



PRESS RELEASE

Malmö April 26, 2018

New Nordic Healthbrands AB (publ) Three-month report January - March 2018

Q1 2018

- Net sales amounted to MSEK 88.4 (80.9), an increase of 9.3 percent. In local currencies, the increase was 8.3 percent.
- Gross margin increased to 68.5 percent (67.4).
- EBITDA increased to MSEK 7.3 (4.2).
- Operating profit increased to MSEK 7.1 (4.0).
- Profit after tax for the period increased to MSEK 5.6 (2.9).
- Earnings per share after tax increased to SEK 0.91 (0.47).

COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

We have had a good start to the year. Sales increased more than 8 percent in local currencies and 9 percent when converted to Swedish kroner.

Earnings per share increased by 94 percent to 0.91 SEK.

A large part of our purchases are made in Swedish kronor and in US dollars. During the period we have been helped by the low rate of Swedish kronor and the low dollar rate, which contributes to our temporary high gross profit margin of 68.5 percent.

We have good control over our costs and with our low debt, our financial situation is strong.

All geographical areas showed a nice development in sales and earnings, and all countries report a positive mood in the trade and optimistic expectations for consumers purchase of food supplements in 2018.

We will focus on accelerating our growth through increased distribution in individual countries, increased innovation pace and increased marketing.

After the end of the period we have attended a fair in Shanghai where there is a lot of interest in New Nordic and our products. We expect to start cross-border sales to China in the second quarter of 2018. This will be a huge step towards further internationalization of New Nordic. However, we expect it will take some time before sales to China becomes significant. In the second quarter, we will strengthen our quality assurance and further strengthen our export focus through recruitment.

All staff make a great effort and our entire international team is very keen on creating results.

I think New Nordic is in an very exciting development and I expect more growth in 2018.


Karl Kristian Bergman Jensen, CEO

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The information in this press release is that which New Nordic Healthbrands AB (publ) is required to disclose under Sweden's Securities Market Act. and made public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 9.00 (CET) on April 26th 2018.

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New Nordic Healthbrands AB (publ) was founded in 1990 and is quoted on NASDAQ OMX Stockholm since 2007. The company's business concept is to offer the most effective and safe food supplements and natural medicines for specific health conditions. New Nordic's branded products are now available in 33 countries in pharmacies and health stores. The New Nordic Group has its own small sales and marketing companies in most European Countries, Canada and the US, to organize local marketing campaigns, serve the pharmacy and health retailers and serve the end consumers. In 2017, sales were 345 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.