







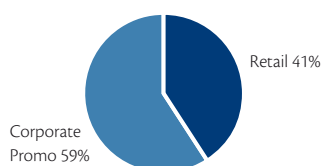
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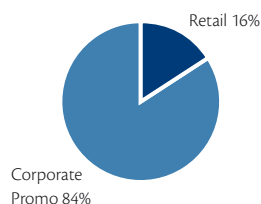
Summary of 2007

- During 2007, New Wave Group increased sales by 19% to MSEK 4 194 (3 531).
- The strong Swedish currency, production disruptions and continued problems within the companies being restructured, affected the turnover and result for the Retail business area in a negative way during the important fourth quarter.
- During 2007, the result after financial income and expenses increased by MSEK 24.8 to MSEK 315 (290).
- Result after taxes totaled MSEK 231 (227) and the result per share increased to SEK 3.49 (3.47).
- Cash flow from operation totaled MSEK 83 (281) and after investments MSEK -1 083 (232).
- The Corporate Promo business area increased sales by 15% to MSEK 2 473 (2 146). The result before interest, tax and depreciation (EBITDA) increased by MSEK 98 to MSEK 386 (288).
- The Retail business area increased sales by 24% to MSEK 1 721 (1 385). The result before interest, tax and depreciation (EBITDA) decreased by MSEK 23 to MSEK 74 (97).
- Torsten Jansson took the position of working Chairman of the Board and Göran Härstedt, former vice Managing Director, the position of Managing Director.
- The company completed the largest acquisition so far, the American golf clothing company Cutter & Buck.
- Preparations were made for the American launch of the Group's largest promowear concepts, New Wave and Clique, and the European launch of the golf clothing trademark Cutter & Buck.
- Orrefors Kosta Boda continued their positive development, but decreased their profitability on sales in the USA due to the weak US Dollar and lowered profit before tax due to raised energy costs and production disruptions.

Sales per business area



Result (EBITDA) per business area



Key figures	2007	2006
Turnover, MSEK	4 194.0	3 531.0
Profit before depreciation, MSEK	459.7	384.9
Profit after depreciation, MSEK	405.8	344.8
Profit after finance net, MSEK	315.0	290.2
Gross profit margin, %	47.6	47.9
Equity	1 438.2	1 310.7
Return on equity, %	17.1	18.7
Return on capital employed, %	12.8	12.9
Number of employees	2 350	2 207
Profit per share, SEK	3.49	3.47
Equity per share, SEK	21.68	20.03



Besides Annika Sörenstam, Cutter & Buck also collaborate with Stuart Appleby, one of the highest ranking golf players in the world.



Statement by the Managing Director

My first year as Managing Director and CEO of the New Wave Group was in many ways exciting, bewildering and towards the end of the year downright drastic. A lot happened in 2007. 2007 was yet another eventful year in the history of the New Wave Group. We completed our biggest-ever acquisition and we prepared our two biggest new launches in the form of the New Wave & Clique promowear concept in the USA and the golf clothing brand Cutter & Buck in three markets in Europe in Corporate Promo. New Wave also has a new Group management team, with me as Managing Director and Torsten Jansson, now working Chairman of the Board, supplemented by new regional and business area managers.

Unfortunately 2007 also saw a number of problems that presented major challenges to New Wave. Product range and sales-related problems in the Swedish companies involve promotional gifts, major reductions in trading, and structural problems in the transfer and printing operation. The market also weakened in the USA, the US dollar became

weaker and yet again we had a very mild winter, with the associated fall in sales in both Corporate Promo and Retail. Despite these problems and the weak end of the year for the retail operation, we can once more boast an increase in both profit and sales – for the 17th successive year. This is of course because we have a large number of companies that generate amazing results and growth figures. Our Italian company, the Texet companies in Central Europe, the New Wave companies in Norway and Denmark, Craft, Pax and ProJob are examples of companies within New Wave that performed excellently in 2007.

The acquisition of Cutter & Buck meant that we changed our original plans for new launches and investments in 2007. Capital was mobilised for the Cutter & Buck acquisition, and planned launches were postponed. So far the process of integration has gone according to plan, with plenty of synergies. We now have a platform in the American market from which to launch our European Promo concept, which will start with the launch of our biggest, broadest promowear

“Despite these problems and the weak end of the year for the retail operation, we can once more boast an increase in both profit and sales – for the 17th successive year.”

concept: New Wave & Clique. The kick-off took place at the major promo trade fair in Las Vegas in mid-January 2008. The same sales force, logistics and distribution are being used. Cutter & Buck also gives us a fantastic brand of golf clothing, which works well in both Corporate Promo and Retail. It is one of the biggest golf brands in Corporate Promo in the USA, but one of the smallest in Europe – it is tailor-made for distribution through our companies in Europe, which have a strong position in many markets. If the US dollar can be kept more or less under control and the retail sector in the USA does not weaken too much, Cutter & Buck has every opportunity of continuing to make a very positive contribution to the Group.

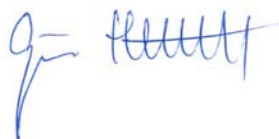
Orrefors Kosta Boda has in many ways continued to develop in a positive way, although it has been hard hit by reduced profitability in its sales in the USA because of the weakening of the US dollar. Production expenses also increased, which weakened profitability during the fourth quarter. There remain many measures to be implemented within Orrefors Kosta Boda to achieve acceptable profitability. Sales increases must be even higher, and efficiency must be improved. Distribution must also be broadened, especially in the USA and in other markets where the brands already have a strong position, and we must continue to invest in new markets such as China, the Middle East and Russia.

My expectations for 2008 are high, and I expect us to increase profits and sales for the 18th year in succession. Having said that, the problems of 2007 remain fresh in my mind. We have much to improve, and at the time of writing work is focused intensively on reducing costs, improving efficiency, improving cash flows and reducing capital tied up – while

at the same time we must improve growth. This is a really tough challenge, but one that is perfectly possible to achieve. We also have plenty of positive things to look forward to in 2008: the launches of New Wave & Clique in the USA, the launch of Cutter & Buck in Corporate Promo in Sweden, Norway and Denmark, the European Championships in football with expected Umbro sales. We also have the continued opening of new shops for Orrefors Kosta Boda in China, the distribution of Speedo in Sweden, Norway and Denmark, the new COOP agreement that will start to become significant, and Craft, which is going from strength to strength and now has a new focus on an Alpine collection.

The economy is a major topic of conversation, and it is difficult to say what a weakening of the economies in the USA, Sweden and the rest of Europe will mean for New Wave. We are alert and prepared for a weaker economy in our biggest markets, and we must still be able to grow. We are in every respect a distinctive growth company in which our employees are without doubt our most important assets, even though our business is based on selling concepts containing products with additional services. We create growth by being better than our competitors, faster than others, simpler and more down to earth in our customer relations, and by having a burning desire to achieve things.

2008 will be a year of focus for us, in which we will deliver continued growth.



Göran Härstedt
Managing Director and CEO

“2008 will be a year of focus for us, in which we will deliver continued growth.”

This is New Wave Group

Business concept

New Wave Group is a growth company that creates, acquires and develops brand articles for the Corporate Promo business area (business market) and the Retail business area (consumer market), mainly within the sports, gifts and interior decoration sectors. The Group shall achieve synergies by coordinating design, purchasing, marketing and distribution of the Group's collections, and by making use of coordination advantages between the Group's trademarks. The Group shall operate in the Corporate Promo business area and the Retail business area in order to obtain good risk diversification.

Our vision

Our vision is to become the leading supplier of corporate promo products in Europe, by offering retailers an excellent product assortment, strong trademarks, good knowledge and service, and a superior overall concept.

Our vision is also to make the wholly owned subsidiaries Craft and Seger internationally recognized trademarks on the functional sportswear market, and to make Orrefors and

Kosta Boda world leading trademarks on the glass and crystal market. Through the Group's presence in the USA, we wish to become a substantial supplier in the North American Corporate Promo business area. Our vision in the foreseeable future is to reach BSEK 10 in turnover and BSEK 1 in result before tax.

Targets for profitability and growth

New Wave Group strives to maintain a sustainable and profitable sales growth through expansion within the Corporate Promo business area and the Retail business area. The growth target during a business cycle is 20-40% per year, whence 5-10% organic growth and 15% operating margin. In addition, New Wave Group's equity ratio target is at least 30% during a business cycle.

Strategy

New Wave Group's strategy to reach our targets is:

- to acquire, establish and develop trademarks within the Corporate Promo business area and the Retail business area
- establish trademarks and operations on new geographic markets
- to spread the Group's values to newly set up as well as acquired companies

New Wave Group's values

New Wave Group is a decentralized group and the Group's values work as a guiding principle. We put a lot of work into maintaining and spreading New Wave Group's values

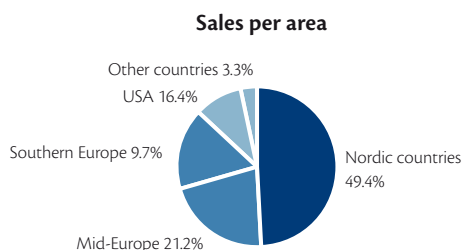
throughout the Group. This is especially important when acquiring new companies. At New Wave Group, we always look for the inexpensive and simple solution. Our motto is "a dollar saved is a dollar earned."

- It takes hard work to reach better success than our competitors.
- In a decentralized group it is important that the employees are brave enough to take initiative and that they learn from their mistakes.
- Putting the customer first permeates the entire activity, which is necessary in order to always be the best.

History

The company has since the start in 1990 shown steady sales and result cumulation. The average sales cumulation during 1992-2007 has been 37% per year and the result increased an average of 33% per year.

New Wave Group was established in Sweden and Norway in 1990 and in Finland in 1994. In these countries, the Group is market-leading and has a market share of an estimated 30%. Craft was acquired in 1996 and through this acquisition the Group established in the Retail business area. New Wave Group took a leap into the promotional gifts market by acquiring Sagaform in 2001, which has had a lot of synergies with the Group's other Corporate Promo activities. In 2003, we started developing our own workwear concept, ProJob. The investment was completed with



Sweden and Norway.
1990

Acquisition of
Craft of Scandinavia.
1996

Acquisition of Hefa AB.
1998

France.
Acquisition of Textet.
2000

1994
Acquisitions in Finland
and Italy.

1997
Establishment in Denmark,
Spain and Germany.

1999
Establishment in
Holland and England.



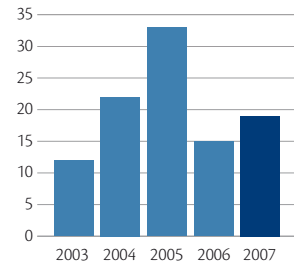
Grizzly is one of New Wave Group's trademarks in the Corporate Promo business area.

the acquisition of Jobman. After establishing on the workwear market, New Wave Group now is the only complete supplier on all three markets (promowear, promotional gifts and workwear) in the Corporate Promo business area. The Group has expanded gradually and set up operations throughout Europe. Today, New Wave Group has established business operations with subsidiaries in 20 countries.

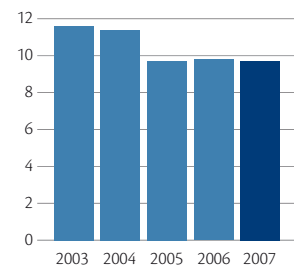
New Wave Group distributes the trademark Craft on 29 markets in Asia, Europe and North

America through distributors. The acquisitions of the Orrefors Kosta Boda group at the end of 2005 and Cutter & Buck in 2007 give us a strong position on the American market. Sales abroad make up for 61% of the Group's total sales and amount to MSEK 2 575. Sweden is still the Group's most important market, inasmuch as a majority of the acquisitions over the last years have been Swedish companies. However, the Group's organic growth is stronger outside Sweden, with focus on the rest of Europe.

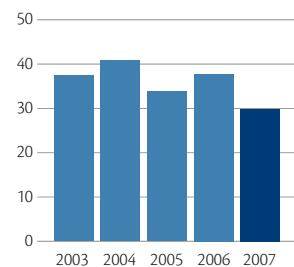
Growth 2003-2007 (%)



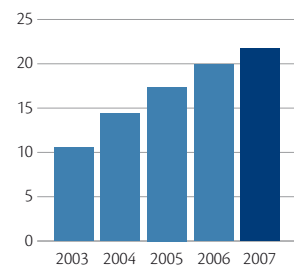
Operating margin 2003-2007 (%)



Equity ratio 2003-2007 (%)



Equity per share (SEK)



Acquisition of Frantextil, X-Tend and the Toppoint group.

2002

Acquisition of SMAP, DAD Sportswear and Jobman.

2004

Large investments in Orrefors Kosta Boda.

2006

2001

Acquisition of Sagaform and the Seger group.

2003

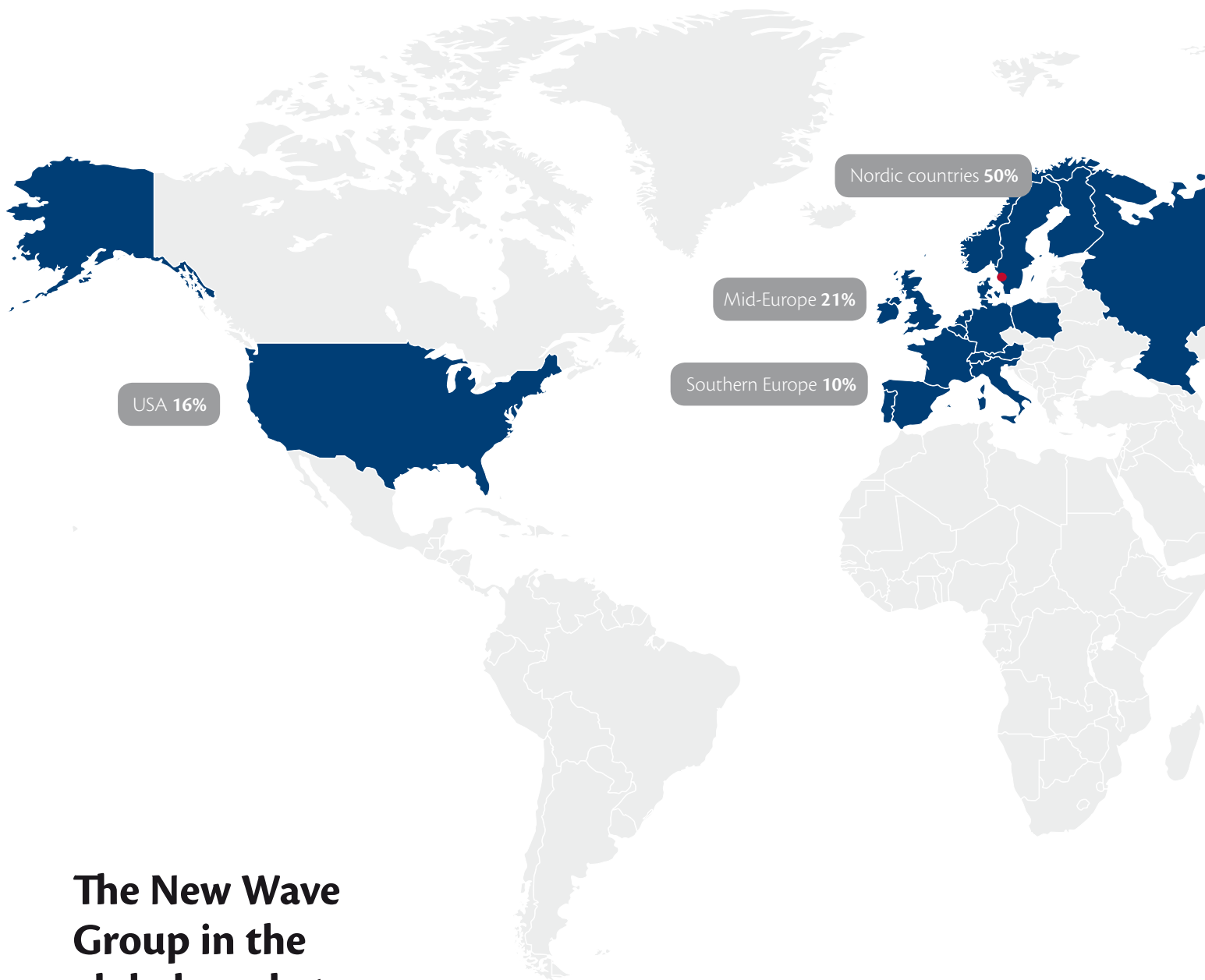
Establishment in China and Switzerland. Establishing of ProJob.

2005

Ireland, Wales and Russia. Acquisition of the Dahetra group, the Orrefors Kosta Boda group and the Intraco group.

2007

Acquisition of Cutter & Buck.



The New Wave Group in the global market

The New Wave Group has grown from being a leading player in the Nordic market to become a significant player in many other markets. This is true of both the Corporate Promo and Retail business areas, with strong international brands such as Craft, Cutter & Buck and Orrefors Kosta Boda.

The Group's business strategy is based on developing concepts and launching brands in new markets. In the case of foreign launches, the company's tactic is initially to target only the promo market with one or two of the Group's brands. The operation must be run at a low cost level in order to operate with a limited financial risk. Once satisfactory profitability and good growth have been achieved, more promo brands are launched and the retail market is targeted. If the launches are implemented via distributors, retail launches can be undertaken without promo launches, one example of which is the launch of Craft in the USA.

The New Wave Group has regularly invested an element of its regular profits in new markets, which has produced a high rate of growth over a long period of time. New Wave is now established with its own subsidiaries in 20 countries, and has completed 149 launches under its existing brands. By simply introducing the Group's existing concepts into countries where the Group is already established with its own organisations, there are around 100 new launches still to be undertaken.

Sales per area MSEK	2007	Part of turnover	2006	Part of turnover	Change MSEK	Change %
Nordic countries	2 072	50%	2 024	56%	48	2
Mid-Europe	891	21%	833	24%	58	7
Southern Europe	406	10%	412	12%	-6	-2
USA	689	16%	167	5%	522	313
Other countries	136	3%	95	3%	41	43
Total	4 194	100%	3 531	100%	663	19



Sales activities

Sweden, Norway, Finland, Denmark, Italy, Spain, Germany, Austria, Holland, Poland, Franc, Switzerland, Belgium, China, the UK, Ireland, Japan, USA, Russia and Hong Kong.

Own purchasing offices

Sweden, Shanghai (China), Dhaka (Bangladesh), Ho Chi Minh City (Vietnam) and Bengaluru (India).

Proportion of sales

Other countries 3%

Brands per country

- Established market
- New established market

	Clique/New Wave	Clique Retail	Cutter & Buck	Harvest/Printer	Mac One/Jingham	Grizzly/Cottover/Goal	DAD	INSideOUT	Sagaform	Craft	Seger	Jobman	Projob	Toppoint	Hurricane	Orrefors	Kosra Boda	Intraco	Lord Nelson/Queen Anne	Pax/Sköna Marie
Sweden	●	●		●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●
Norway	●			●	○	●	○		●	●	●	●		●	●	●	●	●	●	
Finland	●			●	●	●			●				●	●		●	●	○	●	
Denmark	●				○	●	●		●	●			●	●	●	●	●		●	
Germany	●			●		●	●	●	●	●		●	●	●		○	○			
France	●			●				●	●				●	●						
Italy	●			○				●		●		●	●	●						
Belgium	●			●	●		○	●	●	●			●	●					●	
Holland	●			●	●		○	●	●	●		●	●	●		●	○	●		
Switzerland	●			●						●			●							
Spain	●			●				●	●	●			●	●						
Austria	●			●					●					●						
Great Britain	●			●					●	●			●	●					●	
China	●									●						○	○	○		
Russia	●								●							○	○			
Ireland	○								●	○			●							
USA			●						●							●	●			
Japan																●	●			
Poland				●					○				○	●					○	

The flexibilities of a small company combined with the synergies of a large company

New Wave Group markets our products through a range of different trademarks. The company strives for full integration from the beginning of the process in order to attain competitive advantages. The synergies are clear for the two areas of business, Corporate Promo and Retail, on several levels:

Design

The company is experienced in design and product development. Elaborate strategies are applied for each trademark, regardless of product type. The different concepts within the Retail business area have their own product development, but in the Corporate Promo business area product development is coordinated since the design is less susceptible to fashion trends. Well designed promowear suits both men and women of working age and have plenty of room for profiling (logotypes that is) since the clothes are intended for the Corporate Promo Business. A major part of designing for the Retail Business has to do with shape and function. The Group works closely together with quite a few professional and amateur athletes from different sports. Orrefors Kosta Boda collaborates with several famous artists, which is also made use of when developing the trademarks Kosta Linnewärfveri and Orrefors Jemverik.

Purchasing and production

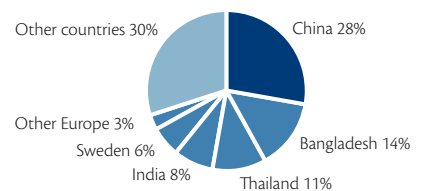
The Group's total purchasing volume is considerably larger than most competitors' in the Corporate Promo business area. This generates great advantages in purchasing, transporta-

tion and store-keeping. In addition to Sweden, New Wave Group has established purchasing offices in China (1992), Bangladesh (1999) and Vietnam (2003). During 2007, another purchasing office was set up in India. Today, New Wave Group has about 550 suppliers and the goal is to reduce the number of suppliers by half by concentrating purchasing to fewer markets.

The Group has locally employed quality controllers who supervise production and make sure that the suppliers fulfill the Group's quality and environmental demands. It is important that quality issues are detected before the merchandise is shipped to Europe in order to adjust them and deliver high quality products to the customer. The Group has also employed controllers who make sure that the suppliers follow the Group's code of conduct.

New Wave Group owns only a few manufacturing facilities in Sweden: Seger Europe's production unit for knitted products (hats, socks and scarves), and the glass manufacturing at Orrefors and Kosta Boda. In the Netherlands, the Toppoint group runs a printing operation for printing, among other things, pens and

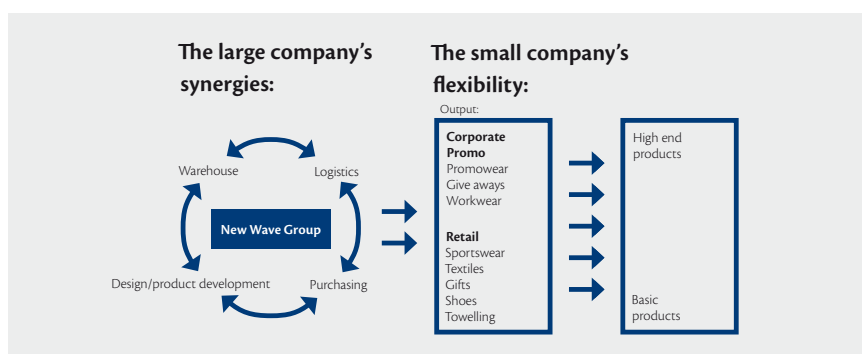
Purchasing market



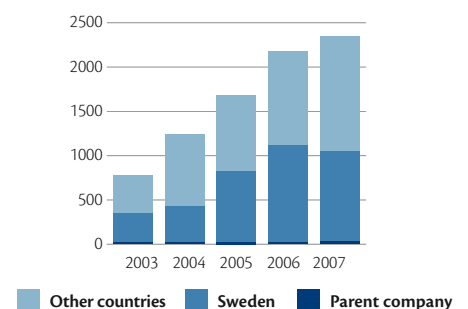
mugs, and in Denmark New Wave Group owns a production unit for embroidery and transfer printing. New Wave Group owns Cutter & Buck, who in turn have some manufacturing in America in the form of embroidery.

Logistics

Most of the Group's products are manufactured in Asia. By shipping the different concepts to Europe together, the Group achieves major advantages through volume. We continue to concentrate store-keeping to fewer warehouses, which means that the Group can keep capital tied up down to a minimum. Through acting in both the Corporate Promo and the Retail business areas, where a majority of the products are common for both areas, we can also coordinate logistics.



Number of employees 2003-2007





In the Swedish "Glasscountry" Småland you will find the glass manufacturing of Orrefors and Kosta Boda.

Corporate Promo business area

The New Wave Group is a wholesaler that sells to thousands of retailers all over Europe, Asia and the USA. The New Wave Group is established via its own subsidiaries in 20 countries, although some sales are also channelled via agents and export activities. The Corporate Promo business area has operations that include design, purchasing, logistics and marketing. In 2007 the business area accounted for 59% of the Group's sales and 84% of the Group's operating profit before depreciation (EBITDA).

Wholesalers

The promo market has three main product areas: promowear, promotional gifts and workwear. Promowear and promotional gifts are usually viewed as the real promo market, as these products have similar areas of application and are marketed by the same kind of retailer. Workwear is used in the first instance because there is a need for functional, hardwearing work clothes in many professions (e.g. joiners and painters), while promowear and promotional gifts serve primarily to profile and market brands. There has, however, been a greater degree of "overlap" between the various areas in recent years, among both wholesalers and retailers.

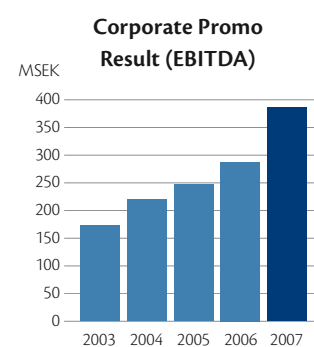
The promo market (promowear and promotional gifts) in Europe is estimated at around SEK 120 billion at the wholesaler level. In the Nordic region both product areas generate about the same level of sales. In the rest of Europe, however, the proportion of promotional gifts is greater. In total, the European market at the wholesaler level is estimated to generate around SEK 75 billion in promotional gifts and SEK 45 billion in promowear. The American promo market generates sales of around USD 14 billion at the wholesaler level, of which USD 10 billion is from promotional gifts and around USD 4 billion is from promowear.

The promo market at the wholesaler level consists of a few major players that operate in most European markets (e.g. the New Wave Group and the Polyconcept Group), as well as a large number of small and medium-sized wholesalers that primarily target their domes-

tic market (but who sometimes also operate in other countries). There is a wide range of offers available and working methods. Some operators specialise in individual products, e.g. jackets or T-shirts, and use simple methods to target the market, while others have a broad range of products and sometimes also offer other solutions for the customer, e.g. in terms of IT or product labelling, and can satisfy most retailers' needs. Some wholesalers are, like the New Wave Group, active in both the promo market and the retail sector.

The Nordic promo market is characterised by a distinct distribution chain: manufacturer – wholesaler – retailer – end customer. This is also the structure in the USA. In Southern and Central Europe, including Russia, sales do not always follow the above distribution chain, and distributors (who market brands that they do not own themselves) often exert a strong influence in the market.

The market is growing throughout the whole of Europe, and the New Wave Group believes that this growth will continue in Central and Southern Europe. The market in Eastern Europe is similar to the one in Central and Southern Europe. This market is not quite as fully developed and the distribution chain is not as clearly demarcated as in the Nordic region. In Russia promotional gifts are well established, while promowear and modern, functional workwear are relatively new phenomena that are experiencing healthy growth. The American market is more mature. Here the emphasis is on viewing promowear and



promotional gifts as elements of a total marketing solution, and there are industry organisations that deal with matters such as industry statistics and the communication of knowledge.

Retailers

In Sweden it is estimated that there are 2,500 retailers of promowear and promotional gifts. In the rest of Europe, including Eastern Europe, there are tens of thousands of retailers and distributors. There are just as many in the US market.



There are wide variations between retailers, from simple one-man companies to large companies with high-quality displays and travelling salespeople. Some retailers specialise in either promowear/promotional gifts or workwear, while others market all three product areas. Most of the retailers are pure sales companies, but it is also common for retailers also to have their own production, i.e. they print, embroider, engrave or apply transfers to produce a complete promo product, while in Russia, for example, there are almost only pure sales companies. What most retailers share in common is that they make three basic demands of wholesalers: quick, reliable deliveries, satisfactory product quality and products that offer value for money. The products are often used, for example, in campaigns, at trade fairs and events, and the retailer must be able to rely on the wholesaler delivering the right things to the right place at the right time and in the right quality.

The retailer level is extremely fragmented in all New Wave markets, which means that the number of retailers is large and consists mostly of small or medium-sized companies. By way of example, in Sweden the average retailer's sales are around SEK 8.5 million, and in the USA 95% of retailers generate sales of less than USD 2.5 million. The reason why the retailer level is so fragmented is partly because there are few obstacles to starting up, relatively small

benefits of scale, an extremely wide range of products and the fact that personal contact with the end customer is often important in the sales process. The Group's aim is to provide its retailers with competitive advantages in this fragmented market, for example by offering a complete range of promowear, promotional gifts and workwear, and by offering benefits of scale in areas such as marketing and IT.

End customers

End customers can be all companies and organisations in the markets where New Wave operates. Larger companies use promowear and promotional gifts to a greater extent than smaller ones. Larger companies are more inclined to view promowear and promotional gifts as strategic tools in their media mix. Major sectors in the fields of promowear and promotional gifts in the USA include telecommunications, pharmaceuticals, financial services and the sport, alcohol and automotive industries. Promowear and promotional gifts are media that are used to communicate various kinds of message. Promowear and promotional gifts compete with other communication channels that end customer can use, such as direct marketing, daily newspapers, TV and magazines. At the same time they are often used in connection with other advertising media, for example at trade fairs, events, in

sponsorship and as prizes in connection with direct marketing. Brand profiling is becoming increasingly important in connection with faster product and service development, globalisation and a surplus of offers available to consumers and companies. The profile must create and emphasise a strong brand, develop good customer relations, and motivate and encourage the company's own staff. Promowear and promotional gifts are extremely important in the field of brand profiling.

Promotional gifts cover a very wide range of items and have two extremes: give-aways at one end, and more exclusive gifts at the other. 'Give-aways' means simple, cheap products such as pens or key rings bearing a logotype. These are often handed out in connection with, for example, customer visits, trade fairs and events. At the other extreme are presents of a more exclusive nature, for example gifts to commemorate an anniversary or a special occasion. Between these two extremes there are a host of products. These will usually have a brand or other message applied to them, and they will be products that are useful to the target group. Promotional gifts are a personal medium for which the recipient is grateful, in contrast with many other advertising media. Gifts are a way of expressing and confirming relations with customers, employees, suppliers and many more besides.



The three legs and the brands

New Wave targets the promo market using various brands at different levels of quality and price in order to cover most of the market's needs. The New Wave Group currently markets the following concepts within different segments:

1) Promowear

The New Wave Group started to sell promowear in 1990 and considers itself a comprehensive supplier in this segment, with a broad brand and product portfolio, to satisfy customer demand. The most recent addition to the brand portfolio is the exclusive American brand Cutter & Buck, which means that the New Wave Group now has five comprehensive concepts that are being launched gradually all over Europe.

- New Wave/Clique
- Harvest/Printer
- MacOne/Jingham
- Grizzly/DaD
- Cutter & Buck

2) Promotional gifts

Sagaform was acquired in 2001, marking the first move into the market for promotional gifts. This proved to be a successful investment, with significant market synergies between the product groups. Since then the product range has been broadened through acquisition and in-house development. The acquisitions of DJ Frantextil, Toppoint, Intraco and Orrefors Kosta Boda mean that the New Wave Group now has extremely good coverage in the promotional gift segment, with everything from simple give-aways from Toppoint to exclusive Swedish glass from Orrefors Kosta Boda. In between are the promotional gift brands Lord Nelson, Queen Anne and Intraco, with products that are bought in from Asia, as well as Sagaform with its own design and a little more exclusivity.

3) Workwear

In spring 2004 the New Wave Group acquired the workwear company Jobman Workwear, with its large market share in Sweden. Jobman's products are aimed at the dedicated, mature, targeted professional who wants a little more than just the standard. In autumn 2004 the New Wave Group presented its

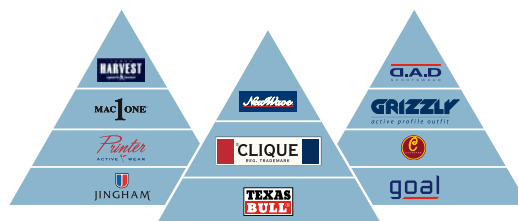
workwear concept ProJob Workwear, which had been developed in house. ProJob's workwear is slightly more exclusive, with plenty of details and designed to withstand hard wear and critical eyes. With Jobman and ProJob, the New Wave Group has two brands that complement one another really well and is able to offer customers what they demand and match competitors on several different levels. Jobman and ProJob cover the whole spectrum of workwear: building and installation work, transport and service, painters and plasterers, kitchen and restaurant, protective clothes, warning clothes, functional clothes, winter clothes, shirts and sweaters, as well as accessories. Great emphasis is placed on the ergonomic features and functionality of the products. The ProJob range includes, for example, Inbags, a flexible, ergonomic carrying system. Jobman is currently sold via subsidiaries in the Nordic region, the UK, Germany, Holland and Belgium. ProJob is sold in large parts of Europe, Australia and North America.

Margins

The Group's margins depend on the type of product, whether delivery is made from the warehouse or directly from the factory and



The workwear pyramid



The promo pyramids



Promotional gifts and the gift pyramid



the level of quality and the brand involved. The gross margin can vary between concepts from 20% to 60%.

Capital tied up and risk

A company that orders promowear in the company colours for its employees or customers is dependent on the supplier being able to deliver a full range of sizes and the right colours. If, for example, New Wave does not have anything in medium size or in the end customer's corporate colour, they will choose another supplier. The Group's aim is to deliver 98% of the Group's products within 24 hours. The risk of obsolescence is low, as a large proportion of the product range comprises timeless products that are in demand from one season to the next. There is continuous adjustment for changes in purchasing prices and sales are instant, which means that the currency risk is limited. Sales are made to selected retailers, and bad debts are relatively low. In 2007 confirmed bad debts totalled 0.24% of sales. Many of the products are the same for both Corporate Promo and Retail, which provides a significant spread of risk, and even the catalogues can be the same for both business areas.

New Wave Group Research and Development

The parent company's New Wave Group Research and Development department makes sure that the Group leads the way in developments in terms of knowledge of the promo market. The department conducts analyses of the markets where New Wave operates and of the Group's subsidiaries to make sure that the businesses are being run in a competitive way. This means that the Group has a high level of

awareness of each market and can thus utilise the potential and avoid unnecessary risk.

The success concept

Having started from modest origins in Sweden and Norway, the New Wave Group is now one of the biggest players in Europe in the field of Corporate Promo. The New Wave Group has achieved its position by means of a high level of service and delivery performance, a broad product range with good promo products, total concept solutions with marketing packages, e-commerce, etc, and a strong customer focus throughout the entire organisation. With an organisation being built up all over Europe, more concepts are being launched on a country by country basis. The New Wave Group's experiences of this launch strategy will be used in its continued expansion in Asia and the USA.

Growth through product expansion

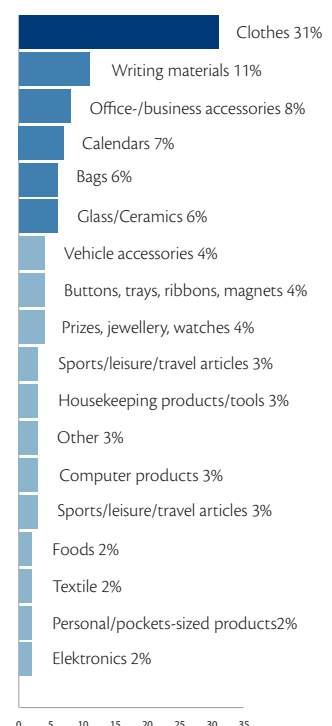
Initially the New Wave Group was only established in the field of promowear, but the acquisitions of recent years have made the New Wave Group the only supplier that covers retailers' needs in all three segments: promowear, promotional gifts and workwear. The Group's international distribution network, with thousands of retailers in 20 countries, produces significant synergy effects on the marketing side through the addition of extra product groups.

The future

The Group's objective is to be Europe's leading profiling company and then to continue growing in Asia and the USA. One important step in achieving growth in the USA was made with the acquisition of American company Cutter & Buck. The New Wave

Group's management believe that growth will continue in the European market. There may also be acquisitions or new operations in the Corporate Promo business area, primarily in the field of promotional gifts. The aim is that Corporate Promo will also account for most of the Group's sales in the long term. New Wave is one of the leading profiling companies in terms of the development of products, services and concepts for its retailers.

The global corporate promo market's estimated division within each product area.



Competitors

New Wave Group faces different competitors in different regions of the world. In the Nordic region, the Group has a very large share of the market (about 30%), which means that the Group can act on the basis of a certain market position. The Group's market shares in the rest of Europe, USA and Russia are respectively still very small. The Group aims to walk at the head of development in order to structuralize the business and create a stable base across Europe. Below, you will find an account of those globally competing actors New Wave Group consider to be our direct competitors.

Fruit of the Loom is since 2002 a part of Berkshire Hathaway Corporation, who since 2006 also own Russell Corporation, one of Fruit of the Loom main competitors. Fruit of the Loom primarily supplies underwear for the American market, but also t-shirts, piques and sweat-shirts for the corporate promo market under the trademark Fruit of the Loom. Their main competitors, besides Russell Corporation, are Gildan Activewear, Hanesbrands and Jockey International. During 2007, Fruit of the Loom acquired VF Corporation's underwear section, Vanity Fair International, which is run as a wholly owned subsidiary. Fruit of the Loom's total turnover 2007 was about MUSD 980.

Canadian **Gildan Activewear Inc.** delivers promowear, mainly t-shirts, piques and sweat-shirts, under the trademark Gildan to mainly the North American market, but also United Kingdom and the Benelux countries. Gildan Activewear's total turnover 2006 was about MUSD 770.

Hanesbrands Inc. Corporation, started in 2005, is a spin-off from American company Sara Lee Corporation. Hanesbrands focuses on underwear and socks, but also delivers t-shirts, piques and shirts for the corporate promo market under the trademark Hanes. Hanesbrands' main competitors are Gildan Activewear, Fruit of the Loom and Jockey International. Hanesbrands Inc. Corporation's total turnover 2007 was about MUSD 1 160.

Kwintet Group manufactures and sells workwear under the trademarks Fristads, Kansas, Wenaas, KLM Kleding, Lafon, Hejco, A-Coe Active Wear and Simon Jersey for both the industrial and corporate markets. In 2005, Kwintet Group was acquired by European Industri Kapital. During 2007, Kwintet Group acquired the Belgian promowear company The Cotton Group, and thereby also the trademark B&C. Kwintet Group's total turnover 2006 was about MEUR 700.

Mid Ocean Brands is a Dutch company launched in 2003 that delivers giveaways such as MP3 players and USB flash drives under the trademarks Arco, TID and KCE, and promowear under the trademark Original Chameleon. The company has trading offices mainly in Europe, but also distribute products through business partners to North America, Australia and Asia among others. Mid Ocean Brands' total turnover 2006 was about MEUR 175.

Polyconcept is a Dutch company that delivers corporate promo articles from more than 30 owned (for example Leed's, Best in town and Champ) and licensed (for example

Balmain, Zippo and Dunlop) trademarks. The company's head office is situated in the Netherlands with 3 larger offices in France, USA and China, and representatives in large parts of Europe and Canada. As much as 52% of Polyconcept's sales are made on the US market and Canada, and 20% on the European market. In 2007, Polyconcept acquired the American company Journalbooks that manufactures and distributes stationary. Polyconcept's total turnover 2006 was about MEUR 640.

Russell Corporation Inc. is since 2006 part of the same group as main competitor Fruit of the Loom, Berkshire Hathaway. Russell Corporation's main market is sports and leisure wear for professional and amateur athletes. Through their trademark Spalding they are the main supplier of basketball and American football equipment to the NBA and NFL. Russell Corporation also supplies Jerzees and Cross Creek basic wear to the corporate promo business, mainly t-shirts and sweatshirts. Russell also manufactures uniforms to selected high school and college baseball and American football teams. Russell's main competitors are Adidas, Nike and Hanesbrands. Russell Corporation Inc's total turnover in 2007 was about MEUR 562.

Switcher is a Swiss company that has been supplying promowear to the European market since 1981 – t-shirts, sweatshirts, piques, jackets, pants, socks etc – under the trademarks Switcher and Whale. Switcher puts a lot of focus on social responsibility and environmental awareness. The company's total turnover in 2005 was about MCHF 79.



Grizzly offers one of the widest assortments of bags on the corporate promo market.

The Retail business area

The Retail business area covers the sale of products under the Group's own brands and brands that are supplied under agreement by the New Wave Group to the retail sector. The Retail business area can be divided into Sport & Leisure and Gifts & Home Furnishing. The Group also supplies large volumes of basic clothing and campaign articles. In 2007 the Retail business area accounted for 41% of the Group's sales and 16% of the Group's operating profit before depreciation (EBITDA). The acquisitions of Orrefors Kosta Boda and Cutter & Buck in recent years have led to an increase in the Retail area's share of the Group's sales.

Sport and Leisure

In 2007 sales in the sports retail sector were around SEK 17 billion, an increase of around 7.6% compared to 2006. The sports retail sector is dominated by a group of large chains and purchasing groups. Apart from this, the market comprises independent shops. The chains have been growing constantly in terms of strength and breadth of distribution, while independent multi-sport shops have been on the decline and have either disappeared or been incorporated into a chain. Specialist niche shops for outdoor activities, cycling, running, etc have maintained a stable level and increased in number in certain categories. The major players at present are Stadium, Intersport, Team Sportia, Sportringen/Sportex, Naturkompaniet and Löplabbet.

The New Wave Group currently operates with ten brands in the sports retail sector: Craft, Seger, Clique, Cutter & Buck, Speedo, Umbro, Easton, Exel, Rollerblade and Nordica. In 2007 the Group decided to integrate all businesses and to form a company, New Wave Sports AB. This is one way of dealing with the increasingly tough competition from other major players in at the wholesaler level, such as Nike, Adidas, Puma and Amer Sports, as well as the sports chains' own brands. New Wave Sports AB becomes Sweden's biggest sports wholesaler, which gives the Group a far better negotiating position with the large purchasing chains. The formation of New Wave Sports will allow our customers to experience a higher level of service for ordering, logistics and invoice processing. As one element of this initiative, New Wave Sports AB is building a totally new distribution

centre in Ulricehamn, which is expected to come into operation on 1 September 2008.

Cutter & Buck

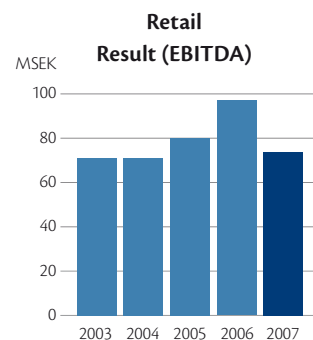
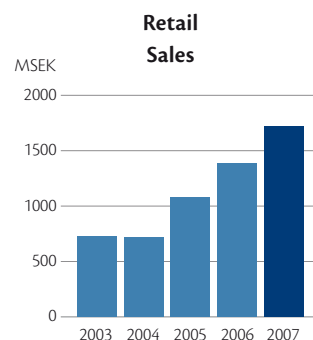
Cutter & Buck is an American brand that is a leader in the segment of exclusive golf clothes. The company is based in Seattle, USA, was founded in 1990 and in 2007 generated sales of around SEK 1 billion. The company operates within a number of distribution channels, such as the golf retail sector, the promo market, the fashion retail sector and direct to the consumer (e-commerce and mail order). This acquisition provides the New Wave Group with a strong platform in the North American market to launch its existing concepts.

Craft

Craft's products aim to be the most innovative on the market. This is guaranteed by close collaboration and development work with the world's leading sportsmen and sportswomen. Craft is the first choice for sportswear for genuine sports lovers at all levels, from Olympic athletes to casual joggers. With a long history in the development of functional underwear, Craft has also created credibility in the categories of running, cross-country skiing and cycling.

Competition varies depending on the segment, but the main competitors are Adidas, Nike, Helly Hansen, New Line, Swix, Odlo, Falke, Löffler, Björn Dählie and the retail chains' own brands.

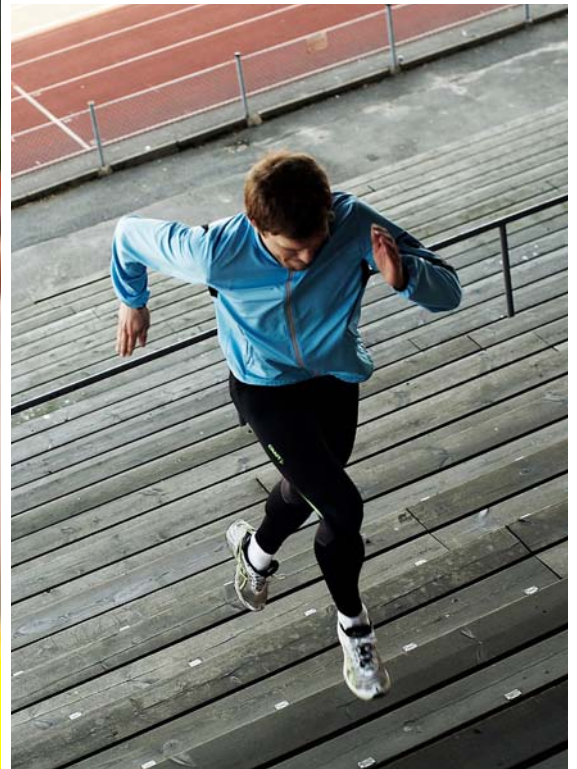
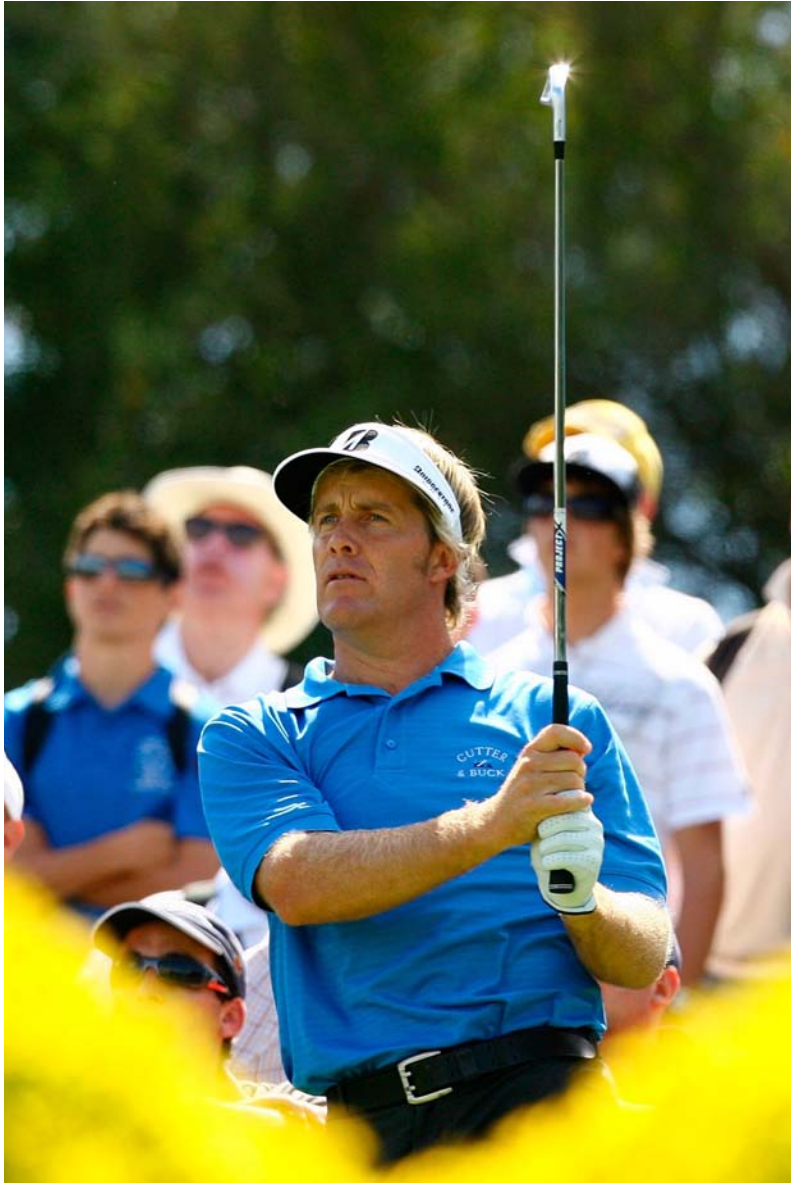
Sweden is Craft's domestic market, and at present it is also the main market. Defined focus markets with significant potential are the other Nordic countries and Germany, the Benelux countries, Russia and the USA. The challenge



facing Craft is to strengthen the brand on an international level in order to achieve the same position and level of brand awareness as in the Swedish domestic market. The company will retain its main focus on Craft's core business: the functional underwear that revolutionised the world of sport more than thirty years ago. Craft must always be best in this area.

Seger

For consumers who care about what they are wearing, Seger is the first choice for functional clothing. Seger aims to offer functional clothing with contemporary designs that improves



Cutter & Buck, Seger and Craft are all New Wave Group owned trademarks within the sports retail area.

the user's benefits from sporting and leisure activities. Thanks to its knowledge, experience and innovative ability, Seger is the brand that displays self-confidence and attitude as it offers the conscious consumer an obvious choice.

The main competitors in the Swedish market are brands such as Bula, O'Neill, X-Socks and new niche brands. Challengers in the export market are Falke, X-Socks, Bula, Dakine, Steffner, Eisbear, and the sports chains' own brands.

Sege's main sales are in the Nordic region, but there is now an increased export initiative

aimed at the rest of Europe. Ahead of 2008, Seger has successfully started distribution in Poland, Bulgaria and the Czech Republic. Other markets in Central Europe will be incorporated in 2008 and 2009.

Pax and Sköna Marie

The New Wave Group has a company that operates in the footwear retail sector: Pax Scandinavia AB. The footwear retail sector is a very fragmented one, with a large number of independent shops, and the biggest players include Nilsson, Vagabond, Wedins, Coop and Din Sko. The Group's company is a wholesaler and develops a

number of brands, the best-known being:

Since 1929 Pax has been selling high-quality shoes to "Happy children and relaxed parents" in the Swedish and Finnish markets. The company's main competitors are the footwear retail sector's own brands as well as Kavat, Viking and Ecco.

Sköna Marie is a traditional, high-quality, Swedish brand of footwear aimed at women with strict demands in terms of comfort. The main competitors are Rieker, Rodhe, Ecco and the chains' own brands.



New Wave Group is licensed to sell Speedo, Nordica, Exel, Umbro and Easton on the Swedish and Nordic markets.

Licensed sports brands

The New Wave Group has a portfolio of very strong sports brands in various areas. The Group's main strategy is to own and thus to develop the brands, and historically licensing has not been a part of our core business. However, the formation of New Wave Sports AB provides the business with a better base and an opportunity to develop further. This also contributes towards reinforcing New Wave Sport as a full-service wholesaler to the sports retail sector.

Below are the licensed brands that are sold via the New Wave Group on the Swedish and the Nordic market.

Umbro

Umbro is a well-established football-related brand that is represented all over the world. The head office is in Manchester, England, where it was founded in 1924. They design, develop and market football-related products that are sold in more than 90 countries. Umbro supplies the national teams of Sweden, England,

Ireland and Norway with playing and training kits. Umbro sponsors many professional clubs all over the world. Major individual stars such as Michael Owen, Michel Salgado, Deco, Alan Shearer, Anders Svensson and Victoria Svensson are also sponsored by Umbro.

Rollerblade

Rollerblade created one of the fastest-growing sports in the world by transforming the perception of roller skates. Over quarter of a century, Rollerblade has led the industry and defined the concept of inline skating.

Exel

Exel is a world-leading manufacturer of products including indoor bandy clubs and sticks. Exel works continuously on product development in order to offer the best possible equipment.

Nordica

Nordica is currently one of the world's leading Alpine manufacturers of both skiing boots

and Alpine skis. Nordica's products are distributed globally and are used in the fields of racing, freeride and traditional slalom.

Easton

Easton is a high-quality brand in the field of ice hockey equipment, and has for many years led the way in the development of these products. Easton is well represented in the NHL and gains more and more European users every year. Easton's products are currently used by players such as Peter Forsberg, Henrik Zetterberg, Nicklas Lidström and many more besides.

Speedo

Speedo is the world-leading manufacturer of swimwear, bathing clothes and equipment, and offers products for adults and children, casual swimmers and elite swimmers. Speedo has strong products with high quality and a focus on material, such as Fastskin, Aquablade, Endurance +, Sculpture and BioFuse. Speedo was founded in 1928 in Australia, and in 2008 will celebrate 80 years as a quality brand!



Ulrika Hydman-Vallien's line Mine is one of Kosta Boda's biggest sellers.

Gifts and Home Furnishing

The Nordic market for gifts and home furnishing generated sales of around SEK 60 billion in 2007 (the figures for home furnishing do not include furniture suppliers such as IKEA, etc). The home furnishing retail sector consists of special retail outlets for items such as interiors, design, textile, gifts and glass & porcelain. The biggest home furnishing chains are NK, Åhléns, DesignTorget, Bruka, Lagerhaus, etc, and there are also a large number of independent specialist outlets. The feeling is that there is a merging of sectors under way, with furniture already having made major inroads into so-called small goods, and with the FMCG sector, home electronics, DIY outlets, etc also recognising growth potential in this segment.

Traditional glass & porcelain outlets generate around 10% of sales in the home furnishing sector, with sales of around SEK 5.5 billion (at

the consumer level) in the Nordic region. Sweden, Denmark and Norway have a well-established specialist retail sector, while Finland traditionally has a strong department store culture together with broad distribution in the FMCG sector. The glass & porcelain retail sector traditionally reports low growth and unsatisfactory profitability, which in recent years has resulted in many changes in ownership structures. The biggest players in the Nordic region in this segment are Duka/The Christiania Glasmagasin Group, with a market share of around 20%. Other important specialist retail chains are Cervera, Inspiration, Tilbords and the Stockmann chain of department stores.

To create growth in the Group's companies it is important to reinforce the Group's position in the specialist retail sector. The growth target also requires the Group's companies to find new channels to reach consumers without compromising the positive image and the position that the Group's brands enjoy.

The Home Textiles market

The home textiles market generates sales of around SEK 6.8 billion. In recent years the market has grown significantly, and it appears that the trend will continue. This can be partly explained by a general increase in interest in home furnishing, partly because of the growth in the number of home furnishing programmes on TV and articles in newspapers and magazines. Sales channels in the home textiles sector can scarcely be described as homogenous, as sales take place via a wide range of different channels. The most common ones are the furniture sector, the textiles sector and the FMCG sector. It is positive for the sector as a whole that there are so many different kinds of retailers, as this increases the availability of products.

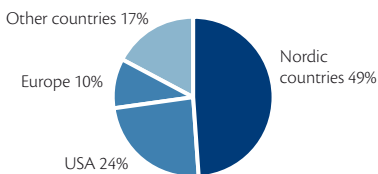
Orrefors

The Orrefors brand is characterised by classic form designed with an elegant expression in clear crystal. A timeless design, always with an equally modern signature, runs like a common thread through the history of Orrefors, which



DJ Frantextil, Kosta Boda, Orrefors, Sagaform and Kosta Linnewärfveri are some of New Wave Group's trademarks within gifts and home interiors.

Orrefors Kosta Boda Sales per area



covers more than 100 years, and its market position. Orrefors is the reliable, timeless gift for friends, at weddings and for the home. The main competitors in Sweden are Iittala, Riedel, Spiegelau, Skruf and Målerås, and in export markets Waterford, Baccarat, Lalique, Swarovski and Riedel. Orrefors' natural domestic markets are Sweden and the Nordic region. There is an increased focus on Europe and Asia. Expectations are particularly high in Japan and China, where the Orrefors brand is currently being positioned and sold in nine of the company's own shops. The intention is that the increased export drive in both Europe and Asia will generate increased volumes and strengthen the brand on an international level. The challenge in the important American market is to defend the market shares that have been won over a long period and to remain sustainable in the weakened economic climate that prevails at the moment in the USA.

Kosta Boda

The Kosta Boda brand is characterised by a clear form and a strong sense of self-esteem. Free, bold shapes and strong shades of colour reflect artistry and artistic expression that evoke self-confidence and that dare to be different. Kosta Boda is the gift for the customer who has self-confidence, who dares to be different and who loves the artistic expression. The main competitors in Sweden are Målerås, Iittala and Duka with Steninge Slott. The main competitors in the export markets are Hadeland, Magnor, Holmegard, Villeroy & Boch and Rosendahl. As with Orrefors, Sweden and the Nordic region are the natural domestic market for Kosta Boda. There is also an increased focus for Kosta Boda on Europe and Asia. Expectations are particularly high in Japan and China, where Kosta Boda has generated a high level of interest with its spectacular glass art, which creates major drawing power for the standard collection. In the USA, just as for Orrefors, the challenge is to be sustainable in the market until the weak economic situation improves.

Kosta Linnewärfveri/Orrefors Jernverk

With a clear association with the tradition of quality and design of Orrefors Kosta Boda, these brands offer an exciting range of home furnishing products for design-conscious customers who appreciate Swedish design. The product range contains both classics and revolutionary, challenging products. Design, quality and form are watchwords, but function must be the key. The main competitors are Lexington, Gant, Georg Jensen, Alessi, Stelton, Design House Stockholm, Himla and Klippan. The products are at present only sold in the Swedish market, and the long-term objective is to capitalise on markets where Orrefors Kosta Boda is established.

Sagaform

Sagaform sells cheerful, innovative gifts for the kitchen and the tabletop. The products are attractively priced for consumers who are looking for everyday luxury as a gift for a friend or for themselves. The Sagaform brand is distributed in both the retail sector and the promo sector. The main competitors are Iittala, Menu, Eva Solo, etc, as well as the retail

chains' own brands. Sagaform focuses on the domestic markets in Sweden and Finland, where the objective is to be the leader in the innovative gifts product segment. In the USA the aim is that the company will grow strongly with the support of the strong presence of Orrefors Kosta Boda and Cutter & Buck. Other growth will be generated via distributors and subsidiaries, with a focus on Norway and Poland.

DJ Frantextil

DJ Frantextil is a wholesaler in the field of home textiles for the Swedish market. Since it was founded in 1975 the company has supplied a very wide range of products in the areas of bedding, bathroom and tabletop. The products maintain high quality at a good price. The company has developed a number of its own brands: Nightingale, Queen Anne, Kramis & Tröttis and Lord Nelson.

Sponsorship/marketing

One important element of the New Wave Group's growth strategy is to develop the brands through sponsorship, high-profile exposure and product development with the aid of high-profile individuals. Craft supplies all of the training and competition clothing to the Swedish national cross-country skiing and orientation teams, and supplies underwear to the Swedish national ice hockey and football teams. The Alpine skiing team trains and competes in caps and other knitted products manufactured by Seger. The subsidiary Seger United, with its licensed brand Umbro, will together with Craft supply all of the sportswear and underwear to all Swedish national football teams and to the Swedish Football Association during the period 2008–2012. One important event will be the UEFA European Championship 2008. Craft sponsors the CSC professional cycling team and will increase its focus on cycling. The Finnish Olympic team is sponsored by the Finnish subsidiary Trexet with clothing from Clique, and New Wave also has local sponsorship projects in each country/market. Orrefors Kosta Boda has an association with many world-famous artists, such as Kjell Engman, Bertil Vallien, Ulrika Hydman-Vallien, etc. The most recent collaboration is with Efva Attling, who produced a "wedding series".

There are other marketing activities in the form of advertising and product placement in newspapers and on TV. This relates primarily to Sagaform, Orrefors and Kosta Boda.

Margins

The margins depend on the products, whether delivery takes place from the warehouse or direct from the factory, and under which brand the products are sold. The gross margin varies

between 15% and around 70%, excluding costs incurred in connection with clearance sales. The products with the lowest margins consist almost exclusively of products sold under license, while the upper margin range consists of products sold under the strongest brands.

Capital tied up and risk

The New Wave Group's objective is to keep the proportion of fashion products in stock low, as these have a short lifespan. The retail sector is focused on less fashion-sensitive areas, such as Craft's functional underwear and Seger's socks. In the retail sector sales largely take the form of advance orders, compared to the promo market, where delivery takes place directly against an order. This means, for example, that in spring customers place orders for delivery in the autumn. Around 70-75% of Craft's and Seger's sales in the retail sector take the form of advance orders. In connection with a customer order, the Group's order is placed with the factory, which significantly limits the risk of obsolescence. Remaining sales, known as supplementary sales, mainly comprise basic products with a limited fashion risk. In order to limit the currency risk, around 50-80% of purchasing costs are hedged. Sales are made

to selected retailers, and bad debts are low. However, there is a higher concentration on a smaller number of customers in the retail sector compared with the promo market. In 2007 confirmed bad debts in the retail business areas totalled 0.24% of sales. Many of the products are the same for both Corporate Promo and Retail, which provides a significant spread of risk, and even the catalogues can be the same for both business areas.

The future

The New Wave Group will continue to work on strengthening the brands in the Retail business area. In the existing main markets profiling of the brands will increase by means of continuous updating of design and marketing activities. The Group's international operations will also continue to expand. Continued development of the business area's marketing, design and functionalism will take place. Through the acquisition of Orrefors Kosta Boda, the Group has obtained brands that are world-famous and that "boost" the whole New Wave Group's brand portfolio. In due course the Group's objective of a 15% operating margin shall also be achieved for the Retail business area.

Amor vincit omnia is the result of a collaboration between Efva Attling and Orrefors.



Environment and ethics

The environment and ethics have always been important issues for the New Wave Group, and the Group monitors closely how suppliers treat their employees as well as issues relating to the environment.

Social code of conduct

The New Wave Group has a responsibility to ensure that its own operations and those of its suppliers respect the legal requirements in various countries as well as international organisations' views of basic rights. The Group's Code of Conduct is applied to all factories that are involved in the production of the New Wave Group's products. While the Group is aware of the different legal and cultural conditions under which factories operate all around the world, this Code of Conduct defines basic requirements that all factories must comply with in order to do business with the New Wave Group.

The Code of Conduct is an agreement that the Group's suppliers commit to observing, and that prescribes, among other things, that the supplier must comply with legal requirements and provide the Group with full access to factories and data for checks on the supplier's compliance with the rules. The Code of Conduct also contains items relating to non-discrimination, a ban on child labour, wages and hours of work, working conditions and the freedom to organise a trade union. Since 2008 the New Wave Group has been a member of the Fair Labor Association (FLA, see www.fairlabor.org), which is an international organisation that works to improve the social situation and working conditions in the production countries. The FLA's code of conduct provides all suppliers that the same specification of requirements from the customer, which makes it easier to implement requirements and for the producer to comply with them. The New Wave Group views the FLA as the model for the future and an opportunity for New Wave to benchmark and to improve its own Code of Conduct organisation.

Direct trade

The New Wave Group's purchasing strategy is based on purchasing directly from manufacturers via the Group's own purchasing offices. Quality controllers and Code of Conduct staff

from the Group are on site at the factory, which is a prerequisite for the creation of an effective management system for environmental work and the Code of Conduct. A local presence gives the Group good control over production. Although the base requirement of a supplier is total access and transparency, it is extremely difficult to achieve 100% access because there are so many different stages in the production chain. However, this is checked via strict supplier rules and so-called subcontractor contracts.

Code of Conduct organisation

The Group's Code of Conduct organisation is led from our head purchasing office in Shanghai, and currently employs a total of eight people working full time. Our inspectors are qualified in accordance with the SA8000 and ISO 14001 standards. The Group has also trained around 30 quality controllers all over Asia to conduct "visual inspections" at the factories. In total the New Wave Group can conduct around 500 full inspections and around 1,500 visual inspections each year. Combining training with requirements and controls is necessary to bring about a change in the long term.

Continuous improvements

The Group's supplier strategy is to create long-term relations and to keep the number of suppliers at a low level, which enables the Group to be a large, important customer. Work with our Code of Conduct means that the Group will not usually terminate a business connection if faults are identified, but will instead attempt to work with an improvement plan so that a supplier is accepted. This plan, which includes strict minimum requirements, is a part of the overall supplier evaluation system and is followed up in each market on a quarterly basis. The target is that all suppliers shall be inspected at least four times a year. Many of these inspections take place unannounced, and there are also regular visual checks by quality controllers. As from 2008 the Group will also be using the FLA's

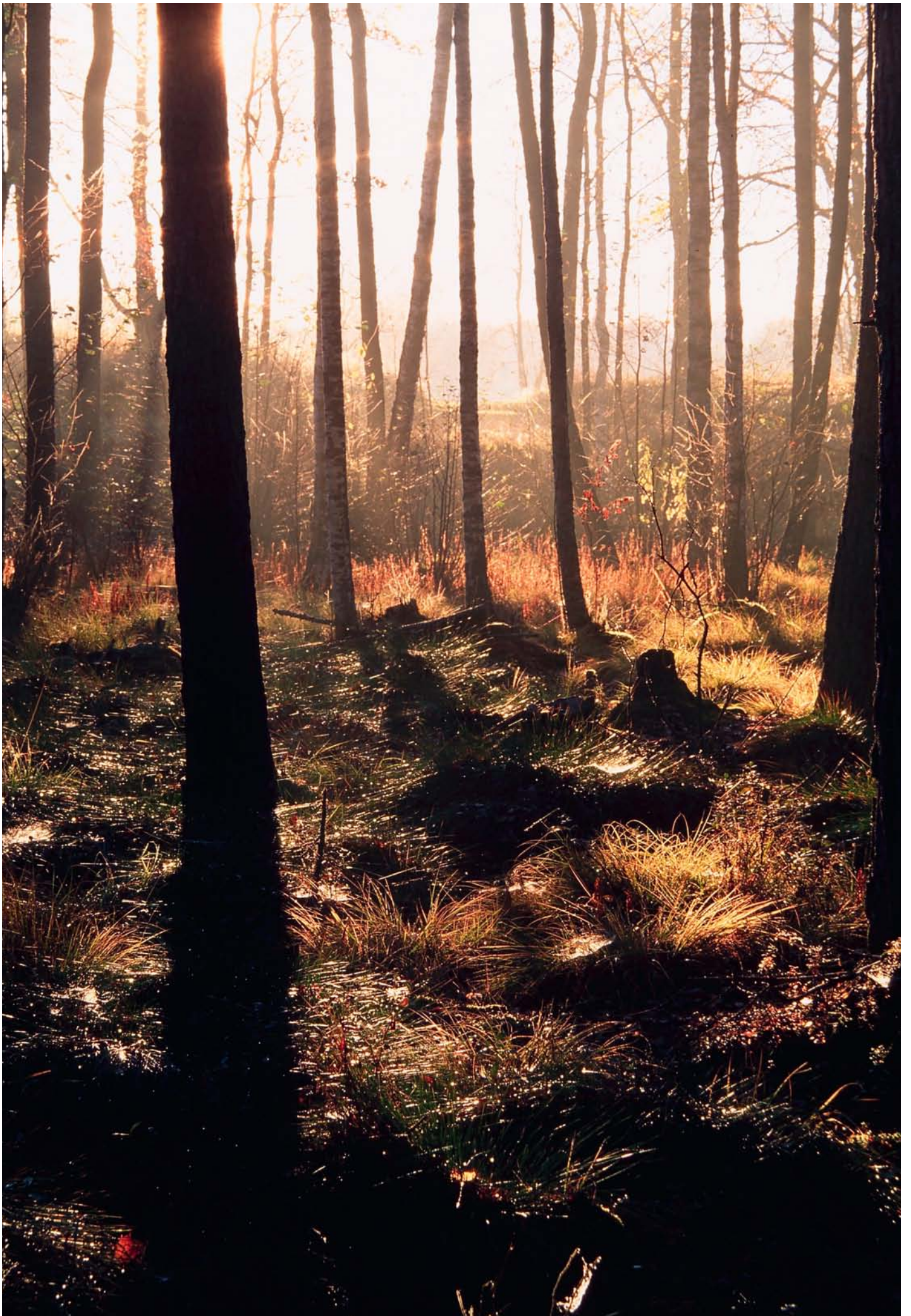
independent inspectors to inspect the New Wave Group's suppliers. The results from the FLA's inspections are saved in a database and are available to all members and to the general public.

The environment

The Group's Code of Conduct defines environmental requirements in respect of issues such as water treatment, waste management and handling chemicals. Products are tested regularly in the Group's own laboratories in Asia or at independent test institutes in order to guarantee that suppliers are complying with the company's restrictions. All companies in the New Wave Group strive to reduce their consumption of water, electricity and paper, and to ensure that environmentally hazardous waste is disposed of in the best possible way. The Group also strives to achieve close collaboration with suppliers on environmental awareness. The New Wave Group requires that its suppliers comply with the chemicals restrictions defined in the chemicals guide issued by the Textile Importers Association in Sweden, as well as the prevailing rules in the EU and the USA in respect of such matters as the use of virgin raw materials, emissions of "unnatural" material, waste, emissions to air, energy consumption and consumption of fresh water.

Transport and logistics

As far as transport operations are concerned, the Group works with the biggest players in the market, all of which have environmental programmes in place for their operations. An evaluation of these programmes is an important element of the procurement process for freight services. In order to reduce the impact on the environment, the Group consolidates as much as possible of its Asian transport operations between the various companies. The Group's use of air transport is marginal and only employed if absolutely essential. However, air freight still accounts for the New Wave Group's biggest impact on the environment, and work to further reduce the use of this option continues. The Group renews and replaces existing logistical units with new, more resource-efficient units, in which modern technology is used to reduce the environmental impact of the operation.





Orrefors, Kosta Boda, SEA Glasbruk, Kosta Linnewäveri and Orrefors Jernverk offer products for a decoratively set table.

Corporate governance

Corporate governance means the rules and the structure that are built up in order to control and manage the operations in a limited liability company in an effective, controlled way. Corporate governance ultimately serves to satisfy in the best possible way shareholders' requirements for a return and to provide all interested parties with comprehensive, correct information about the company. Below is a description of how the Group is governed, step by step, from the shareholders to the operational business. This corporate governance report is not a part of the formal annual report, and has not been audited by the company's auditors.

Swedish Code of Corporate Governance

Companies that are listed on the OMX Nordic Exchange Stockholm with a market value of more than SEK 3 billion are obliged to apply the Swedish Code of Corporate Governance. The market value of the New Wave Group's listed class B shares exceeds SEK 3 billion, and the Group is therefore covered by the code. The New Wave Group's class A shares are not listed. More information about the code may be found at www.bolagsstyrningskollegiet.se, where there is also a description for foreign investors.

Articles of Association

The articles of association are adopted by the Annual General Meeting and contain fundamental facts about the company, e.g. what kind of business the company will run, the size of the share capital, the number of shares issued, the size of the Board of Directors and how the Annual General Meeting is to be called. The company's articles of association state, among other things, that the Board of Director shall consist of at least three and no more than five members, that the Board has its registered office in Gothenburg, and that

a class A share shall carry ten votes and a class B share one vote. The complete articles of association are available at the New Wave Group's website: www.nwg.se.

Annual General Meeting

The highest decision-making body is the Annual General Meeting, at which all shareholders are entitled to participate. The meeting is entitled to make decisions on all matters that are not in breach of Swedish law. At the Annual General Meeting the shareholders exercise their voting rights to make decisions on the composition of the Board of Directors, the auditors and other central questions such as adoption of the company's balance sheet and income statement, appropriation of profits as well as deciding to grant the Board of Directors and the Managing Director discharge from liability. This is in accordance with New Wave Group's articles of association and Swedish legislation.

Annual General Meeting 2007

The Annual General Meeting for shareholders of the New Wave Group was held on 11 May 2007 in Gothenburg. Complete information about the 2007 Annual General Meeting is available on the website, www.nwg.se.

at the Annual General Meeting and to put forward proposals for matters such as the appointment of the Board of Directors and the auditor, and for remuneration to these parties. The nominations committee consists of one representative of each of the company's three biggest shareholders, chosen on the basis of personal qualities. If any of these shareholders decline to appoint a member of the nominations committee, the next shareholder in terms of size is given the opportunity to appoint a member. Information regarding the composition of the nominations committee is published in the interim report for the third quarter. The work of the nominations committee is preceded by a questionnaire-based evaluation of the Board of Directors' work and current members. The composition of the nominations committee, before the election of Board members at this year's Annual General Meeting, is as follows:

- Torsten Jansson, Chairman of the Board and biggest shareholder.
- Anders Algotsson, representative of AFA försäkringar, the second-biggest shareholder.
- Arne Lööv, representative of Fjärde AP fonden, the third-biggest shareholder.

2008 Annual General Meeting

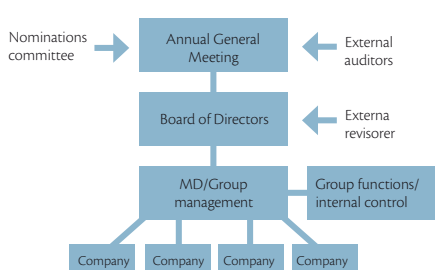
The Annual General Meeting will be held on 20 May 2008 at 10:00 at the head office in Gothenburg.

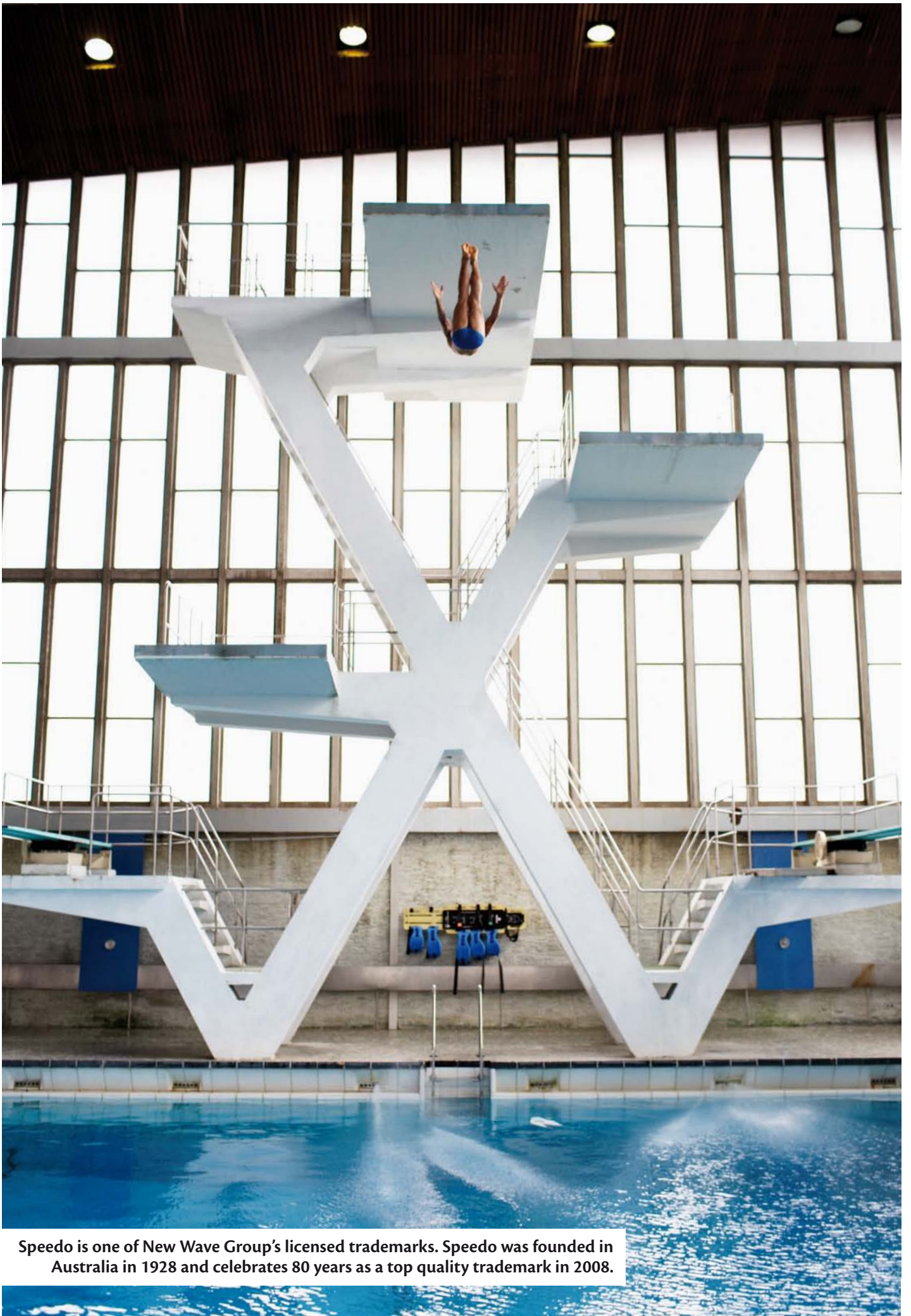
Nominations committee

The nominations committee represents the company's shareholders. Its task is to create as sound a basis as possible for decisions

The nominations committee represents around 85.6% of the votes in the New Wave Group as at 31 December 2007. All shareholders have the opportunity to contact the nominations committee with proposals for Board members. The nominations committee has held a number of meetings at which minutes were kept, and in between these maintained contact by phone and email. Among other

Corporate governance





Speedo is one of New Wave Group's licensed trademarks. Speedo was founded in Australia in 1928 and celebrates 80 years as a top quality trademark in 2008.

things, the nominations committee has evaluated the Board of Directors on the basis of the company's future development and challenges in order to achieve a good combination of competence and experience. An account of the nominations committee's work is published on the Group's website (www.nwg.se) in connection with the publication of their proposal for the Board of Directors.

The Board of Directors and its working procedures

The New Wave Group's Board of Directors consists of five members appointed by the Annual General Meeting. Of these members, all except Chairman of the Board Torsten Jansson are independent of the company and its major shareholders. The Board's working procedures are defined in the rules of procedure, which regulate the delegation of responsibility between the Board and the MD, the MD's authority, the meeting schedule and reporting routines. The Board meetings deal with budgets, interim reports, year-end accounts, state of business, investments and new launches. They also deal with general issues relating to the long-term business strategy as well as structural and organisational issues. As the Board consists of Swedish members, the meetings are held in Swedish and documentation is in Swedish. As a rule between seven and ten Board meetings are held each year. In 2007 the Board held meetings on ten occasions. The Group's CFO is the secretary of the Board. The Chairman must maintain ongoing contact with the Managing Director and monitor the business of and developments in the Group.

The Board	Independent	Remuneration (SEK)
Torsten Jansson, Chair.		270 000 + 600 000
Maria Andark	x	135 000
Hans Johansson	x	135 000
Peter Nilsson	x	135 000
Mats Årjes	x	135 000

Remuneration committee

There is no specially appointed remuneration committee to deal with wages, pension benefits, incentives and other employment-related conditions for the Managing Director; these matters are dealt with by the Board as a whole. The employment conditions of other members of Group management are determined by the MD and the Chairman of the Board. There are no severance payments within the Group. To make it possible to recruit and retain senior

executives and other employees, the Group strives to offer compensation at competitive market rates.

New Wave's policy for compensation for senior executives:

- compensation is based on factors such as job description, competence, position and performance.
- compensation is at competitive market rates for the market/job in question.
- remuneration consists of a fixed salary, and no flexible remuneration such as a bonus shall be paid. In order to retain continuity, however, a commission may be paid to senior executives who also received such remuneration in previous years.
- the opportunity to buy options in the New Wave Group at a market price on two out of three occasions.

Terms of employment for the MD

Remuneration to the Group's MD comprises a fixed salary. No Board fee or other remuneration (bonus) is paid to the MD. Pension benefits are paid in accordance with the ITP plan. The Managing Director is subject to a mutually applicable period of notice of six months, i.e. there is no severance payment.

Outstanding subscription options

In two years out of three, the Group offers subscription options with a term of around three years. These programmes mean that senior executives are offered the opportunity to acquire subscription options on competitive market terms. Competitive market terms are defined as the market value at the time of acquisition, calculated according to the Black & Scholes valuation method. The New Wave Group has two programmes for subscription options. One for 1,500,000 options that runs up to and including 30 June 2008. The options were subscribed in June 2005 at a price of SEK 9.00 per unit and have a redemption price of SEK 73.10, which was 25% above the average rate at the time of subscription. The Group also launched a programme for subscription options in June 2007. The options were subscribed at a price of SEK 7.00 per unit and have a redemption price of SEK 102.50 in June 2010.

Audit committee

The Board has considered the question of

setting up a special audit committee, but decided that the Board as a whole shall deal with control matters. After the auditors' review in October, the company's auditors draw up an audit memo to the Board containing comments about individual companies and the Group as a whole. The auditors also present a personal report of their observations from the audit, their appraisal of the companies' internal control and the application of accounting policies at one of the autumn Board meetings. The Board receives continuous information about internal control and compliance with rules, control of audited values, estimates, assessments and other matters that might influence the quality of the financial reports. It is the job of the Group's auditor to audit the companies' ability to comply with the overriding rules for internal control within the companies. The auditors also report their observations about internal control.

The business's operational management

The Group's Board appoints the Managing Director of the parent company, who is also the CEO. The CEO is responsible for the ongoing supervision of the Group, and other members of Group management report directly to him. Besides the CEO, Group management consists of six people: CFO, Purchasing Manager, Retail Business Area Manager, North Europe Manager Promo, Mid Europe Manager Promo and South Europe Manager Promo. Group management is responsible for formulating the Group's overall strategy, corporate governance, policies, the Group's financing, capital structure and risk management. They also deal with matters relating to company acquisitions and projects involving the Group as a whole.

Auditor

The accountancy firm Ernst & Young AB was appointed as auditor at the 2007 Annual General Meeting. In connection with this, Sven-Arne Gårdh and Bjarne Fredriksson were elected to assume responsibility for the audit. Sven-Arne Gårdh's other assignments include Wallenstam, the Nilörn Group, Global Refund and Turnils. Bjarne Fredriksson's other assignments include Forsstrom High Frequency, Gymgrossisten Nordic, Mattssonföretagen, Uddevalla Energi and Wallhamn. Neither Sven-Arne nor Bjarne own any shares in the New Wave Group.

Audit procedures

The Group applies the International Financial Reporting Standards (IFRS) when producing the Group's reports. The Group's interim report for the third quarter is the subject of a general review by the company's auditors. This review follows the recommendations issued by FAR SRS, the organisation for authorised public accountants. The audit of the annual accounts, the consolidated accounts and bookkeeping methods, as well as the administration of the Board of Directors and the Managing Director, is performed in accordance with generally accepted accounting practice in Sweden.

The Board's report on internal control

In accordance with the Swedish Companies Act, the Board is responsible for internal control. The aim of internal control is to create a clear structure of responsibility and an effective decision-making process. The Board has set up a number of basic documents of importance for financial reporting in order to guarantee an effective control environment. The Board's rules of procedure and the instructions for the Managing Director serve to guarantee a clear allocation of roles and responsibilities, which aims to produce effective management of operational risks. The Board has also drawn up a number of basic guidelines and policies that are important for internal control, such as a finance policy, instructions for accounting and reporting, a code of conduct and a communication policy. The basic control documents are subject to review on an ongoing basis. An effective control environment also requires an adequate organisational structure and ongoing reviews of this. Company management reports to the Board on a regular basis using defined routines. Company management is responsible for the system of internal controls that is required to deal with significant risks in operating activities. Managers at various levels within the Group have clearly defined authority and responsibilities with regard to internal control. There are also a number of defined processes for planning and executing decisions and for activities to support decision-making. The risk elements present in financial reporting are:

- 1) The business process
 - a. Purchasing (most of the New Wave Group's purchases are made in Asia)

- b. Investments
- c. Marketing
- d. Sales
- e. The environment
- 2) Transactions (there are a large amount of both external transactions and transactions within the Group)
- 3) Valuations
- 4) Income statement and balance sheet
- 5) Consolidation and adjustments
- 6) The consolidated annual report and interim reports

The New Wave Group's biggest financial risks viewed from the values in the balance sheet are:

- 1) Stock, which accounts for around 40% of the value of the Group's assets.
- 2) Trade and other receivables, which account for around 20% of the value of the Group's assets.
- 3) Intangible assets (goodwill and the brands) account for 25% of the value of the Group's assets.
- 4) Interest-bearing liabilities, which account for around 50% of the Group's balance sheet total.

Other major identifiable risks are taxes and currencies.

Control activities

The Group's central support staff is responsible for implementing, further developing and maintaining the Group's control routines, and for performing internal control of business-critical matters. The New Wave Group's privatised structure involves a comprehensive controller-based organisation, which is responsible for ensuring that financial reporting from each unit is correct, complete and on time. New Wave has introduced a control system to verify the various processes and to guarantee financial reporting. The controls in respect of the various processes and risk elements are evaluated by means of self-assessment, internal audits, internal Board meetings and via the company's external auditors. Most processes are fully or partly decentralised to Group level, such as purchasing, logistics, payments, financing, IT and the consolidation and compilation of Group reports. The Board receives financial reports on an ongoing basis, and at each Board meeting they discuss with the financial situation facing the Group and the various companies.

Internal control

The Group performs regular reviews of the companies' routines and accounting methods, which are reported to Group management. No MDs are permitted to appoint a finance manager, and finance managers' report directly to the Group's CFO. The Group's risks with regard to financial reporting lay in the risk that material misstatements may occur when reporting the company's status and financial results. The company's accounting instructions and manuals, together with established follow-up routines, serve to minimise these risks.

Business areas

The Group is divided into two business areas: Corporate Promo and Retail. Most of the Group's companies generate sales within both business areas. Within Group management there are people with responsibility for each business area in order to coordinate operations. Many of the products are common to both business areas, but there are different customer groups and therefore separate sales forces.

Concept groups

Within each business area there are a number of concept groups that are responsible for strategic direction, product development and marketing strategy for one or more brands.

Companies

The New Wave Group's organisation is decentralised, with a high degree of independence and self-determination being delegated to company management. The aim is that the companies shall be run in an entrepreneurial spirit, while at the same time they enjoy the benefits of belonging to a large group of companies. The Group therefore consists of a large number of operational companies, about 60 in total, some of which belong to sub-groups. Board meetings are held about three times a year in each company or sub-group. The composition of the Boards depends on the company's direction and its stage of development. In addition to Group management, the expertise of MDs in "mature" companies is utilised on the Boards of local subsidiaries. The organisational model chosen by the New Wave Group provides for effective benchmarking of profitability, capital tide up and growth between companies, brands and markets. The New Wave Group has also set up internal targets for the companies.



Magnus Samuelsson is publicly known as the World's Strongest Man. Jobman collaborates with Magnus.

The share

The New Waves Group's share

The share capital New Wave Group AB totals SEK 199 030 629, divided among a total of 66 343 543 shares, each share with a par value of SEK 3.00. All shares provide equal entitlement to a share of the company's assets and profit. Each class A share provides entitlement to ten votes and each class B share provides entitlement to one vote. New Wave's class B shares have been listed at the Stockholm Stock Exchange since 11 December 1997 and are now listed on the Stock Exchange's Mid Cap list. A listing block totals 100 shares.

Dividend policy

The Board's aim is that the dividend payment to shareholders shall correspond to 30 per cent of the Group's profit after taxes over an economic cycle

Shareholders

The number of shareholders on 31 December 2007 was 11 825 (12 414). Institutional investors controlled a total of 47% of capital and 12% of votes. At the same time the ten biggest shareholders accounted for 69% of capital and 90% of votes. Foreign owners accounted for 8% of capital and 3% of votes.

New Wave Group's ten major shareholders 2007-12-31

Shareholder	Number of shares	Number of votes	Capital %	Votes %
Torsten Jansson through companies	21 355 905	207 725 025	32.2%	81.0%
AFA Försäkringar	6 439 660	6 439 660	9.7%	2.5%
Fjärde AP-Fonden	5 270 700	5 270 700	7.9%	2.1%
Robur	4 570 983	4 570 983	6.9%	1.8%
Svenska Handelsbanken	2 096 792	2 096 792	3.2%	0.8%
AMF Pension	1 559 600	1 559 600	2.4%	0.6%
Svenskt Näringsliv	1 300 000	1 300 000	2.0%	0.5%
SEB fonder	1 127 268	1 127 268	1.7%	0.4%
Danske Fonder	971 668	971 668	1.5%	0.4%
Skandia Fonder	919 630	919 630	1.4%	0.4%
	45 612 206	231 981 326	68.8%	90.4%

Shareholder distribution in New Wave Group 2007-12-31

	Number of shares	Number of votes	Capital %	Votes %
Sweden	61 046 425	249 150 301	92.0%	97.1%
Shareholders outside Sweden, USA excluded	4 697 189	6 497 189	7.1%	2.5%
USA	599 929	599 929	0.9%	0.2%
Total	66 343 543	256 582 663	100.0%	100.0

New Wave Group shareholder structure 2007-12-31

In due order	Number of shareholders	Number of shares	Share (%)	Trade value (TSEK)
1 - 200	6 085	451 833	0.68%	30 499
201 - 1000	3 550	2 072 001	3.12%	139 860
1001 - 2000	1 033	1 687 809	2.54%	113 927
2001 - 10000	900	3 874 000	5.85%	261 495
10001 -	257	58 257 900	87.81%	3 932 408
	11 825	66 343 543	100.00%	4 478 189

Share development in reference to index and turnover



Share capital development

Year	Transaction	Increase number of shares	Issue price	Increase share capital	Total number of shares	Total share capital, SEK	Face quota
1991	The company was founded	500	100.00		500	50 000	100.00
1995	Directed new issue 1:20 ¹	25	35 524.00	2 500	525	52 500	100.00
1996	Bonus issue 37:1	19 475		1 947 500	20 000	2 000 000	
1997	Directed new issue 1:17 ²	11 448	600.00	114 480	211 448	2 114 480	10.00
	Bonus issue	0		2 114 480	211 448	4 228 960	
	Split 10:1	1 903 032			2 114 480	4 228 960	
	Directed new issue ³	681 818	110.00	1 363 636	2 796 298	5 592 596	2.00
1998	Directed new issue ⁴	201 106	114.40	402 212	2 997 404	5 994 808	2.00
2000	Directed new issue ⁵	552 648	171.45	1 105 296	3 550 052	7 100 104	2.00
	Split 2:1	3 550 052			7 100 104	7 100 104	
2001	Directed new issue ⁶	150 000	160.00	150 000	7 250 104	7 250 104	1.00
2002	Split 2:1	7 250 104			14 500 208	7 250 104	
2004	Bonus issue			166 752 392	14 500 208	174 002 496	12.00
	Directed new issue ⁷	1 160 016	130.00	13 920 192	15 660 224	187 922 688	12.00
	Split 2:1	15 660 224			31 320 448	187 922 688	6.00
	Directed new issue ⁸	226 886	88.15	1 361 316	31 547 334	189 284 004	6.00
2005	Directed new issue ⁹	96 822	125	12 102 750	31 644 156	189 864 936	6.00
	Directed new issue ¹⁰	614 732	52	3 688 392	32 258 888	193 553 328	6.00
	Split 2:1	32 258 888			64 517 776	193 553 328	3.00
2006	Directed new issue ¹¹	1 825 767	29.30	5 477 301	66 343 543	199 030 629	3.00

¹ New issue addressed to the owners of Licensprint in Orsa AB connected to the purchase of the company. The Share premium reserve increased by SEK 886 thousand.

² New issue addressed to the Group personnel. Subscription price SEK 600 per share. The Share premium reserve increased by SEK 6 754 thousand.

³ New issue connected to introduction on Swedish Stock Exchange. Subscription price SEK 110 per share. The Share premium reserve increased by SEK 69 089 thousand.

⁴ Non-cash issue connected to the purchase of the Hefa Group. Price of issue SEK 114.40 per share. The Share premium reserve increased by SEK 22 604 thousand.

⁵ The non-issue offer of the owners of Textet AB. The Share premium reserve increased by SEK 94 242 thousand.

⁶ New issue addressed to the owners of Segerkoncernen AB connected to the purchase of the company. The Share premium reserve increased by SEK 23 850 thousand.

⁷ New issue addressed to the owners of New Wave. The Share premium reserve increased by SEK 135 794 410.

⁸ New issue addressed to the owners of Jobman AB connected to the purchase of the company. The Share premium reserve increased by SEK 16 638 684.

⁹ New issue addressed to the owners of Dahetrakoncernen connected to the purchase of the company. The Share premium reserve increased by SEK 11 521 818.

¹⁰ New issue connected to exercise of option rights. The Share premium reserve increased by SEK 28 221 388.

¹¹ New issue connected to exercise of option rights. The Share premium reserve increased by SEK 48 017 672.

Summary of the Group's development

MSEK	Swe. acc. std.		IFRS		
	2003	2004	2005	2006	2007
Income statement summary					
Sales	1 881.9	2 302.2	3 059.0	3 530.5	4 194.0
Other operating income	13.5	20.0	25.8	23.1	37.7
Operating expenses	-1 650.6	-2 030.0	-2 757.7	-3 168.7	-3 772.0
Profit/loss before depreciation	244.8	292.2	327.1	384.9	459.7
Depreciation according to plan	-39.6	-29.6	-31.5	-40.1	-53.9
Profit/loss after depreciation	205.2	262.6	295.6	344.8	405.8
Net financial items	-23.9	-28.4	-41.6	-54.6	-90.8
Profit/loss after net financial items	181.3	234.2	254.0	290.2	315.0
Taxes (full tax)	-46.5	-61.3	-47.3	-63.1	-83.7
Minority share	-1.3	-	-	-	-
Profit/loss after tax	133.5	172.9	206.7	227.1	231.3

Balance Sheets summary

Trademarks	10.0	10.2	134.3	133.0	367.7
Other fixed assets	488.7	607.6	791.5	833.5	1 370.3
Stock	677.8	971.9	1 466.8	1 519.3	1 862.1
Accounts receivable	378.8	482.4	708.5	745.2	883.0
Other current assets	67.3	71.3	147.5	134.3	211.0
Liquid funds	21.9	84.1	133.8	114.2	115.5
Total assets	1 644.5	2 227.5	3 382.4	3 479.5	4 809.7
Shareholder's equity assignable to shareholders ¹	612.6	902.4	1 134.1	1 300.7	1 426.3
Shareholders equity assignable to minority	2.2	8.2	9.9	10.0	11.9
Provisions	34.6	65.2	104.9	109.7	210.0
Interest bearing liabilities	714.4	970.3	1 622.5	1 430.6	2 472.5
Interest free liabilities	280.7	281.4	511.0	628.5	689.0
Total debts and shareholders equity	1 644.5	2 227.5	3 382.4	3 479.5	4 809.7

Cash flow

Cash flow before changes in working capital and investments	173.5	190.1	218.2	299.7	259.3
Changes in working capital	-97.6	-187.8	-315.6	-18.4	-176.3
Cash flow before investments	75.9	2.3	-97.4	281.3	83.0
Net investments	-79.9	-245.4	-220.2	-49.3	-1 165.7
Cash flow after investments	-4.0	-243.1	-317.6	232.0	-1 082.7
Financial payments	13.1	305.5	361.7	-246.4	1 081.5
Cash flow for the year	9.1	62.4	44.1	-14.4	-1.2

Key figures	Swe. acc. std.		IFRS		
	2003	2004	2005	2006	2007
Gross margin, %	44.4	45.9	46.4	47.9	47.6
Operating margin, %	10.9	11.4	9.7	9.8	9.7
Profit margin, %	9.6	10.2	8.3	8.2	7.5
Net margin, %	7.1	7.5	6.8	6.4	5.5
Return on capital employed, %	16.5	16.6	13.0	12.9	12.8
Return on shareholders equity, %	23.8	22.7	20.3	18.7	17.1
Equity ratio, %	37.4	40.8	33.8	37.7	29.9
Net debt/equity ratio, %	113.1	97.3	130.1	100.4	163.9
Share of risk bearing capital, %	39.5	43.1	35.9	40.5	33.8
Interest coverage, times	7.8	8.2	6.2	5.5	4.0
Rate of capital turnover, times	1.2	1.2	1.2	1.0	1.0
Average number employed	806	1 269	1 714	2 207	2 350
Personnel costs, incl social fees, MSEK	255.3	328.8	410.7	471.9	567.2
Sales outside Sweden, %	55.0	57.6	61.0	60.7	61.4

Per-share data¹

Number of shares before dilution	58 000 832	61 722 986	64 210 410	65 430 660	66 343 543
Number of shares after dilution	58 236 740	63 143 988	65 306 999	65 681 234	68 843 543
Profit per share before dilution, SEK	2.30	2.80	3.22	3.47	3.49
Profit per share after dilution, SEK	2.29	2.74	3.14	3.46	3.36
Shareholders' equity, SEK	10.56	14.75	17.82	20.03	21.68
Shareholders' equity per share after dilution, SEK	10.52	14.42	17.38	19.96	20.89
Share price on 31 December, SEK	37.50	63.75	88.00	77.25	67.50
P/E, 31 December	16.30	25.93	27.33	22.26	19.36
Dividend per share, SEK	0.63	0.75	0.90	1.00	1.00
Dividend yield %	1.7	1.2	1.0	1.3	1.5
The operation's cash flow per share, SEK	1.31	0.04	-1.52	4.30	1.25

¹ Per share data has been converted with respect to split 2:1 during 2005 and 2004

Definitions

Share of risk bearing capital

Total equity and deferred tax liabilities (including minority) divided by balance sheet total.

Return on equity

Net profit according to income statement in percent of average adjusted equity.

Return on capital employed

Profit after net financial items plus financial costs in percent of average capital employed.

Gross profit margin

Sales with deductions for direct product costs in percent of the operation's net turnover.

Rate of capital turnover

Turnover divided by average balance sheet total.

Net margin

Net profit in percent of the year's invoicing.

Net debt/equity ratio

Interest bearing liabilities reduced by interest bearing assets in percent of capital employed.

Interest cover ratio

Profit after net interest income plus financial costs divided by financial costs.

Operating margin

Operating profit after depreciation in percent of the year's invoicing.

Equity ratio

Equity including minority in percent of balance sheet total.

Capital employed

Balance sheet total minus non interest bearing liabilities and non interest bearing provisions.

Profit margin

Profit after net interest income in percent of they year's invoicing.

Profit per share

Net profit in relation to a weighted average of the outstanding number of shares.

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Board of Directors' report

The Board of Directors and the Managing Director of New Wave Group AB (publ), 556350-0916, with its headquarter in Orrekulla, hereby present the directors' annual report as well as the Group's annual report for the fiscal year 01-01-2007–12-31-2007.

The Group

New Wave is active within two business areas, partly in the Promo market with sales of promowear, give-aways and work wear to distributors, and partly in the Retail market with sales mainly of gifts, accessories and sport items to retail outlets. By operating in both these market segments the Group achieves diversification of risks. Major coordination advantages are achieved with design, purchasing and logistics. Many of the products are common for both business segments which considerably spread the risks, and catalogues can also be common for both areas. The major difference between the business areas is the distribution channels whereby the end consumer is a private person in the Retail business area, and the end-consumer is a company in the Promo business area. Within the retail sector a major portion of sales are by way of pre-orders whereas in the promo sector deliveries are made directly against orders. This also means major differences in the accumulation of stocks and demands on service for these segments. In both these segments New Wave act as a wholesaler. The Promo business stands for 59% of the Group's turnover and 84% of the result (EBITDA). New Wave is established in 20 countries through subsidiaries and 61% of the turnover is outside of Sweden.

New Wave's competitiveness lies mainly in good products, strong trademarks, good knowledge and service together with a well-developed overall concept. The products are mainly manufactured in Asia and to a lesser degree in Europe. New Wave has, through its relative size, good purchase prices and effective logistics. The corporate promo market is fragmented, with a few global actors and many small within each respective country. The Group's most well known and wholly owned brands are Craft, Sagaform, Orrefors, Kosta Boda, Cutter & Buck, Seger, Grizzly, Clique, James Harvest Sportswear, Mac One, Toppoint, Jobman, Projob och Pax, and licensed brands such as Umbro, Nordica, Exel and Speedo.

Result of operations

Total sales for the year increased by 19% and were mainly related to the acquired unit Cutter & Buck.

On 8 June, Cutter & Buck Inc. a company listed on NASDAQ was acquired. Cutter & Buck is a leading supplier of exclusive golf- and sportswear in the USA. The total purchase price was MUSD 157 and was financed through a loan. One additional acquisition was undertaken during the year. 1 July, 51% of the shares in Textet Poland Sp. Z.o.o was acquired for TEUR 186. New Wave has an option to acquire the remaining 49%.

New Wave is the market leader in the Nordic countries within the Promo business area. The future growth is expected to come from the rest of Europe where the market shares are low. During 2007 the growth has mainly come from Mid Europe, USA (through acquisition) together with China and Russia.

Growth during the first six months was affected by the preceding year's successful sales during the World Championships in football and the higher sales within the trading business. The third quarter showed a higher growth rate and the last quarter was affected by a weaker than expected development within the Retail business area.

Resources and investments have been rearranged in order to achieve the synergies and to create stable and high future growth in the acquired unit Cutter & Buck. This has had a negative effect on the organic growth during 2007. The rearrangement has given lower market investments in other countries during 2007 than originally planned. These actions will benefit the introduction of the Cutter & Buck brand in Europe and the Clique/New Wave brand in the USA, which the management believes will generate growth as from 2008 and 2009.

The subsidiaries that have sales of so called hard give-aways on the Swedish market, Sagaform and DJ Frantextil, are subject to restructuring and their recovery is expected to be seen during 2008. Also the Group's production unit at Dahetra AS in Denmark is subject to restructuring.

Gross margin decreased slightly from 47.9% till 47.6%, which is mainly related to

higher production costs due to higher energy and personnel costs at Orrefors Kosta Boda AB. The underlying trend is that the margin will increase due to better purchases and logistics. New Wave has a long term gross margin target of 50%.

External costs and personnel costs in the Group are affected by the acquired units. Excluding these, total costs increased by 1.7% during 2007. The increase in depreciation and finance net is also related to the acquired units.

Net result increased by MSEK 4.2 to 231.3.

Sales

The turnover for the period increased by 19% to MSEK 4 194 (3 530). Acquired units have contributed MSEK 552, which gives an organic growth of 3%. The currency exchange rate has had a negative effect on sales by MSEK 10.

Result

The result after finance net improved by MSEK 24.8 to MSEK 315.0 (290.2). Acquired units contributed MSEK 19.3. The result after tax improved by MSEK 4.1 to MSEK 231.3 (227.1) and profit per share amounted to SEK 3.49 (3.47).

Gross margin decreased compared to the preceding year and amounted to 47.6 (47.9)%. The underlying trend is positive though. The year has been affected by higher production costs due to higher energy and personnel costs at Orrefors Kosta Boda AB together with a lower profitability within the gift sector.

The Group's external costs as part of sales decreased and amounted to 22.0 (22.5)%. Personnel costs as part of sales has increased and amounted to 15.4 (14.8)%. The total increase in costs is mainly related to acquired units and central projects. Total costs, excluding acquired units, increased by 1.7% during 2007.

Depreciation increased by MSEK 13.8 to MSEK 53.9 (40.1) and the increase mainly relates to acquired units.

Net financial items amounted to MSEK -90.8 (-54.6). The increase is due to increased interest rates and higher net debt which relates to the acquisition of Cutter & Buck. The Group's policy is to have a short duration, which has a swift effect on the costs when the interest rate changes.

The tax rate for New Wave Group increased and amounted to 26.6 (21.7)%, which is related to a higher tax base outside Sweden, and the acquired unit Cutter & Buck. The tax rate is expected to increase during 2008 due to Cutter & Buck.

The operating margin was 9.7 (9.8)% and return on capital employed was 12.8 (12.9)%.

The Promo business area

The sales increased by 15% to MSEK 2 473 (2 146) and profit on EBITDA-level increased by MSEK 98 to MSEK 386 (288). Acquired units contributed MSEK 249 in sales and MSEK 42.1 in EBITDA. The growth in turnover and EBITDA is mainly related to the regions outside Sweden.

The Retail business area

The sales increased by 24% to MSEK 1 721 (1 385) but profit on EBITDA-level decreased by MSEK 23 to MSEK 74 (97). Acquired units contributed MSEK 303 in sales and MSEK -2.2 in EBITDA. The lower EBITDA is mainly related to higher energy and personnel costs in the production unit in Orrefors Kosta Boda AB, costs incurred by establishing new brands, Sagaform and DJ Frantextil.

Purchase

New Wave has purchase offices in Bangladesh, Vietnam and China and as from the fourth quarter also an office in Bangalore, south India. At present, the purchase department has approximately 160 employees. The Group has during the year put resources into strengthening competence and systems for follow-up of quality and environmental issues, both when it comes to products and suppliers. The strategy gives higher efficiency and lower costs. This work will continue during 2008.

Geographical distribution

A table showing the sales per region Nordic, Mid-Europe, Southern Europe, USA and other countries is presented on page 8.

New Wave has a strong market position in the Nordic countries. The future growth is expected to come from the rest of Europe where the market shares are small today.

The growth during 2007 comes mainly from Mid-Europe, and especially from the Promo business area. Southern Europe is affected by lower trading volumes, but the Promo business continues to grow.

The sales growth in USA relates mainly to the acquisition of Cutter & Buck. Sales amounted to MSEK 689 (167).

The increase in other markets is mainly related to Russia and China.

Acquisitions

On 8 June, Cutter & Buck Inc., a company listed on NASDAQ, was acquired. The company is a leading supplier of exclusive golf- and sportswear in the USA. The total purchase price was MUSD 157 and was financed through a loan.

Cutter & Buck Inc. develops, designs and markets exclusive golf- and sportswear with the trademarks "Cutter & Buck", "ANNIKA" and "CBUK". The products are primarily sold to the golf and sports retailing area, corporate promo suppliers as well as international distributors and license-holders. In addition, they also sell to consumers by way of mail and e-mail orders from the wholly owned subsidiary Cutter & Buck Inc. Direct LLC. Cutter & Buck's products are characterized by distinct and comfortable design, high quality and many details. The company works closely with Annika Sörenstam through the trademark ANNIKA.

The merger of New Wave Group AB and Cutter & Buck Inc. will give the American market a much larger product range and an exclusive trademark within golf and sportswear to distribute in Europe. Only a small part of Cutter & Buck's sales take place outside of the USA, which gives distribution synergies thanks to New Wave's distribution network in Europe, as well as Cutter & Buck's distribution network in the USA. Initially, New Wave's product line Clique and New Wave be introduced to the USA market during spring 2008 and corresponding introduction will be done with the Cutter & Buck brand in Europe. The establishments will be done through separate sales forces, but significant market synergies will be obtained through existing distribution channels both in the USA and in Europe. Significant synergies are also expected to be achieved within purchasing and product development as purchasing will be integrated with New Wave's purchasing offices in Asia. Crafts unique competence within technical material will be used to develop Cutter & Buck's functional products, for example the introduction of rain wear in functional fabrics for golf.

The cost synergies that have been identified are primarily:

- Lower purchase prices through the integration with New Wave purchasing offices
- Lower administration costs
- Lower costs due to not being registered on NASDAQ

The above introductions will demand an increase in stock both in the USA and in Europe. This increase will be seen at the end of 2007 and beginning of 2008. The marketing expenses are also expected to increase. The acquisition was financed through a loan in SEK. Cutter & Buck Inc. has approximately 380 employees and during the last fiscal year (1 May 2005 – 30 April 2006) had a turnover of MUSD 131 and a net profit of MUSD 6.3. Cutter & Buck was consolidated into New Wave as from 8 June.

51% of the shares in Textet Poland Sp z.o.o. were acquired 1 July for TEUR 186. The company had a turnover of MEUR 2.4 in 2006. New Wave has an option to acquire the remaining 49%.

New establishments

One additional outlet with 11 000 m² has been built in Kosta and had an opening ceremony 30 June 2007. Most of the space has been let to external companies with attractive brands. A new hotel with some 110 beds will be built in joint venture with the municipality and is expected to be ready during winter 2008/09.

The brands Orrefors and Kosta Boda have established an additional 4 stores in China and now have 7 stores in the country.

New Wave Group has signed a three year supplier- and partnership agreement with Coop for men, women and children's wear. The agreement gives a major opportunity to increased sales for the New Wave Group. New Wave will start delivering clothes to Coop Forum during the beginning of 2008 and it will

contain a full assortment of men, woman and children's wear (8-15 year). In the partnership New Wave is responsible for the assortment, distribution and the design of the clothing department. Coop Forum will be responsible for the daily operations and the sales in the supermarket.

New Wave has signed a new license agreement with Speedo for the markets in Sweden, Denmark and Norway.

In order to further strengthen its position on the sport market, the New Wave Group has concentrated all its sport brands into one legal company, New Wave Sports AB. The new sport company will have its head office in Borås, Sweden and the distribution will come from a newly built warehouse in Ulricehamn. Synergies within finance, administration, customer service and logistics will therefore be achieved. The new organisation is expected to be finalized during summer-autumn 2008.

In the season 08/09 Craft will be launching a new alpine collection. This collection is based on speed, position, performance and freedom of movement.

Capital tied up

During the period, capital tied up in stock has increased by MSEK 343 to MSEK 1 862 (1 519) of which MSEK 242 is related to Cutter & Buck. The corresponding increase in the preceding year was MSEK 52. Accounts receivable increased by MSEK 138 to MSEK 883 (745) of which MSEK 85 is related to Cutter & Buck.

Investments, financing and liquidity

The Group's cash flow from operations amounted to MSEK 83.0 (281.3) and after investments MSEK -1 083 (283).

The Group's cash-affecting net investments during January – December 2007 amounted to MSEK -1 166 (-49). Net debt increased by MSEK 1 041 and amounted to MSEK 2 357 (1 316). New Wave Group's credit limits were MSEK 3 278 as of 31 December 2007.

Personnel and organisation

The number of employees was 2 350 (2 161) persons, of which 43% were female and 57% were male. A total of 914 employees were employed within production units. The production owned by New Wave belongs to Orrefors Kosta Boda, Seger, Dahetra, Toppoint and Cutter & Buck (embroidery).

There is no special remuneration committee appointed to deal with salary levels, pension benefits, incentive questions and other employment conditions for the Managing Director. These are instead dealt with by the Board as a whole. The employment terms for other members of the executive management team are determined by the Managing Director and the Chairman of the Board. No severance pay is paid out within the New Wave Group. To ensure that senior executives and other employees can be recruited and retained, New Wave aims to offer employees market rates of pay.

New Wave's principles for the remuneration of senior executives are as follows:

- the remuneration should be based on factors such as work task, competence, position and performance.
- the remuneration is at market rates for each position and market
- the remuneration consists of a fixed salary and no non fixed compensations such as bonuses, should exist. However, in order to maintain continuity, bonus payment should be available for persons in leading positions who in former years have collected such compensation.
- the opportunity to buy options in New Wave Group at market price on two of three occasions during a three year period.

In order to meet the future development, the members of Group management have increased with regional managers.

Subscription options in New Wave Group AB (publ)

New Wave has two outstanding programs for subscription options. One expires in June 2008 and consists of 1 500 000 options with an exercise price of SEK 73.10. The options were subscribed in June 2005 with a premium of SEK 9.00.

The second program was introduced during July 2007. That program contains 2 000 000 options and will expire in June 2010. The exercise price is set to SEK 102.50 and the options were subscribed with a premium of SEK 7.00.

Risk and risk control

New Wave is, with its international operations, continuously exposed to different financial exposures. These financial risks are currency-, borrowings- and interest

exposure as well as liquidity and credit exposure. The Group has a financial policy in order to deal with the financial risks mentioned. For further explanations regarding the Group's financial exposures, see note 19.

The operational risks are mainly factors that are not directly possible to influence, for example business cycles but also fashion and currency fluctuations. Within the business area Promo there is a demand on continuity in collections which limits the risk for obsolescence. In business area Retail, the fashion demand is higher, but since a major part is sold through pre-orders the risk for obsolescence is lower. The currency risk is limited as 50-80% of purchases are hedged.

New Waves share

Total number of shares in New Wave Group AB amounts to 66 343 543 shares with a nominal value of 3.00 kr. The shares carry identical rights to the Company's assets and profits. Each Series A share is entitled to ten votes, and each Series B share is entitled to one vote. There is a pre-emption for A shares in accordance with the articles of association clause 14.

The election of the Board of Directors is undertaken the Annual General Meeting.

Torsten Jansson (through companies) owns 32.2% of the capital and 81.0% of the votes.

The following authorisation has been given to the Board of Directors until the next Annual General Meeting:

- at one or several occasions, with or without deviation from the shareholders preferential rights, decide about a new share issue with a maximum of 6 000 000 Series B shares. A decision in accordance with the authorisation should amount to a maximum of SEK 18 000 000. The authorisation shall also include the right to decide about a new share issue in accordance with Chapter 13 § 5 item 6 in the Companies act. The reason for deviating from the shareholders' preferential rights is that the new shares shall be used for acquisition and financing of future growth. The issue price on the shares shall be based on market value.
- at one or several occasions, decide to obtain financing of a kind that is covered by the rules in Chapter 11 § 11 in the Companies Act. The terms of such financing shall be at market value. The reason for this authorisation is that the company shall be able to obtain financing at attractive levels, for example the interest levels can be dependent on the company's result and financial situation.

Other

A summary of how the Group management and Board of Directors works can be found under the headline Corporate Governance.

Proposed appropriation of profit

At the Annual General Meeting's disposal:

SEK Thousand	
Retained profits 2007-01-01	247 360
Share premium reserve	48 018
Group contribution	47 368
Dividend	- 66 344
Net profit for the year	86 926
Total distributable profits:	363 328

The Board of Directors proposes that TSEK 296 984 will be carried forward and that the dividend shall be SEK 1.00 (1.00) per share, totalling TSEK 66 344. The Board's aim is to distribute 30% of the Group's net profit over a business cycle.

According to the above, and other issues known to the Board of Directors, the proposed dividend is judged to be justifiable based on the demands created by the company's business, size and risks on the company's and Groups equity as well as the company's consolidation needs, liquidity and position.

The Board and the Managing Director warrant that the principles of consolidation have been prepared in accordance with the International Financial Reporting Standards (IFRS) adopted by the EU and provide a true and fair picture of the financial position and result of the Group. The annual report has been prepared in accordance with good accounting practice and provides a true and fair picture of the financial position and result of the parent company. The Report of the Directors for the Group and the parent company provides a true and fair overview of the development of the business, financial position and results of the Group and the parent company and describes significant risks and uncertainty factors with which the parent company and the companies forming the Group are faced.

Göteborg on 20 february 2008

Maria Andark

Torsten Jansson
Chairman of the Board

Hans Johansson

Mats Årjes

Göran Härstedt
Managing Director and CEO

Peter Nilsson

Our auditors' report has been given on 20 february 2008

Ernst & Young

Sven-Arne Gärdh
Authorized Public Accountant

Bjarne Fredriksson
Authorized Public Accountant

Income Statement – Group

1 January - 31 December

MSEK	Note	2007	2006
Net sales	2	4 194.0	3 530.5
Goods for resale		-2 196.1	-1 839.6
Gross profit		1 997.9	1 690.9
Other operating income	4	37.7	23.1
External expenses	6	-921.3	-793.4
Personnel costs	6	-647.2	-522.2
Depreciation of tangible and intangible fixed assets	1	-53.9	-40.1
Other expenses		-7.4	-13.6
Result from related company		-	0.1
Operating profit/loss		405.8	344.8
Interest income		15.0	9.4
Interest expenses		-105.8	-64.0
Net finance		-90.8	-54.6
Profit/loss before tax		315.0	290.2
Tax on net profit/loss for the year	9	-83.7	-63.1
Profit/loss for the year		231.3	227.1
Related to:			
Group shareholders		229.3	225.7
Shareholders minority		2.0	1.4
		231.3	227.1
Profit per share			
before dilution (SEK)		3.49	3.47
after dilution (SEK)		3.36	3.46
Weighted number of shares before dilution		66 343 543	65 430 660
Weighted number of shares after dilution		68 843 543	65 681 234

Balance Sheet – Group

31 December

MSEK	Note	2007	2006
ASSETS			
Intangible fixed assets	10	1 152.6	511.7
Tangible fixed assets	11	380.8	345.0
Shares in related companies	13	37.7	15.7
Long-term receivables	13	17.2	6.7
Deferred tax assets	13	131.8	83.4
Total fixed assets		1 720.1	962.5
Stock	25	1 862.1	1 519.3
Tax receivables		48.1	35.0
Accounts receivables	19	883.0	745.2
Prepaid expenses and accrued income	14	92.6	45.2
Other receivables	7	88.3	58.1
Cash and bank		115.5	114.2
Total current assets		3 089.6	2 517.0
Total assets	24	4 809.7	3 479.5
SHAREHOLDERS' EQUITY AND LIABILITIES			
	16		
Shareholders' equity		199.1	199.1
Other capital contributed		217.1	217.1
Reserves		-86.7	-37.8
Profit brought forward, incl. profit for the year		1 096.8	922.3
Equity attributable to the Parent Company shareholders		1 426.3	1 300.7
Minority interest		11.9	10.0
Total shareholders' equity		1 438.2	1 310.7
LIABILITIES			
Long-term interest bearing liabilities	17, 19, 24	2 414.9	1 373.5
Pension obligations		7.5	7.6
Other provisions		17.5	2.2
Deferred tax liabilities	13	185.0	99.9
Total long-term liabilities		2 624.9	1 483.2
Short-term interest bearing liabilities	17, 19, 24	57.6	57.1
Accounts payable		319.9	192.7
Tax liabilities		30.8	50.3
Accrued expenses and prepaid income	18	231.2	176.8
Other liabilities		107.1	208.7
Total short-term liabilities		746.6	685.6
Total liabilities		3 371.5	2 168.8
TOTAL EQUITY AND LIABILITIES	24	4 809.7	3 479.5
Memorandum items			
Pledged assets	22	221.4	252.3
Contingent liabilities	23	7.9	7.9

Changes in Equity – Group

MSEK	Share-capital	Other capital contributed	Other reserves	Retained earnings incl. profit/loss for the year	Total	Minority interest	Totalt equity
Opening balance 2006-01-01	193.6	169.1	123.4	648.0	1 134.1	9.9	1 144.0
Translation difference, change for the year	-	-	-51.5	-	-51.5	-2.2	-53.7
Cash flow hedges	-	-	-3.0	-	-3.0	-	-3.0
Equity change in minority	-	-	-	-	-	0.9	0.9
Reclassification of unrestricted and restricted shareholder's equity	-	-	-106.7	106.7	0.0	-	0.0
Total change in net assets recognized directly in equity, excluding transactions with shareholders	0.0	0.0	-161.2	106.7	-54.5	-1.3	-55.8
Profit/loss for the year	-	-	-	225.7	225.7	1.4	227.1
Total change in net assets, excluding transactions with shareholders	0.0	0.0	0.0	225.7	225.7	1.4	227.1
Dividends	-	-	-	-58.1	-58.1	-	-58.1
New share issue	5.5	48.0	-	-	53.5	-	53.5
Option premiums	-	-	-	0.0	0.0	-	0.0
Balance at year end 2006-12-31	199.1	217.1	-37.8	922.3	1 300.7	10.0	1 310.7
MSEK	Share-capital	Other capital contributed	Other reserves	Retained earnings incl. profit/loss for the year	Total	Minority interest	Totalt equity
Adjusted opening balance year 2007-01-01	199.1	217.1	-37.8	922.3	1 300.7	10.0	1 310.7
Translation difference, change for the year	-	-	-47.6	-	-47.6	-	-47.6
Cash flow hedges	-	-	-1.3	-	-1.3	-	-1.3
Equity change in minority	-	-	-	-	-	-0.1	-0.1
Reclassification of unrestricted and restricted shareholder's equity	0.0	0.0	-48.9	0.0	-48.9	-0.1	-49.0
Total change in net assets recognized directly in equity, excluding transactions with shareholders	0.0	0.0	0.0	229.3	229.3	2.0	231.3
Profit/loss for the year	-	-	-	229.3	229.3	2.0	231.3
Total change in net assets, excluding transactions in equity, excluding transactions with shareholders	0.0	0.0	0.0	229.3	229.3	2.0	231.3
Dividends	-	-	-	-66.3	-66.3	-	-66.3
Option premiums	-	-	-	11.5	11.5	-	11.5
Balance at year end 2007-12-31	199.1	217.1	-86.7	1 096.8	1 426.3	11.9	1 438.2
Translation difference						2007	2006
Balance brought forward						-32.6	21.1
Change for the year						-47.6	-53.7
Balance at year end						-80.2	-32.6

Cash Flow Analysis – Group

1 January - 31 December

MSEK	Note	2007	2006
Current operations			
Operating profit before financial items		405.8	344.8
Adjustment for non-cash items		60.5	41.8
Interest received		15.0	9.4
Interest paid		-105.8	-63.9
Tax paid		-116.2	-32.4
Cash flow before change in working capital		259.3	299.7
Cash flow from changes in working capital			
Increase/decrease in inventories		-119.0	-48.7
Increase in short-term receivables		-26.5	-27.0
Increase/decrease liabilities		-30.8	57.3
Cash flow from operating activities		83.0	281.3
Investing activities			
Acquisition of tangible assets		-64.9	-41.9
Sale of tangible assets		8.5	3.1
Sale of intangible assets		0	3.3
Acquisition of subsidiaries	26	-1 087.3	-6.4
Acquisition of financial assets		-22.0	-7.4
Cash flow from investing activities		-1 165.7	-49.3
Cash flow after investing activities		-1 082.7	232.0
Financial activities			
New share issue		0	53.5
Option premiums received		11.5	0
Loan raised		1 136.3	0
Loan amortized		0	-241.8
Dividend paid		-66.3	-58.1
Cash flow from financial activities		1 081.5	-246.4
Cash flow for the year		-1.2	-14.4
Liquid funds at the beginning of the year		114.2	133.8
Exchange rate movement in liquid funds		2.5	-5.2
Liquid funds at the end of the year		115.5	114.2
Liquid funds			
Cash and bank		115.5	114.2

The items above has been classified as liquid funds, on the basis of:

- that they are cash in hand
- that they are of insignificant risk to value fluctuations

Comments on the Cash Flow Analysis

Cash flow from operating activities has decreased by MSEK 193.3 (378.7). This was mostly caused by the early effects emerging from the purchase of the Cutter & Buck, which involved the cost of establishing warehouses in new markets as well as interest expenses. Investments effecting liquid assets increased by MSEK -1 116.4 (-170.9), also effected by the Cutter & Buck purchase. In total the cash flow after investments decreased to MSEK -1 082.7 (232.0).

Income Statement – Parent Company

1 January - 31 December

MSEK	Note	2007	2006
Net sales	3	87.0	83.4
Other operating income	4	5.0	0
Operating expenses			
Goods for resale		0	-1.1
External expenses		-73.1	-57.3
Personnel costs	6	-24.7	-17.1
Depreciation of tangible and intangible fixed assets	1	-3.1	-1.2
Other costs		-3.0	0
Operating profit/loss		-11.9	6.7
Profit/loss from financial investments		115.2	89.0
Interest income		99.3	42.4
Interest expenses		-121.1	-38.4
Net financial items		93.4	93.0
Profit/loss after financial items		81.5	99.7
Disposals	8	-5.0	-9.7
Tax on net profit/loss for the year	9	10.4	-0.6
Profit/loss for the year		86.9	89.4

Balance Sheet – Parent Company

31 December

MSEK	Note	2007	2006
ASSETS			
Fixed assets			
Intangible fixed assets	10	5.6	3.5
Tangible fixed assets	11	1.8	1.0
Financial fixed assets			
Shares in Group companies	12	2 117.0	1 016.9
Shares in associated companies	13	37.7	15.7
Total financial fixed assets		2 154.7	1 032.6
Total fixed assets		2 162.1	1 037.1
Current assets			
Short-term receivables			
Accounts receivable		0.2	0.6
Receivables on Group companies		833.5	977.6
Other receivables		27.1	10.4
Prepaid expenses and accrued income	14	17.9	3.2
Total short-term receivables		878.7	991.8
Cash and bank		0	0.1
Total current assets		878.7	991.9
TOTAL ASSETS		3 040.8	2 029.0
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity			
<i>Restricted shareholders' equity</i>			
Share capital	16	199.1	199.1
Restricted reserves		249.4	249.4
		448.5	448.5
<i>Unrestricted shareholders' equity</i>			
Retained profits		228.4	157.9
Share premium reserve		48.0	48.0
Profit/loss for the year		86.9	89.4
		363.3	295.3
Total shareholders' equity		811.8	743.8
Untaxed reserves	15	57.3	52.3
Long-term liabilities			
Overdraft facilities	17	1 610.9	903.5
Total long-term liabilities		1 610.9	903.5
Short-term liabilities			
Accounts payable		27.7	8.5
Liabilities to Group companies		520.3	277.7
Tax liabilities		0.6	7.4
Other liabilities		0.7	29.9
Accrued expenses and prepaid income	18	11.5	5.9
Total short-term liabilities		560.8	329.4
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES		3 040.8	2 029.0
Memorandum items			
Pledged assets	22	8.2	8.2
Contingent liabilities	23	291.8	223.0

Changes in Equity – Parent Company

1 January - 31 December

MSEK	Share capital	Restricted reserves	Retained profits	Share premium reserve	Profit/loss for the year 2006	Total equity
Opening balance 2006-01-01	193.6	249.4	173.5	0.0	10.1	626.6
Transfer			10.1		-10.1	
Group contribution	-	-	32.4	-	-	32.4
Profit/loss for the year	-	-	-	-	89.4	89.4
Total change in net assets excluding transactions with shareholders	0.0	0.0	32.4	0.0	89.4	121.8
Dividend	-	-	-58.1	-	-	-58.1
New share issue	5.5	-	-	48.0	-	53.5
Balance at year end 2006-12-31	199.1	249.4	157.9	48.0	89.4	743.8

Group contribution of MSEK 32.4 concerns received Group contribution of MSEK 45.0 with a calculated tax effect of MSEK -12.6.

MSEK	Share capital	Restricted reserves	Retained profits	Share premium reserve	Profit/loss for the year 2007	Total equity
Opening balance 2007-01-01	199.1	249.4	157.9	48.0	89.4	743.8
Transfer			89.4		-89.4	
Group contribution	-	-	47.4	-	-	47.4
Profit/loss for the year	-	-	-	-	86.9	86.9
Total change in net assets excluding transactions with shareholders	0.0	0.0	47.4	0.0	86.9	134.3
Dividend	-	-	-66.3	-	-	-66.3
Balance at year end 2007-12-31	199.1	249.4	228.4	48.0	86.9	811.8

Group contribution of MSEK 47.4 concerns received contribution of MSEK 65.8 with a calculated tax effect of MSEK -18.4.

Cash Flow Analysis – Parent Company

1 January - 31 December

MSEK	2007	2006
Current operations		
Operating profit before financial items	-11.9	6.7
Adjustments for non-cash items	0.4	3.5
Received dividends	115.2	112.2
Interest received	99.3	42.4
Interest paid	-121.0	-38.4
Tax paid	-14.7	-8.9
Cash flow before change in working capital	67.3	117.5
Cash flow from change in working capital		
Increase in short-term receivables	113.1	-101.9
Decrease/increase on short-term liabilities	238.3	186.1
Cash flow from operating activities	418.7	201.7
Investing activities		
Shareholder contributions to subsidiaries	-8.8	-12.5
Intra-group transaction	7.1	0
Aquisition of tangible assets	-2.1	-0.6
Aquisition of intangible assets	-3.9	-0.1
Aquisition of subsidiaries	-1 118.2	-109.3
Cash flow from investing activities	-1 125.9	-122.5
Financial activities		
New share issue	0	53.5
Loan raised	707.4	0
Amortization of loan	0	-121.9
Dividend paid to shareholders of the parent company	-66.3	-58.1
Received/paid Group contribution	65.8	45.1
Cash flow from financial activities	706.9	-81.4
Cash flow for the year	-0.3	-2.2
Liquid funds at the beginning of the year	0.3	2.5
Liquid funds at the end of the year	0.0	0.3

NOTE 1 ACCOUNTING AND VALUATION PRINCIPLES

Accounting and valuation principles

The consolidated financial statement are compiled in accordance with International Financial Reporting Standards (IFRS) published by the International Accounting Standards Board (IASB), as well as interpretations from International Financial Reporting Interpretations Committee (IFRIC) such as they have been approved by the EU Commission for application within EU.

The consolidated financial statements also include additional information in accordance with Swedish Financial Accounting Standards Council's RFR 1.1, supplementary accounting regulations for groups. The parent company applies RFR 2.1, Accounting for Legal Entities, and the Swedish Annual Accounts Act in the preparation of its financial statements.

Consolidated financial statements

The consolidated financial statements include the parent company New Wave Group AB and all companies in which New Wave Group AB, directly or indirectly, hold a controlling interest. The consolidated financial statements are compiled in accordance with IFRS, which means that the value of shares in subsidiaries are eliminated against equity in respective subsidiary at the time of acquisition, including the equity part of untaxed reserves. The tax part of untaxed reserves in acquired subsidiaries is classified as a long-term liability in accordance with the applicable tax rate in each respective country. If the acquisition value of a subsidiary company exceeds the net assets this is accounted for as goodwill. This method means that only part of the subsidiaries equity that is created after the acquisition is included within equity of the Group. Subsidiaries acquired during the fiscal year, as from the time of acquisition, are included in the consolidated income statement. Subsidiaries disposed of during the year are omitted as from the fiscal year's beginning. Associated companies are accounted for according to the equity method.

Changes in accounting principles

The accounting principles applied in 2007 are the same as those applied in the previous year. New IFRS standards implemented during the year has only had any effect on disclosures in terms of financial instruments.

IFRS 7 Financial Instruments: Disclosures

IFRS 7 effective from 2007 solely involves supplementary disclosures regarding the company's financial assets and liabilities. The application of this standard has caused no effect on the company's income statement or balance sheet.

Future changes in accounting principles

Listed below are the new accounting standards and statements that will be applicable to the Group in the fiscal year of 2008 or later and that currently may have an effect on the consolidated financial statements. At present these changes are not estimated to have a significant impact on the company's financial statements.

- IFRS 8 Operating Segments
- IFRIC 11 IFRS 2 - Group and Treasury Share Transactions

Minority interest

The minority interests' part of net income and their part of equity is based on the subsidiaries' annual account in accordance with the Group's accounting principles. Minority interest is classified as a separate item of the Group's equity and the minorities part of the Groups net income is disclosed separately.

Associated companies

Associates are companies that are not subsidiaries but in which the parent company holds, directly or indirectly, at least a 20% of the voting rights. Associates are accounted for according with the equity method. Share of profit of an associate is accounted for in profit before tax. The acquisition value of an associate is not higher than the share of equity, and because of this there is no goodwill. Share of associates losses does not form part of the Group's deferred tax claim. Associates are valued and accounted for at their acquisition value adjusted for the share of profit since the time of acquisition.

Income accounting

Sales of goods are accounted for upon delivery to customers, in accordance with the sales terms. All sales are accounted for after deduction of value-added tax, discounts and returns made. Intra-group sales are eliminated from Group accounts. Commissions, royalties and licensed income are accounted for as sales income in accordance with the actual agreed economic meaning. They are not disclosed as they do not consist of any substantial amount.

Internal sales

Pricing upon delivery between Group companies is based on commercial principles and therefore is at market prices. Internal results arising from sales between Group companies have been entirely eliminated.

Related party transactions

No related party transactions beyond usual Group company transactions have taken place.

Intangible fixed assets

Goodwill

Goodwill is the amount that the acquisition cost exceeds the actual value of net assets the Group acquired in relation to the acquisition of a company or transference of its assets and liabilities. Goodwill is not depreciated but is instead tested annually in order to identify the possible need for write-down. Goodwill is accounted for at acquisition value minus accumulated write-down.

Trademarks

Trademarks are accounted for at acquisition value minus possible accumulated depreciation and accumulated write-down. Trademarks that are established as having an indeterminable duration of use are not depreciated but are instead tested annually in order to identify the possible need for write-down, in the same manner as for goodwill. The exception is for minor acquisitions, 2003 and earlier, which were depreciated lineally by 5% annually.

Tangible and intangible fixed assets

Tangible and intangible fixed assets acquired by the Group are accounted for at historic acquisition value after deducting accumulated depreciation and possible write-downs. Costs for repairs and maintenance are charged to profit and loss. The acquisition value of assets is depreciated lineally during the asset's estimated utilization period.

Computers and software	33%
Real estate	2 - 4%
Other machinery and equipment	10 - 20%

Write-downs

In the consideration of write-down requirement the carrying amount of the balance sheet is compared to the estimated recoverable amount. The recoverable amount of the asset consists of the highest of net realizable value reduced by the selling expenses and the value in use. In case the assets or cash generating units estimated recoverable amount is less than carrying amount, a write-down to the recoverable amount is done. A write-down charges the income statement.

Provision

A provision is made in the balance sheet when the company has a formal or informal obligation as a consequence of an occurrence and a reliable estimate of the amount can be made.

Receivables

Receivables have, after individual consideration, been accounted for by the amount which is deemed to flow in.

Research and development

Product development mainly comprises of design and development of new collections, as well as developing new product variations within the borders of our existing collections. Expenses for research and development are booked as costs continuously as products regularly are replaced and the length of life is hard to anticipate.

Classification of financial instrument in accordance with IAS 39

All financial assets and liabilities are classified into following categories:

- Financial assets and liabilities valued at fair value through the income statement, consists of financial assets and financial liabilities held for trading which includes all New Waves derivative instruments. Trading with derivative instrument is mainly prosecuted to hedge the Group's currency risks.
- Investments held to maturity. This category includes financial assets with fixed or fixable payment and fixed term that New Wave intends and are able to keep until fall due.
- Loan receivables and accounts receivable. These assets have fixed or fixable payments. New Waves liquid funds, accounts receivable and loan receivables

NOTE 1 ACCOUNTING AND VALUATION PRINCIPLES continuing

includes in this category.

d) Financial assets available for sale. New Wave does not have any financial assets classified to this category.

e) Other financial liabilities. This category includes financial liabilities not held for sale. New Waves accounts payable and borrowings belongs to this category.

Financial instruments

Financial instruments that are accounted for in the balance sheet include liquid funds, trade debtors, trade creditors, borrowings and derivatives. Financial instruments are valued and accounted for in the group in accordance with IAS 39 regulations. Financial instruments are initially accounted for at acquisition value which is equivalent to the instruments fair value with the addition of transaction costs for assets and liabilities valued at accrued acquisition value. A financial asset or financial liability is accounted for in the balance sheet when the company becomes part of the instruments contractual conditions. Trade debtors are accounted for in the balance sheet when the invoice has been sent. A financial asset is eliminated from the balance sheet when the rights of the agreement are realised, fall due or the company loses control over them. The same is valid for part of a financial asset. A financial liability is eliminated from the balance sheet when the obligation in the agreement is fulfilled or in any other way is extinguished. The same is valid for part of a financial liability.

Accounts receivable

Accounts receivable are accounted at the amount which is deemed to flow in after deduction for doubtful debts, which are judged individually. Accounts receivable have an anticipated short term and are valued and recorded to nominal amount without discounting. Write-downs from accounts receivable are recorded to the business cost. Write-downs for current year are shown in note 19.

Accounts payable

Accounts payable are valued at acquisition value. Accounts payable have an anticipated short term and are valued without discounting to a nominal value. Currency derivative instrument are accounted upon trading date.

Liquid funds and borrowings

Short term placements consist of liquid bank funds without a commitment period and therefore the market value is judged to be the same as the book value. Borrowings consist of liabilities to credit institutions. The borrowings are accounted for in the balance sheet at acquisition value as per settlement date with the addition of accrued interest. Interest costs are accrued and accounted for regularly in the income statement. Currency derivatives are only included with aim of securing the commercial flow. Derivatives consist of forward exchange transactions and currency swaps. The exchange rate affect attributable to the derivative is accounted for in the operating result at the same time as the exchange rate affect on the underlying secured transaction is accounted for.

Purchase of goods

In connection with placing an order derivative is procured to ensure the delivery value of inventories. The derivatives are currently valued and currency effects are recorded as an adjustment item against equity in accordance with IAS 39.

Leasing

Only operational leasing occurs within the Group, and therefore leasing fees are charged to expenses evenly over the contract period. Company cars, copiers and so on are for reasons of substantiality accounted for as operational leasing.

Stock

Stock consist of textiles, give-aways and accessories for resale. Stock is valued using the first-in-first-out (FIFO) principle at the lowest of acquisition value or net sales value on balance day. Deductions are made for internal profits originating from deliveries between Group companies. Stock value is adjusted for obsolescence in accordance with an established obsolescence staircase for the Group. This means that write-down limits are set from historical accounting. This write-down rule also supplements by assessments of separate items.

Received and paid Group contributions

Received and paid Group contributions will be accounted for directly towards equity capital with a calculated tax effect of 28%.

Tax

Current tax

The Group's income tax includes tax on the parent company's disclosed income

during the fiscal period as well as adjustments for previous periods, shares in associated companies' tax and changes in deferred tax. Tax is individually estimated for each company according to the tax rules of each country and is reported as current tax.

Deferred tax

Deferred tax is estimated on the basis that temporary differences occur between accounting values and tax values on assets and liabilities. Temporary differences refer mainly to depreciation of assets and deductible deficiencies. Deferred tax claims in regards to deductible deficiencies have only been considered to the extent that it is probable that a deduction can be offset by a surplus in future taxation. When estimating deferred tax liabilities the tax rates for each respective country has been used and allowance made for known changes. In the parent company's annual financial statements, the deferred tax liability on untaxed reserves is included in untaxed reserves; this is due to the relation between defined contribution plans and taxation.

Remuneration to employees

Pensions

Pension liabilities are calculated in accordance with IAS 19 Remuneration to employees. Within the Group there are mainly defined contribution plans but also isolated preferential plans. For defined contribution plans, the company pays fixed charges to a separate corporate entity and has no obligation to pay further charges. The Group's result is burdened for these costs at the same time as the benefits are earned. In Sweden no details are available from Alecta for valuation of pension commitments and this is why the company reports these as contractual rate plans.

In Sweden there are no details available from Alecta for valuation of pension commitments why these are recorded as a defined contribution plan in accordance to UFR3, Classification of ITP plans financed by insurance in Alecta. Alecta's level of consolidation amounted to 152 per cent (143) at the year end. The collective level of consolidation consists of the difference between the assets and the insurance commitments calculated according to Alecta's technical calculation presumptions, which do not agree with IAS 19.

Reportable segment

Corporate Promo business area and Retail business area are New Wave's two primary segments. The segment division is based on the distribution channel, instead of the geographical market or the products. Secondary segments are geographical areas as risks and earning differ from the different countries within the Group.

NOTE 2 REPORTING OF SEGMENTS

Primary segments – business areas

MSEK Group	Net Sale		EBITDA			Assets		Investments		Depreciation		Debts	
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	
Promo	2 473	2 146	386	288	2 838	2 116	-688	-30	-32	-24	1 989	1 319	
Retail	1 721	1 385	74	97	1 972	1 364	-478	-19	-22	-16	1 383	850	
	4 194	3 531	460	385	4 810	3 480	-1 166	-49	-54	-40	3 372	2 169	

The business areas Promo and Retail are the primary segments. It is the distribution channel and not the product or the geographical market that is the starting point. Many products are the same for both segments sharing the same stock. To be able to sell the same kind of product in both segments is one of the big synergies.

It is also the same with several clients/retailers that work in both segments. Most of the legal companies within New Wave are working in both segments. Below is a split among sales, assets and investments at the secondary segments, which are the geographical. The increase in the USA is related to the acquired company Cutter & Buck.

Secondary segments – geographical areas

MSEK	Net Sale			Assets		Investments		Debts	
	2007	2006	2007	2006	2007	2006	2007	2006	
Nordic countries	2 072	2 024	2 067	1 949	-51	-28	1 269	1 215	
Mid-Europe	891	833	894	835	-14	-12	549	521	
Southern Europe	406	412	447	418	-8	-6	274	260	
USA	689	167	1 272	174	-1 091	-2	1 200	108	
Other countries	136	95	130	104	-3	-1	80	65	
Total	4 194	3 531	4 810	3 480	-1 166	-49	3 372	2 169	

NOTE 3 INTRA-GROUP COMPANY PURCHASING AND SALES

Parent company sales during fiscal year, 1 January – 31 December, 2007 amounted to MSEK 87.0 (83.4) and intra-group sales amounted to 98 (99)%. Result before appropriations and tax was MSEK 81.5 (99.7).

NOTE 4 OTHER OPERATING INCOME

MSEK Group	2007	2006
Exchange gains	12.5	4.8
Capital gains	8.5	0.0
Other grants and contributions	16.7	18.3
	37.7	23.1

MSEK Parent company	2007	2006
Exchange gains	5.0	0.0
	5.0	0.0

NOTE 5 AVERAGE NUMBER OF EMPLOYEES

Employees					Men and women in management positions						
Parent company	2007		2006		Group	2007		Total 2007	2006		Total 2006
	Number of employees	Of which are men	Number of employees	Of which are men		Women	Men		Women	Men	
Hisings Kärra	42	23	33	17	Board of directors	1	4	5	1	3	4
Parent company total	42	23	33	17	Group management	1	7	8	0	7	7
Subsidiaries in Sweden					Total	2	11	13	1	10	11
Borås	95	52	116	69	Sick leave Parent company						
Hisings Kärra	30	19	29	20	The total sick leave 1 January – 31 December in the parent company was 0.7 (3.7)% women 1.3 (7.6)%, men 0.3 (0.1)%.						
Munkedal	94	59	90	58							
Örrefors Kosta	599	384	695	468							
Stockholm	73	49	74	48							
Ulricehamn	109	60	105	55							
Örebro	15	7	15	7							
Subsidiaries in Sweden total	1 015	630	1 124	725							
Subsidiaries outside Sweden											
Bangladesh	50	46	25	4							
Belgium	39	22	35	20							
Denmark	160	81	170	81							
England	0	0	19	11							
Finland	34	21	32	21							
France	20	11	21	12							
Holland	201	128	202	121							
Hong Kong	4	1	13	5							
Ireland	4	2	3	1							
Italy	55	32	53	31							
Japan	4	0	4	0							
China	184	76	163	84							
Norway	67	36	55	30							
Poland	49	24	33	17							
Russia	28	15	19	8							
Switzerland	41	30	37	25							
Spain	44	27	43	26							
Germany	50	28	56	24							
USA	209	95	38	11							
Vietnam	21	9	10	9							
Wales	18	10	8	4							
Austria	11	8	11	9							
Subsidiaries outside Sweden total	1 293	702	1 050	554							
Group total	2 350	1 355	2 207	1 296							

NOTE 6 WAGES AND SALARIES. OTHER REMUNERATION AND SOCIAL COSTS

MSEK	2007 Wages, salaries and other remunerations		Social costs	Of which pension costs	2006 Wages, salaries and other remunerations		Social costs	Of which pension costs
Parent company		15.7	6.7	1.6		8.6	4.0	1.2
Subsidiaries in Sweden		187.5	59.4	10.0		150.1	59.9	9.1
Subsidiaries outside Sweden		314.7	48.7	8.2		210.4	38.0	5.9
Group total		517.9	114.8	19.8		369.1	101.9	16.2

Of the parent company's pension costs MSEK 0.1 (0.6) relates to the Board and the Managing Director. Of the Group's pension costs MSEK 1.9 (2.0) relates to the Board and Managing Director.

NOTE 6 WAGES AND SALARIES, OTHER REMUNERATION AND SOCIAL COSTS continuing

Wages, salaries and other remuneration distributed by country, Board members and other employees

MSEK	2007 Board and Managing Director	Of which bonus etc.	Other employees	2006 Board and Managing Director	Of which bonus etc.	Other employees
Parent company	1.7	0	14.0	1.2	0	7.4
Subsidiaries in Sweden	11.8	0	177.9	10.8	0	140.4
Subsidiaries outside Sweden						
Belgium	1.3	0	16.9	1.2	0	15.2
Denmark	1.6	0.2	28.5	2.2	0.1	29.7
England	0	0	0	1.4	0	2.5
Finland	1.7	0	9.9	0.8	0	9.7
France	0.6	0.1	2.2	0.5	0	2.5
Holland	3.4	0	62.2	3.5	0	54.4
Ireland	0.3	0	0.6	0.5	0	0.6
Italy	7.6	4.0	14.0	8.0	3.4	13.3
China	0	0	10.8	0	0	8.4
Norway	2.1	0	26.7	1.7	0	19.7
Poland	0	0	1.3	0	0	0
Russia	0.7	0	3.7	0.8	0	1.9
Switzerland	0.0	0	16.8	0.2	0	2.9
Spain	0.6	0	5.9	0.9	0	6.0
Germany	1.5	0.6	15.2	1.4	0.5	15.0
USA	1.5	0	66.9	0	0	0
Wales	0.8	0	3.8	0.5	0	1.4
Austria	0	0	3.4	0	0	2.5
Total subsidiaries outside Sweden	23.7	4.9	288.8	23.6	4.0	185.7
Group total	37.2	4.9	480.7	35.6	4.0	333.5

* the bonuses are based on results and yearly accounted for without future assumptions.

Remuneration for the Board	2007	2006
External members of the parent company	0.5	0.4
Of which for the Chairman of the Board	0.1	0.2
Working Chairman of the Board	0.5	0

A remuneration committee for the parent company's Board has not been assigned. For the Chairman of the Board and the members of the Board the remuneration is decided by the Annual General Meeting.

Conditions of employment for the Managing Director

Remuneration to the Managing Director consists of a fixed salary. The Managing Director is to receive no board fee or other compensation such as bonus. Retirement annuity for the Managing Director is set according to a market based and payment regulated retirement benefit agreement. The term of notice for the Managing Director is 6 months and mutually effective for all parties.

Conditions of employment for others in the executive management team.

Others in the executive management team consist of the seven, which together with the Managing Director form the Group's management. To see the composition of the Group's management see the penultimate page. Remuneration to others in the executive management team consists of a fixed salary and in one single occasion compensation was made in form of a bonus. No board fee was awarded the others in the executive management team. Retirement annuity for the others in the executive management team is set according to a market based and payment regulated retirement benefit agreement. The term of notice for the others in the executive management team is 3 - 6 months and mutually effective for all parties and no severance pay is applicable.

The decision-making process

At present state there is no appointed remuneration committee handling salary levels, retirement benefits, incentives and other conditions of employment for the Managing Director and others in the executive management team. Instead these issues are addressed by the Board of Directors. Salaries for the others in the executive management team are set by the Managing Director following a consultation with the Chairman of the Board. The commission for the Board of Directors is decided at the Annual General Meeting.

MSEK	2007 Wages, salaries and other remunerations	Of which bonus etc.	Pension costs	2006 Wages, salaries and other remunerations	Of which bonus etc.	Pension costs
Managing Director Göran Härstedt	0.6	0	0	0	0	0
Resigning Managing Director, along with appointed Chairman of the Board Torsten Jansson	0.5	0	0.1	0.7	0	0.2
Board member Maria Andark	0.1	0	0	0	0	0
Board member Hans Johansson	0.1	0	0	0	0	0
Resigning Chairman of the Board Håkan Thylén	0.1	0	0	0.2	0	0
Board member Peter Nilsson	0.1	0	0	0	0	0
Board member Mats Årjes	0.1	0	0	0	0	0
Other employees in leading positions*	12.2	4.2	0.6	9.9	3.4	0.1
Total	13.8	4.2	0.7	10.8	3.4	0.3

*The persons are accounted for on p. 72

NOTE 6 WAGES AND SALARIES. OTHER REMUNERATION AND SOCIAL COSTS continuing

Options	2007 Quantity with exercise date 2008	with exercise date 2010	2006 Quantity with exercise date 2008
Chairman of the Board	91 000	100 000	91 000
Other members of the Board	0	0	0
Managing Director	50 000	100 000	50 000
Other employees in leading positions	90 000	225 000	90 000
Total	231 000	425 000	231 000

Option program with the exercise date 30 June 2008:

The program runs from June 2005 to 30 June 2008 with a ransom price of SEK 73.10. The options were acquired at market prices, which at the time for the issue was SEK 9.00 per option respectively.

Option program with the exercise date 30 June 2010:

The program runs from June 2007 to 30 June 2010 with a ransom price of SEK 102.50. The options were acquired at market prices, which at the time for the issue was SEK 7.00 per option respectively.

Closing price per share as at 31 December was SEK 67.50.

Pension commitments

Within the Group there are defined benefit obligations concerning Swedish pensions and in addition these are in a few cases of low value. Since the Swedish warrant officer Alecta has been unable to provide supporting documents for calculating the pension, no provision has been made.

Alecta's level of consolidation amounted to 152 per cent (143) at the year end. The collective level of consolidation consists of the difference between the assets and the insurance commitments calculated according to Alecta's technical calculation presumptions, which do not agree with IAS 19.

NOTE 7 EMISSION RIGHTS

The value of emission allowances form part of other receivables.

GROUP	2007	2006
MSEK		
Value at the year's beginning	1.2	2.3
Emission allowances received	0	0
Account for the year	-1.2	-1.1
Planned residual value	0.0	1.2

Emission allowances

The emission allowance is expected to have a market value of MSEK 0.

NOTE 8 APPROPRIATIONS

Parent company	2007	2006
MSEK		
Difference between book value and depreciation according to plan	0.9	-1.2
Tax allocation reserve	-5.9	-8.5
Tax allocations reserve	-5.0	-9.7

Remuneration to accountants

MSEK	2007	2006
Group		
<i>Audit tasks</i>		
Ernst & Young	4.9	3.0
KPMG	0	0.3
Other	1.1	0.8
<i>Consulting cost</i>		
Ernst & Young	1.0	1.0
KPMG	0	0
Other	0	0.1
Total	7.0	5.2

Parent company	2007	2006
<i>Audit tasks</i>		
Ernst & Young	0.5	0.4
<i>Consulting cost</i>		
Ernst & Young	0	0
Total	0.5	0.4

NOTE 9 TAX ON NET PROFIT/LOSS FOR THE YEAR

Group	2007	2006
MSEK		
Current tax	-88.8	-63.2
Tax assignable to preceding years	-1.9	8.1
Deferred tax	7.0	-8.0
Total	-83.7	-63.1

Parent company	2007	2006
MSEK		
Current tax	-8.0	-13.2
Tax assignable to preceding years	18.4	12.6
Tax on received/paid Group contributions	10.4	-0.6

Explanation to the difference between nominal Swedish tax rate and effective tax rate according to the Income Statement:

Group	2007	2006
Percent		
Swedish income tax rate	28.0	28.0
Tax on loss carry forward *	-2.1	-4.6
Effect from foreign tax rates	-0.4	1.0
Effect of tax changes preceding years	0.6	-2.8
Permanent differences	0.5	0.2
Tax rate according to the income statement	26.6	21.8

* Share percent is affected by temporary income-based loss in foreign companies, of which a postponed tax claim has not been booked.

Parent company	2007	2006
Percent		
Swedish income tax rate	28.0	28.0
Dividend subsidiaries, not tax-based	-41.7	-27.7
Costs, not deductible	0.1	0.3
Tax rate according to the income statement	-13.6	0.6

NOTE 10 INTANGIBLE FIXED ASSETS

Group	Goodwill		Trademarks		Computer programmes	
MSEK	2007	2006	2007	2006	2007	2006
Accumulated acquisition value						
Acquisition value brought forward	427.2	423.4	144.7	144.7	21.0	19.4
Acquisition value as part of acquisitions	415.2	3.3	252.3	0	52.5	1.6
Purchases	0	5.2	0	0	6.8	0
Exchange rate differences	-26.1	-4.7	-16.3	0.0	0	0
Accumulated acquisition value	816.3	427.2	380.7	144.7	80.3	21.0
Accumulated depreciation value						
Depreciations brought forward	-51.6	-51.6	-11.7	-10.4	-17.9	-15.3
Depreciations as a part of acquisitions	0	0	0	0	-34.6	0
Depreciations during the year	0	0	-1.3	-1.3	-7.6	-2.6
Accumulated depreciations	-51.6	-51.6	-13.0	-11.7	-60.1	-17.9
Book value at year end	764.7	375.6	367.7	133.0	20.2	3.1
All trademarks has been acquired.						
Remaining depreciation period	-	-	*	*	3 years	3 years

* Trademarks with residual value MSEK 7.5 (8.3) has a average remaining depreciation period of 5.8 (6.4) years. Outstanding share assesses through annual impairment test.

Parent company

MSEK	Goodwill		Trademarks		Computer programmes	
	2007	2006	2007	2006	2007	2006
Accumulated acquisition value						
Acquisition value brought forward	-	-	8.1	8.1	4.3	4.3
Purchases	-	-	-	0	4.4	0
Accumulated acquisition value	0	0	8.1	8.1	8.7	4.3
Accumulated depreciation value						
Depreciation value brought forward	-	-	-5.5	-5.1	-3.4	-2.9
Depreciations during the year	-	-	-0.4	-0.4	-1.9	-0.5
Accumulated depreciations	0	0	-5.9	-5.5	-5.3	-3.4
Book value at year end	0	0	2.2	2.6	3.4	0.9

Test of write-down requirement

Goodwill

A test of goodwill write-down requirements is carried out annually. Goodwill is apportioned to the cash generating entities Promo and Retail as follows:

MSEK	2007	2006
Promo	528.6	274.9
Retail	236.1	100.7
Total	764.7	375.6

The apportionment of goodwill between both segments has been adopted based on calculations of their useful value. The calculations emanate from the strategic plans established by Group management in connection with the acquisition. The effect of expansion investments, in order to achieve the mentioned growth, is excluded when the write-down requirements for goodwill are tested. The calculation of the recovery value is based on the Group's strategic plan for respective entity. The expected future cash flow according to these plans form the basis for these calculations. This value is comprised of the expected future cash flow for the existing operation over the coming five year period. Cash flow beyond five years is calculated as a multiple applied on the calculated persistent cash flow. When calculating the present value of the anticipated future cash flow, the weighted actual capital cost (WACC) calculated at 9%. The discounted cash flow is compared with the book value per cash flow generating entity. Testing of the write-down requirement is carried out during the fourth quarter and testing for 2007 has shown that no write-down is required.

The major assumptions that were used for the five year plan to access the worth is as follows:

Important variables/Method for accessing the worth

Market share and growth

Demand for these mature products has historically followed the economic trends. Expected market growth is based on a transition from the prevailing economic situation to the anticipated long term growth. Actual market share has been estimated for future periods. The forecast corresponds with earlier experience and information sources.

Exchange rates

Exchange rate forecasts are based on actual quoted foreign exchange rates. Consideration has been given to existing exchange hedging.

Raw materials

Raw material prices (cotton, electricity, oil) have been assessed using today's price levels.

Personnel costs

Forecasts for personnel costs are based on anticipated inflation, a certain real wage increase and a planned increase in efficiency. The forecast corresponds with earlier experience.

The company management judges that reasonable changes should not have any major affect or that on any one alone should reduce the recovery value to a value that is lower than the accounted value for respective entities.

NOTE 10 INTANGIBLE FIXED ASSETS continuing

Trademarks

Besides goodwill there are within the Group, trademarks that are judged to have an indefinite duration of use. The value of these acquired trademarks amounts to MSEK 367.7 (133.0), whereby the most part is attributed to the acquisition of Orrefors Kosta Boda group 110.0 and Cutter & Buck MSEK 251.0.

Trademarks allocated to cash generating units

MSEK	2007	2006
Corporate Promo	23.0	23.0
Retailing	344.7	110.
Total	367.7	133.0

The apportionment between goodwill and trademarks emanates from the strategic plans that were established by Group management in connection with the acquisition. The duration of use is judged to be indeterminable when it is a question of strategic trademarks that are well established within their respective markets and which the Group intends to keep and develop further. All trademarks have been identified and valued in connection with company acquisitions. The value for the fourth quarter of 2007 is tested for write-down in a similar model as that used for goodwill and the testing for 2007 has shown that no write-down is required.

NOTE 11 TANGIBLE FIXED ASSETS

Group	Real estate		Equipment, tools and installations	
MSEK	2007	2006	2007	2006
Accumulated acquisition value				
Acquisition value brought forward	267.9	257.4	321.3	266.9
Acquisition value as part of acquisition	9.0	0	98.6	0.1
Acquisitions during the year	11.6	10.5	72.0	68.6
Sales/discarding	-18.0	0	-29.0	-14.3
Accumulated acquisition value	270.5	267.9	462.9	321.3
Accumulated depreciation according to plan				
Depreciation value brought forward	-49.4	-39.6	-194.9	-164.8
Sales/discarding	11.0	0	29.0	14.3
Depreciations as part of acquisitions	-5.9	0	-80.8	0
Depreciations as part of production costs/goods for resale	-2.8	-2.6	-14.7	-15.4
Depreciations during the year	-6.0	-7.2	-38.2	-29.0
Accumulated depreciations	-53.1	-49.4	-299.6	-194.9
Book value at year end	217.4	218.5	163.3	126.4
Of the above accounted value, land value amount to:	15.7	23.8		
Book value Swedish land and buildings		98.6		
Taxation value for Swedish real estates				
Buildings	47.5	63.1		
Land	8.2	8.9		
Parent company				
MSEK	2007	2006	2007	2006
Accumulated acquisition value				
Acquisition value brought forward	-	-	5.0	4.4
Acquisitions during the year	-	-	2.1	0.6
Accumulated acquisition value	0.0	0.0	7.1	5.0
Accumulated depreciation according to plan				
Depreciation value brought forward	-	-	-4.0	-3.7
Depreciations during the year	-	-	-1.3	-0.3
Accumulated depreciations	0.0	0.0	-5.3	-4.0
Book value at year end	0.0	0.0	1.8	1.0

NOTE 11 TANGIBLE FIXED ASSETS continuing

Leasing fees and operational leasing.

The Group has operational leasing agreements concerning premises and business systems. The commitments concerning these contracts are stated in the following table:

	Group 2007		Parent co. 2007			Group 2006		Parent co. 2006	
	Premises	Business systems	Premises	Business systems		Premises	Business systems	Premises	Business systems
2008	96.9	4.4	6.5	4.4	2007	57.4	4.4	6.6	4.4
2009	90.7	4.4	6.5	4.4	2008	54.4	4.4	6.6	4.4
2010	80.4	4.4	6.1	4.4	2009	40.2	4.4	3.9	4.4
2011	63.2	4.4	6.1	4.4	2010	34.6	4.4	0	4.4
2012 incl. costs up to and incl. the end of the contract	74.0	4.4	1.9	4.4	2011 incl. costs up to and incl. the end of the contract	85.0	4.4	0	4.4
The rental costs amounted to	96.1	4.4	4.4	4.4		67.9	4.4	6.0	4.4

NOTE 12 SHARES IN GROUP COMPANIES

	Capital %	Voting rights %	Number of shares	Book value		Capital %	Voting rights %	Number of shares	Book value
CJSC New Wave Group	51	51	-	399	New Wave Italia S.r.l	100	100	500 000	6 670
Craft of Scandinavia AB	100	100	50 000	5 000	New Wave Mode AB	100	100	100 000	8 871
Craft Sportswear Ltd	51	51	-	709	New Wave Profile Professional Ltd	100	100	1 000	1
Cutter & Buck Inc.	100	100	-	1 085 647	New Wave Sportswear A/S	100	100	9 000	1 022
Dahetra A/S	100	100	-	23 612	New Wave Sportswear BV	100	100	40	7 397
DJ Frantextil AB	100	100	30 000	46 104	New Wave Sportswear Ltd	100	100	500 000	10 193
EBAS Group BV ¹	100	100	5 100	27 010	New Wave Sportswear S.A.	100	100	1 000	14 597
Fastighetsbolaget YBY AB	100	100	1 000	1 922	NW Textile Garment Trader AB	100	100	50 000	500
Form & Design i Kosta AB	100	100	100	100	OKB Restaurang AB	100	100	10 000	10 000
Hefa AB ²	100	100	18 985	47 980	Orrefors Event AB	100	100	100	100
Intraco Holding BV ³	59	59	40 000	30 954	Orrefors Kosta Boda Holding AB ⁵	100	100	100 000	24 481
Jobman Workwear AB	100	100	10 000	163 327	OY Trexet Finland AB	100	100	600	1 412
Jobman Workwear Ltd	100	100	50 000	50 255	Pax Scandinavia AB	100	100	2 400	26 909
Kosta-Förlaget AB	80	80	400	1 136	Projob Workwear AB	100	100	1 015 684	492
Liyang Xinlang Clothing Produce Co Ltd	100	100	-	23 785	Sagaform Försäljnings AB ⁶	100	100	1 000	75 605
Make Your Own Design in Scandinavia AB	100	100	10 000	1 000	Sege Europe AB	100	100	10 000	34 599
New Wave Austria GmbH	100	100	-	8 360	Sege United AB	100	100	10 000	56 016
New Wave Danmark A/S	100	100	1	1 180	Texet AB	100	100	58 500	99 900
New Wave Far East Ltd	100	100	10 000	9	Texet Benelux BV	75	75	-	44 418
New Wave Footwear AB	100	100	1 000	3 438	Texet Deutschland GmbH	100	100	-	445
New Wave France SAS	100	100	100	11 269	Texet France SAS	96	96	47 798	10 364
New Wave Garments Ltd	100	100	-	14 813	Texet Poland Ltd	51	51	-	1 858
New Wave GmbH	100	100	-	11 224	Toppoint Nederland BV ⁷	100	100	13 614	84 834
New Wave Group Factory Shop AB	100	100	500	4 440	United Brands of Scandinavia Ltd, Ireland	100	100	-	1 036
New Wave Group Incentives AB	100	100	1 000	100	United Brands of Scandinavia Ltd, Wales	100	100	-	13 765
New Wave Group International Trading Ltd	100	100	-	1 545	X-Tend BV	100	100	100 000	15 673
New Wave Group SA ⁴	100	100	100	536	Total				2 117 012

Continuing in right column

¹ EBAS Group BV Texet Benelux BV together with Texet France SAS and Texet Harvest Spain SL.

² Hefa AB owns the companys GC Sportswear OY and Dressmart GmbH.

³ Intraco Holding owns Intraco Hong Kong Ltd, Intraco International Ltd, Intraco Shenzhen Ltd, Intraco Trading BV and 60% of DeskTop Ideas Ltd.

⁴ New Wave Group SA owns Craft Suisse SA and New Wave Group Licensing SA.

⁵ Orrefors Holding AB owns Orrefors Kosta Boda AB that owns Galleri Orrefors Kosta Boda, Glasma AB, Orrefors Kosta Boda Leasing AB, Orrefors Kosta Boda Inc and SEA Glasbruk AB.

⁶ Sagaform Försäljnings AB owns Sagform AB that owns Sagaform A/S, Sagaform APS, Sagaform GmbH (Germany and Austria), Sagaform Oy, Sagaform Inc, Sagaform Ltd, Sagaform SAS and NGA Land AB.

⁷ Toppoint Nederland BV owns Lensen Beheer BV that owns Breplast Kunststoffspritz GmbH, Lensen Toppoint BV, Merlineex Pen BV, Toppoint Deutschland GmbH, Topline Keramik BV, Totemco BV, Newpoint SPz.oo. and 80% of Toppoint Polska SPz.oo.

NOTE 12 SHARES IN GROUP COMPANIES continuing

Information about subsidiaries' corporate identity and domicile:	Corporate identity number	Domicile
Breplast Kunststoffspitz GmbH	HR B 553	Brensbach, Germany
CJSC New Wave Group	10 57 74 88 02 38 5	Moskva, Russia
Craft of Scandinavia AB	556529-1845	Borås, Sweden
Craft Sportswear Ltd	5451215	London, England
Craft Suisse SA	CH-645-4097183-0	Cortailod, Switzerland
Cutter & Buck Inc.	206-830-6812	Seattle, USA
Dahetra A/S	37764728	Skanderborg, Denmark
Desk Top Ideas Ltd	718094721	Oxfordshire, England
DJ Frantextil AB	556190-4086	Borås, Sweden
Dressmart GmbH	328/5857/0728	Menden, Germany
EBAS Group AB	17078626	Aarschot, Belgium
Fastighetsbolaget YBY AB	556473-4126	Borås, Sweden
Form & Design i Kosta AB	556686-5811	Hovmantorp, Sweden
Galleri Orrefors Kosta Boda	- - -	Tokyo, Japan
GC Sportswear OY	1772317-6	Espoo, Finland
Glasma AB	556085-8671	Emmaboda, Sweden
Hefa AB	556485-2126	Hisings Kärä, Sweden
Hurricane Purchase A/S	16503770	Skanderborg, Denmark
Hurricane Textile Purchase Ltd	C-51537(1832)/2004	Dhaka, Bangladesh
Intraco Holding BV	34228913	Wormerveer, Holland
Intraco Hong Kong Ltd	33959038-000-10-03-3	Hong Kong
Intraco International Ltd	35134648-000-11-04-7	Hong Kong
Intraco Shenzhen Ltd	- - -	Sheizhen, China
Intraco Trading BV	35027019	Wormerveer, Holland
Jobman Workwear AB	556218-1783	Stockholm, Sweden
Jobman Workwear Ltd	15891824-000-07-03-01	Hong Kong
Lensen Beheer BV	5023460	Bergentheim, Holland
Lensen Toppoint BV	5055988	Bergentheim, Holland
Liyang New Wave Clothing Production Ltd	4118	Shanghai, China
Make Your Own Design in Scandinavia AB	556372-1785	Borås, Sweden
Merlinex Pen BV	33263967	Amsterdam, Holland
New Wave Austria GmbH	FN272531g	Eli, Austria
New Wave Danmark A/S	19950700	Köpenhamn, Denmark
New Wave Far East Ltd	551901	Hong Kong
New Wave Footwear AB	556537-4971	Borås, Sweden
New Wave France SAS	430 060 624 000 29 514C	Dardilly, France
New Wave Garments Ltd	755013846	Shanghai, China
New Wave GmbH	HRB10847	Oberaudorf, Germany
New Wave Group Factory Shop AB	556537-4971	Borås, Sweden
New Wave Group Incentives AB	556544-8833	Borås, Sweden
New Wave Group International Trading Ltd	74959455X	Shanghai, China
New Wave Group SA	CH-645-1009704-1	Cortailod, Switzerland
New Wave Italia S.r.l	1730/9310/45	Codogno, Italy
New Wave Licensing SA	CH-645-4099083-3	Cortailod, Switzerland
New Wave Mode AB	556312-5771	Dingle, Sweden
New Wave Profile Professionals Ltd	893996	Hong Kong
New Wave Sportswear A/S	946506370	Sarpsborg, Norway
New Wave Sportswear BV	30159098	Mijdrecht, Holland
New Wave Sportswear Ltd	3817967	London, England
New Wave Sportswear S.A.	29963 166887 0190 B1	Barcelona, Spain
Newpoint SPz.oo	270348	Zielona Góra, Poland
NGA Land AB	556495-5309	Borås, Sweden
NW Textile Garment Trader AB	556601-9930	Borås, Sweden
OKB Restaurang AB	556697-8804	Orrefors, Sweden
Orrefors Event AB	556699-2565	Orrefors, Sweden
Orrefors Kosta Boda AB	556037-0561	Orrefors, Sweden
Orrefors Kosta Boda Holding AB	556519-1300	Orrefors, Sweden
Orrefors Kosta Boda Inc	- - -	West Berlin, USA
Orrefors Kosta Boda Leasing AB	556374-8804	Orrefors, Sweden

NOTE 12 SHARES IN GROUP COMPANIES continuing

OY Trexet Finland AB	534.545	Espoo, Finland
Pax Scandinavia AB	556253-8685	Örebro, Sweden
ProJob Workwear AB	556560-7180	Borås, Sweden
Sagaform AB	556402-4064	Borås, Sweden
Sagaform APS	25818253	Karlebo, Denmark
Sagaform Försäljnings AB	556523-2179	Borås, Sweden
Sagaform GmbH	47619	Frankfurt am Main, Germany
Sagaform GmbH	195299f	Salzburg, Austria
Sagaform Inc	- - -	West Berlin, USA
Sagaform Ltd	4903053	London, England
Sagaform OY	1712321-8	Espoo, Finland
Sagaform SAS	48093654100014	Courbevoie Cedex, France
SEA Glasbruk AB	556066-8883	Kosta, Sweden
Seger Europe AB	556244-8901	Gällstad, Sweden
Seger United AB	556388-4005	Gällstad, Sweden
Textet AB	556354-3015	Stockholm, Sweden
Textet Benelux BV	BE 404.998.655	Aarschot, Belgium
Textet Deutschland GmbH	24/430/01304	Oberaudorf, Germany
Textet Franc SAS	305035693	Natterre Cedex, France
Textet Harvest Spain SL	A 78480696	Madrid, Spain
Textet Poland Ltd	- - -	Poznan, Poland
Topline Keramiek BV	8073764	Hoogeveen, Holland
Toppoint Deutschland GmbH	HR B 1986	Nordhorn, Germany
Toppoint Nederland BV	5061847	Hardenberg, Holland
Toppoint Polska SPZ.OO	220828	Zielona Góra, Poland
Totemco Bv	34057022	Amsterdam, Holland
United Brands of Scandinavia Ltd	403479	Dublin, Ireland
United Brands of Scandinavia Ltd	5480650	Hirwaun, South Wales
X-Tend BV	8108654	Zwolle, Holland

NOTE 13 FINANCIAL FIXED ASSETS
Shares in related companies

Group MSEK	Corporate identity number	Domicile	Share capital %	Share of voting power %	Number of shares	2007 Book value	2006 Book value
Dingle Industrilokaler AB	556594-6570	Munkedal	49	49	83 055	7.7	7.9
Kosta Köpmanshus AB	556691-7042	Kosta	49	49	7 350	29.7	7.4
Pensionat Orrefors	556697-6790	Orrefors	49	49	49	0.0	0.0
Other			-	-	-	0.3	0.4
Total			-	-	-	37.7	15.7

The Group's shareholders equity as per 2007-12-31

MSEK	2007	2006	Related companies, accounted cost Group	2007	2006
Dingle Industrilokaler AB	15.9	16.3	Dingle Industrilokaler AB	8.3	8.3
Kosta Köpmanshus AB	60.6	15.1	Kosta Köpmanshus AB	29.4	7.4
Pensionat Orrefors	-0.2	0.1	Pensionat Orrefors	0	0
				37.7	15.7

Other long-term receivables

Loans against security	0.7	0.7
Dispositions	13.5	3.8
Other long-term receivables	3.0	2.2
Total	17.2	6.7

NOTE 13 FINANCIAL FIXED ASSETS continuing

Deferred tax claims and liabilities for the Group

Deferred tax claims and liabilities for the Group are assigned to:

MSEK	Assets	2007 Debts	Assets	2006 Debts
Stock and revaluation of assets	88.9	-	51.5	-
Loss carry-forward	42.9	-	31.9	-
Trademarks	-	144.1	-	31.4
Tax allocation reserves and accelerated depreciation	-	40.9	-	68.5
Deferred tax claims and liabilities	131.8	185.0	83.4	99.9

Loss carry-forward

At year-end the Group's total tax loss carry-forward was MSEK198.5 (170.2) corresponding to deferred tax claims of MSEK 80.6 (57) of which MSEK 42.9 (31.9) have been accounted for as claims as it is judged that the company will have possible tax margins in the future, to which this loss can be applied.

Deferred tax claims duration:

2008	0.0
2009	0.0
2010	0.0
2011	0.0
2012	0.0
Unlimited	42.9
Total	42.9

Deferred tax liabilities in Sweden originating from tax allocations reserves and accelerated depreciations are due in accordance with below:

2008	8.9
2009	7.8
2010	6.0
2011	4.8
2012	5.3
2013	2.4
Unlimited:	3.1
Total Sweden	38.3
Other	2.6
Total	40.9

NOTE 14 PREPAID EXPENSES AND ACCRUED INCOME

Group	2007	2006
MSEK		
Insurance	6.4	2.5
Rent	11.5	7.4
Leasing	10.1	2.1
Costs for fair	5.9	7.1
Advertising agreements	10.1	0
Delivery of goods	2.1	8.9
Royalties	4.8	0
Interest	0.0	1.4
Tool and model costs	0.4	0.3
Computer costs	0	0.7
Operating costs	1.9	0
Pay roll expense	1.7	0
Licence fees	5.9	0
Other items	31.8	14.8
Total	92.6	45.2

Parent company

MSEK	2007	2006
Leasing	8.1	1.2
Credit charge	0.8	1.2
Advertising agreements	8.9	0
Other items	0.1	0.8
Total	17.9	3.2

NOTE 15 UNTAXED RESERVES

Parent company	2007	2006
Difference between book depreciation and depreciation according to plan	2.2	3.1
Tax allocation reserve 03	9.6	9.6
Tax allocation reserve 04	7.0	7.0
Tax allocation reserve 05	3.5	3.5
Tax allocation reserve 06	13.3	13.3
Tax allocation reserve 07	15.8	15.8
Tax allocation reserve 08	5.9	-
Total	57.3	52.3

Tax for untaxed reserves amounts to MSEK 16.0 (14.6).

NOTE 16 SHAREHOLDERS EQUITY

Distribution for share capital

The parent company's share capital on 31 December, 2007 consist of the following number of shares with a par value of SEK 3.00 per share.

Share class	Proportion, % of	Numbers of shares	Number of votes	Capital	Votes
A	10 votes	21 297 680	212 976 800	32.1	82.5
B	1 vote	45 045 863	45 045 863	67.9	17.5
		66 343 543	258 022 663	100.0	100.0

NOTE 17 CREDITLIMITS

Group

Approved amount pertaining to loans and credit facilities totaled MSEK 3.278 (2.400).

Parent company

Approved amount pertaining to loans and credit facilities totaled MSEK 3.237 (2.300).

The company's overdraft facility is defined as long-term as it forms part of the Group's 5 year credit facility of MSEK 3 237 which has been defined as an overdraft facility.

NOTE 18 ACCRUED EXPENSES AND PREPAID INCOME

Group

MSEK	2007	2006
Pre-invoiced revenue	0	1.4
Payroll and payroll fees	99.7	73.9
Market costs	28.1	3.5
Commission	11.2	9.2
Audit	3.2	2.9
Interest	8.4	3.0
Goods deliveries	10.4	12.7
Electricity and rent	8.8	0
Environmental reserve	12.1	12.1
Other items	49.3	58.1
Total	231.2	176.8

Parent company

MSEK	2007	2006
Holiday pay liability	3.3	2.7
Payroll overhead	0.5	0.8
Audit	0.1	0.1
Interest	6.6	2.0
Other items	1.1	0.3
Total	11.5	5.9

NOTE 19 FINANCIAL INSTRUMENTS AND FINANCIAL RISKS

New Wave with its international operations is continually exposed to different financial risks. These financial risks are currency exposure, borrowings and interest exposure, as well as liquidity and credit exposure. The Group has a financial policy for dealing with financial risks in order to minimize their effect on the result. The goal is that the central finance function shall use the Group's economy of scale as well as assisting subsidiaries with professional service.

Assets and liabilities are classified as follows:

- Financial assets and liabilities estimated to net realizable value.
- Investments designated to keep until fall due
- Loan receivables and accounts receivable
- Financial assets available to sale
- Other financial liabilities

FINANCING RISKS

New Wave has through its relative capital intensive operation and expansive growth a need for secure financing. It is essential for a growth company like New Wave to have access to liquidity for financing future expansion as well as a high degree of flexibility when a possible acquisition turns up. New Wave has a central finance function which means that external borrowings are carried out, as much as possible, centrally. There are however debts in subsidiaries, such as debts in acquired companies, financial leasing, overdrafts or loans, where these have been the best solution. At the turn of the year, the Group had confirmed credit limits of MSEK 3 278, of which MSEK 2 357 were used. Of the confirmed credit facilities MSEK 2 600 was negotiated in April 2005 with a term of five years. The new financing means that New Wave doesn't give real security for its financing, so called negative pledge, and in return has a pair of covenants i.e. financial key ratios that must be fulfilled. To manage strong growth calls for a sound Balance Sheet. New Wave's goal is to have an equity ratio of more than 30%.

Maturity date on New Waves loans	2007	2006
2007	-	700
2008	678	-
2009	-	-
2010	2 600	1 700

INTEREST RISK

New Wave has short term fixed interest rates, which means that the Group's net financial income has been affected negatively due to the increasing short term rates during 2007. It is New Wave's view that short term fixed interest rates lead to lower borrowing costs over time and that they follow economical trends and

therefore counteract fluctuations in the Groups result. Borrowings at year-end were apportioned in the following currencies, as shown in the table below. A gradual increase of interest over the year with 1 percentage unit affects the result negatively with approximately MSEK 11.8, estimated from net liability by 31 December 2007. New Wave does not have any interest-bearing claims and by that no short- or long-term investments.

Borrowing per currency	Net debt MSEK
SEK	-2 119
EUR	-400
GBP	-57
USD	71
CHF	183
ÖVR	-34

CURRENCY EXPOSURE

New Wave has 61% of its sales and almost all purchasing abroad. The Group's income statement as well as its balance sheet are affected by currency changes. The identified risks are transaction and conversion exposure.

TRANSACTION EXPOSURE - HEDGING ACCOUNTING

The Group's most important purchasing currency is the U.S. dollar and it's related currencies. Changes in the dollar's exchange rate against the Euro and the Swedish Krona constitute the largest transaction exposure within the Group. Within the Corporate Promo business area New Wave is holding the stock and New Wave does not get any order from the distributor until the distributor has got an order from the end client. This means that we supply the client on demand. Due to the character of the stock, with same assortment year after year mainly with basic-articles, the risk for obsolete stock is low. Adjustments in the selling prices are done continuously and this gives a transparency with the exchange rates.

Therefore hedging is not used for sales to the Corporate Promo business area as currency fluctuations can be relatively quickly compensated by the adjustment of sales prices. The Retailing business area is dominated by preorders in comparison with the Corporate Promo business area where we supply the client on demand. For example the preorders we receive in the spring will be delivered in the autumn. With regard to sales to the Retailing business area approximately 70-75% of the sales are preorders. New Wave gives the factory the order after receiving the order from the client. This reduces the risk for obsolescence significantly in the retail business. The remaining sales, so called complementary sales, mainly consist

NOTE 19 FINANCIAL INSTRUMENTS AND FINANCIAL RISKS continuing

of garments with less risk of going out of fashion. To decrease the currency risk in the retail area approximately 50 – 80% of the buying is hedged. The market value of outstanding forward contracts had a negative value of MSEK 1.2 at year end (see table below).

Net realizable value of financial instruments

Carrying amount of interest-bearing assets and liabilities of the balance sheet may differ from its net realizable value, i.e. in consequence of changes in market rates. Net realizable value has been determined through discounting of future cash flow to current interests and exchange rates of equivalent instruments. For financial instruments such as accounts receivables, accounts payables as well as other non interest-bearing financial assets and liabilities, which are recorded to amortized cost deducted with possible impairment losses, the net realizable value evaluates to comply to the carrying amount. The Group's long-term borrowing is mainly made as long-term credit agreements with short fixed interest term. The net realizable value is therefore evaluated to comply with the carrying amount. The only deviation to the net realizable value consists of derivative instruments connected with purchase of goods, MSEK -1.2.

Outstanding transaction hedging and value 31/12-07

Currency	Hedged volume 31/12-07 MSEK	Unrealized profit/loss	Number of hedge months
EUR	14.6	0	< 6
USD	36.1	-0.9	< 6
USD	29.1	-0.3	6 > 12
NOK	-0.7		
CHF	-13.6		
SEK	-65.5		
		-1.2	

The above mentioned hedged volume is solely in currency forward contracts and all fall due within twelve months from the change of year. Changes in value, as shown above, are recorded directly against equity.

For 2007, the Group's sales at consolidation to SEK were negatively affected by MSEK 10. This mainly holds to the impairment of the US dollar. Apart from conversion of sales currencies to SEK, the Group's turnover has also been negatively affected by the US dollar's depreciation compared to European currencies while the end users' prices have been adjusted. The effect has not been quantified.

Area	Effect of the currency 2007	2006
Nordic countries	2.5	-4.7
Mid-Europe	6.4	-9.4
Southern Europe	-4.1	-4.3
USA	-15.2	-2.9
Total	-10.4	-21.3

BALANCE EXPOSURE

Besides the transaction exposure as described above, the Group is also affected by currency fluctuations for receivables and liabilities that continually arise in foreign currencies. The majority of these risks are covered by financing in the respective companies' currency or by forward contracts.

EQUITY EXPOSURE

New Wave Group does not apply equity hedging in other currencies than the consolidation currency, SEK.

CONVERSION EXPOSURE

The Group's income is also affected by so called conversion effects. These occur when foreign subsidiaries' incomes are converted into SEK. This means that if a foreign company's income is unchanged in local currency, it can still increase or decrease when it is converted into SEK. Conversion effects also occur when the Group's net assets are consolidated from foreign subsidiaries' balance sheets, which have been negatively affected by approximately MSEK 51 for 2007. Equity hedging is not used for this risk.

CREDIT RISKS

The risk that the Group's customers does not fulfill their commitments, i.e. that New Wave does not get paid for their receivables, constitutes a credit risk. New Wave has executed central instructions, and from this every subsidiary has

compiled written procedures for credit control. Information from external credit-rating agencies is one part of this process. The credit risk is lower in the Corporate Promo business area since the retailers, which are New Waves customers, already have an order from a client. The retailers here are relatively small and of large numbers. In Sweden alone New Wave has over 2.000 customers and not a single customer or category of customers constitutes a significant credit risk. Up to year-end New Wave has insured all accounts receivables from the Spanish and the Italian subsidiaries. Stated bad debt losses for 2007 amounts to 0.24% of net sales in the Corporate Promo business area. The sale in the Retailing business area takes place with chosen distributors and the loan losses are small, however they are concentrated to a fewer number of customers compared to the Corporate Promo business area. Stated bad debt losses for 2007 amounts to 0.24% of net sales also in the Retailing business area.

Accounts receivables	2007	2006
Exposure	898.6	753.6
Provision	15.6	8.4
Book value	883.0	745.2

A description of the exposure is presented in the table below:

Concentration of the credit risk

31 December 2007	Number of customers	% of total number of customers	% of total
Exposure < 1 MSEK	38 119	99.8	83.9
Exposure 1 - 5 MSEK	57	0.1	10.8
Exposure > 5 MSEK	4	0	5.3
Total	38 180	100.0	100.0

Ageing

Overdue	2007	2006
< 30 days	143.7	149.9
30 - 90 days	53.7	56.8
> 90 days	57.3	54.0
Total	254.7	260.7

Allowance for doubtful accounts receivable have changed as follows:

Provision for doubtful accounts receivable	2007	2006
Allowance brought forward	8.4	6.7
Provision for losses	7.2	8.4
Provision as part of acquisition	10.1	0
Confirmed losses	-10.1	-6.7
Allowance at year end	15.6	8.4

FINANCIAL CREDIT RISKS

All of the liquidity made in the Group is continuously transferred to the New Wave treasury-center by different pooling systems and reduces the quantity of credits. New Wave does not have any short- or long-term investments.

OTHER RISKS

Purchasing market

New Wave's purchases occur mainly in Asia and Europe, of which approx 39% in China and approx. 19% in Bangladesh. Vietnam, India and Thailand answer for 4% each. Political and economical changes in China and Bangladesh, among others, can therefore affect New Wave. By being prepared and able to make purchases in both Asia and Europe, New Wave limits the economic risk that a company otherwise takes when purchasing from only one country.

Strong growth

The continued expansion that New Wave plans entails higher demands on management and personnel. Errors in recruiting, organizational problems, key personnel who give notice etc, can delay development. It is of vital importance for the rate of expansion that result development keeps the same pace, which could mean an uneven growth. New Wave invests in internal management education, mentorship and yearly management meetings to guarantee future management and to spread New Wave's values.

NOTE 19 FINANCIAL INSTRUMENTS AND FINANCIAL RISKS continuing

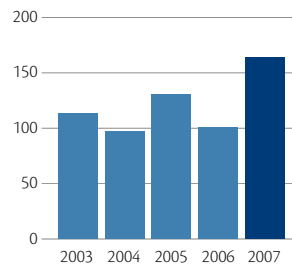
FASHION TRENDS – the economic situation

New Wave uses substantial resources on good design and quality. Because changes occur quickly within the fashion industry, the company cannot exclude sudden negative changes in sales for certain collections. New Wave nevertheless has a limited risk, since the rate of fashion is lower within the Corporate Promo business area and the Retailing business area is focusing on less fashionable products, such as Craft's functional sportswear and Seger's socks. New Wave's goal is to keep 60-80% of net sales within the Corporate Promo business area.

Establishments abroad

New establishments abroad will only be carried out after earlier establishments have shown satisfactory results. The Board judges that such a strategy gives a balance between optimal growth and reduced risk taking. According to New Wave, it is very difficult to estimate exactly, budgets and schedules for new establishments, which can mean a risk for initial losses. However, the Board judges that the company is well prepared for planned establishments.

Net debt ratio (%) 2003-2007



NOTE 20 PLEDGED ASSETS AND MATURITY DATES OF DEBTS

MSEK

Group

The Groups net assets in foreign currencies are normally not hedged.

Net assets	2007	2006
Euro, EUR	316.2	285.7
Swiss franc, CHF	130.4	213.7
US dollar, USD	890.3	56.8
Norwegian kronor, NOK	60.3	44.6
Danish kronor, DKK	8.6	4.4
Chinese yuan, CNY	7.5	9.7
Polish zloty, PLN	4.7	0.9
HongKong dollar, HKD	2.0	0
British pound, GBP	-1.0	11.1
Russian rubel, RUB	-2.6	-3.0
Total net assets in foreign currencies	1 416.4	623.9

NOTE 21 CURRENCY EXPOSURE IN OPERATING RESULT

MSEK

Group

The table below shows the currency exposure in revenues and costs per currency.

Operating result	2007	2006
Euro, EUR	120.5	66.7
Swiss franc, CHF	115.5	97.0
US dollar, USD	36.1	12.5
Norwegian kronor, NOK	47.0	32.8
Danish kronor, DKK	10.4	7.6
Chinese yuan, CNY	-9.6	-7.7
Polish zloty, PLN	2.8	0.2
HongKong dollar, HKD	5.6	0.0
British pound, GBP	-6.7	-6.7
Russian rubel, RUB	0.2	-2.8
Total operating result in foreign currencies	321.8	199.6

NOTE 22 LIABILITIES: GUARANTEES & DUE DATES

MSEK

Group

Liabilities	Debt as at 31 dec 2007	Maturity date			Pledged assets	Debt as at 31 dec 2005
		Within a year	Between one and five years	Later than five years		
Owed to credit institutions	2 472.5	57.6	2 403.9	11.0	see below	1 430.6

Parent company

Debt	Debt as at 31 dec 2007	Maturity date			Pledged assets	Debt as at 31 dec 2005
		Within a year	Between one and five years	Later than five years		
Owed to credit institutions	1 610.9	-	1 610.9	-	see below	903.5

Group

Pledged assets pertaining to liabilities to credit institutions and credit facilities	2007	2006
Real estate mortgages	77.4	109.4
Stock and accounts receivable	144.0	142.9
Total	221.4	252.3

Parent Company

Shares in related companies/subsidiaries	2007	2006
Total	8.2	8.2

Other regarding pledged assets

The Group's principal bank's commitment is based on agreed covenant conditions.

NOTE 23 CONTINGENT LIABILITIES

MSEK		
Group	2007	2006
Guarantees for associated companies	7.9	7.9
Guarantees for associated companies	7.9	7.9
Parent company	2007	2006
Guarantees for subsidiaries	291.8	223.0

NOTE 24 NET DEBT

MSEK		
Group	2007	2006
Cash and bank	-115.5	-114.2
Long-term interest bearing liabilities	2 414.9	1 373.5
Short-term interest bearing liabilities	57.6	57.1
Total	2 357.0	1 316.4
The effective interest rate amounts to	4.3	3.6

NOTE 25 STOCK

MSEK		
Group	2007	2006
Raw materials	80.1	71.4
Work in progress	28.5	22.6
Good for resale	1 753.5	1 425.3
Total	1 862.1	1 519.3

Stock consists of textiles, give-aways and accessories for resale. Stock is valued using the first-in-first-out (FIFO) principle at the lowest of acquisition value or net sales value on balance day. Deductions are made for internal profits originating from deliveries between group companies. Stock value is adjusted for obsolescence in accordance with an established obsolescence staircase for the Group, which means that write-down limits is set from historical accounting. This write-down rule also supplements by assessments of separate items. Within Promo a large part of the selection, which is considered timeless with a reoccurring need season after season, has a low risk for obsolescence. In the Retail business a factory order is processed after the purchase order is received from the customer which considerably reduces the risk for obsolescence. Outstanding sales consist mainly of base products with limited fashion risks. Expenditures related to obsolescence on goods for resale amounted to MSEK 5.7 (0.6). On 31 December 2007 the Group provisions for obsolescence on goods for resale amounted to MSEK 85.0 (63.8).

NOTE 26 ACQUISITIONS

On 8 June 2007 the company acquired 100 percent of the share capital in Cutter & Buck Inc, a company located within the USA. The corporation was listed on the NASDAQ stock exchange and one of the leading actors within the field of golf and sports clothing. Cutter & Buck currently has 380 employees and during their last official financial year (1 May 2005 – 30 April 2006) a turnover of MUS\$ 131 and net income of MUS\$ 6.3.

Specification of acquired net assets and goodwill

Purchase price incl. acquisition costs	1 085.6
Market value of acquired net assets	-682.7
Goodwill	402.9

The goodwill is related to the high profitability in the acquired company together with expected synergies due to the acquisition.

Specification of assets and liabilities in the acquired company

	Market value	Book value in Cutter & Buck
Intangible assets	266.0	0
Tangible assets	22.8	22.8
Stock and receivables	457.5	457.5
Liquid funds	171.3	171.3
Total assets	917.6	651.6
Other allowances and debts	-234.9	-160.4
Total acquired net assets	682.7	491.2
Cash payment		-1 085.6
Liquid funds in the acquired company		171.3
Change in group liquid funds		-914.3

The Group has during the year also acquired 51% of Texeco Poland SPz.oo for MSEK 1.9, corresponding net assets of MSEK 2.1.

Effect on cash flow

	2007	2006
Goodwill	-403.2	-4.9
Trademarks	-251.0	-
Customer relations	-15.0	-
Working capital	-223.7	-6.2
Fixed assets	-23.1	-0.1
Liquid funds	-171.3	-
Loans taken over	-	4.8
Total	-1 087.3	-6.4

NOTE 27 KEY ESTIMATES AND ASSUMPTIONS

Key estimates and assumptions are mostly founded on historical experiences and expectations of the future. The assumption and estimation with most impact on the income statement assets and liabilities are the valuation of trademarks, goodwill and taxes. These assets and liabilities are valued every date of balance. The balance of recovery for the assets is settled by calculation of the value of use. This is done once a year or when need of write down is probable. Other assumptions are insecure receivables, obsolescence in stock value, actual value of financial instrument, and the period of use of expected consumption of depreciable assets.

Audit Report

To the annual meeting of the shareholders of New Wave Group AB (Publ)
Corporate identity number 556350-0916

We have audited the annual accounts, the consolidated accounts, the accounting records and the administration of the Board of Directors and the Managing Director of New Wave Group AB (Publ) for the year 2007. The company's annual accounts and the consolidated accounts are included in the printed version on pages 36-63. The Board of Directors and the Managing Director are responsible for these accounts and the administration of the company as well as for the application of the Annual Accounts Act when preparing the annual accounts and the application of international financial reporting standards IFRSs as adopted by the EU and the Annual Accounts Act when preparing the consolidated accounts. Our responsibility is to express an opinion on the annual accounts, the consolidated accounts and the administration based on our audit.

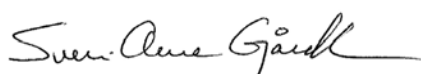
We conducted our audit in accordance with generally accepted auditing standards in Sweden. Those standards require that we plan and perform the audit to obtain reasonable assurance that the annual accounts and the consolidated accounts are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the accounts. An audit also includes assessing the accounting principles used and their application by the Board of Directors and the Managing Director and significant estimates made by the Board of Directors and the Managing Director when preparing the annual accounts and consolidated accounts as well as evaluating the overall presentation of information in the annual accounts and the consolidated accounts. As a basis for our opinion concerning discharge from liability, we examined significant decisions, actions taken and circumstances of the company in order to be able to determine the liability, if any, to the company of any Board member or the Managing Director. We also examined whether any Board member or the Managing Director has, in any other way, acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association. We believe that our audit provides a reasonable basis for our opinion set out below.

The annual accounts have been prepared in accordance with the Annual Accounts Act and give a true and fair view of the company's financial position and results of operations in accordance with generally accepted accounting principles in Sweden. The consolidated accounts have been prepared in accordance with the international financial reporting standards IFRSs as adopted by the EU and the Annual Accounts Act and give a true and fair view of the Group's financial position and results of operations. The statutory administration report is consistent with the other parts of the annual accounts and the consolidated accounts.

We recommend to the annual meeting of shareholders that the income statements and balance sheets of the parent company and the group be adopted, that the profit of the parent company be dealt with in accordance with the proposal in the administration report and that the members of the Board of Directors and the Managing Director be discharged from liability for the financial year.

Göteborg 20 February 2008

Ernst & Young AB



Sven-Arne Gårdh
Authorized Public Accountant



Bjarne Fredriksson
Authorized Public Accountant



Anja Pärson has helped designing knitted hats and socks together with Seger since 2005.

Our brands



By combining fashion and function CBUG suits the modern day golfer with a new approach to a traditional game.

www.cbuk.com



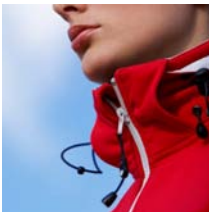
Easy to wear basic clothing in a wide range of colors designed for the retail business.

www.newwave.se



Exclusive classic golf apparel of the highest quality made for the retail business and for corporate promo.

www.cutterbuck.com



Sporty and functional promowear with clean lines and classic colors inspired by a strong interest in sailing, a laid back life style and extreme outer conditions.

www.dad-sportswear.com



More than a third of the professional NHL players use Easton's high quality hockey equipment.

www.eastonhockey.com



Basic promo wear with practical details available in a wide range of colors and sizes suitable for occasions when you need large volumes at reasonable prizes.

www.hefa.se



Functional materials combined with elaborate design – rain or shine, our goal is to make sure that you keep your style and profile until the 18th hole.

www.james-harvest.com



Reasonably prized good quality promowear in a wide range of designs, sizes and colors well suited for print and embroidery.

www.newwave.se



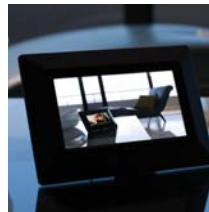
Quality concept for terry towels, fleece articles and robes.

www.hefa.se



Functional high quality training and competition clothing for professional athletes and meticulous amateurs created with love and understanding of sports.

www.craft.se



Innovative electronic gadgets with maximum marketing potential.

www.d-vice.info



World leading supplier of first class floorball equipment.

www.exelsports.net



Offers one of the widest assortments of fashionable and sporty promowear and bags for all occasions on the corporate promo market.

www.grizzlycollection.com



Comfortable sporty and durable high quality promowear where the details make all the difference.

www.james-harvest.com



Long lasting promo wear for optimal comfort. Emphasis has been put on high quality materials since this is crucial for high quality printing.

www.hurricane.dk



Basic wear in classic styles and colors with infinite possibilities and a large target audience made for the corporate promo market.

www.macone.nu



Artistic glass from Sweden's oldest glassworks where passion meets design in colorful distinctive and powerful products.

www.kostaboda.com



Exclusive kitchen products created from old traditions and materials in a modern Scandinavian design.

www.kloj.se



Luxurious home textiles for bed and bath made from the best quality fabrics.

www.djfrantextil.se



Comfortable good quality promo wear with a slightly more corporate touch and exclusive feel.

www.macone.nu



World leading trademark for alpine equipment, part of the Italian Tecnica Group.

www.nordica.com



Inspiring good quality promo gifts for your best time – your spare time.

www.insideout-org.com



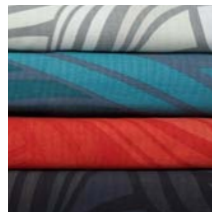
Leading supplier on the Swedish market of affordable modern and functional workwear of their own design.

www.jobman.se



Books about the good things in life, form and design, and the joys of a decoratively set table.

www.kostaforlag.se



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Comfortable good quality promo wear with a slightly more corporate touch and exclusive feel.

www.newwave.se



Timeless pure and classical glass for decoration and everyday use created by famous designers and skilful craftsmen.

www.orrefors.com



Practical and fun children's shoes for all kinds of weather designed to make sure that kids love them.
www.paxscandinavia.se



Ergonomic and functional high quality workwear developed by people who know what it takes to work hard.
www.projob.se



Inline pioneers with products for professional athletes, dare devils and active people.
www.rollerblade.se



Functional and affordable artistic glass design in exciting shapes.
www.seaglasbruk.se



Classic comfortable shoes for the ladies.
www.paxscandinavia.se



Affordable promo wear who keep what they promise and are suitable for activities that need large volumes.
www.newwave.se

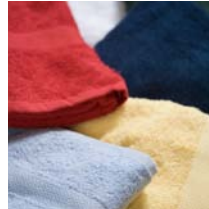


Internationally established trademark in the world of football used by professional players as well as amateurs.
www.umbro.se



Promo wear in a clean and simple design where unnecessary details have been avoided in favor of a good prize. Optimal for promotional campaigns that require large volumes.

www.printeractivewear.com



Good quality reasonably priced light and fluffy interior textiles and accessories for the kitchen, the beach and the barbeque.

www.djfrantextil.se



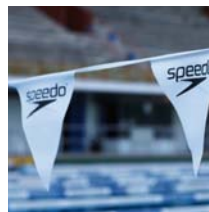
Joyful innovative gifts developed by leading designers for the kitchen and a decoratively set table.

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Technically knitted hats and socks with an innovative design made from functional materials. The Swedish national alpine team's natural choice since way back.

www.seger.se



Australian Speedo has been developing swimwear for professional swimmers since the 1920s. Together with fashion designers they also create leisure time swim and beach wear.

www.speedo.com



A wide range of classic giveaways, such as pens, mugs, key chains and bags.

www.toppoint.se



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www.usb-premiums.com



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Board of Directors



From the left:

Hans Johansson, born 1947. Member of the Board since 2000. Other board commissions: Member of the Board Hall-Miba AB. Shareholdings in New Wave Group AB (directly and through companies): 28 216 B shares.

Maria Andark, born 1965. Member of the Board since 2006. Main occupation: Consultant Xana AB. Other board commissions: Member of the Board Telge Företagsinvest. Shareholdings in New Wave Group AB (directly and through companies): 1 200 B shares.

Peter Nilsson, born 1962. Member of the Board since 2007. Other board commissions: Member of the Board JH Tidbecks AB, Chairman of the Board Duni AB. Shareholdings in New Wave Group AB (directly and through companies): 6 000 B shares.

Mats Årjes, born 1967. Member of the Board since 2007. Managing Director of SkiStar AB. Other board commissions: Member of the Board Bilia AB. Shareholdings in New Wave Group AB (directly and through companies): 10 000 B shares.

Torsten Jansson, born 1962. Chairman of the Board since 2007. Member of the Board since 1991. Founder of the company and major share holder. Shareholdings in New Wave Group AB (directly and through companies): 20 707 680 A shares, 642 409 B shares, subscription options for 191 000 B shares and purchasing options for 580 000 B shares.

New Wave Groups Female Advisory Board

Isabella Jansson

Torsten Jansson's daughter. Isabella represents the younger female generation and appointing her a member is also a step in the process of introducing her into the company.

Ingegerd Hadenius

Journalist with experience from Reuters among other things. Has formerly also worked as an analyst for Öhmans Fondkommission. Ingegerd is presently the Editor in Chief of ELLE PULS.

The purpose of the board is partly to function as an advisory tool for New Wave Group by providing a female take on the group's trademarks, products, image, stores and strategies etc, and partly to widen New Wave Group's female network for future recruitment of female managers, which in the long run creates better gender equality among the group's leading employees.

Emma-Helena Nilsson

Social studies graduate and former elite cross country skier. Miss Sweden 1999. Emma-Helena is presently the project coordinator (PR and Events) for a major international corporate group.

Ulrica Messing

Former Member of Parliament and cabinet minister responsible for equal opportunities, athletics, forestry, tourism and infrastructure. Ulrica is presently running the company Porthouse Interior AB.

Barbro McAusland

Has been working within the international tourism industry since 1970 and is one of the most competent people within this area. Barbro is presently responsible for Visit Sweden in Germany and has formerly also been responsible for United Kingdom and USA.

Pernilla Wiberg

One of Sweden's best and best known female alpine skiers. Apart from having 24 alpine World Cup victories, Pernilla is an Olympic as well as World Championship medalist. In 2002, she was elected member of the International Olympic Committee and has in later years acted as an expert commentator for Swedish public service television.

Group Executive Board



Göran Härstedt, born 1965. Managing Director, Group CEO and group trademark responsible at New Wave Group S.A. Employed since 2001. Shareholdings in New Wave Group AB (directly and through companies): 155 000 B shares and subscription options for 150 000 B shares.



Torsten Jansson, born 1962. Chairman of the Board. Founder of the company and major share holder. Shareholdings in New Wave Group AB (directly and through companies): 20 707 680 A shares and 636 825 B shares subscription options for 191 000 B shares..



Lars Jönsson, born 1964. Group CFO. Employed since 2007. Shareholdings in New Wave Group AB: 50 000 B shares.



Tomas Jansson, born 1965. North Europe Manager Promo, Managing Director of New Wave Mode AB. Employed since 1993. Shareholdings in New Wave Group AB (directly and through companies): 121 768 B shares and subscription options for 85 000 B shares.



Joakim Holmberg, born 1969. Group CBO. Employed since 2005. Shareholdings in New Wave Group AB: purchasing options for 200 000 B shares.



Jens Petersson, born 1963. Retail Business Area Manager, Managing Director of New Wave Sports AB. Employed since 1999. Shareholdings in New Wave Group AB: 151 360 B shares and subscription options for 75 000 B shares.



Mario Bianchi, born 1967. South Europe Manager Promo, Managing Director of New Wave Italy S.R.L. Employed since 1994. Shareholdings in New Wave Group AB: 200 000 A shares, 102 560 B shares and subscription options for 130 000 B shares.



Bas Lensen, born 1969. Mid Europe Manager Promo, Managing Director of Lensen Toppoint B.V. Employed since 2002. Shareholdings in New Wave Group AB (directly and through companies): 93 493 B shares and subscription options for 40 000 B shares.

Auditors

Sven-Arne Gårdh, born 1958. Authorized Public Accountant, Ernst & Young. Auditor of the company since 2007.

Bjarne Fredriksson, born 1966. Authorized Public Accountant, Ernst & Young. Auditor of the company since 2005.

Annual General Meeting

The Annual General Meeting takes place on May 20, 2008 at 10 am CET at New Wave Group AB (publ), Orrekulla Industrigata 61, 425 36 Hisings Kärra, Sweden. All shareholders who are registered in the print out of the stock register dated May 14, 2008 and have notified their intention to participate in the Annual General Meeting by May 16, 2008 at 12 am CET at the latest, have the right to attend.

Administrator registered shares

Shareholders with administrator registered shares must register the shares in their own name at VPC in order to have the right to attend the Annual General Meeting. The registration must be made by May 14, 2008 and the request should therefore be put to the administrator in good time.

Notification

Notification to attend the Annual General Meeting can be made by mail or phone to:

New Wave Group AB (publ)
Orrekulla Industrigata 61
425 36 Hisings Kärra, Sweden
Phone: +46 (0)31 712 89 00
bolagsstamma@nwg.se

When notifying, please provide name, date of birth/organization number and phone number. Shareholders who wish to attend the Annual General Meeting must at the latest have notified their intention to participate by Friday, May 16, 2008 at 12 am CET when the period of notification runs out.

Matters

At the Annual General Meeting all matters required by Swedish law and articles of association, below mentioned proposals of dividend, and other matters mentioned in the summon to the Annual General Meeting will be handled.

Dividend

The Board of Directors have suggested Friday, May 23, 2008 as record day. With this record day, the calculated day of dividend from VPC is May 28, 2008. The Board of Directors and the Managing Director suggest to the Annual General Meeting that the dividend for 2007 should amount to SEK 1 per share, which gives a total of MSEK 66.3.

Financial information

Financial report for January-March 2008, published April 21, 2008.
Financial report for January-June 2008, to be published August 26, 2008.



Cutter & Buck and one of the world's best female golfers: Annika Sörenstam

As the official sponsor of Annika Sörenstam since 2001, we share a passion for the game and the driving force for perfection. A golf legend inspiring players all over the world with her vision and determination. Annika has more than 60 LPGA victories. In 2003, she was elected into both the LPGA and World Tour Halls of Fame.

New Wave
G R O U P

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