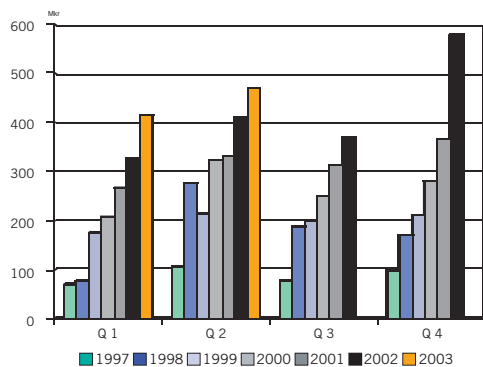


“The result increased by 34 % the first half-year”

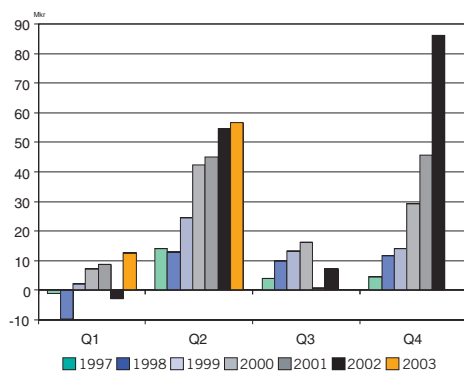
- ✓ During January – June 2003 New Wave's sales increased by 20 percent to SEK 884.0 (738.8) million.
- ✓ The result after net financial items increased by SEK 17.4 million to SEK 69.2 (51.8) million, where acquired units (which mainly have their earning ability during the fourth quarter) reduced the result by SEK 4.7 million.
- ✓ During the second quarter, sales increased by 14 percent to SEK 468.8 (411.2) million. The result after net financial items for the same period increased by SEK 2.0 million to SEK 56.7 (54.7) million.
- ✓ The Corporate Profiling business area increased its sales by 22 percent to SEK 573.6 (469.8) million. The result after financial items increased by SEK 13.0 million to SEK 57.7 (44.7) million.
- ✓ The Retailing business area increased its sales by 15 percent to SEK 310.4 (269) million. The result after financial items increased by SEK 4.4 million to SEK 11.5 (7.1) million.
- ✓ In May, New Wave started focusing on investments in working clothes, which will reduce the result for the coming half-year by approximately SEK 5.0 million. Extensive market synergies with current profiling operations are expected for the coming years.
- ✓ On June 11th, the remaining 49.9 percent of the shares in Sagaform were acquired. The purchase price is based on the result for the Sagaform group during 2002–2004.
- ✓ The establishment of the new warehouse in Dingle, as well as the introduction of a new business system, is going according to plan. It has charged the Group's result for the second quarter by SEK 2.0 million and is expected to charge the coming half-year by SEK 5.0–6.0 million.
- ✓ For 2003, turnover is judged to amount to approximately SEK 2,000.0 million and the result is expected to exceed last year.





SALES

During January – June 2003, New Wave's sales increased by 20 percent to SEK 884.0 (738.8) million. Translation of currencies has reduced the turnover by SEK 3.1 million. For the second quarter, sales increased by 14 percent to SEK 468.8 (411.2) million. For the Corporate Profiling business area, sales increased by 22 percent. The Retailing business area increased its sales by 15 percent.



RESULT

During January – June 2003, the result after financial items increased by SEK 17.4 million to SEK 69.2 (51.8) million. The result after financial items has been negatively affected by SEK 4.7 million by acquired units, which mainly have their earning ability during the fourth quarter. The corresponding result for the second quarter increased by SEK 2.0 million and amounted to SEK 56.7 (54.7) million.

The gross profit margin increased, compared to the preceding year, and amounted to 43.6 (41.2) percent. This improvement from the preceding year is mainly due to higher gross profits for New Wave through generally better purchase prices and improved logistics. The improvement is also due to that a large part of Craft's and Textet's sales outside of Sweden is made via retailers, who mainly contribute with royalty income and no sales turnover.

The Group's external costs as part of the turnover increased and amounted to 17.5 (16.9) percent of the Group's total turnover. The personnel costs increased and amounted to 14.7 (13.2) percent of the Group's total turnover. The in-

crease of personnel costs and external costs is an effect of New Wave's growth strategy.

Depreciations have increased by SEK 2.2 million to SEK 18.4 (16.2) million. Acquired units account for SEK 2.5 million in depreciations.

THE CORPORATE PROFILING BUSINESS AREA

During January – June 2003, the business area's sales increased by 22 percent to SEK 573.6 (469.8) million. The profit after financial items increased by SEK 13.0 million to SEK 57.7 (44.7) million. Acquired units reduced the result by SEK 2.1 million.

THE RETAILING BUSINESS AREA

During January – June 2003, the business area's sales increased by 15 percent to SEK 310.4 (269.0) million. The profit after financial items increased by SEK 4.4 million to SEK 11.5 (7.1) million. Acquired units reduced the result by SEK 2.6 million.

GEOGRAPHICAL DISTRIBUTION

Sweden

In Sweden, sales have increased by 6 percent to SEK 493.4 (465.1) million. Sweden is the country in which New Wave sells under the most trademarks, has the widest range as well as the best development of concepts. New Wave is the market leader of the Corporate Profiling business area in Sweden.

Germany

New Wave GmbH increased by 23 percent in a weak market. Toppoint, which was acquired in July 2002, sells via its own subsidiary in Germany.

Denmark

In Denmark, the total sales have increased by 15 percent. New Wave Danmark A/S has increased its sales by 3 percent compared to the preceding year. A new General Manager for New Wave Danmark A/S will join the company on August 1st. He has worked with Corporate Profiling as well as Retailing at New Wave Sportswear A/S in Norway for six years.

Norway

In Norway, sales have increased by 2 percent compared to the preceding year, to SEK 72.6 million, with increasing margins.

Finland

OY Trexet Finland AB has increased its sales by 3 percent compared to the preceding year, to SEK 47.2 million, with increasing margins.

Italy

New Wave Italia S.r.l. has increased its sales by 23 percent compared to the preceding year, to SEK

53.3 million, which is good since only New Wave, Clique and Craft have been launched there so far.

Spain

New Wave Sportswear S.A. has increased its sales by 18 percent compared to the preceding year, to SEK 35.8 million and has a positive outlook on the rest of 2003.

Benelux

Benelux is New Wave's second largest market after the acquisition of Toppoint on July 1st and X-Tend B.V. on August 1st 2002. Sales for New Wave Sportswear B.V. have increased by 4 percent compared to the preceding year, to SEK 14.2 million.

Great Britain

The development following the reconstruction of New Wave Sportswear Ltd is going according to plan. On July 1st, Torsten Jansson – the CEO and President of New Wave – handed over the leadership of New Wave Sportswear Ltd to Peter Koski. Peter has been the Deputy General Manager for the company since December 2002. New Wave expects profitability during the fourth quarter of 2003, at the latest, as well as a considerable result improvement compared to 2002.

France

Sales in France have increased by 65 percent. The Dutch company Toppoint, which was acquired on July 1st, 2002, accounts for a large part of the increased sales.

Other

A large part of the export of Craft to the Retailing business area and of James Harvest Sportswear as well as Printer Active Wear to the Corporate Profiling business area takes place via distributors. These distributors are charged with royalties on a product's cost price. The total sales value of these products is in the resale stage judged to be SEK 250.0 million. This is not a part of New Wave's income statement. Only the royalties are accounted for as a net income, which means lower turnover and a slightly higher gross margin.

NEW ESTABLISHMENTS

During 2003, New Wave will establish a subsidiary for trading operations for European large-scale customers as well as a subsidiary in Shanghai for sales of the Group's promo products in the Chinese market.

In May, New Wave established itself in the working clothes market via the acquisition of Projob – a small working clothes company. New Wave is currently concentrating on investments in the working clothes market. This will charge the com-

ing half-year by approximately SEK 5.0 million in costs for product development, marketing and stock construction. New Wave's Corporate Profiling customers operates within promo wear and/or give-aways and/or working clothes. New Wave is already established in the promo wear market and, since 2001, also in the give-aways market. The establishment in the working clothes market will make New Wave a complete supplier within Corporate Profiling. The investments in give-aways have lead to extensive synergies and such synergies are also expected to follow the establishment of working clothes.

LOGISTICS

The construction of the new warehouse in Dingle is now completed. Goods are being transferred from external warehouses to the new one. The warehouse will come into full use at the end of 2003. The new warehouse will reduce the need for external warehouses and also improve the service offered to subsidiaries in Europe. This will lead to lower capital binding in single warehouses as well as better service for the end-users. The Group is also introducing a new business system to support decisions and lower data costs. The cost for implementing the new warehouse and the business system has charged the Group's result for the second quarter by SEK 2.0 million and will charge the coming half-year by SEK 5.0–6.0 million.

CAPITAL TIED UP

During the period in question, capital tied up in goods has increased by SEK 74.2 million to SEK 666.3 (592.1) million. The acquired companies tie SEK 48.8 million in stocks and other companies SEK 25.4 million. Accounts receivable have increased by SEK 49.3 million to SEK 332.2 (282.9) million. Acquired units accounted for SEK 31.1 million and other companies by SEK 18.2 million.

TAX

The result of the Group's tax expense during 2003 has been affected by earlier, non-accounted for, tax claims that are assignable to the acquisition of Dressmart.

INVESTMENTS, FINANCING AND LIQUIDITY

The Group's cash-affecting net investments in fixed assets for January – June amounted to SEK 16.1 (36.2) million. Cash flow amounted to SEK 7.9 (51.8) million before investments and acquisitions and SEK -8.8 (15.6) million after investments and acquisitions. Net borrowings amounted to SEK 663.8 (584.2) million on June 30, 2003. The Group had approximately SEK 1,100.0 million in confirmed credit limits on June 30, 2003.

PERSONNEL AND ORGANISATION

The number of employees as at June 30, 2003, amounted to 747, compared to 528 employees on June 30, 2002. The increase is mainly due to the acquisitions of X-Tend and the Lensen Group.

SUBSCRIPTION OPTIONS IN NEW WAVE GROUP AB

The Annual General Meeting has decided that the personnel of New Wave Group should be offered to acquire subscription options in New Wave Group AB as per June 27, 2003. A total of 352,500 options were subscribed for. The maturity is three years and the buying price will be SEK 120.10. A price of SEK 11.50 per option was established.

EVENTS AFTER JUNE 30

On July 11, the remaining 49.9 percent of the shares in Sagaform were acquired. The purchase price was based on Sagaformkoncernen's result for 2002–2004.

VIEWS ON THE FISCAL YEAR 2003

The expected turnover for 2003 is SEK 2,000.0 million and the result is expected to exceed the preceding year.

THE PARENT COMPANY

Sales amounted to SEK 48.9 (49.4) million. The result after financial items amounted to SEK 22.5 (27.6) million. During January – June 2003, net borrowings increased by SEK 64.4 million and net investments amounted to SEK 1.3 (18.1) million.

ACCOUNTING PRINCIPLES

The accounting principles that were used during the preceding year has been practised now as well. Other accounting recommendations that have come into force during the year have not affected the company's accounting.

PRODUCTION COSTS

All of the Group's production costs are part of the item goods for resale. It means that Toppoint's and the Seger group's production costs concerning external costs, personnel costs, depreciations and financial costs are ranged under costs of goods for resale. Historical numbers have also been corrected.

COMING INFORMATION

- October 24
Interim report for the third quarter, Q3
- February 18, 2004
Balance sheet communiqué for 2003
- April 27, 2004
Interim report for the first quarter, Q1

Borås on August 12, 2003
New Wave Group AB (publ)
Torsten Jansson
Vice President

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E-mail: krister.magnusson@nwg.se

Income statements

SEK M	3 Months	3 Months	6 Months	6 Months	12 Months	12 Months
	APR-JUN	APR-JUN	JAN-JUN	JAN-JUN	JUL-JUN	JAN-DEC
	2003	2002	2003	2002	'02/03	2002
Net sales	468.8	411.2	884.0	738.8	1,832.5	1,687.3
Other income	1.4	0.4	1.8	0.7	3.3	2.2
Operating expenses						
Goods for resale*	-260.5	-238.8	-499.9	-434.8	-1,045.8	-980.7
Other external expenses	-71.8	-55.1	-154.9	-124.5	-308.4	-278.0
Personnel costs	-66.5	-48.6	-129.9	-97.6	-248.6	-216.3
Depreciation of tangible and intangible fixed assets	-8.4	-7.5	-18.5	-16.2	-35.0	-32.7
Other expenses	-1.5	-0.6	-3.9	-1.0	-5.7	-2.8
Operating profit	61.5	61.0	78.7	65.4	192.3	179.0
Net financial items	-4.8	-6.3	-9.5	-13.6	-29.8	-33.9
Result after financial items	56.7	54.7	69.2	51.8	162.5	145.1
Tax on the profit for the period	-14.8	-8.1	-17.9	-8.7	-40.0	-30.8
Minority share of the profit	-1.8	-0.4	-1.0	0.1	-11.1	-10.0
Net result	40.1	46.2	50.3	43.2	111.4	104.3
Profit per share						
Result per share in SEK before dilution	2.77	3.19	3.47	2.99	7.68	7.20
Result per share in SEK after dilution	2.76	3.15	3.46	2.97	7.66	7.12
Number of shares before dilution	14,500,208	14,500,208	14,500,208	14,450,208	14,500,208	14,500,208
Number of shares after dilution	14,534,211	14,752,910	14,534,211	14,752,910	14,534,211	14,802,910

* All of the Group's production costs are part of the item goods for resale.

Quarterly income statements (SEK m)

Quarter	2003		2002				2001			
	Q1	Q2	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Invoiced sales	415.2	468.8	327.6	411.2	370.0	578.5	267.8	329.6	314.2	358.0
Other income	0.4	1.4	0.3	0.4	0.7	0.8	1.2	0.8	0.0	8.6
Goods for resale	-239.4	-260.5	-196.0	-238.8	-219.4	-326.5	-166.4	-187.3	-208.6	-197.8
Gross profit	176.2	209.7	131.9	172.8	151.3	252.8	102.6	143.1	105.6	168.8
Gross profit in %	42.40	44.60	40.20	42.00	40.80	43.60	38.10	43.30	33.60	46.00
External costs	-83.1	-71.8	-69.4	-55.1	-68.9	-84.6	-48.2	-48.7	-51.6	-60.9
Personnel costs	-63.4	-66.5	-49.0	-48.6	-52.5	-66.2	-34.5	-35.9	-40.0	-47.8
Depreciation	-10.1	-8.4	-8.7	-7.5	-9.6	-6.9	-5.2	-5.5	-6.5	-7.7
Other costs	-2.4	-1.5	-0.4	-0.6	-1.6	-0.2	-	-	-	-
Operating profit	17.2	61.5	4.4	61.0	18.7	94.9	14.7	53.0	7.5	52.4
Interest income	1.2	2.1	0.7	1.4	0.5	0.5	0.6	1.0	0.9	2.4
Interest expenses	-5.9	-6.9	-8.0	-7.7	-11.9	-9.4	-6.5	-9.0	-7.7	-9.2
Result after financial items	12.5	56.7	-2.9	54.7	7.3	86.0	8.8	45.0	0.7	45.6
Tax	-3.1	-14.8	-0.6	-8.1	-3.1	-19.0	-0.9	-4.5	-	-11.3
Minority share	0.8	-1.8	0.5	-0.4	-1.0	-9.1	-	0.2	1.2	-3.0
Net result	10.2	40.1	-3.0	46.2	3.2	57.9	7.9	40.7	1.9	31.3

Balance sheets

SEK M	30 JUN 2003	30 JUN 2002	31 DEC 2002	31 DEC 2001
Assets				
Intangible assets	16.5	18.1	19.3	16.5
Goodwill	191.2	150.8	199.1	131.8
Other fixed assets	181.7	114.6	174.0	93.5
Stock	666.3	592.1	605.2	563.1
Accounts receivable	332.2	282.9	358.3	261.3
Other short term receivables	60.8	52.3	61.4	50.7
Liquid funds	15.1	22.4	14.2	12.1
Total assets	1,463.8	1,233.2	1,431.5	1,129.0
Total liabilities and shareholders' equity				
Shareholders' equity	528.1	448.3	511.2	434.8
Minority interest	32.1	21.6	31.9	22.5
Interest-bearing liabilities	678.9	606.6	643.2	531.8
Interest-free liabilities	224.7	156.7	245.2	139.9
Total liabilities and shareholders' equity	1,463.8	1,233.2	1,431.5	1,129.0
Change in shareholders' equity				
Shareholders' equity	511.2	434.8	434.8	346.8
Effects of changed accounting principle	-	-8.5	-8.6	-
Shareholders' equity after changed accounting principle	511.2	426.3	426.2	346.8
Option premium (personnel option)	-	-	0.6	-
Conversion difference	-8.1	0.5	1.8	-
New issue	-	-	-	24.0
Result for the period	50.3	43.2	104.3	81.7
Dividend	-25.3	-21.7	-21.7	-17.7
Shareholders' equity	528.1	448.3	511.2	434.8

Sales by country (SEK m)

COUNTRY	JAN – JUN 2003	JAN – JUN 2002	SEK M	CHANGE %
Denmark	13.0	11.3	1.7	15.0
England	26.2	25.0	1.2	4.8
Finland	47.2	46.0	1.2	2.6
France	12.2	7.4	4.8	65.1
Benelux	82.6	13.7	68.9	503.1
Italy	53.3	43.3	10.0	23.2
Norway	72.6	71.4	1.2	1.7
Spain	35.8	30.3	5.5	18.2
Sweden	493.4	465.1	28.3	6.1
Germany	43.8	24.2	19.6	80.8
Other	3.7	1.1	2.6	240.2
Total	884.0	738.8	145.2	19.7

Cash flow analysis

SEK M	1 JAN–30 JUN 2003	1 JAN–30 JUN 2002	1 JAN–31 DEC 2002	1 JAN–31 DEC 2001	1 JAN–31 DEC 2000
<i>Current operation</i>					
Result after financial items	70.4	51.2	145.1	98.7	94.9
<i>Items not included in cash flow</i>					
Depreciation	18.4	17.2	36.7	25.5	19.8
Capital gain	-1.0	-	-	-2.0	-
Tax paid	-22.1	-14.5	-41.0	-28.8	-17.7
Cash flow before changes in working capital	65.7	53.9	140.8	93.4	97.0
Changes in working capital	-57.8	-2.1	19.9	1.1	-205.3
Cash flow after changes in working capital	7.9	51.8	160.7	94.5	-108.3
<i>Investments</i>					
Subsidiary acquisitions*	-	-21.9	-111.4	-78.0	-
Investments in fixed assets	-17.6	-14.8	-41.6	-15.4	-40.0
Net sales of fixed assets	1.5	0.5	-0.6	8.3	2.2
Cash flow from investments	-16.1	-36.2	-153.6	-85.1	-37.8
<i>Financing</i>					
Amortization long-term receivable	0.8	-	0.4	1.1	-
Loans raised	34.9	15.9	16.3	-24.4	158.4
Dividend paid	-25.4	-21.8	-21.8	-17.7	-12.0
Cash flow from financial business	10.3	-5.9	-5.1	-41.0	146.4
Cash flow for the year	2.1	9.7	2.0	-31.6	0.3
Liquid funds at the beginning of the year	14.2	12.1	12.1	42.3	41.8
Rate difference in liquid funds	-1.2	-0.6	0.1	1.4	0.2
Liquid funds at the end of the year	15.1	22.4	14.2	12.1	42.3
*The item includes:					
Goodwill	-	-24.8	-79.5	-39.0	-
Working capital	-	-15.6	-77.0	-102.2	-
Fixed assets	-	-38.6	-50.1	-49.2	-
Transferred loans	-	57.1	95.2	88.4	-
Paid with non-cash issue	-	0.0	0.0	24.0	-
Effect on the cash flow	0.0	-21.9	-111.4	-78.0	0.0

Financial highlights

	JAN – JUN 2003	JAN – JUN 2002	JAN – DEC 2002	JAN – DEC 2001	JAN – DEC 2000
Sales growth in %	19.7	23.7	32.0	20.2	33.1
Number of employees	747.0	528.0	729.0	422.0	338.0
Gross profit margin in %	43.6	41.2	42.0	40.6	38.8
Operating margin in %	8.9	8.9	10.6	10.0	10.6
Profit margin in %	5.6	5.9	6.2	6.4	6.1
Return on shareholders' equity in %	19.4	19.6	22.0	20.9	23.7
Return on capital employed in %	13.6	13.0	16.9	14.7	17.7
Equity ratio in %	38.3	38.1	37.9	40.5	36.7
Debt/equity ratio in %	125.7	129.4	123.0	119.5	123.3
Net liabilities in SEK m	663.8	584.2	629.0	519.7	427.8
Interest cover ratio – times	6.4	4.3	4.8	4.1	5.5
Rate of capital turnover – times	1.2	1.3	1.3	1.4	1.4
Rate of stock turnover – times	1.6	1.5	1.6	1.5	1.6
Net investments in SEK m	16.1	-36.2	147.3	85.1	37.8
Cash flow before investments in SEK m	7.9	51.8	156.9	94.5	-108.3
Cash flow after investments in SEK m	-8.2	15.6	3.3	9.4	-146.1
Shareholders' equity per share in SEK	36.42	30.92	35.26	29.99	24.42
Shareholders' equity per share after dilution in SEK	36.33	30.39	34.53	29.83	23.91
Share price on 31 December in SEK	-	-	75.00	75.00	70.00
Dividend per share in SEK	-	-	1.75	1.50	1.25
P/E-ratio	-	-	10.45	13.30	15.40
P/S-ratio	-	-	0.65	0.85	0.94
Rate/Shareholders' equity	-	-	2.13	2.50	3.05

Definitions

SHARE OF RISK BEARING CAPITAL

Total of shareholders' equity and deferred tax liabilities (including minority) divided by the second balancing up.

RETURN ON SHAREHOLDERS' EQUITY

Profit loss after full tax as a percentage of the average shareholders' equity.

GROSS MARGIN

Sales for the period, less product costs, as a percentage of sales.

RATE OF CAPITAL TURNOVER

Sales divided by the average Balance Sheet total.

NET DEBT/EQUITY RATIO

Interest-bearing liabilities, less interest bearing assets, as a percentage of shareholders' equity.

INTEREST COVER RATIO

Profit/loss after net financial items plus financial expenses divided by financial expenses.

OPERATING MARGIN

Operating profit/loss after depreciation as a percentage of sales.

EQUITY/ASSETS RATIO

Shareholders' equity divided by the Balance Sheet total.

CAPITAL EMPLOYED

Balance Sheet total reduced by interest-free liabilities and interest-free provisions.

PROFIT MARGIN

Profit/loss before tax as a percentage of sales.

New Wave's share

The share capital in New Wave amounts to SEK 7 250 104, fördelat distributed among a total of 14 500 208 shares, each with a par value of SEK 0.50. 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. New Wave's Series B shares have since December 11, 1997, been listed at the Stockholm Stock Exchange and are now listed on Attract 40. A trading lot amounts to 100 shares.

DIVIDEND

The Board's aim is that the dividend will account for at least 30 percent of the Group's result after taxes, over a trade cycle.

SHAREHOLDERS

On Juni 30, 2003, the total number of shareholders amounted to 3 378 (3 140). Institutional investors accounted for 40.5 percent of the capital and 8.8 percent of the votes. The ten largest shareholders at the same time held 70 percent of the capital and 87.2 percent of the votes. Non-Swedish shareholders accounted for 10.6 percent of the capital and 3.7 percent of the votes.

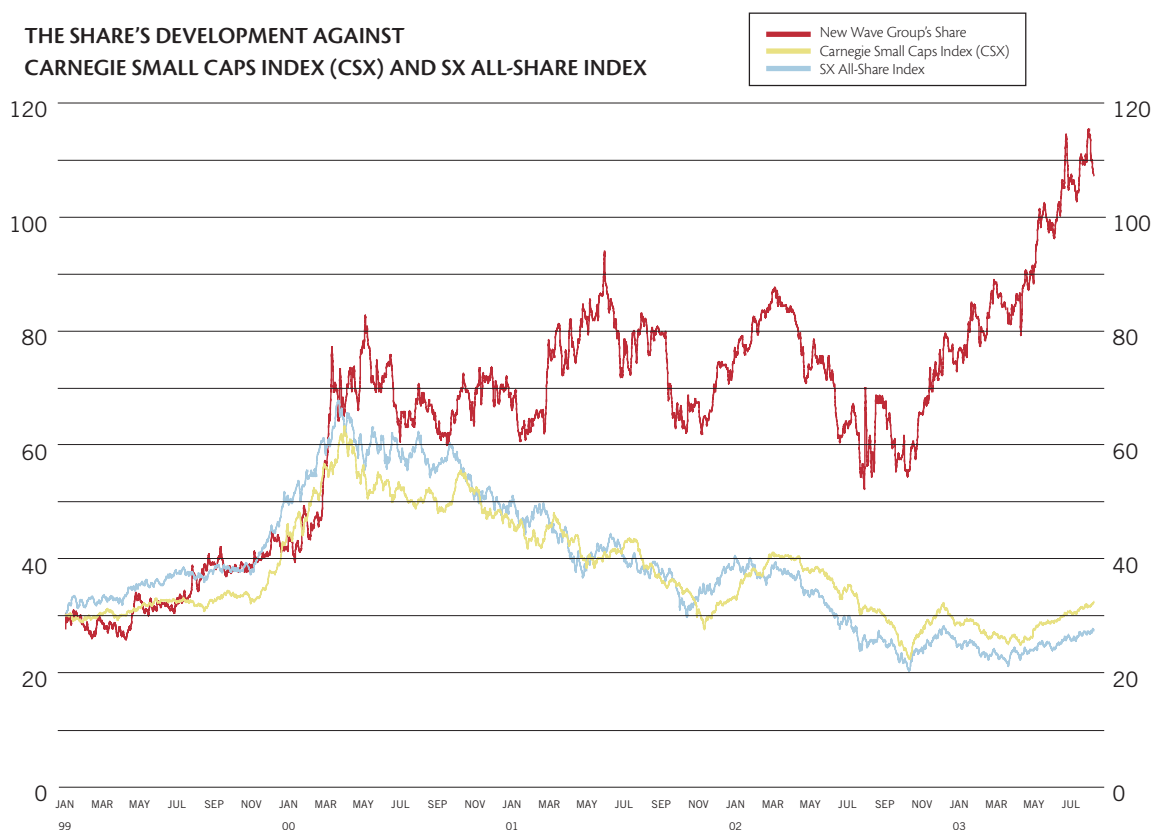
NEW WAVE'S TEN MAJOR SHAREHOLDERS AS AT JUNE 30, 2003

SHAREHOLDER	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	VOTES %
Torsten Jansson	5,316,920	53,271,100	36.7	80.0
AMF Pension	960,000	960,000	6.6	1.4
Robur	813,315	813,315	5.6	1.2
F Lux-Non-Resident/domestic rates	775,600	775,600	5.3	1.2
SEBs fonder	590,176	590,176	4.1	0.9
Handelsbankens småbolagsfond	380,500	380,500	2.6	0.6
SIS Segäintersettle AG	372,400	372,400	2.6	0.6
Livförsäkrings AB Skandia	330,300	330,300	2.3	0.5
Domani AB	279,528	279,528	1.9	0.4
Lannebo Småbolag	234,800	234,800	1.6	0.4
	10,155,439	58,007,719	70.0	87.2

SHAREHOLDER DISTRIBUTION IN NEW WAVE AS AT 30 JUNE, 2003

	NUMBER OF SHARES	NUMBER OF VOTES	CAPITAL %	VOTES %
Sweden	12,952,796	64,045,076	89.3	96.3
Shareholders outside of Sweden. the USA excluded	1,486,156	2,386,156	10.2	3.6
USA	61,256	61,256	0.4	0.1
Total	14,500,208	66,492,488	100.0	100.0

THE SHARE'S DEVELOPMENT AGAINST
CARNegie SMALL CAPS INDEX (CSX) AND SX ALL-SHARE INDEX





New Wave in brief

New Wave is a clothing company that focuses on delivering promowear and gifts to companies, as well as clothes, shoes, gifts and textiles to consumers through retailers. This is done through the establishment, acquisition and development of brands within the areas mentioned above.

New Wave serves two separate business areas, firstly the market for corporate identity products through independent retailers, secondly the consumer market through gifts, sports and shoe retailers. By operating in both these market segments, New Wave can spread its risks favourably. Economies of scale are also achieved since large parts of the product range are common for both business areas.

The competitiveness of New Wave lies mainly within design, purchasing and marketing of our

own brands. The products are manufactured mainly in Asia and to a lesser degree in Europe. The Group's most well known brands are Craft, Sagaform, Seger, Grizzly, New Wave, Clique, James Harvest Sportswear, Printer Active Wear, Toppoint, M-Pen, Mac One, Jingham and Pax, as well as Umbro, Nordica, Rollerblade and Exel under licence.

New Wave has from the start shown substantial growth with good margins. Sales during the last twelve years have increased by more than 40 percent annually.

*New Wave
Dressing people, marketing companies.*

NewWave
G R O U P

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