

January–March 2003

“Best first quarter so far”

- ✓ During January – March 2003 New Wave's sales increased by 27 percent to SEK 415.2 (327.6) million.
- ✓ The result after net financial items increased by SEK 15.4 million to SEK 12.5 (-2.9) million, where acquired units (which mainly have their earning ability during the fourth quarter) burdened the result by SEK 3.8 million.
- ✓ The 12-months moving total increased by 82 percent and amounted to SEK 160.5 (88.4) million, compared to the corresponding period during the preceding year.
- ✓ The Corporate Profiling business area increased its sales by 33 percent to SEK 240.6 (181.3) million. The result after financial items increased by SEK 9.9 million to SEK 2.5 (-7.4) million. Acquired units burdened the result by SEK 2.8 million.
- ✓ The Retailing business area increased its sales by 19 percent to SEK 174.6 (146.3) million. The result after financial items increased by SEK 5.6 million to SEK 10.0 (4.5) million. Acquired units burdened the result by SEK 1.0 million.
- ✓ The growth in Germany is once again good. The turnover in New Wave GmbH increased by 48 percent during the first quarter.
- ✓ The reconstruction of the English subsidiary is completed. Profitability is expected during the fourth quarter 2003, at the latest.
- ✓ Heavy increase of Craft's sales for autumn 2003.
- ✓ For 2003, turnover is judged to exceed SEK 2,000.0 million and the result is expected to exceed last year.

SALES

During January – March 2003 New Wave's sales increased by 27 percent to SEK 415.2 (327.6) million. For the Corporate Profiling business area, sales increased by 33 percent. The Retailing business area increased its sales by 19 percent. Sales in the Swedish market increased by 6 percent to SEK 232.8 (218.3) million. Sales in the foreign markets increased by 68 percent to SEK 183.4 (109.3) million.

RESULT

During January – March 2003, the result after financial items increased by SEK 15.4 million to SEK 12.5 (-2.9) million.

The result after financial items has been negatively affected by SEK 3.8 million by acquired units, which mainly have their earning ability during the fourth quarter.

The gross profit margin increased, compared to the preceding year and amounted to 42 (40) 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 decreased and amounted to 20.1 (21.2) percent of the Group's total turnover. The personnel costs increased and amounted to 15.3 (15.0) percent of the Group's total turnover. New Wave continuously makes market investments, which affects personnel costs and external costs, but on the other hand stimulate the continued expansion.

Depreciations have increased by SEK 1.4 million to SEK 10.1 million. Acquired units account for SEK 2.1 million in depreciations.

THE CORPORATE PROFILING BUSINESS

AREA

During January – March 2003 the business area's sales increased by 33 percent to SEK 240.6 (181.3) million. The profit after financial items increased by SEK 9.9 million to SEK 2.5 (-7.4) million. Acquired units burdened the result by SEK 2.8 million. New Wave judges that it keeps on gaining market shares in all markets. During 2003, New Wave will increase the organic growth in Europe by establishing other Corporate Profiling trademarks in current markets as well as establishments in new markets.

THE RETAILING BUSINESS AREA

During January – March 2003 the business area's sales increased by 19 percent to SEK 174.6 (146.3) million. The profit after financial items increased by SEK 5.6 million to SEK 10.0 (4.5) million. Acquired units burdened the result by SEK 1.0 million. A heavy increase of the sales for autumn 2003 and increased investments in international expansion makes Craft's future look very bright. For Seger, the positive development from the end of 2002 continues and during the year the investment in the national football team is expected to give result. Sko Team's order books are also filled for the spring season.

GEOGRAPHICAL DISTRIBUTION

Sweden

In Sweden, sales have increased by 7 percent and 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 and Craft is now having its major breakthrough. Umbro, which is sold by Seger on license, expects an extensive increase during 2003, since the Swedish national football teams play in Umbro's clothes from 1 January. Clique's retail concept, which is a refinement of Clique's profile concept, has also had a very good start of 2003.

Germany

It is pleasing to see that New Wave GmbH has begun growing again and that sales increased by 48 percent. New Wave sells Toppoint's products, the Corporate Profiling trademarks New Wave and Clique as well as Craft through subsidiaries in Germany. The Corporate Profiling sales have increased and Craft's future development during 2003 looks very promising.

Denmark

New Wave Danmark A/S has increased its sales by 47 percent compared to the preceding year. New Wave sells the trademarks Clique, New Wave and Craft via its subsidiary in Denmark.

Norway

In Norway, sales have increased by 13 percent compared to the preceding year, to SEK 30.0 million and the margins have developed very well. New Wave sells under the trademarks New Wave, Clique, Craft, Grizzly, James Harvest Sportswear and Printer Active Wear via its subsidiaries in Norway.

Finland

OY Trexet Finland AB has increased its sales by 15 percent compared to the preceding year, to SEK 20.9 million. The external and personnel costs have increased, due to the launching of more concepts (Mac One and Jingham etc.). This is considered to be a market investment for future growth.

Italy

New Wave Italia S.r.l. has increased its sales by 25 percent compared to the preceding year, to SEK 20.3 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 16 percent compared to the preceding year, to SEK 15.2 million and has a positive outlook on the Corporate Profiling sales for 2003. The Spanish subsidiary sells the trademarks New Wave and Clique.

Benelux

The Benelux countries' importance has increased, thanks to the acquisition of X-Tend B.V. and Lensen Beheer B.V. This market will be New Wave's second largest, following Sweden, during 2003. Sales for New Wave Sportswear B.V. have increased by 20 percent compared to the preceding year, to SEK 7.3 million. New Wave expects heavy growth for New Wave Sportswear B.V. through increased focus and synergies with Lensen Beheer B.V. (Toppoint). A new managing director has been employed as per 1 February 2003. During 2003, Lensen Beheer B.V. will begin selling DJ Frantextil's products in Benelux. X-Tend B.V. has also begun launching New Wave's trademarks Mac One and Jingham.

Great Britain

The reconstruction of New Wave Sportswear Ltd. is completed. A new management, new and better locations, decrease of costs and a new market strategy are some of the improvements that have been made in the company. New Wave expects profitability during the fourth quarter of 2003, at the latest, as well as a considerable result improvement compared to 2002.

France

New Wave France SAS has increased its sales by 77 percent compared to the preceding year, to SEK 3.7 million and the result has improved. The Dutch acquisition Toppoint 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 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 higher gross margin.

THE MARKET AS A WHOLE

New Wave judges that the Corporate Profiling market is still in a difficult place but that New Wave through its competition advantages and its winning concepts keeps on gaining market shares.

ESTABLISHMENT IN ASIA

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 Groups promo products in the Chinese market. In March, the Chinese Vasaloppet took place for the first time and Craft was the main sponsor.

ACQUIRED UNITS THAT WERE NOT PART OF THE GROUP DURING THE FIRST QUARTER OF 2002

X-TEND

New Wave has on 30 July 2002 acquired 51 percent of the shares in X-Tend B.V. in the Netherlands. X-Tend has for ten years distributed the trademark CRAFT in the Benelux countries. New Wave has an option to acquire the remaining shares within 5 years, at a purchase price that is based on the company's result for 2004–2006. X-Tend burdened the result by SEK 1.0 million for the first quarter.

The Lensen group (Toppoint)

New Wave has on 2 August 2002 acquired 75 percent of the Lensen Group the management has acquired 25 percent. New Wave will be able to acquire the remaining 25 percent after 2005 at a purchase price based on result.

The Lensen Group's operations are concentrated to sales and production of a wide range of promotion and gift products (pens, key-rings, lighters etc.). Lensen holds a leading position in the Benelux countries as well as a strong position in Germany. New Wave expects there to be great synergies within the sales, marketing and distribution areas in the future. This calls for market investments during the first year. The integration is going according to plan. The acquisition burdened New Wave's result by SEK 2.8 million, since Toppoint has its greatest earning ability during the fourth quarter.

LOGISTICS

New Wave works intensively with increasing the capacity of logistics throughout the chain from suppliers in Asia to warehouses in Europe and to customers. One part of making the logistics more efficient was the construction of a new warehouse Dingle, which now is completed. The warehouse will come into full use during the second half of 2003. The warehouse is toll free and will primarily function as a backup warehouse for New Wave and Clique – New Wave's largest promo wear trademarks in Europe. The new warehouse will lead to a reduction of 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 MARKET FOR THE CORPORATE PROFILING BUSINESS AREA

The market for Corporate Profiling is a fragmentary and fairly immature market all over Europe, consisting of a few large companies and many smaller ones. New Wave's goal is to use large-scale advantages within the design / product development, purchasing, logistics, marketing and customer service areas to be the leader of the market's development as well as to build a stable platform all over Europe. Through its recent establishments, mainly of the trademarks Clique & New Wave, in ten different countries in Europe, New Wave has built the ground for future organic expansion. New Wave will add some of its trademarks to current markets.

New Wave's customers are retailers who in their turn sell to end-users. The retailers sell promo wear and/or business gifts and/or working clothes. Through the most recent acquisitions (Sagaform, DJ Frantextil and Toppoint), New Wave has entered the market for business gifts and is now a supplier with more to offer to its customers. New Wave sees great scale advantages in this market, which will be developed during 2003.

Since deliveries are of utmost important within the profiling business, New Wave's new warehouse is part of the business plan, in which the Group has put up the goal to deliver 98 percent of the products within 24 hours. Logistics is a very important part of decreasing the capital tied up, something New Wave focuses much on.

THE MARKET FOR THE RETAILING BUSINESS AREA

New Wave sells textile products under owned trademarks and trademarks on license to the Retailing business area. Large-scale advantages between this area and the Corporate Profiling business area are reached within purchasing, design and logistics. New Wave focuses on the less fashion sensitive areas, such as Craft's functional underwear and Seger's socks. Sagaform is a good example of synergies between the Retailing and Corporate Profiling business areas. It was first a pure Retailing company and now a large part of the company's turnover comes from sales to the Corporate Profiling market. This is due to that parts of Sagaform's products were offered to New Wave's current customers and that sales to the Retailing market has increased. Sagaform's success has continued this far into 2003.

Craft has, since the acquisition in 1996, experienced a great change towards a clear product strategy with focus on functional underwear, mainly for skiing, cycling and running. Craft has had its major breakthrough and sales for next autumn have been very good. Craft is the Retailing trademark that is available in the most countries within its area. It has a heavy expansion strategy that means a broader range when it comes to sports and countries.

Some of Craft's users:

- national football teams
- the Swedish national skiing team
- the Swedish national orienteering team
- the Swedish national hockey team
- the bicycle association CSC
- hundreds of thousands of athletes in Europe and the USA

Seger concentrates a lot on the trademark Umbro in Sweden by having become the main sponsor of the Swedish National Football Team as per 1 January 2003 and five years on.

CAPITAL TIED UP

During the period in question, capital tied up in goods has increased by SEK 34.2 million to SEK 662.3 (628.1) million. The acquired companies that were not part of the Group on 31 March 2002 (Toppoint and X-Tend) ties SEK 42.3 million in stocks. Consequently, other companies have decreased its capital tied up in stocks by SEK 8.2 million, while sales have increased by SEK 40.0 million. Accounts receivable have increased by SEK 52.4 million to SEK 335.4 (283.0) million. Acquired units accounted for SEK 26.7 million and other companies by SEK 25.7 million.

TAX

The result of the Group's tax expense 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 amounted to SEK 8.3 (35.2) million. Cash flow amounted to SEK -24.5 (-11.6) million before investments and acquisitions and SEK -32.8 (-46.8) million after investments and acquisitions. Net borrowings amounted to SEK 662.0 (625.2) million on 31 March 2003. The Group had app. SEK 1,100.0 million in confirmed credit limits on 31 March 2003.

PERSONNEL AND ORGANISATION

The number of employees as at 31 March 2003 amounted to 735, compared to 512 employees on 31 March 2002. The increase is mainly due to the acquisitions of X-Tend and the Lensen Group.

VIEWS ON THE FISCAL YEAR 2003

The expected turnover for 2003 is more than SEK 2,000.0 million and the result is expected to exceed the preceding year, which has been indicated by the development during the first quarter.

Within the Corporate Profiling business area, the reconstruction in England is completed and New Wave expects profitability during the fourth quarter of 2003, at the latest, which means a large improvement compared to 2002. During 2003 the organic growth in Europe will continue through establishments of other Corporate Profiling trademarks in current markets as well as establishments in new markets. The launches of Toppoint in the Nordic countries and DJ Frantextil in Benelux are expected to begin during 2003. Furthermore, New Wave's establishment of the Mac One and Jingham concepts, among others, which were introduced in Finland during 2002, will give result.

New Wave is also establishing a trading company in China for sales to customers in Europe, which will generate small volumes during 2003, but has great potential for the future. New Wave is also establishing a company for sales of the Group's promo products in the Chinese market.

Craft shows heavy sales increase for the autumn 2003 and Seger expects the investments in the national football team, which plays in Umbro's clothes as per 1 January 2003, to give good results.

The Group is prepared for an increased demand, which will generate good margin effects when the economic situation improves.

THE PARENT COMPANY

Sales amounted to SEK 26.8 (20.5) million. The result after financial items amounted to SEK 12.2 (10.9) million. During January - March 2003, net borrowings increased by SEK 40.9 million and net investments amounted to SEK 0.3 (23.1) million.

ACCOUNTING PRINCIPLES

The accounting principle that was 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 total costs of goods for resale. Historical numbers have also been corrected.

COMING INFORMATION

- 28 May
Annual general meeting of
New Wave Group AB (publ)
- 12 August
Interim report for the second quarter, Q2
- 24 October
Interim report for the third quarter, Q3
- 18 February 2004
Balance sheet communiqué for 2003
- 27 April 2004
Interim report for the first quarter, Q1

Borås on 29 April 2003
New Wave Group AB (publ)
Torsten Jansson
Vice President

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Financial information ►

Income statement

| SEK MILLION | 3 Months | | 12 Months | |
|--|--------------|--------------|----------------|----------------|
| | JAN-MARCH | JAN-MARCH | JAN-DEC | JAN-DEC |
| | 2003 | 2002 | 2002 | 2001 |
| Net sales | 415.2 | 327.6 | 1 687.3 | 1 269.6 |
| Other income | 0.4 | 0.3 | 2.2 | 10.6 |
| Operating expenses | | | | |
| Goods for resale** | -239.4 | -196.0 | -980.7 | -760.1 |
| Other external expenses | -83.1 | -69.4 | -278.0 | -209.4 |
| Personnel costs | -63.4 | -49.0 | -216.3 | -158.2 |
| Depreciation of tangible and intangible fixed assets | -10.1 | -8.7 | -32.7 | -24.9 |
| Other expenses | -2.4 | -0.4 | -2.8 | |
| Operating profit | 17.2 | 4.4 | 179.0 | 127.6 |
| Net financial items | -4.7 | -7.3 | -33.9 | -27.5 |
| Result after financial items | 12.5 | -2.9 | 145.1 | 100.1 |
| Tax on the profit for the period | -3.1 | -0.6 | -30.8 | -16.7 |
| Minority share of the profit | 0.8 | 0.5 | -10.0 | -1.6 |
| Net result | 10.2 | -3.0 | 104.3 | 81.8 |
| Profit per share | | | | |
| Profit per share SEK | 0.70 | -0.21 | 7.20 | 5.70 |
| Average of shares | 14 500 208 | 14 475 208 | 14 500 208 | 14 300 208 |

* Concerns rate of exchange and capital gain.

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

Quarterly income statements (SEK million)

| Quarter | 2003 | | | | | 2001 | | | |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | Q1 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 |
| Invoiced sales | 415.2 | 327.6 | 411.2 | 370.0 | 578.5 | 267.8 | 329.6 | 314.2 | 366.6 |
| Other income | 0.4 | 0.3 | 0.4 | 0.7 | 0.8 | 1.2 | 0.8 | - | 8.6 |
| Goods for resale | -239.4 | -196.0 | -238.8 | -219.4 | -326.5 | -166.4 | -187.3 | -208.6 | -197.8 |
| Gross profit | 176.2 | 131.9 | 172.8 | 151.3 | 252.8 | 102.6 | 143.1 | 105.6 | 168.8 |
| Gross profit in % | 42.40% | 40.20% | 42.00% | 40.80% | 43.60% | 38.10% | 43.30% | 33.60% | 46.00% |
| External costs | -83.1 | -69.4 | -55.1 | -68.9 | -84.6 | -48.2 | -48.7 | -51.6 | -60.9 |
| Personnel costs | -63.4 | -49.0 | -48.6 | -52.5 | -66.2 | -34.5 | -35.9 | -40.0 | -47.8 |
| Depreciation | -10.1 | -8.7 | -7.5 | -9.6 | -6.9 | -5.2 | -5.5 | -6.5 | -7.7 |
| Other costs | -2.4 | -0.4 | -0.6 | -1.6 | -0.2 | - | - | - | - |
| Operating profit | 17.2 | 4.4 | 61.0 | 18.7 | 94.9 | 14.7 | 53.0 | 7.5 | 52.4 |
| Interest income | 1.2 | 0.7 | 1.4 | 0.5 | 0.5 | 0.6 | 1.0 | 0.9 | 2.4 |
| Interest expenses | -5.9 | -8.0 | -7.7 | -11.9 | -9.4 | -6.5 | -9.0 | -7.7 | -9.2 |
| Result after financial items | 12.5 | -2.9 | 54.7 | 7.3 | 86.0 | 8.8 | 45.0 | 0.7 | 45.6 |
| Tax | -3.1 | -0.6 | -8.1 | -3.1 | -19.0 | -0.9 | -4.5 | - | -11.3 |
| Minority share | 0.8 | 0.5 | -0.4 | -1.0 | -9.1 | - | 0.2 | 1.2 | -3.0 |
| Net result | 10.2 | -3.0 | 46.2 | 3.2 | 57.9 | 7.9 | 40.7 | 1.9 | 31.3 |

Balance sheet

| SEK MILLION | 31 MARCH 2003 | 31 MARCH 2002 | 31 DEC 2002 | 31 DEC 2001 |
|---|------------------|------------------|----------------|----------------|
| Assets | | | | |
| Intangible assets | 17.2 | 17.1 | 19.3 | 16.5 |
| Goodwill | 195.3 | 154.4 | 199.1 | 131.8 |
| Other fixed assets | 178.6 | 113.0 | 174.0 | 93.5 |
| Stock | 662.3 | 628.1 | 605.2 | 563.1 |
| Accounts receivable | 335.4 | 283.0 | 358.3 | 261.3 |
| Other short term receivables | 58.3 | 71.5 | 61.4 | 50.7 |
| Liquid funds | 7.5 | 4.0 | 14.2 | 12.1 |
| Total assets | 1 454.6 | 1 271.1 | 1 431.5 | 1 129.0 |
| Total liabilities and shareholders' equity | | | | |
| Shareholders' equity | 521.2 | 426.0 | 511.2 | 434.8 |
| Minority interest | 30.2 | 21.2 | 31.9 | 22.5 |
| Interest-bearing liabilities | 669.5 | 629.2 | 643.2 | 531.8 |
| Interest-free liabilities | 233.7 | 194.7 | 245.2 | 139.9 |
| Total liabilities and shareholders' equity | 1 454.6 | 1 271.1 | 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 | - | -5.7 | -8.6 | - |
| Shareholders' equity after changed accounting principle | 511.2 | 429.1 | 426.2 | - |
| Option premium (personnel option) | - | - | 0.6 | - |
| Conversion difference | -0.2 | -0.1 | 1.8 | - |
| New issue | - | 0.0 | - | 24.0 |
| Result for the period | 10.2 | -3.0 | 104.3 | 81.7 |
| Dividend | - | 0.0 | -21.7 | -17.7 |
| Shareholders' equity | 521.2 | 426.0 | 511.2 | 434.8 |

Sales by country (SEK million)

| COUNTRY | JAN – MARCH 2003 | JAN – MARCH 2002 | CHANGE MKR | % |
|--------------|---------------------|---------------------|---------------|-------------|
| Denmark | 6.9 | 4.7 | 2.2 | 46.8 |
| England | 16.2 | 10.5 | 5.7 | 54.3 |
| Finland | 20.9 | 18.2 | 2.7 | 14.8 |
| France | 6.2 | 3.5 | 2.7 | 77.1 |
| Holland | 42.3 | 6.1 | 36.2 | 593.4 |
| Italy | 20.3 | 16.2 | 4.1 | 25.3 |
| Norway | 30.0 | 26.6 | 3.4 | 12.8 |
| Spain | 15.2 | 13.1 | 2.1 | 16.0 |
| Sweden | 232.8 | 218.3 | 14.5 | 6.6 |
| Germany | 20.7 | 9.8 | 10.9 | 111.2 |
| Other | 3.7 | 0.6 | 3.1 | 516.7 |
| Total | 415.2 | 327.6 | 87.6 | 26.7 |

Cash flow analysis

| SEK MILLION | 1 JAN – 31 MARCH 2003 | 1 JAN – 31 MARCH 2002 | 1 JAN – 31 DEC 2002 | 1 JAN – 31 DEC 2001 | 1 JAN – 31 DEC 2000 |
|--|--------------------------|--------------------------|------------------------|------------------------|------------------------|
| <i>Current operation</i> | | | | | |
| Result after financial items | 12.5 | -2.3 | 145.1 | 98.7 | 94.9 |
| <i>Items not included in cash flow</i> | | | | | |
| Depreciation | 10.5 | 9.2 | 36.7 | 25.5 | 19.8 |
| Capital gain | 0.0 | - | 0.0 | -2.0 | - |
| Tax paid | -11.0 | -11.4 | -41.0 | -28.8 | -17.7 |
| Cash flow before changes in working capital | 12.0 | -4.5 | 140.8 | 93.4 | 97.0 |
| Changes in working capital | -36.5 | -7.1 | 19.9 | 1.1 | -205.3 |
| Cash flow after changes in working capital | -24.5 | -11.6 | 160.7 | 94.5 | -108.3 |
| Subsidiary acquisitions* | - | -21.9 | -111.4 | -78.0 | - |
| Investments in fixed assets | -9.8 | -13.3 | -41.6 | -15.4 | -40.0 |
| Net sales of fixed assets | 1.5 | - | -0.6 | 8.3 | 2.2 |
| Cash flow after investments | -8.3 | -35.2 | -153.6 | -85.1 | -37.8 |
| Amortization long-term receivable | 0.6 | - | 0.4 | 1.1 | - |
| Loans raised | 25.4 | 39.3 | 16.3 | -24.4 | 158.4 |
| Dividend paid | - | - | -21.8 | -17.7 | -12.0 |
| Cash flow from financial business | 26.0 | 39.3 | -5.1 | -41.0 | 146.4 |
| Cash flow for the year | -6.8 | -7.5 | 2.0 | -31.6 | 0.3 |
| Available funds at the beginning of the year | 14.2 | 12.1 | 12.1 | 42.3 | 41.8 |
| Rate difference in the available funds | 0.1 | -0.6 | 0.1 | 1.4 | 0.2 |
| Available funds at the end of the year | 7.5 | 4.0 | 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 – MARCH 2003 | JAN – MARCH 2002 | JAN – DEC 2002 | JAN – DEC 2001 | JAN – DEC 2000 |
|---|---------------------|---------------------|-------------------|-------------------|-------------------|
| Sales growth in % | 26.8 | 22.3 | 32.0 | 20.2 | 33.1 |
| Sales per employee in SEK million | 2.3 | 2.6 | 3.0 | 3.1 | 3.1 |
| Gross margin in % | 42.4 | 40.2 | 42.0 | 40.6 | 38.8 |
| Operating margin in % | 4.1 | 1.3 | 10.6 | 10.0 | 10.6 |
| Profit margin in % | 2.5 | -0.9 | 6.2 | 6.4 | 6.1 |
| Return on shareholders' equity in % | 7.9 | -2.8 | 22.0 | 20.9 | 23.7 |
| Return on capital employed in % | 6.0 | 2.0 | 16.9 | 14.7 | 17.7 |
| Equity ratio in % | 37.9 | 35.2 | 37.9 | 40.5 | 36.7 |
| Debt/equity ratio in % | 127.0 | 146.7 | 123.0 | 119.5 | 123.3 |
| Net liabilities in SEK million | 662.0 | 625.2 | 629.0 | 519.7 | 427.8 |
| Interest cover ratio – times | 3.1 | 0.6 | 4.8 | 4.1 | 5.5 |
| Rate of turnover in capital – times | 1.2 | 1.1 | 1.3 | 1.4 | 1.4 |
| Rate of stock turnover – times | 1.4 | 1.4 | 1.6 | 1.5 | 1.6 |
| Net investments in SEK million | 8.3 | 35.2 | 147.3 | 85.1 | 37.8 |
| Cash flow after investments in SEK million | -24.5 | -11.6 | 156.9 | 94.5 | -108.3 |
| Cash flow before investments in SEK million | -32.8 | -46.8 | 3.3 | 9.4 | -146.1 |
| Shareholders' equity per share in SEK | 35.95 | 29.38 | 35.26 | 29.99 | 22.93 |
| 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, 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 are listed on the Stockholm Stock Exchange's OTC List, now the O list. 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 31 December 2002, the total number of shareholders amounted to 3 224 (3 191). Institutional investors accounted for 40.3 percent of the capital and 8.8 percent of the votes. The ten largest shareholders at the same time held 64.1 percent of the capital and 85.9 percent of the votes. Non-Swedish shareholders accounted for 14.1 percent of the capital and 4.4 percent of the votes.

NEW WAVE'S SHARE STRUCTURE AS AT 31 MARCH 2003

| SHARE SERIES | NUMBER OF SHARES | NUMBER OF VOTES | CAPITAL % | VOTES % |
|-----------------|-------------------|-------------------|----------------|----------------|
| Series A shares | 5 776 920 | 57 769 200 | 39.84% | 86.88% |
| Series B shares | 8 723 288 | 8 723 288 | 60.16% | 13.12% |
| Total | 14 500 208 | 66 492 488 | 100.00% | 100.00% |

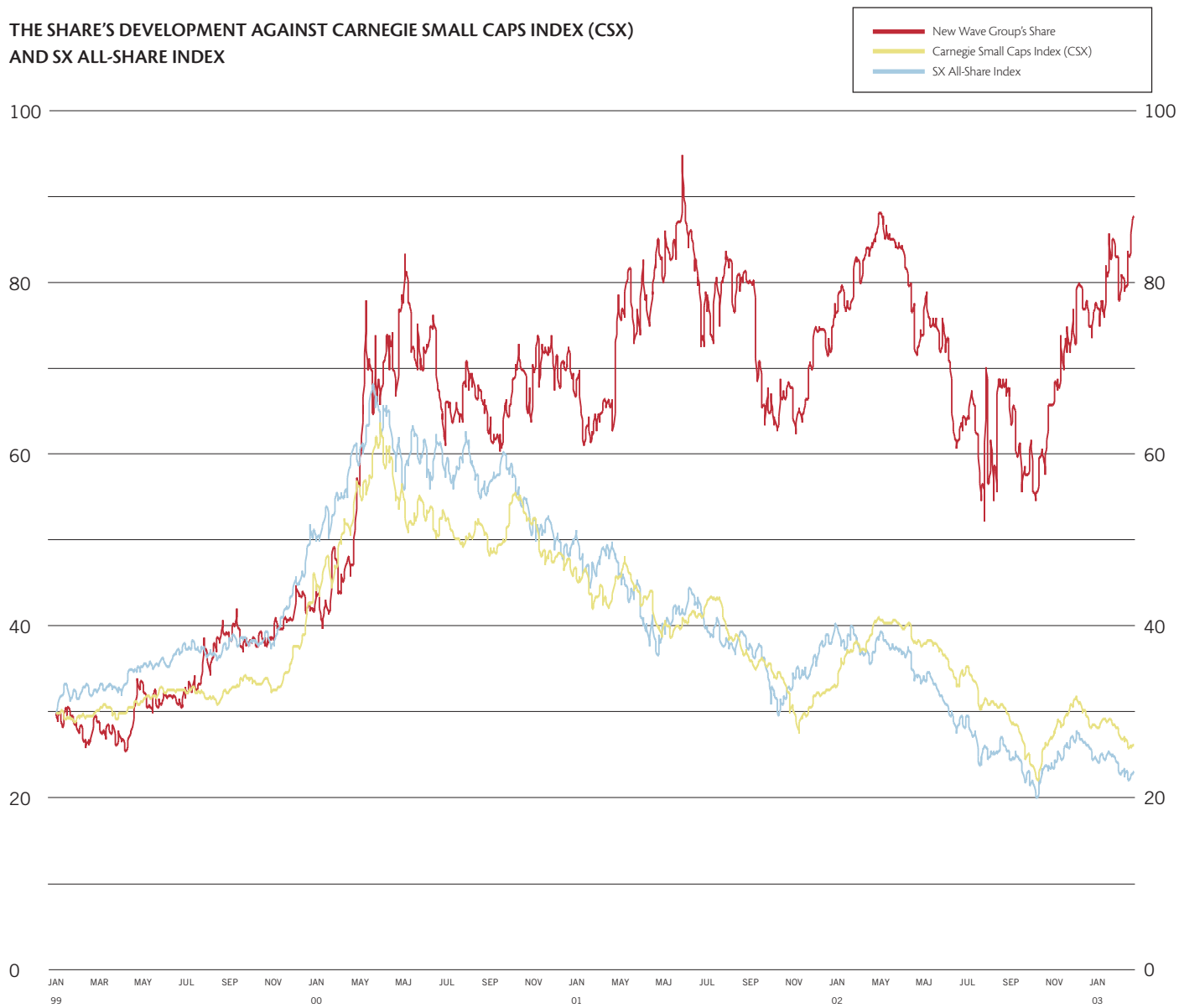
NEW WAVE'S TEN MAJOR SHAREHOLDERS AS AT 31 MARCH 2003

| SHAREHOLDER | NUMBER OF SHARES | NUMBER OF VOTES | CAPITAL % | VOTES % |
|------------------------------------|-----------------------|-------------------|--------------|--------------|
| Torsten Jansson | 5 316 920 A/101 900 B | 53 271 100 | 37.4% | 80.1% |
| AMF Pension | 1 060 000 | 1 060 000 | 7.3% | 1.6% |
| Robur | 838 615 | 838 615 | 5.8% | 1.3% |
| Juliusbear Mul. St.Spec.Eur.Stfund | 797 400 | 797 400 | 5.5% | 1.2% |
| SEBs fonder | 766 676 | 766 676 | 5.3% | 1.2% |
| Handelsbankens småbolagsfond | 350 500 | 350 500 | 2.4% | 0.5% |
| Livförsäkrings AB Skandia | 330 300 | 330 300 | 2.3% | 0.5% |
| Lannebo Småbolag | 284 800 | 284 800 | 2.0% | 0.4% |
| Domani AB | 279 528 | 279 528 | 1.9% | 0.4% |
| SIS Segaintersettle AG | 188 000 | 188 000 | 1.3% | 0.3% |
| | 10 314 639 | 58 166 919 | 71.1% | 87.5% |

SHAREHOLDER DISTRIBUTION IN NEW WAVE AS AT 31 MARCH 2003

| | NUMBER OF SHARES | NUMBER OF VOTES | CAPITAL % | VOTES % |
|---|-------------------|-------------------|---------------|---------------|
| Sverige | 13 115 968 | 64 208 248 | 90.5% | 96.6% |
| Shareholders outside of Sweden, the US excluded | 1 329 054 | 2 229 084 | 9.1% | 3.3% |
| USA | 55 156 | 55 156 | 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 an average of 41.3 percent annually.

*New Wave
Dressing people, marketing companies.*

NewWave
G R O U P

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