

2018 ANNUAL REPORT

New Nordic Healthbrands AB (publ)
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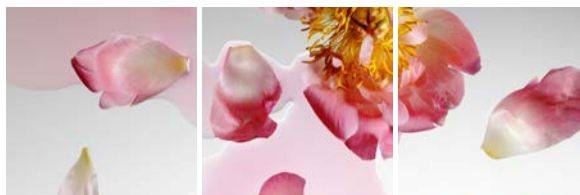
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NATURAL MAGIC

The healing power of nature is a magical concept.

In Scandinavia, we live close to nature
and we have great respect for natural elements.

From delicious berries to extraordinary herbs
that Mother Nature has to offer,
New Nordic develops an endless list of remedies
for everyday health and beauty needs.

We specialize in food supplements and beauty products
based on extensive scientific proof,
resulting in effective and pure products
which work in harmony with your body.

This healthy and innovative approach
is what natural magic is all about.

NEW NORDIC AT A GLANCE

New Nordic develop herbal food supplements and beauty products to satisfy specific health and beauty needs and market these under characteristic brands to a growing number of consumers all over the world. All with care for people and nature.

The global dietary supplement market is predicted to grown nearly 10% annually towards 2024 and New Nordic plan to take market share in this growing market.

The New Nordic brand has a strong Scandinavian identity and a unique positioning in Europe and North America.

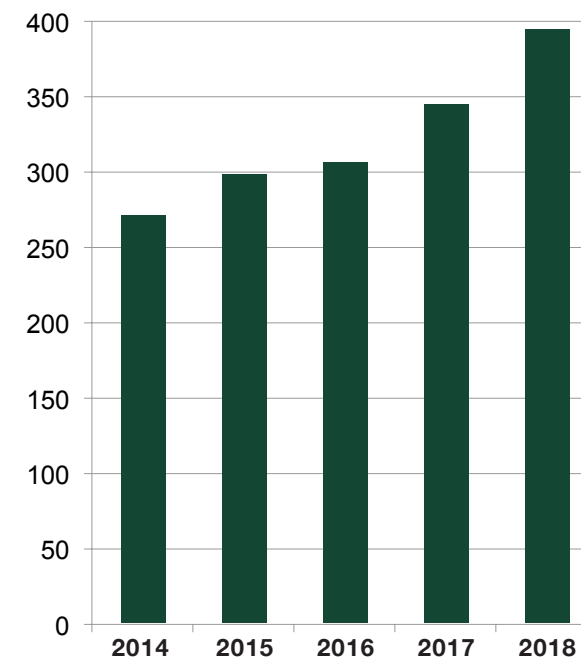
Today, New Nordic supplements are sold in 37 countries in North America, Europe and Asia. New Nordic products are regularly available from more than 50,000 pharmacies, health stores and online retailers.

The New Nordic equity is one of the very few opportunities to invest in a stock market listed business focused on international sales of dietary supplements sold through pharmacies, health stores and groceries.

NEW NORDIC DIETARY SUPPLEMENTS
ARE SOLD IN 37 COUNTRIES

AVAILABLE IN MORE THAN
50,000 STORES

SOLUTIONS FOR 40 HEALTH
AND BEAUTY NEEDS



New Nordic group revenue in SEK millions 2014 - 2018

SOLID ORGANIC GROWTH AND A STRONGER INTERNATIONAL BRAND

*“EARNINGS PER SHARE MORE
THAN DOUBLED TO 4.28 SEK.”*

2018 marked another year of expansion with revenues of 394 million SEK while increasing profitability reaching a profit after tax of 26.5 million SEK. Earnings per share increased 30 per cent to 4.28 SEK.

A satisfactory achievement reached by effective execution of our strategy focusing on innovation, marketing and increased world wide distribution. New Nordic is now represented in 37 countries with 86 percent of sales generated outside Sweden.

New Nordic is an idea with an enormous internatio-

nal potential. Our brand has a strong identity and a unique positioning. In Scandinavia we live close to nature and at New Nordic we merge natural herbs with effectiveness to make innovations that solve our consumers health and beauty needs and improve their lives.

Consumers have always been our most important stakeholders. We care for them and all our decisions are guided by the desire to put them at the heart of what we do. Our ability to anticipate our consumers needs and satisfy their expectations is crucial. Our brand is



Karl Kristian Bergman Jensen, CEO

exceptional and an incomparable asset. The strength of the New Nordic brand is growing day by day. New Nordic is loved by consumers all around the world and seen as a synonym for Scandinavian effectiveness, innovation and reliability.

We categorise our products in three segments; Vitality, Beauty, and Diet. During 2018 all the categories has developed well. During 2018 we launched several new product innovations in all categories. We launched a fine product for men called Prosta Vital™, a line extension to our Blue Berry™ Eybright called Blue

Berry™ Eye Stress for people of all ages starring many hours at digital screens, a modern weight loss tablet - Fat Burner™, the worlds first Apple Cider™ Vinegar gummy, a fantastic Skin Care™ Beauty Oil supplement and not least a Magnesium capsule which source is 100 per cent magnesium malate and b-energy™ - a very strong vitamin B complex.

Our continued focus on innovation generate a flow of exiting new products. Products which market viability is first tested in one or a few market before they are rolled out internationally. In 2018 we have allocated extraordinary efforts in the preparation of products for launch in 2019. These new products will extend the product categories beyond the categories in which we have worked so far.

New Nordic focus on manufacturing in Scandinavia, however the implementation of new applications forms and new technologies forces us to look outside Scandinavia for the best manufacturers with a genuine know how of these new technologies. In 2018 we have established cooperations with manufacturers in Italy and Switzerland. Our business platform is based

on excellence and even though we will increase the number of manufacturers we will continue to select the best raw materials and continue our strict quality control measures, carefully checking all steps from field and forrest to the final packaged products. This is our consumers guarantee for continuous high quality standards and safe and effective products.

I am pleased with the development in sales in more or less all countries where we are present. Our sales in North America is in a good growth momentum. Particularly in the US we are constantly improving our distribution with new retailers carrying New Nordic products. Also in Europe sales are growing nicely. In 2019 we will increase our efforts to launch New Nordic in European countries where we are not yet present. In Scandinavia we also experienced very nice growth. This proves that we can grow even in markets where we are already very well established since more than 20 years. In 2018 we managed to introduce New Nordic in Hong Kong in cooperation with a major retailer chain and in China through so-called "cross boarder" online channels like Tmall. In Hong Kong people respond very well to our advertising. In

China the development is slower than anticipated but we are now expanding the number of cross boarder stores and I am confident that we will increase the business during 2019.

World wide, pharmacies are our major retailers, followed by health stores. Several of our retail partners are pan-European or even work across continents. Online stores are becoming more and more important in the international dietary supplement scene and for New Nordic. In the US, online sales channels account for more than a third of our sales and this number is growing.

The global economy outlook is less positive here at the beginning of 2019 than it was in the first part of 2018. However, our industry is not very cyclical and analysts expect the global dietary supplement to grow the coming 7 years with an aggregated annual growth rate close to 10 percent, USA with 10 percent and Europe with 7 percent. Now, as always, new challenges await us. Over the next few years it will in particular be how to act in the rapid changing retail situation with bigger and more consolidated internatio-

nal retail partners and a change from offline to online shopping amongst our consumers.

We will continue to execute our strategy under our proven business model. Product innovation is fundamental for our continued success and we have plenty of exciting new health and beauty products in the pipeline for a select expansion of our product range. We will continue our high marketing pressure with an increased focus on mastering the social media as well as printed media and TV.

I am proud of our organisation and our structure. We have excellent planning and control tools, we are streamlined in our decision-making processes but still flexible and prepared to improvise to handle the challenges on our way to reach our goals. We have a talented team of individuals who are highly engaged. Each and everyone contributed to the achievements of 2018 and everybody is fully aware of the goals and efforts that lies ahead of us to secure our continued growth and profitability.

We will all strive to get even better at the things we do so well. We plan take market share in the growing global dietary supplement business and increase the value of our brand hand in hand with increasing the earnings per share for our dear shareholders.



KARL KRISTIAN BERGMAN JENSEN
CEO

FINANCIAL HIGHLIGHTS

(kSEK)	2018	2017	2016	2015	2014	(kSEK)	2018	2017	2016	2015	2014
The Share						Effectiveness					
Number of shares by end of the year*	6 195 200	6 195 200	6 195 200	6 195 200	6 195 200	Return on capital employed, %	40.7	39.8	17.7	28.9	46.1
Own shares by 31st December*	0	0	0	0	0	Return on equity, %	33.1	33.4	22.3	31.7	49.4
Market price 31st December, SEK	68	40	27.5	23.9	23.4	Sales per employee	8 467	8 307	7 113	6 784	7 157
Earnings per share, SEK*	4.28	3.28	1.55	1.83	2.00	Gross profit per employee	5 968	5 597	4 641	4 471	4 572
Equity per share, SEK*	12.95	9.8	6.9	5.8	4.0	Profit per employee	520	495	228	258	326
Dividend per share, SEK**	1.50	1.15	0.40	0.25	0	Financial position					
Company size						Debt-equity ratio, times	1.03	1.28	1.97	2.5	3.0
Number of employees by end of year	51	41	42	44	38	Interest coverage, times	100.7	44.7	15.8	13.7	9.5
Market Cap 31st December	421 274	247 808	170 368	148 065	144 968	Equity ratio, %	49.3	43.8	33.7	28.6	24.9
Operations						Cash flow					
Sales	393 708	344 739	305 842	298 485	271 949	Cash flow from operating activities	17 852	26 420	-9 252	-2 560	3 204
EBITDA	34 891	28 455	14 096	18 592	19 118	Cash flow from financing activities	-11 973	-24 162	9 077	1 555	-1 483
Operating profit	34 223	27 654	13 007	15 718	16 199	Investments	880	202	597	792	588
Profit after financial items	34 119	27 115	12 523	14 240	16 525						
Profit	26 523	20 297	9 574	11 330	12 375						
Margins											
Gross margin, %	70.5	67.4	65.3	65.9	63.9						
EBITDA margin, %	8.9	8.3	4.6	6.2	7.0						
Operating margin, %	8.7	8.0	4.3	5.3	6.0						
Profit margin after tax, %	6.7	5.9	3.1	3.8	4.6						
Growth											
Sales growth, %	14.2	12.7	2.5	9.8	19.2						
Growth in earnings per share,%	30.5	111.6	-15.3	-8.5	115.1						
Balance sheet data											
Total assets	162 647	138 818	127 592	125 235	100 662						
Equity	80 213	60 810	42 979	35 772	25 059						
Share capital	6 195	6 195	6 195	6 195	6 195						

* There are no dilutive effects.

** The Board proposes that the dividend for the financial year 2018 is set at SEK 1.50 (1.15) per share.

Gross profit: Gross margin as a percentage of net sales. **EBITDA margin:** Operating income before depreciation and amortization as a percentage of net sales. **Operating margin:** Operating profit after depreciation and amortization as a percentage of net sales. **Profit margin:** Profit after financial items as a percentage of net sales. **Equity ratio:** Equity as a percentage of total assets. **Return on capital employed:** Profit after financial items plus financial expenses divided by capital employed. **Return on equity:** Net income as a percentage of shareholders' equity at period end. **Debt-equity ratio:** Total liabilities divided by shareholders equity. **Interest coverage ratio:** Operating income divided with interest expenses.

2018 KEY EVENTS

FAT BURNER

New Nordic launched Fat Burner™ which has become an instant success in the test market. Who couldn't need a little help to burn those stubborn fat deposits?

Q1



WILD BIOTIC WINS THE DANISH HEALTH & SCIENCE AWARD

The Wild Biotic™ product based on natural lactic acid bacteria from honey and other bee-products has been very well received by the trade and consumers. Wild Biotic™ was awarded the Danish Health and Science Award 2018.



Q2

NEW FOR CHINA

New Nordic introduced its platform at Tmall. A cross-border platform for Chinese and Hong Kong consumers. Other cross border platforms are to follow.



HONG KONG

The recently established New Nordic Limited in Hong Kong launch five products in cooperation with Watson's pharmacy chain.



FIRST IN THE WORLD

In 2018 New Nordic's good old Apple Cider tablet was awarded best digestive supplement by Natural Nutrition in Canada. Now the company also launched the first Apple Cider gummy in the world



BRAND OF THE YEAR

New Nordic in the UK won the Global Health & Pharma's International Life Sciences Awards 2018 as the best herbal food supplements manufacturer 2018.

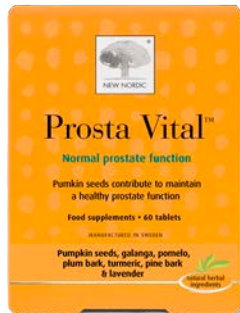
PROBLEMS WITH EYE STRESS?

More and more people suffer from digital eye stress. New Nordic launch Blue Berry™ Eye Stress to help people of all ages to ease their troubles.



Q 3

MAN, LOOK AFTER YOURSELF!



More and more men is starting to care about prostate health. Prosta Vital™ is an excellent solution and it's initial launch has surpassed our expectations.

Q 4

THICKER HAIR
CLINICALLY PROVEN TABLET
BEAUTIFUL HAIR



IT REALY WORKS!

The ingredients in Hair Volume™ is proven to help maintain a healthy hair. Visit world wide online reviews and see for yourself how happy people are with the tablet. Now it is also clinically proven through a placebo controlled study in Paris that women who take Hair Volume™ get thicker hair and more new hairs. 9 out of 10 is satisfied with Hair Volume.



AWARD WINNING

Good News! Another Award for Hair Volume "Highly Commended Best Supplement", 2018 by Natural Lifestyle in the UK.



OUR BUSINESS

NEW NORDIC IN THE SUPPLEMENT INDUSTRY

The total value of the supplement industry 2018 was around SEK 1.200 billion (USD 145 billion)₁. However, the market remains fragmented and divided between multi level and direct selling companies on one hand and companies selling and distributing through traditional pharmacy, health, grocery and online retailers. The top 3 multi level players have around 10% market share and the top 3 retail distribution players have a single-digit global market share when combined. In addition to market fragmentation, a few large players focus on specific regions rather than global presence. As a result, there are some brands that are widely known and well positioned in one part of the world, but have no or few points of sale in other regions.

Asia Pacific represents close to 50% of the global market value, North America represents around 28% and Europe

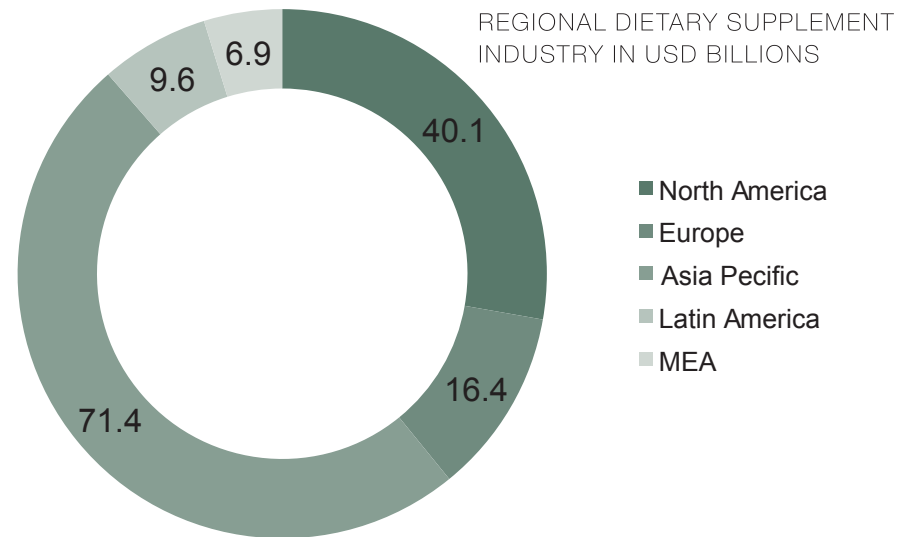
around 11%. Unites States and China are the two most important single markets.

The total global markets is expected to continue to grow by a compound annual growth rate, CAGR, of 9.7% up to 2024. Asia Pacific will be the biggest growth driver with a CAGR of 11.2% and Europe the slowest growth driver but anyway with an expected CAGR of 7.2%.

The various distribution channels that are most frequently used for purchasing dietary supplements can vary significantly from market to market. In most markets traditional retail distribution is most important, however, some players in the industry have great success with multi level and direct sales distribution. In North America and Europe, pharmacies, health stores and groceries are the main sales channels; however, online retailing has almost doubled in five years, resulting in online retailers

generating up to 30% share in these markets and the trend is expected to continue. In China where infrastructure and traditional western retail distribution is pure, consumers jump to online platforms to buy. In China the online

market place is the starting point for many international brands. This distribution trend is expected to follow in other emerging markets with poor retail infrastructure such as India and South American countries.



There are a number of different dietary supplement categories. A common view is to divide the categories in relation to the basic ingredient type such as vitamins, minerals, amino acids, fatty acids, herbs, enzymes etc. Dietary supplements based on vitamins are the biggest sub-group of supplements accounting for 47% of sales while dietary supplements based on herbs account for around 12% amounting to a value of SEK 147 billion (USD 18) in 2017. The expected CAGR for herbs is 9.7% until 2024.

Another way to look at the market is to take the view of retail chain buyers that typically divide the market in two main categories VMS which stands for vitamins, minerals and supplements and Diet, which includes both dietary supplements and meal replacements. The VMS section again contains sub-sections like sports nutrition, beauty from within, sleep etc. From a manufacturers point of view there are another two ways to look at the market. Some players sell ingredi-

ents in a range under one brand. A range can easily consist of 50 single ingredient products. Others sell multi ingredient products in a formulation that target a specific health or beauty concern.

At New Nordic we focus on the consumer need and sell solution to their health or beauty concern. Our products typically contain multi-ingredients formulated to solve the consumer need in the most effective way. Our key ingredients are very often based on natural herbal extracts. Our distribution is focused on what we call the specialty trade, ie. pharmacies, health stores and specialty retailers. In North America we also sell through the mass market with include groceries with a special section of dietary supplements plus typical online dietary supplement retailers.

¹Source: Nutraceuticals World, Nutraingredients, Food Navigator, Hoovers, Primary Interviews, Grand View Research

THE PHYSICAL STORE EXPERIENCE

While it is estimated that online shopping generates an increasing share of sales and already today accounts for 30 percent or more in some markets, the physical retailers remains very important for New Nordic. Particularly pharmacies and health stores offers social interaction and is more local and convenient. In addition, it enables a higher level of personal service and provides a stronger emotional connection with the product.

However, consumers need a reason to go to the store and the physical retail space must adapt to this by offering an interactive, visual and dynamic space that attracts consumers. New Nordic educate retailers on herbs, the function of their products and the unique selling points. We also offer high class in-store material to make the store an exciting place to visit and we offer campaigns and activities that create "buzz" in the store.

THE ONLINE STORE EXPERIENCE

Empowered by digital technology, consumers have more access to information and choices than ever before, leading to a change in shopping behaviour and expectations. Consumers see brands, not channels, and they want a seamless, convenient and personalised shopping experience that combines online and offline as they desire. Contrary to offline shopping where consumers often have to trust the advice of a single staff, many online retailers offer reviews from other consumers which can help in decision making. While physical stores remain an important cornerstone for dietary supplement shopping, online stores are growing in importance. New Nordic strive to offer excellent information and value for our consumers across channels. New Nordic take an active role in providing digital images, information and campaigns for online retailers as well as an active role in connecting with consumers directly via own social media.

IN SOME COUNTRIES
UP TO 35% OF NEW NORDIC
PRODUCTS ARE SOLD ONLINE



Alexis Ren - International instagram influencer promoting Hair Volume™

THE NEW NORDIC DIGITAL RELATION

Particularly younger consumers increasingly shop online on their mobile. And they like to connect and relate directly with the manufacturer. The want to be part of our New Nordic "universe". At New Nordic we experience this trend. In our digital and traditional print advertising we encourage consumers to connect with us via chat, social media and phone. We daily increase the number of consumers that we are regularly in connection with and we value these relations highly. Sales directly from our official online store to consumers is below 3% of our total sales but it is increasing faster than our general increase in sales.

BUILDING AN INTERANTIONAL BRAND



Competition in the supplement is fragmented and, while multiple smaller supplement brands continuously enter the market, the bigger players have established their names and significant market positions. However, even the bigger players have only in very limited cases created brands which you will find across the world. There is room for building international brands.

Brands are build by offering consumers meaningful substance and not just through advertising slogans. New Nordic focus in building an international recognised brand with a Scandinavian, effective and herbal image. Our slim but effective organisation and business structure makes it possible for us to allocate higher amount of ressources in marketing and relations with the consumers. Our constant innovation keeps our brand newsworthy and our focus on effectiveness build trust in our brand over time. Day by day our brand grows stronger.

A man with glasses and a beard, wearing a light-colored shirt, is kneeling in a lush green forest. He is holding a small plant with white flowers in his hands, looking at it intently. The background is filled with dense foliage and trees.

FRANÇOIS GÉRARD THE CREATOR

François Gerard is the creator of many of New Nordic's remarkable health and inner beauty products. With more than 30 years of international herb and beauty experience, he is a true resource. François spends as much time travelling to distant places in the world investigating rare botanicals in their natural unspoiled environment as he spends in the laboratory. He is a unique person who lives and breathes "Natural Magic."

THE NEW NORDIC BUSINESS MODEL

OUR BUSINESS MODEL IS GEARED SO THAT
WE CAN FOCUS ON THE TWO MOST VALUE CREATING
DISCIPLINES: **INNOVATION AND MARKETING**

As a company, and brand, we have many competitive strengths already structured in a platform that can easily be scaled. Even without the need to bring in more money to capitalise on the opportunities that lies ahead. We have an extraordinary raw material know-how, a really effective new product development set-up, a flexible and fast adjustable operation and manufacturing sourcing with our own strict quality procedures and an international set-up with an extraordinary international network and personal contacts to wholesalers and retailers around the world. We have everything in place for expansion. In addition we have a very

effective structure and organisation with our own developed steering tools exactly fitting the needs for our operation.

New Nordic is a company run according to modern management principles with a family-like working environment that stimulates creativity and excellence. We value our expertise and heritage highly. Simplicity is key for the way we work at New Nordic. Excessive planning and bureaucratic reporting is avoided. By routinely asking ourselves why we are doing what we do, we often find new ways of doing things better. A revenue of SEK 8.5 million and a profit of more

than SEK 520,000 per employee in 2018 is a proof of our effectiveness.

REVENUE PER EMPLOYEE
SEK 8.5 MIO
PROFIT AFTER TAX
PER EMPLOYEE
SEK 520.000

RESEARCH IS THE DIFFERENCE BETWEEN KNEW-HOW AND KNOW-HOW

New Nordic's business strategy leverages its unique ability to develop its own innovative formulations to provide its customers new products and solutions with superior effectiveness and ease-of-use in strongly branded packaging. We continue to broaden our assortment with the long term goal to cover all health and beauty related needs the individual has. The weight in our assortment shall always favourite our basic assortment, i.e. the assortment that is "typical New Nordic" and reflects our Nordic value creating profile which again makes life easier and better for everyone.

We believe continual investment in research and development, marketing and advertising is critical to the development and sale of innovative products. We also believe in building at close and long term relation with suppliers as close to the original

supply source as possible to control quality from fields and forrest to the finished product.

We strive to control our brand in all aspects of its business and believes in adding experience of consumer understanding, marketing, advertising and media buying to it's in-house know-how.

We are convinced that great concepts are global and selling is local. Our strategy includes expanding our geographical distribution network to effectively reach more customers. Either through own national sales and marketing companies or through highly reputable distributors. Our products are distributed in pharmacies, drugstore and health stores and through our own on-line store. In North America to some extend also in groceries.

HOW WE DO IT

New Nordic's own research and development of innovative new products is a key driver of profitable growth. We try build and maintain superior know-how and expertise in herbal ingredients and it's ability to bring vitality to humans. We are focused on insight-innovation that provides value-added new products. New Nordic strives that each brand should at all times have the most effective and convenient product formulation and presentation in the health concern category under the condition that the price-value ratio appeal to the broad population.

Beyond new products, innovation is embedded into our company culture to encourage new ideas and improved processes throughout every aspect of the organisation. This is to be more effecient and work smarter and faster with less bureaucracy and better

planning and reporting. We strongly believe that the key to success lies in making life better and easier for end consumers and for the retail partners. We encourage our personnel to "go the extra mile" that competitors are not willing to go to surpass consumer and customer expectations.

New Nordic has an international "in-house" concept and marketing set-up and each product is branded with a compelling story build to create the consumer loyalty, that will make our products the first choice in every health concern market segment they operate in. We also handle advertising, media buying and the press internally on an international and national scale.

We manage our business primarily on a geographic national basis through our daughter companies or through

reputable national distributors. Planning and reporting is made both on a country level and on brand level.

At New Nordic we are convinced that driving growth and building brands, requires a strong engagement on a national local level. Engagement with retail customers, with the health care profession and with the end consumers. We seek to develop a deep and relevant consumer insight used to strengthen product development, packaging and the communications they deliver through internationally arranged marketing campaigns. The campaigns are primarily build on advertising directly to the end consumer with addition of shopper marketing programs that customise communications for different retail outlets and shoppers. The Company is also locally driving engagement, education and building leadership with health



The New Nordic Herbal School has become a traditional event for retailer education.

care professionals to strengthen their endorsement of the brands, which in turn build market share and brand loyalty. We engage with our retail partners to share expertise and provide shoppers with the best value and to educate and train the retailers personnel to enhance their knowledge of the New Nordic products. Additio-

nally we have national in-house customer call centers and digital chat service to provide end consumers with a high-quality sales and post-sales support experience. Consumers are encouraged to call for advice through our advertising.

TEAM OF EXCELLENCE

At New Nordic we try to attract and retain the best and most talented people and develop their personalities and skills. We strive to obtain an informal, professional and fast acting international working environment. Personnel at all levels learn to take responsibility for being leaders, and they commit to conducting business with the highest integrity. Leadership means the ability to take and execute decisions, being able to motivate others, to plan for success and being able to improvise when the environment change. Leadership also extends to being a leader in caring and showing respect for nature and the communities where our employees live and work and where the we sells our products.

NEW PRODUCT INNOVATION

The management is deeply involved in the innovation processes led by our head of new product development. New product development, NPD, work is a continuous process with a prioritised pipeline reviewed quarterly. Each individual NPD project draws on ad-hoc involvement of world-wide specialist persons, institutions and consultants. Often a NPD project is done in collaboration with raw material suppliers. Particularly when new process technologies and new specifications are required. Over nearly two decades New Nordic has developed one of the most comprehensive electronic herbal databases in the world including rare botanical information gathered from institutions around the globe. Inspiration for new product ideas basically comes from two angles. The first being new discoveries of herbal and biological constituents which can benefit man health. The second being consumer research identifying new needs, wishes and trends that pave the

ground for function and in use target for the development. New Nordic's international presence and daily meetings with many cultures gives a unique insight in up and coming trends and possibilities. Married with a highly up to date understanding of the latest discovered benefits of natural food ingredients it present a unique ability to react very fast in our NPD work.

In total we have spent less than one percent of our revenue in research and new product development in 2018. These costs have not been activated but have been charged under other operating expenses.



Metagenomic studies of New Nordic plant material.

RAW MATERIAL SOURCING

We source our raw material as close to the farmer or manufacturer as possible. Behind the scenes New Nordic allocate many resources to do this in-house. In the natural trade there exist an enormous amount of middlemen trading raw materials. We try to buy direct from farmers, extractors and manufacturers. During the last two decades we have build a relationship with a great number of suppliers. They understand our quality requirements and we understand the critical risk factors in their farming and production processes. That is a real advantage. Our relation also makes us understand new qualities and raw material variants and improvement

that are under development. We take this into account in our new product development process at an early stage. Some raw materials are particularly developed and manufactured for New Nordic only and in special occasions we arrange the farming or wild collection before the season to secure steady supply.

MANUFACTURING

New Nordic focus resources on innovation and marketing. New Nordic have a long term cooperation with several third party manufacturers. For key products New Nordic has a policy to have at least two manufacturers in order to secure steady supply. To secure consistent standardized quality, we source all key raw materials from around the world and we coordinate a successful extraordinary quality test programme of raw materials used by our manufacturers. Today, nearly nearly all manufacturing is done in Scandinavia. This is changing so-

mewhat as we look world wide for new technology and manufacturing of new dosage forms. We have made concrete investigations and analysis of pros and cons of establishing our own manufacturing in Scandinavia. So far our conclusion is that allocation of resources and focus towards continued innovation and marketing is more favorable for the company. However, we will keep an eye on further developments and evaluate the situation with regular intervals.

AT NEW NORDIC
WE HANDLE
MORE THAN 700
STOCK KEEPING UNITS

REGULATORY AFFAIRS

Before you actually try to operate in the dietary supplement industry it is difficult to grasp how complex the regulatory situation is. Particularly when you operate internationally and especially when you are dealing with herbs. It is a regulatory challenge that we do our best master to perfection. Our in-house quality and regulatory department coordinate the tasks of our national regulatory consultant and quality laboratories that we work with in all countries that we operate in.

Basically we operate under 3 major groups of different jurisdictional principles: EU with its food authorities supervision, USA with FDA supervision and China with its food and health authorities supervision. There in between, there are many variations. For example in Canada where supplements need to be registered and approved under Health Canada

before marketing. Even in EU where the European Food Safety Authorities work towards harmonisation, every single country still has its special rules and guidelines that we need to adhere to. A good understanding of the variety of national rules and regulations and the local authorities administration of the rules plus its ever changing situation can indeed be a competitive advantage in the supplement industry.

In EU the European Union's Food Supplements Directive of 2002 - requires that supplements be demonstrated to be safe, both in dosages and in purity. Only those supplements that have been proven to be safe may be sold in the bloc without prescription.

As a category of food, food supplements cannot be labeled with drug claims but can bear health claims and

nutrition claims. 2012 saw the implementation of the European Health Claim Directive EC 1924/2006, which is currently having a significant impact on the market. In June 2013, the European Commission published a positive list of permitted generic health claims, which, broadly speaking, makes all claims not on this list illegal unless a manufacturer has received permission to use a product-specific, proprietary health claim.

In the United States, a dietary supplement is defined under the Dietary Supplement Health and Education Act of 1994[9] (DSHEA) as a product that is intended to supplement the diet. If a dietary supplement claims to cure, mitigate, or treat a disease, it would be considered an un-authorised new drug and in violation of the applicable regulations and statutes.

As the FDA states, in a response to this question, Companies that market dietary supplements are permitted to

make structure/ function claims about a given supplement in the marketing material. These are broad claims that the product can support the structure or function of the body. The FDA must be noticed of these claims within 30 days of their first use, and there is a requirement that these claims be substantiated.

In Canada all natural health products (NHPs) are subject to the Natural Health Products Regulations and must have a product licence before they can be sold. To get a licence, applicants must give detailed information about the product to Health Canada, including: medicinal ingredients, source, dose, potency, non-medicinal ingredients and recommended use(s).

Once Health Canada has assessed a product and decided it is safe, effective and of high quality, it issues a product licence along with an eight-digit Natural Product Number (NPN).

THE POWER OF RECOGNITION

We must inform the world of our fine products and how they are the solution to individual needs. Health and beauty matters are serious matters for our consumers. We take that seriously and our marketing effectiveness is crucial to our business model. We want to keep the marketing know-how in-house. Therefore, we have build an effective in-house creative and marketing and advertising department able to master all relevant marketing disciplines. We also handle all media purchase in-house. Thereby, we save the middlemen and build a know-how with a unique fingerspitz-gefühl of media effectiveness. Our marketing includes all facets of modern marketing and brand building. Our global focus on one single brand definite help us keep on track.

My Story
 Annette (47) has always been conscious about her thin hair. She used hair extensions to make her hair appear to have more volume. To her hair had begun to break and started falling out the become desperate. "I looked for help at the hairdresser and at the health food store. They recommended Hair Volume™ and now I don't dare to sleep

I have always dreamed of beautiful thick looking hair

For more years I have been in a constant search for help. I was upset about my hair thinning and distressed of beautiful thick and shiny looking hair. I was desperate for a way to bring my hair back to normal. But when the hair started looking, I became really desperate.

Hair Volume tablets were recommended to me. In my local health food store, I was recommended Hair Volume, as among other things it contains apple extract. I was recommended to use the tablets for a minimum of 3 months. I never knew that was possible.

Knowing my hair is in the past. My skin was the best thing I needed. It's great extra benefit of the tablets. There was a nice glow to my skin. My husband was the first to comment on my hair. He could describe that I had a lot of new hair growth in the hairline. My hair is much more thick and I don't have to worry about my hair volume tablets. "Annette" says happily.

HAIR VOLUME TABLETS CONTAIN INGREDIENTS TO HELP WITH NORMAL HAIR GROWTH.

Hair Volume is a hair tablet and the only tablet on the market that contains apple extract with procyanidin B1. The active also supplies the hair follicle with biotin and zinc that helps with the maintenance of normal hair.

You can find Hair Volume™ in Holland in Beauty and Living, Independent Health Stores. For an extensive list of all other pharmacies or your hair outlet see www.newnordic.co.uk

HOLLAND OF BARRETT Health Food Stores Online Store

A typical ad for Hair Volume™ in a weekly magazine.

INTERNATIONAL SALES

MARKETING COMPANIES

New Nordic has its own subsidiaries which market the New Nordic brand in the following countries:

- Belgium*
- Canada
- China*
- Denmark
- Estonia
- Finland
- France**
- Germany & Austria
- Holland*
- Hong Kong*
- Italy
- Kazakhstan
- Latvia
- Lithuania
- Luxembourg
- Norway
- Poland
- Sweden
- Switzerland
- UK
- USA

*New Nordic responsible for marketing

** Together with distributor

DISTRIBUTORS

New Nordic works with reputable distributors in:

- Armenia
- Belarus
- Belgium
- Bosnia
- China
- France & Monaco
- Georgia
- Holland
- Hong Kong
- Iceland
- Ireland
- Jordan
- Lebanon
- Romania
- Slovenia
- Taiwan
- Vietnam

Sales by geographical area converted to Swedish kronor	2018		2017	
	MSEK	Percent	MSEK	Percent
Nordic	160	41	144	42
Other Europe	139	35	110	32
North America	91	23	89	25
Other World	4	1	2	1



NEW NORDIC PRODUCTS

Our product assortment target more than 40 different health and beauty needs. The products might look different but they all carry the characteristic New Nordic Silvertree mark.

To satisfy national legal requirements we have more than 140 different product formulations. These formulations are

packed for different languages making the total number of SKUs close to 700.

We categorise our products in 3 categories. Vitality, Diet and Beauty. The Vitality and Beauty categories are showing the highest growth at the moment.

NEW NORDIC STRATEGY

DEVELOP HERBAL DIETARY SUPPLEMENTS AND BEAUTY PRODUCTS TO SATISFY SPECIFIC HEALTH & BEAUTY NEEDS. AND MARKET THESE UNDER CHARACTERISTIC BRANDS TO A GROWING NUMBER OF CONSUMERS ALL OVER THE WORLD, ALL WITH CARE FOR PEOPLE AND NATURE.

OUR PLAN

We have a plan for how to deliver strong results in the future. The plan includes:

- Driving Growth Internationally
- Building Market Leadership
- Growing Profitability

The plan goes on to define how we will connect our brand to the consumers and make them loyal. The plan is based on the following steps:

1. offer the most effective products and the best product experience at the right price
2. continue high focus on marketing
3. engage further with national and international retailers both online and offline

OUR FINANCIAL STRATEGY

Our financial strategy is simple.

1. Keep high gross margin

At New Nordic will strive to defend our high gross margin through product innovations, improved sourcing and increased economy of scale, which will reduce cost of goods. Simultaneously we will ensure to increase pricing without jeopardising the price-value advantage.

2. Overheads down

Economy of scale and a focus of simplifying procedures will bring our overheads down. Overheads will be kept stable with growing sales which will bring over-

head expense per cent down. Additionally the employees are encouraged to save costs where possible.

3. Marketing investments

We will continue to invest the current percentage of sales in advertising and other marketing activities. The most awarding way for both the company and its retail partners is to allocate spendings as much as possible to direct end consumer advertising and only a smaller part to trade advertising. This increase brand awareness, increase category news and increase traffic in store.

Operating profit

Managing these means will result in an increased operating profit and generate funds to invest in further business growth.

BOARD OF DIRECTORS



KARL KRISTIAN
BERGMAN JENSEN
BORN 1962

Board member since 2006 and CEO of New Nordic Healthbrands AB. Karl Kristian Bergman Jensen is a founder and a principal owner of the New Nordic since 1990. Prior to that Karl Kristian Bergman Jensen was International Marketing Manager and Director of Chartex International PLC in England, now known as The Female Health Company, USA. Before that Mr. Jensen was International Marketing Manager at Farma Food A / S. Mr. Jensen is also Chairman of Vaccinium Holdings ApS and Ripamonti Finanz AG.



LENNART
SJÖLUND
BORN 1949

Board member since 2012. Besides his appointment as a director of the board of New Nordic, Mr. Sjölund is a business entrepreneur in the medical technology industry as well as a director of Lagercrantz Group AB, Östanbäck Timmerhus AB, Zarismo AB, QuickCool Erysave AB, EL Invest AB, Kinna EL och Tele AB, Fässbergs EL AB and Parkallen Invest. Lennart Sjölund has previously been CEO of Jolife and Jostra AB and Vice President of Åkerlund & Rausing.



MARINUS
BLÅBJERG SØRENSEN
BORN 1951

Chairman since 2006 and CEO of the New Nordic Manufacturing ApS. Marinus Blåbjerg Sørensen is a founder and principal owner of the New Nordic. Before that Marinus Blåbjerg Sørensen was CEO of Danish Natural Foods A / S. Prior to that Mr. Sørensen was Area Manager at Farma Foods A/S, Marinus Blåbjerg Sørensen is also Chairman and owner of Fjord Capital A/S and Blåbjerg-Have ApS.



JESSICA
TYREMAN
BORN 1969

Director of the board since 2006. Jessica Tyreman's principal activities in addition to the appointment as a director of the New Nordic is the executive chairman of LEARN in Värmdö AB. Jessica Tyreman is also Chairman of RW Bostad AB. Jessica has over the past five years completed assignments as a director of New Teq AB.

Directors and management team's business address is New Nordic, Södra Förstadsgatan 3, 211 43 Malmö

Chartered accountant
Ernst & Young AB.

Chartered accountant Martin Henriksson
Nordenskiöldgatan 24, 203 14 Malmö. Ernst & Young AB, Martin Henriksson, is New Nordic's chartered accountant since the annual General Meeting 2016. Martin Henriksson is a member of the trade association for accountants, "FAR SRS".

THE SHARE

NEW NORDIC - ONE OF A KIND

The supplement market is forecasted to grow with an compounded annual growth rate of nearly 10% globally. An extraordinary investment opportunity in itself.

For investors looking to take advantage of this growing market opportunity through investment in listed equities of companies in the dietary supplement industry, the choice of investment is very limited.

Most players in the industry are based on multi level marketing and distribution or their dietary supplement business is just a minor part of their total business.

Nearly all players where they main business is in the supplement industry is owned by equity companies or are privately owned. Only a very few dietary supplement companies world wide are listed on a stock exchange and available for investors to buy into. **One of these rare companies is New Nordic.**



DAILY TRADED SHARE PRICE FOR THE NEW NORDIC HEALTHBRANDS AB SHARE AT FIRST NORTH, NASDAQ, STOCKHOLM

SHAREHOLDER INFORMATION

OWNERSHIP STRUCTURE

The table is reproduced from New Nordic share register as per 28 December 2018. The data in the table is based on information from Euroclear Sweden AB.

FIRST NORTH

The shares of New Nordic were listed on First North, NASDAQ OMX, Stockholm in January 2007 under the trade name NNH, ISIS code is SE0001838038.

SHARE DEVELOPMENT

The share price has increased with 70 percent from 40.00 SEK to 68.00 SEK during 2019. Relative to the OMX Stockholm Total (OMXSPI) the share has increased with 86% in 2018.

MARKET CAPITALISATION

Market cap 29. December 2017: 248 mSEK

Market cap 28. December 2018: 421 mSEK

SHAREHOLDERS AS PER 29st DECEMBER, 2018

Shareholders	Shares	Ownership
Fjord Capital APS*	2 411 000	38.93 %
Banque Pictet & Cie SA, Geneva**	1 559 400	25.17 %
Credit Suisse AG, Zurich**	937 280	15.13 %
Six Sis AG, W8IMY	292 466	4.72 %
CBLDN-French res TR-Client AC	201 995	3.26 %
Knock, Christian	200 000	3.23 %
Nordnet Pensionsförsäkring AB	78 800	1.27 %
Johansson, Lars	76 808	1.24 %
Ahtialansaari, Makro Juhani	50 000	0.81 %
Pershing, LLC, W9	40 250	0.65 %
Sum 10 largest owners	5 847 999	94.41 %
Sum other	347 201	5.59 %
Total number of shares	6 195 200	100 %

* 2,485,000 shares owned by Fjord Capital ApS, which is owned 100% by Marinus Blåbjerg Sorensen and family privately and via companies.

** 1,550,720 shares held by Banque Pictet & Cie SA and 929,280 shares held by Credit Suisse AG is owned by Vaccinium Holding ApS, where Karl Kristian Jensen Bergman is CEO and owns 62.4% privately and via companies. Additionally Karl Kristian Bergman Jensen owns 7000 shares privately and 2 120 through Leonis Fund SPP - Verbier Fund®.

INVITATION TO ANNUAL GENERAL MEETING OF NEW NORDIC HEALTHBRANDS AB (PUBL)

Shareholders of New Nordic Health Brands AB (publ) are hereby invited to attend the Annual General Meeting 2017.

PLACE: Malmö Börshus

ADDRESS: Clarion Hotel, Malmö

TIME: Thursday 26th of april 2018 at 10.00

REGISTRATION

Shareholders who wish to attend the AGM shall both be entered in the company's register of shareholders kept by Euroclear Sweden AB in their own name (not nominee-registered) by Friday 19th april 2019 and notify their intention to attend the Annual General Meeting by Friday 19th april 2019 16.00 at the latest, in writing to the address New Nordic Healthbrands AB, Ivan Ruscic, Södra

Förstadsgatan 3 , 211 43 Malmö or by e-mail to, ivan@newnordic.se. Registration by e-mail will only be valid if confirmed by New Nordic. The attendance of any assistants is to be notified to the same addresses by the same date.

Shareholders must state in the notice their name, civil identity number or corporate registration number, telephone number (daytime) as well as the number of shares held. In order to attend the meeting shareholders whose shares are nominee-registered must have their shares temporarily re-registered with Euroclear Sweden AB in their own name. Such re-registration must be effected by Friday 19th april, 2019. In order to re-register shares in time,

shareholders should make the request via their custodian in good time before this date.

AGENDA

1. Opening of the AGM.
2. Election of Chairman of the AGM.
3. Establishment and approval of voting list.
4. Approval of the Agenda.
5. Election of one or two verifiers of the minutes.
6. Confirmation of whether the Meeting has been duly convened.
7. Address by CEO Karl Kristian Bergman Jensen.
8. Presentation of the annual accounts, the auditors' report and consolidated financial statements and the audit report.
9. Resolution to adopt the income statement, balance sheet, consolidated income statement and consolidated balance sheet.
10. Resolution on the appropriation of profit according to the adopted balance sheet.
11. Resolution to discharge the Board and Chief Executive Officer from liabilities to the company.
12. Determination of remuneration for the Board and the auditor.
13. Election of Board Directors.

14. Election of auditor.
15. Authorization for the Board to decide to increase share capital by issuing new shares , issuance of convertible bonds and the issuance of warrants.
16. Authorization for the Board or persons appointed by the Board to make the formal changes to decisions in point 15 that may prove necessary in connection with registration of the Issue to Bolagsverket.
17. Closing of the AGM.

PROPOSED RESOLUTIONS

Item 10 - Proposed dividend

The board of directors and the CEO propose the Annual General Meeting to decide a dividend of SEK 1.50 per share to be paid for 2018. April 30, 2019 was decided as record date. With this record day, Euroclear Sweden AB is expected to pay the dividend on 3 May 2019.

Items 12, 13 and 14 - Fees to directors and auditors and election of directors and auditor

The board fee is proposed to be SEK 230 000 to dispense with 0 paid to the Chairman, SEK 0 to Karl Kristian Bergman Jensen and with SEK 115 000 each to the other two directors and remuneration to the auditor shall be paid in a reasonable amount of approved invoices.

Board is to consist of four members with no deputies.

Re-election of board members Jessica Tyreman, Lennart Sjölund, Marinus Blaabjerg Sörensen samt Karl Kristian Bergman Jensen. Marinus Blaabjerg Sörensen is proposed as Bord Chairman.

It is proposed to re-elect Ernst & Young as auditor.

Item 15 - Resolution of authorisation

The Board proposed to authorize, for the period until the next AGM, on one or

more occasions, to issue new shares, or issue convertible bonds or issue of warrants. Acting by virtue of the authorization, the number of shares could be increased by a maximum of 1,500,000 pieces, representing an overall increase of the share capital by a maximum of SEK 1,500,000. Authorization shall also include the right to issue new shares or issue of convertible bonds or issue warrants in kind or set-off or otherwise with conditions referred to in Chapter 13.5 § first paragraph 6 or 14 Ch. 5 § first paragraph 6, or Chapter 15.5 § first paragraph 4 of the Companies Act. The emissions may pursuant to Board decision be made with deviation from the shareholders' preferential rights. This deviation shall enable capital procurement in connection with the continued efforts in the Company's business including acquisitions. The issue price shall be based on market conditions generally applicable to similar types of issues.

Available documents

The financial statements, auditor's report and the complete proposals for decisions and other documents required under the Companies Act will be published on newnordic.se and will be available at the Company's offices in Malmö from 28th of march 2019 and sent to shareholders who so request and state their address.

Malmö, March 2019

The Board

New Nordic Healthbrands AB (publ)

2018

ANNUAL REPORT MANAGEMENT REPORT

New Nordic Healthbrands AB (publ)
Org. nr. 556698-0453



FINANCIAL REVIEW

The Board and Chief Executive Officer of New Nordic Health Brands AB (publ) hereby submit the annual report for the fiscal year 2018. New Nordic Health-brands AB is a public limited company, based in Malmö, Sweden. The registered address, Södra Förstadsgatan 3, 211 43 Malmö, Sweden. The Company's shares are listed on First North, NASDAQ OMX, Stockholm.

THE BUSINESS

New Nordic develop and market branded food supplements, natural remedies and related personal care products. New Nordic's strategy includes expanding its geographical distribution network to effectively reach more consumers internationally.

Either through own national sales and marketing companies or through highly reputable distributors.

New Nordic's products are distributed in pharmacies, drugstore and health

stores and through the company's own on-line store in 37 countries around the world. The consolidated structure shown in note 18.

EVENTS DURING THE YEAR

In 2018, New Nordic focused on the implementation of its strategy. The company increased marketing costs to further strengthen its international brands. The result was that sales increased by 14 percent to SEK 394 million. The company has increased its sales of New Nordic products in most of the 37 markets where its products are now sold.

The gross margin increased to 70.5 per cent from 67.4 per cent. Sales and administration expenses increased by 19.0 percent, or the largest cost increase was related to higher marketing costs.

The EBITDA margin increased to 8.9 percent, amounting to SEK 34.9 million. The company has a low book value of

tangible and intangible assets and has relatively small debt, resulting in low costs for depreciation and interest.

Operating profit amounted to SEK 34.2 million. The company's profit after tax amounted to SEK 26.5 million, which is 6.7 percent of sales. Return on equity was 33.1 percent. Earnings per share amounted to SEK 4.28.

Sales in the parent company increased by 21.8 percent and amounted to SEK 148.6 million. The Parent Company's profit after tax amounted to SEK 12.0 million. The Parent Company's equity amounted to SEK 68.2 million at year-end.

OWNERSHIP

The share capital of New Nordic Healthcare AB (publ) was 6,195,200 shares at year-end. The company has no own shares. The Articles of Association contain no restrictions on the transferability of the shares. Owners with more than 10% of the share capital of the company as of December 31, 2018: Fjord Capital ApS

38.93% (owned by Marinus Blåbjerg Sørensen with family directly and via company), Vaccinium Holding ApS owns 40.16% of the share capital of the company. Vaccinium Holding ApS shares are held in Credit Suisse's and Banque Pictet & Cie AG's shareholdings. Karl Kristian Bergman Jensen is the CEO and owns 62.4% of Vaccinium Holding ApS privately and via companies.

SALES AND MARKETING

At the turn of the year, New Nordic had its own sales companies in Denmark, England, Estonia, Finland, France, Holland, Hong Kong, Italy, Canada, Kazakhstan, Latvia, Lithuania, Norway, Poland, Sweden, Switzerland, Germany and the USA. The sales companies in Estonia, Latvia and Kazakhstan are branches of UAB New Nordic in Lithuania. In addition, New Nordic controls and finances the marketing in Belgium, Georgia, Holland, Luxembourg, Romania and partly in France. In addition, the company has distributors in Armenia,

Azerbaijan, Belgium, France, Georgia, Holland, Hong Kong, Ireland, Iceland, Jordan, China, Lebanon, Luxembourg, Moldova, Slovakia, Slovenia, Taiwan, Vietnam and Belarus. New Nordic also has passive subsidiaries in Australia, Spain and Mexico.

MARKETING

New Nordic markets the company's brands to consumers and so-called

"health care professionals". In marketing, all relevant media are used in combination, (Weekly and daily press advertising, television, radio, outdoor advertising, retail material and electronic advertising on social media).(Weekly and daily press advertising, television, radio, outdoor advertising, in-store materials and digital advertising on social media.)

FINANCIAL POSITION

At the end of the year, New Nordic had SEK 14.4 million in cash and cash equivalents and an equity ratio of 49.3%. Cash flow from operating activities amounted to SEK 17.9 million, from investment activities SEK -0.5 million and from financing activities SEK -12.0 million.

ORGANISATION

At year-end, the company had 51 employees, including management (41), of whom 13 men (13) and 38 are women (28). There are 22 (22) nationalities employees in the Group.

NEW PRODUCT DEVELOPMENT

New Nordic's product development includes literature research, raw material research, bioavailability studies, analyzes, clinical studies, market research, design and packaging development, as well as registration of products in new markets. During the year, the Group posted less than 1 percent of sales on research and product development. Expenses for product development attributable to major projects are capitalized. (see page 42, accounting principles Fixed assets).

OUTLOOK FOR 2018

New Nordic expects growth in sales and earnings in all markets where the company has its own organization. New Nordic

ANNUAL KEY FIGURES					
Group	2018	2017	2016	2015	2014
Net sales	393.708	344.739	305.842	298.485	271.949
Profit after financial items	34.119	27.115	12.523	14.240	16.525
Total assets	162.647	138.818	127.592	125.235	100.662
Equity	49.3%	43.8%	33.7%	28.6%	24.9%
The number of employees at the end of the period	51	41	42	44	38
Parent	2018	2017	2016	2015	2014
Net sales	148.586	122.027	111.165	111.734	107.150
Profit after financial items	17.077	4.988	- 229	9.017	17.334
Total assets	107.764	104.390	116.922	117.089	101.229
Equity	69.1%	64.4%	57.2%	58.6%	59.3%
The number of employees at the end of the period	3	3	3	3	3

New Nordic's financial goal is to enable the company to continue enjoying good growth and to be prepared to exploit future business opportunities. It is essential that the company's expansion is able to proceed as in the past with continued high degree of financial strength and continued freedom of action. Based on this policy, the Board of Directors has determined that the dividend should amount to 30-40 percent of the profit after taxes. In addition, the Board may propose the distribution of any surplus liquidity.

DIVIDEND

The Board of Directors has decided to propose to the shareholders that the Annual General Meeting on April 25, 2019, decide on a dividend of SEK 1.50 per share for a total amount of SEK 9,292,800. As record date for receiving dividends, the Board of Directors proposes on April 29, 2019. The payment of the dividend is expected to be made

through Euroclear Sweden AB on 3 May 2019.

The Board's opinion on the proposed dividend has been prepared in accordance with Chapter 18, Section 4 of the Swedish Companies Act and to what is stated in Chapter 17, Section 3, second and third paragraphs of the Swedish Companies Act.

The goal for New Nordic in financial terms is to enable continued good growth of the business and to have a readiness to capitalize on business opportunities. It is important that the expansion can take place with continued high financial strength and continued freedom of action.

The Board of New Nordic Health on this basis, brands AB has established a dividend policy which means that the dividend share should correspond to 30-40 percent of the Group's profit after tax. In addition, the Board may propose that any excess liquidity be also distributed.

PROPOSAL FOR DISPOSITION OF EARNINGS

Parent

To the Annual General Meeting the following

Share premium account	49 847 516 SEK
Retained earnings	154 620 SEK
Profit for the year	12 036 465 SEK
The board proposes	
to pay out 1,50 SEK per share	9 292 800 SEK
and carry forward	52 745 801 SEK
	62 038 601 SEK

This Annual Report has been approved by the Board on 28th March 2019. The annual report shall be submitted to the Annual General Meeting in Malmö on 25th April 2019.

Concerning the parent company's and the Group's results and financial position, refer to the following results and balance sheets, cash flow statements and disclosures. All amounts are expressed in thousands of Swedish kronor unless otherwise stated.

RISK FACTORS

CYCLICAL ECONOMY

Demand for New Nordic's products are affected, as are most consumer goods, changes in the general economic situation. Sales of personal care products are traditionally considered to have a low sensitivity to economic fluctuations.

LIQUIDITY

The company expects that cash flow from operations will increase liquidity during in 2019.

SUPPLIERS

New Nordic's products consist of raw materials and ingredients from several different suppliers. New Nordic is dependent on deliveries from third parties live up to agreed requirements with respect to quantity , quality and

delivery. Incorrect or missing deliveries from suppliers might mean that New Nordic deliveries will in turn be delayed, which in the short term may result in reduced sales. Although New Nordic is thus not able to exercise full control over these goods, it is the Group's opinion that no single supplier is unique, so a disruption in supplies need not involve long-term implications for the business.

LIKVIDITET

Bolaget räknar med att kassaflödet från verksamheten kommer att öka likviditeten under 2019.

SUPPLIERS

New Nordic's products consist of raw materials and ingredients from several different suppliers. New Nordic is dependent on deliveries from third parties live up to agreed requirements with respect to quantity , quality and

delivery. Incorrect or missing deliveries from suppliers might mean that New Nordic deliveries will in turn be delayed, which in the short term may result in reduced sales. Although New Nordic is thus not able to exercise full control over these goods, it is the Group's opinion that no single supplier is unique, so a disruption in supplies need not involve long-term implications for the business.

QUALIFIED EMPLOYEES

The Group's ability to attract and retain qualified personnel is crucial to its future success. If key personnel leave New Nordic it may, at least in the short term, have a negative impact on business. Although management believes that the Group will be able to hire and retain qualified personnel, there can be no assurance that this will occur on satisfactory terms against the competition

available from other companies in the industry or related industries.

GOVERNMENT AGENCIES AND STATE

New Nordic's products are largely directly or indirectly affected by legislation on medicines or food. Changes in legislation for drug or regulatory decisions regarding supplements / herbal products may be significant for New Nordic's ability to market or sell certain products or product categories.

SUBSIDIARIES

There is a risk that the subsidiaries do not market its products in accordance with applicable local laws and regulations, risking fines and withdrawal of a marketing authorization. Additionally, there is a commercial risk related to how

the company's products are received in the market and how they perform against competing products.

ACQUISITION

Although New Nordic does not plan to acquire companies in 2019, it is not inconceivable that New Nordic acquires companies and/or various intellectual property rights. Then, there are risks of misjudgment on the acquisition date and the potential risks when the new activities will be integrated into the existing operations. Companies and/or various intellectual property rights. Then, there are risks of misjudgment on the acquisition date and the potential risks when the new activities will be integrated into the existing operations.

FUNDING

New Nordic operations might in the future need additional financial resources to achieve strategic goals. This may lead to additional capital has be required to New Nordic in order to develop its business in an appropriate way. The

Group's ability to meet future capital requirements are highly dependent on successful sales of their products.

There is no guarantee that New Nordic will be able to raise the necessary capital even if progress is positive. In this regard, the general market for the supply of capital are highly significant.

CURRENCY RISKS

Most of New Nordic's products are marketed and sold in different geographic markets with sales and purchases in local currencies. Fluctuations between these currencies may in the future lead to a negative impact on New Nordic's results and financial position. Currently the company does not hedge this type of currency risks.

GROUP INCOME STATEMENT

(kSEK)	Note	2018	2017
Group income			
Net sales	1	393 708	344 739
		393 708	344 739
Group costs			
Cost of goods sold		-116 198	-112 470
Other external costs	2	-202 049	-168 432
Employee costs	3	-40 570	-35 382
Depreciation of tangible and intangible assets	4	-668	-801
		-359 485	-317 085
Operating profit		34 223	27 654
Result from financial investments	5		
Interest income	6	236	80
Interest expense	7	-340	-619
		-104	-539
Profit after financial items		34 119	27 115
Tax	8	-7 596	-6 818
Profit for the year		26 523	20 297
Earnings per share*		4.28	3.28
Numbers per share	9	6 195 200	6 195 200

* No dilution

GROUP BALANCE SHEET

(kSEK)	Note	2018	2017
ASSETS			
Fixed assets			
Intangible fixed assets			
Brands	10	0	0
Capitalised product development costs	10	9	37
		9	37
Tangible fixed assets			
Equipment and tools	11	1 282	1 239
		1 282	1 239
Financial assets			
Deferred tax	12	3 761	3 624
Long-term receivables	13	587	700
		4 348	4 324
Total fixed assets		5 639	5 600
Current assets			
Inventories			
Raw materials		22 800	19 682
Finished goods		42 326	31 235
		65 126	50 917
Current receivables			
Accounts receivables		63 310	61 335
Other receivables		10 178	8 673
Prepaid expenses	14	4 008	3 235
		77 496	73 243
Liquid funds		14 386	9 058
Total current assets		157 008	133 218
TOTAL ASSETS		162 647	138 818

GROUP CHANGES IN EQUITY

(kSEK)	Note	2018	2017	Group 2017 (kSEK)	Share capital	Other equity incl. profit for the year	Total equity
EQUITY AND LIABILITIES							
Equity	15			Balance at the beginning of the year	6 195	36 784	42 979
Share capital		6 195	6 195	Dividend	0	-2 478	-2 478
Other equity including net profit		74 018	54 615	Currency translation difference	0	12	12
Equity attributable to parent company shareholders		80 213	60 810	Profit of the year	0	20 297	20 297
				Balance at the end of the year	6 195	54 615	60 810
Liabilities							
Deferred tax liabilities	12	2 558	2 040				
		2 558	2 040				
Long-term liabilities							
Other long-term debts		1 149	1 363				
		1 149	1 363				
Current liabilities							
Bank overdraft	16	2 657	7 292				
Accounts payable		48 180	45 751	Dividend	0	-7 124	-7 124
Tax liabilities		3 536	1 538	Currency translation difference	0	4	4
Other liabilities		14 721	13 199	Profit of the year	0	26 523	26 523
Accrued expenses	17	9 633	6 825	Balance at the end of the year	6 195	74 018	80 213
		78 727	74 605				
TOTAL EQUITY AND LIABILITIES		162 647	138 818				

CONSOLIDATED CASH FLOW STATEMENT

(kSEK)	2018	2017
Current operations		
Operating profit	34 223	27 654
Adjustments for items not included in cash flows		
Depreciations	668	801
Other provisions	21	-57
	34 912	28 398
Interest received	8	0
Interest expense	-340	-619
Taxation paid	-4 743	-4 637
Cash flow from current operations before changes in working capital	29 837	23 142
Cash flow from changes in working capital		
Inventories	-14 209	709
Current receivables	-4 765	-12 741
Current liabilities	6 989	15 310
Cash flow from current operations	17 852	26 420
INVESTMENT ACTIVITIES		
Investments in tangible fixed assets	-880	-202
Divestment	231	99
Changes in liabilities	113	91
Cash flow from investment activities	-536	-12
FINANCING ACTIVITIES		
Dividend	-7 124	-2 478
Changes in long term debt	-214	45
Changes in credit line facilities	-4 635	-21 729
Cash flow from financing activities	-11 973	-24 162
Changes in liquid funds	5 343	2 246
Liquid funds at the beginning of the period	9 058	6 864
Exchange rate effect	-15	-52
Liquid funds at the end of the period	14 386	9 058

PARENT COMPANY INCOME STATEMENT

(kSEK)	Note	2018	2017
Operating revenue			
Net sales	1	148 586	122 027
Other revenues		0	31
		148 586	122 058
Operating costs			
Cost of goods		-97 858	-83 592
Other external expenses	2	-35 445	-25 554
Employee expenses	3	-3 743	-3 536
Depreciation of tangible and intangible assets	4	-62	-191
		-137 108	-112 873
Operating profit	5	11 478	9 185
Result from financial items			
Income from participations in Group companies	6	5 447	1 000
Interest income and similar income items	6	307	260
Profit from receivables as fixed assets	7	0	-5 000
Interest expense and similar expense items		-155	-457
		5 599	-4 197
Profit after financial items		17 077	4 988
Allocations			
Change in accrual fund	8	-3 000	-2 400
Tax on profit for the year		-2 041	-1 663
PROFIT FOR THE YEAR		12 036	925

PARENT COMPANY BALANCE SHEET

(kSEK)	Note	2018	2017	(kSEK)	Note	2018	2017
ASSETS				EQUITY AND LIABILITIES			
Fixed assets				Equity	15		
Intangible assets				Restricted equity		6 195	6 195
Trademarks	10	0	0	Share capital		6 195	6 195
Capitalised development expenditure	10	9	34				
		9	34	Unrestricted equity			
Tangible fixed assets				Share premium reserve		49 848	49 848
Equipment	11	2	7	Retained earnings		155	6 354
		2	7	Profit of the year		12 036	925
Financial assets				62 039		57 127	
Holdings in Group companies	18	29 161	29 161	68 234		63 322	
Receivables from Group companies	19	5 812	8 803	Total equity			
Other long-term receivables	13	477	49	Untaxed reserves		7 982	4 982
		35 450	38 013	Current liabilities			
Total fixed assets		35 461	38 054	Current part of long-term debt to credit institutions	16	831	4 491
Current assets				Accounts payable		17 920	19 911
Inventories				Liabilities to Group companies		10 765	10 225
Raw materials		22 701	19 674	Current tax liabilities		690	312
Finished goods		15 210	13 854	Other liabilities		175	186
		37 911	33 528	Accrued expenses and deferred income	17	1 167	961
Current receivables				31 548		36 086	
Receivables		942	271	Total equity and liabilities		107 764	104 390
Receivables from Group companies		31 989	30 808				
Other receivables		666	833				
Prepayments and accrued income	14	791	892				
		34 388	32 804				
Cash and bank balances		4	4				
Total current assets and receivables		72 303	66 336				
TOTAL ASSETS		107 764	104 390				

PARENT COMPANY CHANGE IN EQUITY

Parent company 2017 (kSEK)	Share capital	Premium reserve fund	Balanced profit	The year's profit	Total
Balance at the beginning of the year	6 195	49 848	8 822	10	64 875
Previous year's result	0	0	10	-10	0
Dividend	0	0	-2 478	0	-2 478
Profit for the year	0	0	0	925	925
Balance at the end of the year	6 195	49 848	6 354	925	63 322

Parent company 2018 (kSEK)	Share capital	Premium reserve fund	Balanced profit	The year's profit	Total
Previous year's result	0	0	925	-925	0
Dividend	0	0	-7 124	0	-7 124
Profit for the year	0	0	0	12 036	12 036
Balance at the end of the year	6 195	49 848	155	12 036	68 234

PARENT COMPANY CASH FLOW STATEMENT

(kSEK)	Note	2018	2017
Current operations			
Operating profit		11 478	9 185
Adjustments for items not included in cash flow			
Depreciation and amortization		62	191
		11 540	9 376
Dividends from subsidiaries		5 447	1 000
Interest received		307	260
Interest paid		-155	-457
Income tax paid		-1 663	-1 351
Cash flow from operations before changes in working capital		15 476	8 828
Changes in working capital:			
Changes in inventories		-4 383	-3 288
Change in receivables		-1 584	6 206
Change in current liabilities		-1 256	5 184
Cash flow from operations		8 253	16 930
Investment activities			
Acquisition of tangible assets		-32	0
Cash flow from investing activities		-32	0
Financing activities			
Dividend		-7 124	-2 478
Change in long-term receivables		2 563	4 422
Change in bank overdraft		-3 660	-18 875
Cash flow from financing activities		-8 221	-16 931
Cash flow for the year		0	-1
Cash and cash equivalents at beginning of year		4	5
Cash and cash equivalents at end of year		4	4

ACCOUNTING AND VALUATION PRINCIPLES

GENERAL

The accounting policies applied by the Group and the Parent Company complies with the Årsredovisningslagen (19995:1554) and BFNAR 2012:1 Årsredovisning och koncernredovisning (K3).

CONSOLIDATED GROUP SCOPE

The consolidated Group financial statements include the Parent company, subsidiaries in which the parent company directly or indirectly owns more than 50 per cent of the voting rights or has a controlling interest.

ACCOUNTING METHOD

The consolidated financial statements have been prepared using the purchase method. This means that a subsidiary's assets and liabilities are carried at market value, which formed the basis for the valuation of the shares at the issue in kind which was conducted in February 2006. The difference between the purchase price and the acquired companies' equity is reported as the

value of the brand BioDrain®. Consolidated shareholders' equity includes the parent company's equity and the portion of the subsidiaries' equity arising after the acquisition of these companies.

Parent Company was registered 2006-02-03 and 2006-02-15 Group was formed in kind. Contribution in kind, liabilities and assets of the subsidiaries to the parent company conducted with economic effect from 2006-01-01.

TRANSLATION OF FOREIGN SUBSIDIARIES

Translation of foreign subsidiaries' financial statements according to the current method. This means that assets and liabilities are translated at year end rates and income statement are translated at average exchange rates during the financial year. Any translation difference is recognized directly in equity of the Group.

REVENUES

New Nordic's revenue is essentially the sale of products. Revenues are recognized at fair value of the consideration received or receivable. Revenue recognition is made as the significant risks and rewards associated with the company's goods are transferred to the buyer.

Interest: Interest income is recognized as it is earned.

Dividends: Revenue is recognized when the shareholders' right to receive payment has been established.

SEGMENT REPORTING

New Nordic conducts all its operations in one business segment, sales of dietary supplements, herbal remedies and related personal care products. This is therefore the group's single primary segment. The secondary reporting format is geographical segments. See Note 1.

CLASSIFICATION

Non-current liabilities and provisions consist entirely of amounts expected to be recovered or settled after more than twelve months from the balance sheet date. Current assets and current liabilities consist essentially of amounts expected to be recovered or settled within twelve months from the balance sheet date.

RECEIVABLES AND PAYABLES

Receivables are stated at the lower of the face value and the amount likely to be received. Liabilities are stated at their nominal value, unless otherwise indicated.

INVENTORIES

Group inventories have been reported after the deduction of internal profits. Inventories are valued at the lower of cost and first in - first out (FIFO) method. This means that inventories are stated at the lower of cost using the FIFO method and fair value.

RECEIVABLES AND LIABILITIES IN FOREIGN CURRENCIES

Receivables and liabilities in foreign currencies are translated at the closing rate. Exchange gains and losses on operating receivables and liabilities are included in operating profit. Gains and losses on financial assets and liabilities are reported as financial items.

FIXED ASSETS

Tangible and intangible assets are carried at cost less accumulated depreciation.

COST AND FAIR VALUE

Product development expenses, which include literature research, commodity research, bioavailability studies, analyzes, clinical studies, market research, design and packaging development, consumer research and development of marketing concepts are expensed when incurred.

Development costs that are attributable to an individual project is recognized as an asset (Retained development costs) when there is reason to believe that the amount

will be recovered in the future. The carrying value of capitalized development costs recognized as assets in the balance sheet, are tested annually for possible impairment, asset has not yet been put into use and then when events or changes in circumstances indicate that the carrying amount may not be recoverable.

Amortization is applied systematically over the fixed assets' expected useful life and commences when the asset is taken into commercial use.

Capitalised development costs are amortized over the period of the sales associated with the project expected to take place. Trademarks are amortized over ten years. It is New Nordic belief that the economic life of the Group's brands in any case not less than ten years.

DEPRECIATION RATES

Trademark 10 years

Capitalised development costs 10 years
Equipment and vehicles 3-7 years

Depreciation commences when the asset is taken into commercial use.

TAX INCLUDING DEFERRED TAX

Taxes are recognized in the income statement except when the underlying transaction is recognized directly in equity, in which it is recognized in equity. Current tax is the tax payable or refundable for the current year. This includes adjustment of current tax attributable to previous periods.

Deferred tax is recognized using the balance sheet method, which deferred skatteslud calculated, except as specified below, for all identified temporary differences between assets and liabilities for tax purposes and, on the other hand, their reported values. Temporary differences in the form of untaxed reserves including deferred tax liability under untaxed reserves. In the consolidated accounts, untaxed reserves are divided into deferred tax liability and equity.

Deferred tax assets are recognized for all deductible temporary differences and unused tax losses, to the extent that it is probable that future taxable profits will be available against which the temporary differences or tax loss carry forwards can be utilized.

The deferred tax assets are tested at each reporting date. In case you do not with sufficient certainty determined that deficits can be offset against future profits in the foreseeable future, do not have these enabled.

Loss carryforwards arising in Russia, Switzerland, Spain, Turkey and Mexico have not been activated. Deferred tax assets and liabilities are measured using the tax rates expected to apply in the period when the asset is realized or the liability is settled, based on tax rates (and tax laws) that is pending or in force, at the balance sheet date.

LEASING

Leases where, in essence, all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Lease payments for operating leases are expensed in the income statement on a linear basis over the contract term.

Finance leases for company cars etc. are recognized as an operating lease when they are of minor nature.

COMPENSATION TO EMPLOYEES

Employees' benefits have been reported with salaries. Full provisions have been made for accrued vacation, bonuses, social security contributions and other commitments.

PENSIONS

Payment of pensions has been made under various retirement plans under generally applicable rules for each country. In Sweden, the employees are covered by the ITP plan.

GROUP CONTRIBUTION

Group contributions are recognized in equity, net of tax attributable to Group contribution.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents consist of cash on hand and demand deposits with banks.

FINANCIAL ASSETS AND LIABILITIES

Financial assets and liabilities in the balance sheet include cash and cash equivalents, receivables and on the liabilities side, trade payables and borrowings. Financial assets and liabilities are recognized initially at cost, representing the fair value plus transaction costs for all financial instruments except regarding those classified as financial assets that are recognized at fair value through profit or loss.

A financial asset or liability is recognized in the balance sheet when the Company becomes party to the contractual terms. Trade receivables are recognized when invoiced. Liabilities are recognized when the counterparty has performed and there is a contractual obligation to pay, even if the invoice has not been received.

Trade receivables are recognized initially at cost, and subsequently at amortized cost, less provision for impairment. Any impairment of trade receivables is recognized in profit or loss. Accounts

payable are recognized when the invoice is received.

A financial asset is derecognised when the rights are realized, expire or the company loses control over them. A financial liability is derecognised when the rights in the contract is discharged or otherwise extinguished. The Group has not used any derivative financial instruments for hedging.

IMPAIRMENT

When there are indications that an asset has declined substantially in value, an assessment of the carrying value to the higher of the estimated net realizable value and value in use. If this value is less than the carrying amount, an impairment loss. Reversal is made if there are no longer grounds for impairment. Impairment losses and reversals are recognized in the income statement.

ESTIMATES AND ASSESSMENTS

The following of the board's assessments may have an effect on reported amounts in the annual report: When valuing deferred tax assets, assessments are made based on 5-year forecasts / budgets according to the best reliable estimate at any given time,

on future taxable surpluses for each company and thus the possibilities of utilizing the loss carryforwards. A longer time horizon than 5 years is not considered reliable. The report is based on assessments and estimates of the company's management and the board.

The inventory consists of raw materials, packaging and finished goods. Almost all finished goods are in stock in the respective countries where they are sold. Both raw materials, packaging and finished goods are assessed monthly as part of the production planning and they are regularly evaluated by the management. It is estimated that all goods that are in stock as raw materials, packaging and finished goods are courteous.

Accounts receivable are assessed on an ongoing basis and the vast majority of customers are credit insured as part of the company's policy. There is no provision for losses on creditors, as the customers are considered creditworthy and since the history of these customers has for a long time shown that these customers pay on time. If there is uncertainty about creditworthiness and willingness, the company requires advance payment.

NOTES

All amounts are kSEK unless otherwise stated.

Group refers to the consolidated group and Parent refers to the parent company.

Note 1. Segment reporting

Business segments

Primary segment

The group conducts all of its business within one business segment, sales of dietary supplements, herbal remedies and related personal care products.

	Group 2018	Group 2017	Parent 2018	Parent 2017
External sales	393 708	344 739	7 465	5 147
Internal sales	213 214	171 652	141 121	116 880
Sum	606 922	516 391	148 586	122 027
Elimination	-213 214	-171 652	-141 121	-116 880
Net sales	393 708	344 739	7 465	5 147

Secondary segment

Geographical areas

	Net sales 2018	Net sales 2017
Nordic region	160 319	144 403
Other Europe	138 489	109 787
North America	90 638	88 736
Other world	4 262	1 813
	393 708	344 739

26.1% (26.3%) of purchases in the parent company are related to the purchases of subsidiaries.

Note 2. Information about the remuneration of the auditor

Fees and expenses	Group 2018	Group 2017	Parent 2018	Parent 2017
Ernst & Young				
Auditing	567	523	250	250
Auditing outside assignment	0	0	0	0
Tax advice	0	0	0	0
Other services	62	51	25	25
RSM Richter Chamberland				
Auditing	291	270	0	0
Auditing outside assignment	0	0	0	0
Tax advice	0	48	0	0
Other services	0	76	0	0
Total Revisjon DA				
Auditing	49	53	0	0
Auditing outside assignment	0	0	0	0
Tax advice	0	0	0	0
Other services	14	14	0	0
Total	983	1 035	275	275

Note 3. Personal

Average number of employees	2018 Employees	2018 Whereof men	2017 Employees	2017 Whereof men
Parent company in Sweden	3	67%	3	67%
Subsidiaries				
Sweden	4	0%	4	0%
Denmark	18	11%	14	14%
Norway	2	0%	2	0%
Finland	1	0%	1	0%
Lithuania	8	50%	7	57%
Germany	3	33%	1	100%
Poland	2	50%	1	100%
Great Britain	3	33%	2	50%
Canada and United States of America	5	20%	4	25%
Hong Kong	0	0%	0	0%
Turkey	0	0%	0	0%
Russia	0	0%	0	0%
Italy	2	50%	2	50%
Spain	0	0%	0	0%
Holland	0	0%	0	0%
France	0	0%	0	0%
Mexico	0	0%	0	0%
Switzerland	0	0%	0	0%
Total subsidiaries	48	23%	38	29%
Total for the group	51	25%	41	32%

Gender breakdown among the senior executives	Group 2018	Group 2017	Parent 2018	Parent 2017
Distribution of women and men on company boards:				
Women	4%	5%	25%	25%
Men	96%	95%	75%	75%
Distribution of women and men in senior management:				
Women	6%	6%	25%	25%
Men	94%	94%	75%	75%

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	2018	2018	2017	2017
	Salaries and other	Social	Salaries and other	Social
Salaries and benefits	remunerations	expenses	remunerations	expenses
Parent company (of which pension costs)	2 705	1 026 530	2 672	846 416
Subsidiaries (of which pension costs)	30 257	5 543 2 778	26 457	4 997 2 500
Total group (of which pension costs)	32 962	6 569 3 308	29 129	5 843 2 916

	2018			2017		
Salaries and benefits (excluding pension costs) by country	CEO, Board and other leading executives	Other employees	Total	CEO, Board and other leading executives	Other employees	Total
Sweden						
Parent company	1 777	928	2 705	1 822	850	2 672
Subsidiaries		3 052	3 052		2 991	2 991
Sweden total	1 777	3 980	5 757	1 822	3 841	5 663
Subsidiaries abroad						
Denmark	1 415	13 822	15 237	1 269	11 395	12 664
Norway	0	1 585	1 585	0	1 495	1 495
Finland	0	781	781	0	713	713
Baltics	0	2 357	2 357	0	2 130	2 130
Germany	0	974	974	0	126	126
England	0	1 440	1 440	0	1 253	1 253
Switzerland	0	120	120	0	0	0
Poland	0	725	725	0	623	623
Canada and USA	0	2 514	2 514	0	3 175	3 175
Italy	0	1 472	1 472	0	1 287	1 287
Subsidiaries abroad total	1 415	25 790	27 205	1 269	22 197	23 466

Salaries and remuneration of senior management

Group 2018	Salary	Directors' fees	Pension	Total
Chariman of the board	1 415	0	142	1 557
Board directors	0	230	0	230
Chief Executive Officer	1 547	0	0	1 547
Group total	2 962	230	142	3 334

Group 2017	Salary	Directors' fees	Pension	Total
Chariman of the board	1 269	0	127	1 396
Board directors	0	210	0	210
Chief Executive Officer	1 612	0	0	1 612
Group total	2 881	210	127	3 218

Parent company 2018	Salary	Directors' fees	Pension	Total
Chariman of the board	0	0	0	0
Board directors	0	230	0	230
Chief Executive Officer	1 547	0	0	1 547
Parent company total	1 547	230	0	1 777

Parent company 2017	Salary	Directors' fees	Pension	Total
Chariman of the board	0	0	0	0
Board directors	0	210	0	210
Chief Executive Officer	1 612	0	0	1 612
Parent company total	1 612	210	0	1 822

The group's senior management, who is also the company's board, made up a total of 4 people (4 pcs). For the two extern directors' fees are paid by 115 thousand (105 thousand) each. Remuneration to the CEO of the parent company was invoiced by a company wholly owned by the CEO. No bonuses were paid to the CEO or board members. The CEO has reached agreement on six months' notice by the Company, and three months from the CEO's side.

Note 4. Distribution depreciation

	Group 2018	Group 2017	Parent 2018	Parent 2017
Depreciation according to plan				
Trademarks	0	0	0	0
Product development	-27	-193	-25	-184
Equipment	-641	-608	-37	-7
Sum	-668	-801	-62	-191

Note 5. Operationell leasing

	Group 2018	Group 2017	Parent 2018	Parent 2017
Expensed leasing fees concerning operating lease agreements	2 947	3 008	127	164
Future lease fees concerning non cancellable operating leases agreements				
Shall be paid within 1 year	2 908	3 116	110	125
Shall be paid within 1-5 years	12 067	12 961	446	449
Shall be paid later than 5 years	0	241	0	0
Sum	14 975	16 318	556	574

The Group's and the Parent Company leases relate primarily to commercial leases and leasing of cars.

Note 6. Interest receivable and similar income items

	Group 2018	Group 2017	Parent 2018	Parent 2017
Interest income	8	0	1	0
Interest income from group companies	0	0	78	180
Foreign exchange gains	228	80	228	80
Sum	236	80	307	260
Income from participations in group companies				
Dividends from subsidiaries	0	0	5 447	1 000
Sum	0	0	5 447	1 000
Impairment				
Impairment of receivables subsidiaries such as are non-current assets	0	0	0	-5 000
Amount	0	0	0	-5 000

Note 7. Interest expense and similar expense items

	Group 2018	Group 2017	Parent 2018	Parent 2017
Interest expenses	-340	-619	-155	-457
Interest expenses, group companies	0	0	0	0
Foreign exchange losses	0	0	0	0
Sum	-340	-619	-155	-457

Note 8. Tax on profit for the year

	Group 2018	Group 2017	Parent 2018	Parent 2017
Current tax expense	-6 351	-6 238	-2 041	-1 663
Deferred tax	-1 245	-580	0	0
Reported tax expense	-7 596	-6 818	-2 041	-1 663

The difference between the group's tax expense and tax expense based on current tax rate consists of the following components:

	Group 2018	Group 2017	Parent 2018	Parent 2017
Reported profit before tax	34 119	27 115	14 077	1 588
Tax at applicable tax rate	-7 506	-5 965	-3 097	-349
Tax effect of: non-deductible expenses	-372	-1 540	-138	-1 312
Non-taxable income	23	20	1 198	0
Change in temporary differences	581	0	0	0
Change loss carry forwards	-317	135	0	0
Adjustment for tax rates in foreign group companies	-103	315	0	0
Others	98	217	-4	-2
Reported tax expense	- 7 596	-6 818	-2 041	-1 663

The current tax rate in the group varies between 12% 33% and 22.0% of the parent company. Loss carryforwards arising in Russia, Spain, Switzerland, Hong Kong, Turkey and Mexico have not been activated

Note 9. Earnings per share

The Board proposes a dividend of SEK 1.50 per share (1.15) for 2018, equivalent to SEK 9,292,800 (7,124,480). The share capital amounts to 6,195,200 shares of said par value 1 SEK. All shares have the same rights and equal voting rights.

	2018	2017
Earnings and dividend per share		
Group		
Earnings used in calculating earnings per share	26 523	20 297
Average number of shares, in thousands	6 195	6 195
Earnings per share*	4.28	3.28
Parent company		
Earnings used in calculating earnings per share	12 036	925
Average number of shares, in thousands	6 195	6 195
Earnings per share*	1.94	0.15

* There is no dilution.

Note 10. Intangible assets

	Group 2018	Group 2017	Parent 2018	Parent 2017
Trademark				
Opening accumulated acquisition values	35 507	35 507	470	470
Purchases for the year	0	0	0	0
Closing accumulated acquisition values	35 507	35 507	470	470
Opening accumulated depreciations	-35 507	-35 507	-470	-470
Depreciations of the year	0	0	0	0
Closing accumulated depreciations	-35 507	-35 507	-470	-470
Closing residual value	0	0	0	0

	Group 2018	Group 2017	Parent 2018	Parent 2017
Capitalized product development costs				
Opening accumulated acquisition values	4 362	4 352	2 691	2 691
Translation difference	-111	10	0	0
Purchases for the year	0	0	0	0
Sales / disposals	0	0	0	0
Closing accumulated acquisition values	4 251	4 362	2 691	2 691
Opening accumulated depreciations	-4 325	-4 122	-2 657	-2 473
Translation difference	110	-10	0	0
Sales / disposals	0	0	0	0
Depreciations of the year	-27	-193	-25	-184
Closing accumulated depreciations	-4 242	-4 325	-2 682	-2 657
Closing residual value	9	37	9	34

Not 11. Tangible fixed assets

	Group 2018	Group 2017	Parent 2018	Parent 2017
Opening accumulated acquisition values	5 088	6 021	512	512
Translation difference	132	71	0	0
Purchases for the year	886	202	32	0
Sales / disposals	-401	-1 206	0	0
Closing accumulated values	5 705	5 088	544	512
Opening accumulated depreciations	-3 849	-4 356	-505	-498
Translation difference	-87	-49	0	0
Sales / disposals	154	1 164	0	0
Depreciations of the year	-641	-608	-37	-7
Closing accumulated depreciations	-4 423	-3 849	-542	-505
Closing residual value	1 282	1 239	2	7

Note 12. Deferred tax

	Group 2018	Group 2017	Parent 2018	Parent 2017
Deferred tax assets relating to:				
loss carry forwards	2 314	2 631	0	0
deductible temporary differences	1 447	993	0	0
Sum	3 761	3 624	0	0
Deferred tax liability relating to:				
Untaxed reserves	2 551	1 906	0	0
Taxable temporary differences	7	134	0	0
Sum	2 558	2 040	0	0

Note 13. Other long-term receivables

	Group 2018	Group 2017	Parent 2018	Parent 2017
Opening acquisition	700	791	49	49
Additional receivables	497	896	428	0
Amortisation, outgoing claims	0	-987	0	0
Reclassifications	-610	0	0	0
Outgoing accumulated acquisition	587	700	477	49
Conclusion impairments	0	0	0	0
Debt service, leaving debts	0	0	0	0
Reversal of impairment losses	0	0	0	0
Reclassifications	0	0	0	0
Year impairments	0	0	0	0
Outgoing accumulated impairments	0	0	0	0
Total carrying value	587	700	477	49

Note 14. Prepayments and accrued income

	Group 2018	Group 2017	Parent 2018	Parent 2017
Prepaid rent	458	430	28	27
Prepaid insurance	263	210	6	0
Prepaid sales and marketing costs	786	1 281	32	669
Other	2 501	1 323	725	196
Total	4 008	3 235	791	892

Note 15. number of shares

	Quotient 2018	Quotient 2017	Quantity 2018	Quantity 2017
A-shares	1	1	6 195 200 6 195 200	6 195 200 6 195 200

Note 16. Overdrafts

	Group 2018	Group 2017	Parent 2018	Parent 2017
Amount granted	29 020	27 957	26 144	26 457
Utilized amount	2 657	7 292	831	4 491

Note 17. Accrued expenses and deferred income

	Group 2018	Group 2017	Parent 2018	Parent 2017
Holiday pay and accrued wages	4 784	3 225	515	430
Social security contributions	555	563	145	119
Accrued sales and market costs	3 219	1 602	0	0
Other items	1 075	1 435	507	412
Sum	9 633	6 825	1 167	961

Note 18. Holdings in group companies

	Group 2018	Group 2017
Opening accumulated holdings	29 161	29 161
Closing accumulated acquisition costs	29 161	29 161

	Share of equity	Share of votes	Book value	Net result	Total equity
New Nordic AB	100%	100%	18 202	1 006	2 920
New Nordic Manufacturing ApS	100%	100%	7 000	559	3 283
New Nordic Healthcare ApS	100%	100%	300	1 101	4 222
New Nordic AS	100%	100%	2 800	387	3 155
New Nordic OY	100%	100%	2	159	-7 020
UAB New Nordic	100%	100%	2	285	2 237
New Nordic Deutschland GmbH	100%	100%	2	411	-8 181
New Nordic AG	100%	100%	421	16	124
New Nordic Healthbrands Polska Sp. z.o.o	100%	100%	67	243	1 231
New Nordic Limited	100%	100%	2	10 432	24 753
New Nordic Inc (Canada)	100%	100%	1	640	6 230
New Nordic US Inc (USA)	100%	100%	0	736	-2 337
New Nordic Ltd (Hong Kong)	100%	100%	12	6	-24
New Nordic Vitamin	99,8%	99,8%	0	-39	-3 564
OOO New Nordic	100%	100%	0	-55	-1 764
New Nordic S.R.L.	100%	100%	91	199	1 831
New Nordic S.L.	100%	100%	0	0	-728
New Nordic B.V.	100%	100%	167	203	-1 690
New Nordic SARL	100%	100%	92	313	1 230
New Nordic S de R.L. de C.V.	100%	100%	0	0	-1 301
New Nordic PTY Ltd	100%	100%	0	0	0
Sum			29 161	16 602	24 607

Information about the subsidiaries corporate registration number and registered office

	Org. No.:	Registered office:	
New Nordic AB	556546-0150	Malmö	Sweden
New Nordic Manufacturing ApS	14728708	Roskilde	Denmark
New Nordic Healthcare ApS	15679735	Roskilde	Denmark
New Nordic AS	982754437	Moss	Norway
New Nordic OY	218826046	Espoo	Finland
UAB New Nordic	300065428	Kaunas	Lithuania
New Nordic Deutschland GmbH	HAB 97256	Hamburg	Germany
New Nordic AG	CHE 323998168	Zug	Switzerland
New Nordic Healthbrands Polska Sp. z.o.o	0000517243	Warszawa	Poland
New Nordic Limited	3142365	West Farleigh, Kent	England
New Nordic Inc	653483-0	Montreal	Canada
New Nordic US Inc	26-3122812	New Castle, Delaware	USA
New Nordic Ltd	2455046	Hong Kong	Hong Kong
New Nordic Vitamin	606649/554231	Istanbul	Turkey
OOO New Nordic	1067760351009	Moskva	Russia
New Nordic S.R.L.	MI-1838101	Milano	Italy
New Nordic S.L.	B64523384	Madrid	Spain
New Nordic B.V.	817613705	Leiden	Holland
New Nordic SARL	500489794	Paris	France
New Nordic S de R.L. de C.V.	NEW0708221E3	Mexico City	Mexico
New Nordic PTY LTD	ACN 125 151 091	Sydney	Australia

Note 19. Holdings in group companies

	Group 2018	Group 2017
Opening acquisitions	13 803	18 225
Amortisation, outgoing claims	-3 317	-4 646
Reclassifications	326	224
Closing accumulated cost	10 812	13 803
Conclusion impairments	-5 000	0
This year impairments	0	-5 000
Accumulated impairments	-5 000	-5 000
Total carrying value	5 812	8 803

Note 20. Pledged collateral

	Group 2018	Group 2017	Parent 2018	Parent 2017
Collateral pledged for own liabilities to credit institutions				
Business mortgages	22 140	21 343	13 760	13 229
Total collateral	22 140	21 343	13 760	13 229

Note 21. Contingent

	Group 2018	Group 2017	Parent 2018	Parent 2017
Guarantee for the benefit of	0	0	27 520	26 457
-Check Credit Group companies	0	0	27 520	26 457

Note 22. Appropriation of profits

	Group 2018	Group 2017
Proposal for profit distribution		
The Board proposes that the unappropriated funds		
Share premium reserve	49 848	49 848
Retained earnings	155	6 354
Profit for the year	12 036	925
	62 039	57 127
Proposal for disposition	9 293	7 124
to pay out to shareholders 1.50 SEK per share (1.15)	52 746	50 003
To carry forward	62 039	57 127

Note 23. Significant events after the financial year end

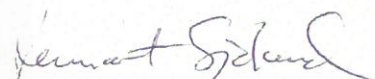
No significant events after the closing has occurred.

ANNUAL REPORT AND CONSOLIDATED ACCOUNTS FOR NEW NORDIC HEALTHBRANDS AB (PUBL)

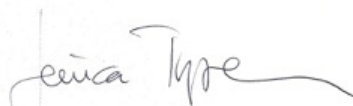
The Board of Directors and the CEO certify that the consolidated and annual accounts have been prepared in accordance with the international accounting standards referred to in the European Parliament and Council Regulation (EC) No 1606/2002 of 19 July 2002 on the application of international accounting standards and generally accepted accounting principles, and give a true and fair view of the financial position and results of the Group and the Parent Company. The Directors' Report for the Group and Parent Company gives a true and fair view of the Group and Parent Company's financial position and results, and describes material risks and uncertainties facing the Parent Company and the companies included in the Group.



Marinus Blåbjerg Sørensen
Chairman of the Board



Lennart Sjölund
Member of the Board



Jessica Tyreman
Member of the Board



Karl Kristian Bergman Jensen
CEO

The annual and consolidated accounts were, as stated above, approved for issue by the Board of Directors on 28th of March 2019. The consolidated income statement and balance sheet, and the Parent Company's income statement and balance sheet will be submitted for approval at the Annual General Meeting on 25th of April 2019.

Our audit report was submitted on 28th of March 2019.

Ernst & Young AB



Martin Henriksson
Authorised Public Accountant

Revisionsberättelse

Till bolagsstämman i New Nordic Healthbrands AB, org.nr 556698-0453

Rapport om årsredovisningen och koncernredovisningen

Uttalanden

Vi har utfört en revision av årsredovisningen och koncernredovisningen för New Nordic Healthbrands AB för räkenskapsåret 2018-01-01 - 2018-12-31. Bolagets årsredovisning och koncernredovisning ingår på sidorna 29-59.

Enligt vår uppfattning har årsredovisningen och koncernredovisningen upprättats i enlighet med årsredovisningslagen och ger en i alla väsentliga avseenden rättvisande bild av moderbolagets och koncernens finansiella ställning per den 31 december 2018 och av dessas finansiella resultat och kassaflöden för året enligt årsredovisningslagen. Förvaltningsberättelsen är förenlig med årsredovisningens och koncernredovisningens övriga delar.

Vi tillstyrker därför att bolagsstämman fastställer resultaträkningen och balansräkningen för moderbolaget och koncernen.

Grund för uttalanden

Vi har utfört revisionen enligt International Standards on Auditing (ISA) och god revisionssed i Sverige. Vårt ansvar enligt dessa standarder beskrivs närmare i avsnittet *Revisorns ansvar*. Vi är oberoende i förhållande till moderbolaget och koncernen enligt god revisorssed i Sverige och har i övrigt fullgjort vårt yrkesetiska ansvar enligt dessa krav.

Vi anser att de revisionsbevis vi har inhämtat är tillräckliga och ändamålsenliga som grund för våra uttalanden.

Annan information än årsredovisningen och koncernredovisningen

Det är styrelsen och verkställande direktören som har ansvaret för den andra informationen. Den andra informationen återfinns på sidorna 1-28.

Vårt uttalande avseende årsredovisningen och koncernredovisningen omfattar inte denna information och vi gör inget uttalande med bestyrkande avseende denna andra information.

I samband med vår revision av årsredovisningen och koncernredovisningen är det vårt ansvar att läsa den information som identifieras ovan och överväga om informationen i väsentlig utsträckning är oförenlig med årsredovisningen och koncernredovisningen. Vid denna genomgång beaktar vi även den kunskap vi i övrigt inhämtat under revisionen samt bedömer om informationen i övrigt verkar innehålla väsentliga felaktigheter.

Om vi, baserat på det arbete som har utförts avseende denna information, drar slutsatsen att den andra informationen innehåller en väsentlig felaktighet, är vi skyldiga att rapportera detta. Vi har inget att rapportera i det avseendet.

Styrelsens och verkställande direktörens ansvar

Det är styrelsen och verkställande direktören som har ansvaret för att årsredovisningen och koncernredovisningen upprättas och att de ger en rättvisande bild enligt årsredovisningslagen. Styrelsen och verkställande direktören ansvarar även för den interna kontroll som de bedömer är nödvändig för att upprätta en årsredovisning och koncernredovisning som inte innehåller några väsentliga felaktigheter, vare sig dessa beror på oegentligheter eller misstag.

Vid upprättandet av årsredovisningen och koncernredovisningen ansvarar styrelsen och verkställande direktören för bedömningen av bolagets och koncernens förmåga att fortsätta verksamheten. De upplyser, när så är tillämpligt, om förhållanden som kan påverka förmågan att fortsätta verksamheten och att använda antagandet om fortsatt drift. Antagandet om fortsatt drift tillämpas dock inte om styrelsen och verkställande direktören avser att likvidera bolaget, upphöra med verksamheten eller inte har något realistiskt alternativ till att göra något av detta.

Revisorns ansvar

Våra mål är att uppnå en rimlig grad av säkerhet om att årsredovisningen och koncernredovisningen som helhet inte innehåller några väsentliga felaktigheter, vare sig dessa beror på oegentligheter eller misstag, och att lämna en revisionsberättelse som innehåller våra uttalanden. Rimlig säkerhet är en hög grad av säkerhet, men är ingen garanti för att en revision som utförs enligt ISA och god revisionssed i Sverige alltid kommer att upptäcka en väsentlig felaktighet om en sådan finns. Felaktigheter kan uppstå på grund av oegentligheter eller misstag och anses vara väsentliga om de enskilt eller tillsammans rimligen kan förväntas påverka de ekonomiska beslut som användare fattar med grund i årsredovisningen och koncernredovisningen.

Som del av en revision enligt ISA använder vi professionellt omdöme och har en professionellt skeptisk inställning under hela revisionen. Dessutom:

- identifierar och bedömer vi riskerna för väsentliga felaktigheter i årsredovisningen och koncernredovisningen, vare sig dessa beror på oegentligheter eller misstag, utformar och utför granskningsåtgärder bland annat utifrån dessa risker och inhämtar revisionsbevis som är tillräckliga och ändamålsenliga för att utgöra en grund för våra uttalanden. Risken för att inte upptäcka en väsentlig felaktighet till följd av oegentligheter är högre än för en väsentlig felaktighet som beror på misstag, eftersom oegentligheter kan innefatta agerande i maskopi, förfalskning, avsiktliga utelämnanden, felaktig information eller åsidosättande av intern kontroll.
- skaffar vi oss en förståelse av den del av bolagets interna kontroll som har betydelse för vår revision för att utforma granskningsåtgärder som är lämpliga med hänsyn till omständigheterna, men inte för att uttala oss om effektiviteten i den interna kontrollen.
- utvärderar vi lämpligheten i de redovisningsprinciper som används och rimligheten i styrelsens och verkställande direktörens uppskattningar i redovisningen och tillhörande upplysningar.

- drar vi en slutsats om lämpligheten i att styrelsen och verkställande direktören använder antagandet om fortsatt drift vid upprättandet av årsredovisningen och koncernredovisningen. Vi drar också en slutsats, med grund i de inhämtade revisionsbevisen, om det finns någon väsentlig osäkerhetsfaktor som avser sådana händelser eller förhållanden som kan leda till betydande tvivel om bolagets och koncernens förmåga att fortsätta verksamheten. Om vi drar slutsatsen att det finns en väsentlig osäkerhetsfaktor, måste vi i revisionsberättelsen fästa uppmärksamheten på upplysningarna i årsredovisningen och koncernredovisningen om den väsentliga osäkerhetsfaktorn eller, om sådana upplysningar är otillräckliga, modifiera uttalandet om årsredovisningen och koncernredovisningen. Våra slutsatser baseras på de revisionsbevis som inhämtas fram till datumet för revisionsberättelsen. Dock kan framtida händelser eller förhållanden göra att ett bolag och en koncern inte längre kan fortsätta verksamheten.
- utvärderar vi den övergripande presentationen, strukturen och innehållet i årsredovisningen och koncernredovisningen, däribland upplysningarna, och om årsredovisningen och koncernredovisningen återger de underliggande transaktionerna och händelserna på ett sätt som ger en rättvisande bild.
- inhämtar vi tillräckliga och ändamålsenliga revisionsbevis avseende den finansiella informationen för enheterna eller affärsaktiviteterna inom koncernen för att göra ett uttalande avseende koncernredovisningen. Vi ansvarar för styrning, övervakning och utförande av koncernrevisionen. Vi är ensamt ansvariga för våra uttalanden.

Vi måste informera styrelsen om bland annat revisionens planerade omfattning och inriktning samt tidpunkten för den. Vi måste också informera om betydelsefulla iakttagelser under revisionen, däribland de eventuella betydande brister i den interna kontrollen som vi identifierat.

Rapport om andra krav enligt lagar och andra författningar

Uttalanden

Utöver vår revision av årsredovisningen och koncernredovisningen har vi även utfört en revision av styrelsens och verkställande direktörens förvaltning för New Nordic Healthbrands AB för räkenskapsåret 2018-01-01 - 2018-12-31 samt av förslaget till dispositioner beträffande bolagets vinst eller förlust.

Vi tillstyrker att bolagsstämman disponerar vinsten enligt förslaget i förvaltningsberättelsen och beviljar styrelsens ledamöter och verkställande direktören ansvarsfrihet för räkenskapsåret.

Grund för uttalanden

Vi har utfört revisionen enligt god revisionssed i Sverige. Vårt ansvar enligt denna beskrivs närmare i avsnittet *Revisorns ansvar*. Vi är oberoende i förhållande till moderbolaget och koncernen enligt god revisionssed i Sverige och har i övrigt fullgjort vårt yrkesetiska ansvar enligt dessa krav.

Vi anser att de revisionsbevis vi har inhämtat är tillräckliga och ändamålsenliga som grund för våra uttalanden.

Styrelsens och verkställande direktörens ansvar

Det är styrelsen som har ansvaret för förslaget till dispositioner beträffande bolagets vinst eller förlust. Vid förslag till utdelning innefattar detta bland annat en bedömning av om utdelningen är försvarlig med hänsyn till de krav som bolagets och koncernens verksamhetsart, omfattning och risker ställer på storleken av moderbolagets och koncernens egna kapital, konsolideringsbehov, likviditet och ställning i övrigt.

Styrelsen ansvarar för bolagets organisation och förvaltningen av bolagets angelägenheter. Detta innefattar bland annat att förlöpande bedöma bolagets och koncernens ekonomiska situation och att tillse att bolagets organisation är utformad så att bokföringen, medelsförvaltningen och bolagets ekonomiska angelägenheter i övrigt kontrolleras på ett betryggande sätt. Verkställande direktören ska sköta den löpande förvaltningen enligt styrelsens riktlinjer och anvisningar och bland annat vidta de åtgärder som är nödvändiga för att bolagets bokföring ska fullgöras i överensstämmelse med lag och för att medelsförvaltningen ska skötas på ett betryggande sätt.

Revisorns ansvar

Vårt mål beträffande revisionen av förvaltningen, och därmed vårt uttalande om ansvarsfrihet, är att inhämta revisionsbevis för att med en rimlig grad av säkerhet kunna bedöma om någon styrelseledamot eller verkställande direktören i något väsentligt avseende:

- företagit någon åtgärd eller gjort sig skyldig till någon försummelse som kan föranleda ersättningskyldighet mot bolaget, eller
- på något annat sätt handlat i strid med aktiebolagslagen, årsredovisningslagen eller bolagsordningen.

Vårt mål beträffande revisionen av förslaget till dispositioner av bolagets vinst eller förlust, och därmed vårt uttalande om detta, är att med rimlig grad av säkerhet bedöma om förslaget är förenligt med aktiebolagslagen.

Rimlig säkerhet är en hög grad av säkerhet, men ingen garanti för att en revision som utförs enligt god revisionssed i Sverige alltid kommer att upptäcka åtgärder eller försummelser som kan föranleda ersättningskyldighet mot bolaget, eller att ett förslag till dispositioner av bolagets vinst eller förlust inte är förenligt med aktiebolagslagen.

Som en del av en revision enligt god revisionssed i Sverige använder vi professionellt omdöme och har en professionellt skeptisk inställning under hela revisionen. Granskningen av förvaltningen och förslaget till dispositioner av bolagets vinst eller förlust grundar sig främst på revisionen av räkenskaperna. Vilka tillkommande granskningsåtgärder som utförs baseras på vår professionella bedömning med utgångspunkt i risk och väsentlighet. Det innebär att vi fokuserar granskningen på sådana åtgärder, områden och förhållanden som är väsentliga för verksamheten och där avsteg och överträdelser skulle ha särskild betydelse för bolagets situation. Vi går igenom och prövar fattade beslut, beslutsunderlag, vidtagna åtgärder och andra förhållanden som är relevanta för vårt uttalande om ansvarsfrihet. Som underlag för vårt uttalande om styrelsens förslag till dispositioner beträffande bolagets vinst eller förlust har vi granskat styrelsens motiverade yttrande samt ett urval av underlagen för detta för att kunna bedöma om förslaget är förenligt med aktiebolagslagen.

Malmö den 28 mars 2019

Ernst & Young AB



Martin Henriksson
Auktoriserad Revisor