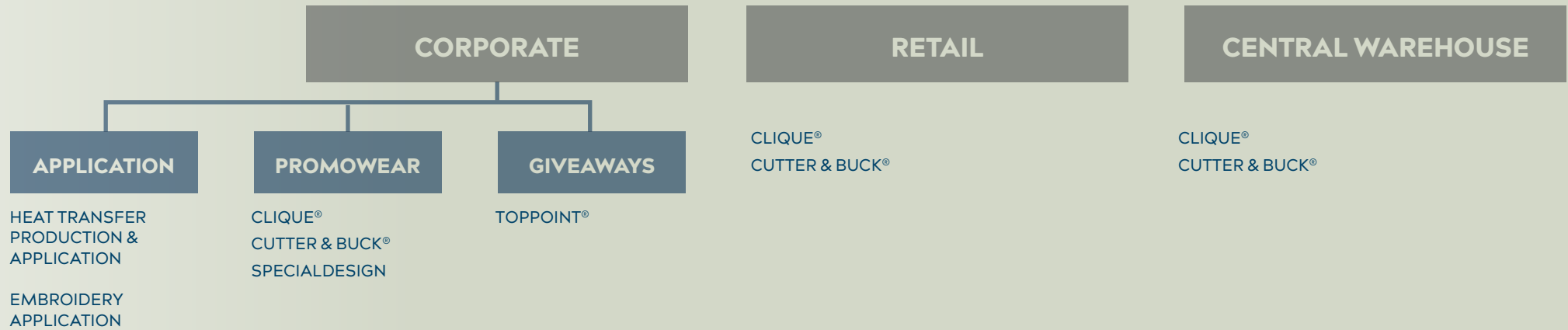
SOURCE: IRM

MSEK 4,700*

SOURCE: PSI

*MEUR 412 recalculated to MSEK.

NEW WAVE MODE STRUCTURE



PRICING POWER

BY ADDED VALUE
& BRAND
PREFERENCE



GENERIC
LABEL
REPLACEABLE
PRICE SENSITIVE



ADDED FEATURES
BRAND
PREFERRED
NOT PRICE SENSITIVE

NEW WAVE GROUP: PRICING POWER.



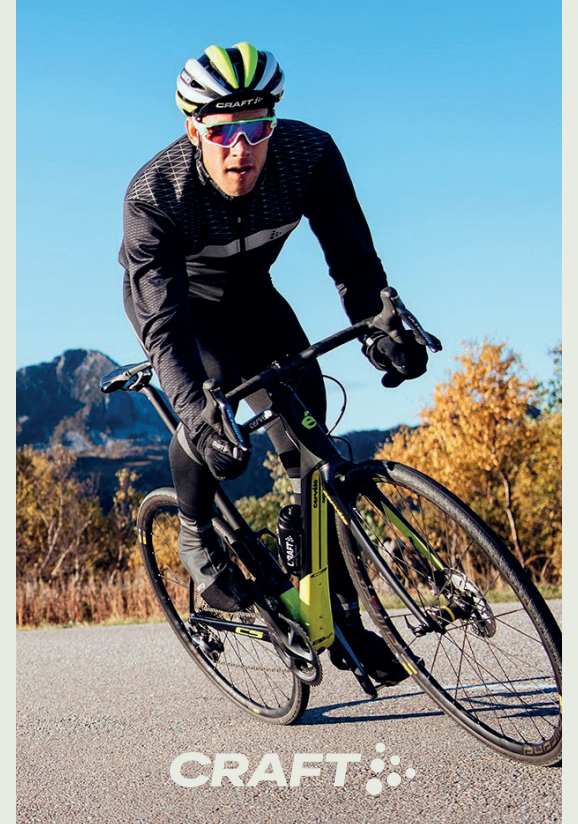
ADDING BUSINESS FASHION VALUE
TO PROMOWEAR



ADDING OUTDOOR VALUE
TO PROMOWEAR



ADDING GOLF & PNW VALUE
TO PROMOWEAR



ADDING SPORTS VALUE
TO PROMOWEAR

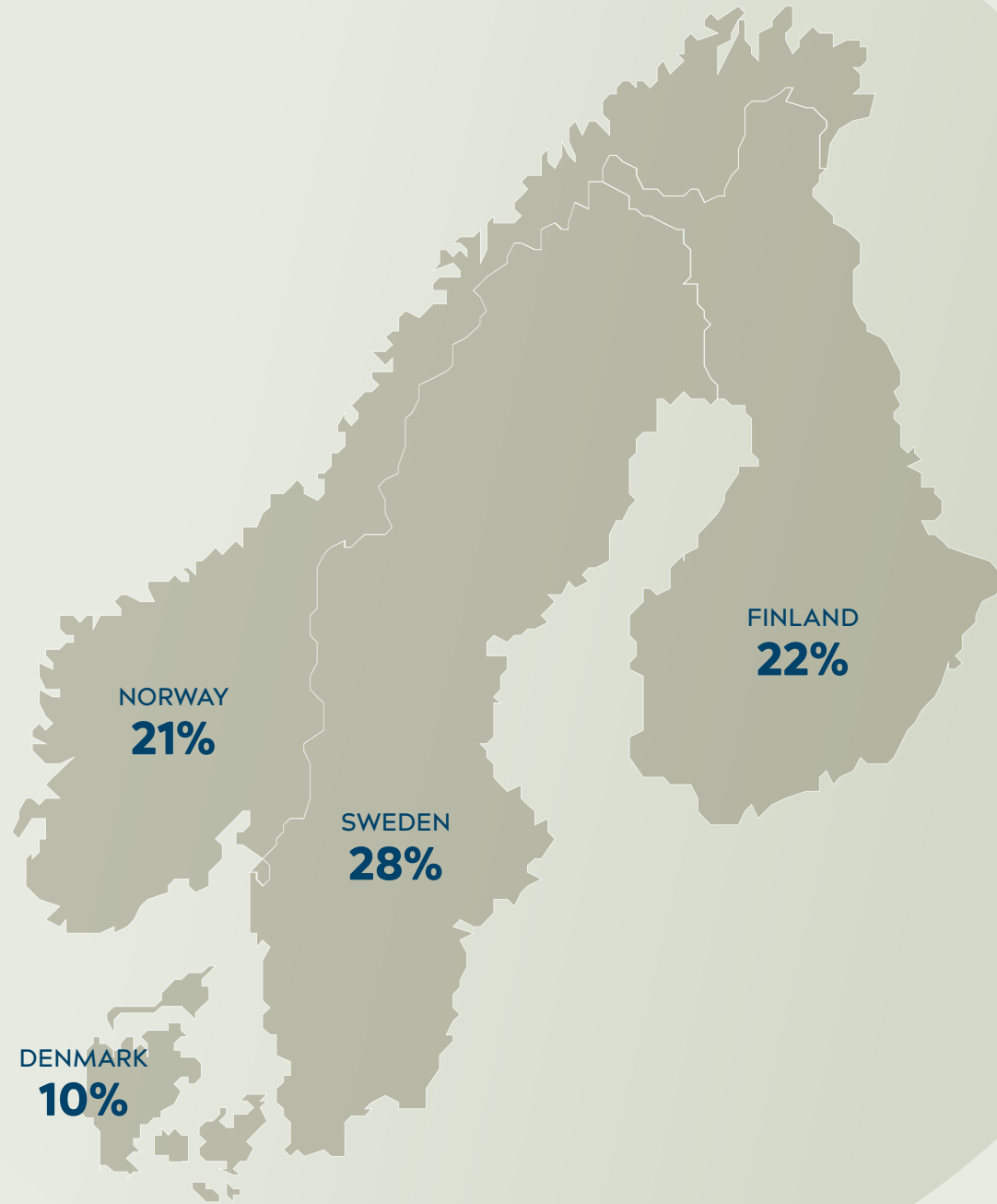
CUTTER & BUCK: PREMIUM BRAND. PRICING POWER.

CB
Cutter&Buck
Tour.



NEW WAVE GROUP: MARKET SHARE* NORDIC COUNTRIES

*Figures referring to the category Promowear



SWEDEN:

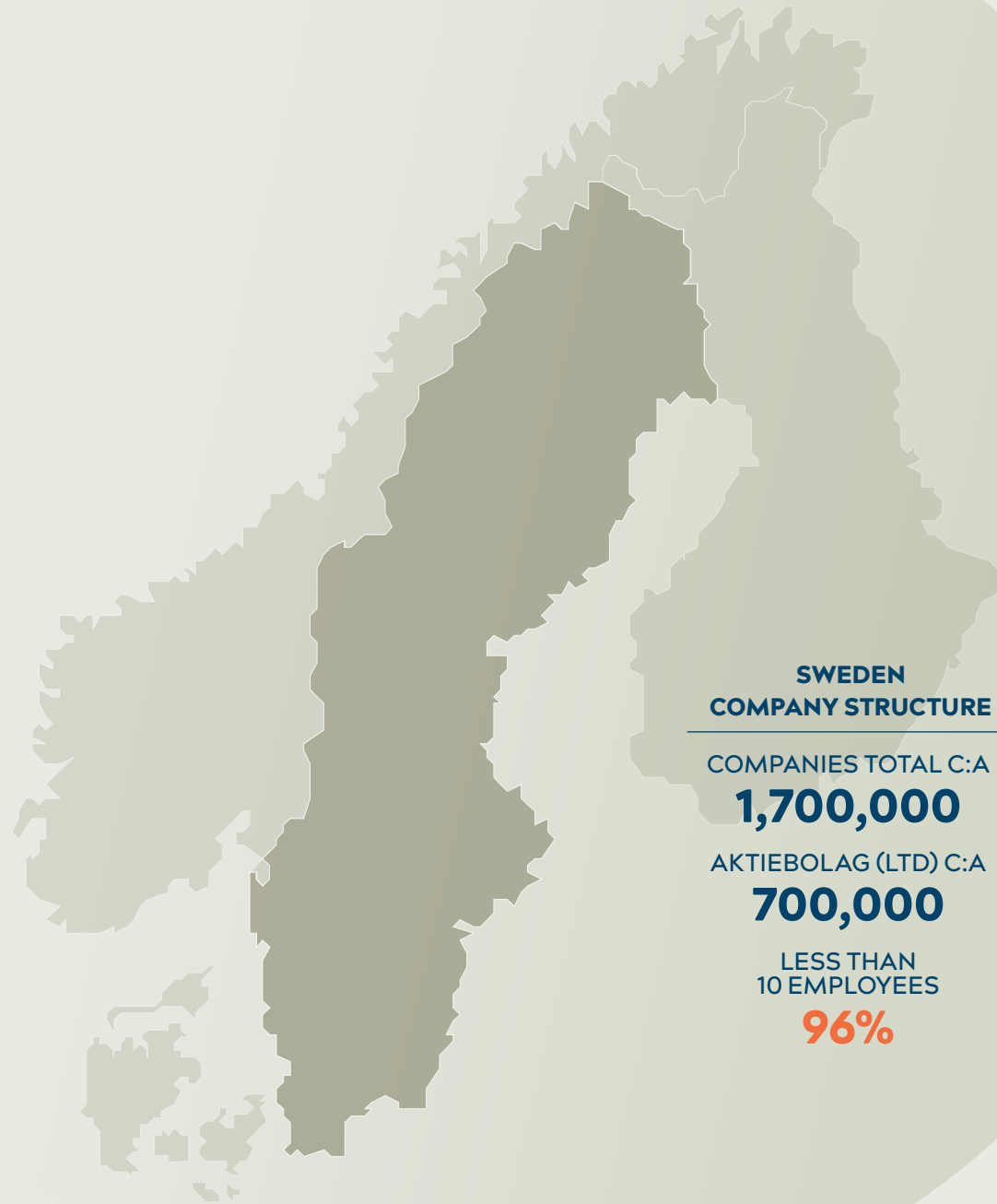
OVERESTABLISHED,
FRAGMENTED AND
LOCAL MARKET

PROMOTION BUSINESS STRUCTURE

WHOLESALE REPRESENTED*	PRIMARY PROMOTIONAL RETAILERS**	SECONDARY PROMOTIONAL RETAILERS**
714	1,500	1,500

* Based on paid attendance at national promotion fair.

** Primary: Promotion is main business
Secondary: Promotion is minor part of business (e.g Staples, Ahlsell)



SWEDEN:

MANY ACTORS IN WHOLESALE MARKET

- MULTIBRAND DISTRIBUTORS (e.g. FALK & ROSS)
- BRAND OWNING WHOLESALE (e.g. NWG)
- DIRECT IMPORT RETAILERS (e.g. ALLIGO)



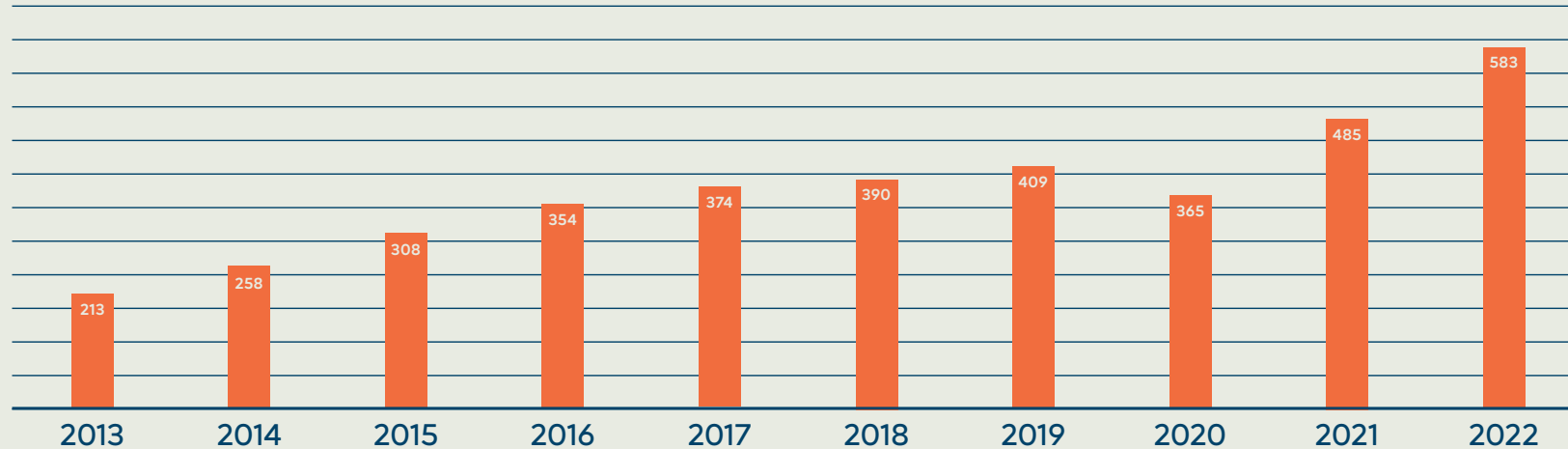
NEW WAVE PROFILE

A UNIQUE MARKETING
CONCEPT FOR
SCANDINAVIA



NEW WAVE MODE PERFORMANCE

MSEK 650

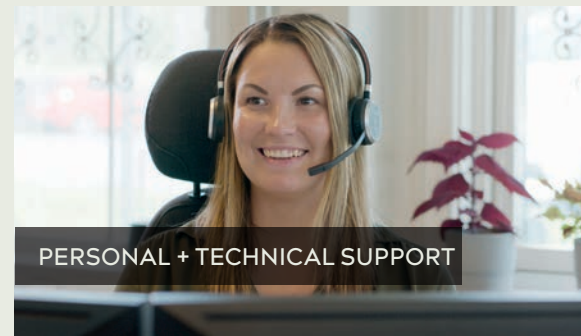
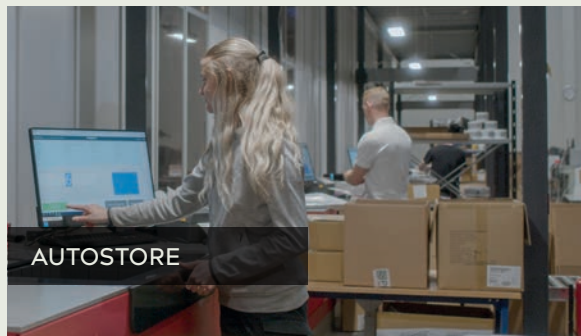


GRAPH SHOWS TURNOVER. EBIT HIGHER THAN GROUP TARGET.

NEW WAVE MODE

FACTORS FOR OUR SUCCESS

- HEALTHY STOCK LEVEL.
- DELIVER 100% WITHIN 24 HOURS (BLANKS).
- WELL KNOWN BRANDS WITHIN THE INDUSTRY.
- DEEP / WIDE ASSORTMENT (QUALITY, SIZES, COLOURS, LADIES/MEN ETC).
- STAFFED ORDER DEPARTMENT / PERSONAL SERVICE.
- TRAVELLING SALESMEN (COVER ALL AREAS).
- HIGHLY QUALIFIED STAFF WITH A LOT OF EXPERIENCE.
- STRONG AND LONG LASTING BONDS AND A GOOD REPUTATION.
- A CLEAR AND WELL ANCHORED VISION AND GOAL.
- THE STRONGEST MARKETING CONCEPT WITHIN THE INDUSTRY (NEW WAVE PROFILE).
- A GENUINE CORPORATE CULTURE.

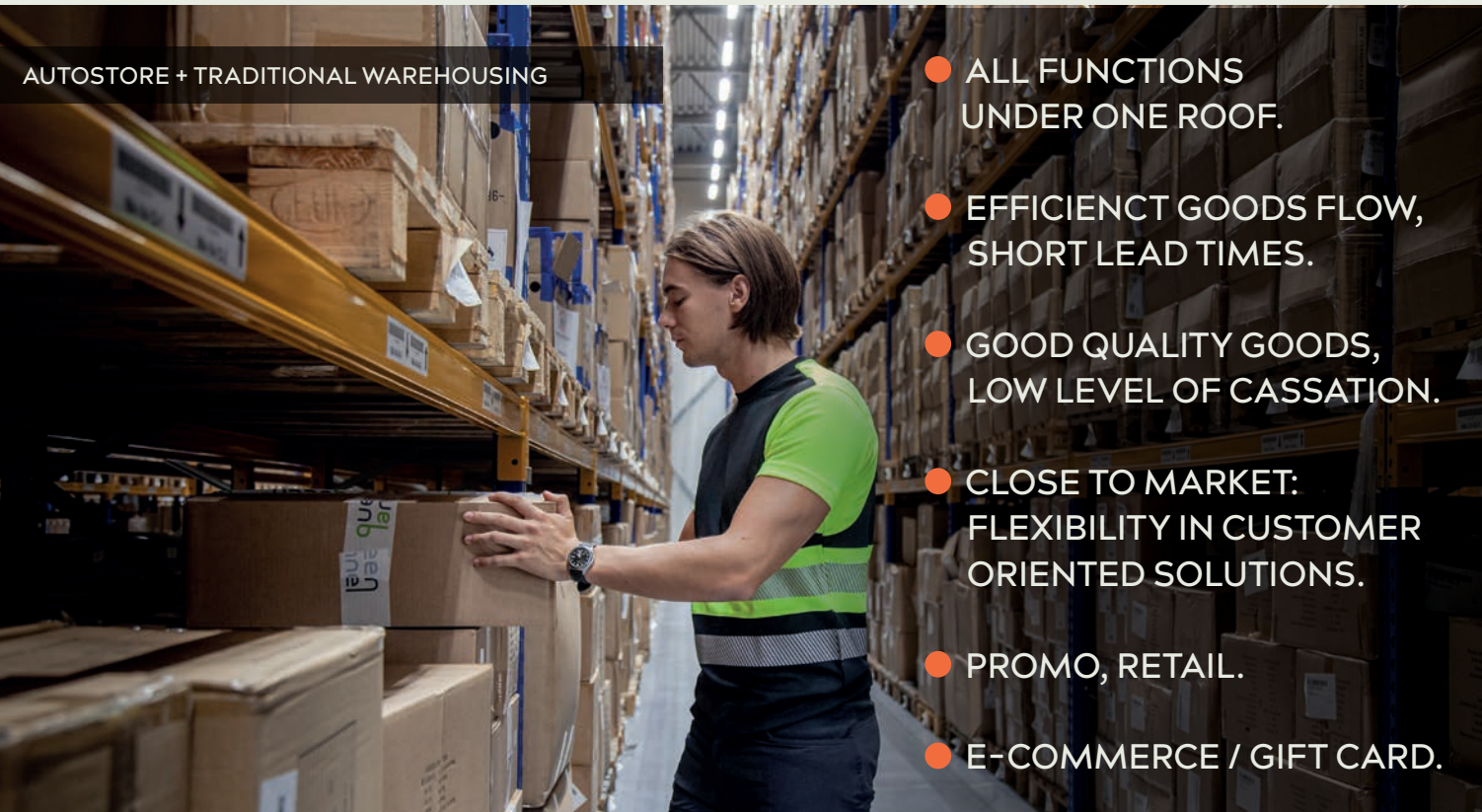




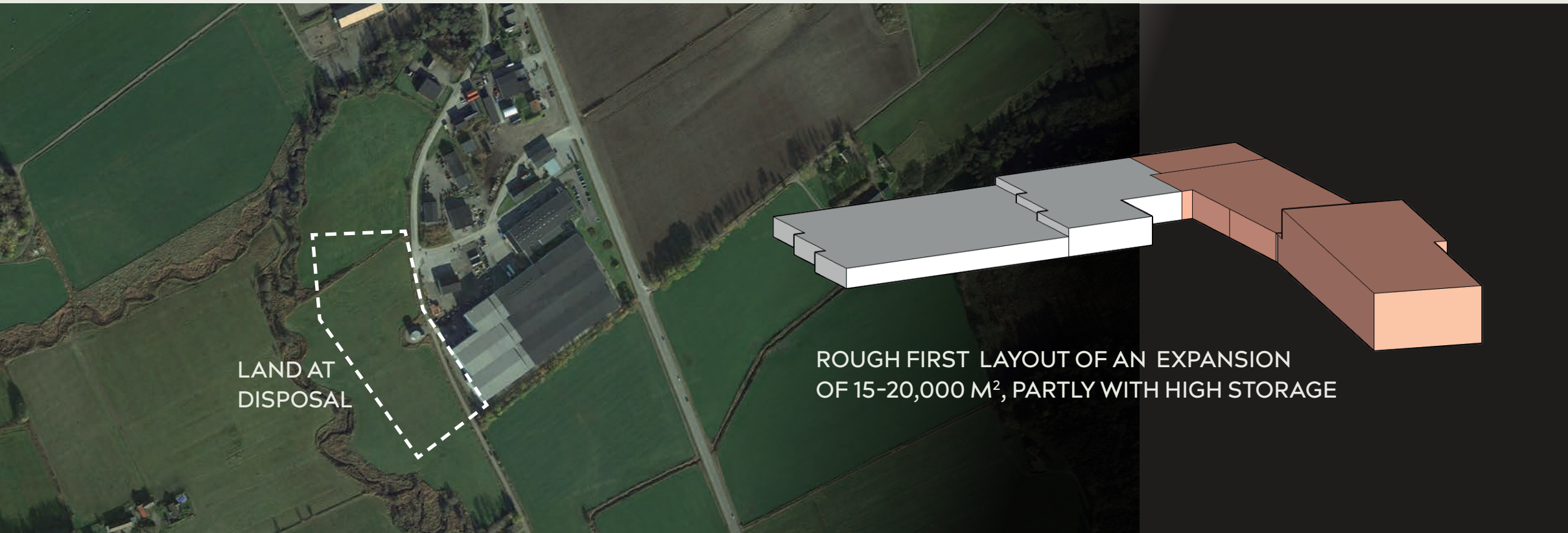
**SERVICE &
LOGISTICS AT
NEW WAVE
MODE.**

- 
- PRODUCING SERVICES AT REASONABLE COST.
 - 3 COMPANIES: ECONOMIES OF SCALE.
 - BALANCING RESOURCES AND PERSONNEL.
 - BLEND OF AUTOMATION, DIGITALIZATION AND HUMAN TOUCH.
 - CENTRAL STOCK SUBSIDIARIES

ONE STOP SHOP: FULL SERVICE CONCEPT.



PREPARING TO EXPAND: TWICE THE VOLUME.



LAND AT
DISPOSAL

ROUGH FIRST LAYOUT OF AN EXPANSION
OF 15-20,000 M², PARTLY WITH HIGH STORAGE

ORDER FLOW: TECH AND PEOPLE COMBINED.



NEW WAVE MODE CULTURE



- WE STAY LONG
- WE GROW & MATURE
- WE WORK HARD
- WE TAKE RESPONSIBILITY
- WE BOND
- WE HAVE FUN
- WE ARE PROUD
- WE ARE GENUINE
- WE ARE UNPRETENTIOUS
- WE STRIVE FORWARD

VISION:
OUR CONCEPT
HAS LOTS OF
BUILT-IN
EXPANSION
POTENTIAL.

- INHOUSE APPLICATION CONCEPT EXPANDS OUR TOTAL OFFER.
- WAREHOUSE EXPANSION IS IN THE PLANNING PROCESS.
- OUR MARKETING CONCEPTS ARE EXPANDING, CONDITIONS IMPROVING.
- WE HAVE ORGANIZATIONAL AND FINANCIAL MUSCLES FOR EXPANSION.
- OUR MARKET SHARE IS STRONG AND GROWING, FRAGMENTED COMPETITION.

**OUR PART OF GROUP VISION:
GROWTH BY MSEK 200-300
IN 3-5 YEARS.**