



PRESS RELEASE

Malmö July 31, 2019

New Nordic Healthbrands AB

Six month report January - July 2019

SIX MONTHS 2019

- Net sales amounted to MSEK 220.2 (183.4), an increase of 20.1 percent. In local currencies, the increase was 14.2 percent.
- Gross margin decreased to 70.3 percent (70.5).
- EBITDA increased to MSEK 15.3 (11.1).
- Operating profit increased to MSEK 15.0 (10.8).
- Profit after tax for the period increased to MSEK 12.0 (8.5).
- Earnings per share after tax increased to SEK 1.94 (1.38).

Q2 2019

- Net sales amounted to MSEK 116.5 (95.0), an increase of 22.7 percent. In local currencies, the increase was 18.5 percent.
- Gross margin decreased to 71.0 percent (72.3).
- EBITDA ioncreased to MSEK 6.8 (3.8).
- Operating profit increased to MSEK 6.5 (3.6).
- Profit after tax for the period decreased to MSEK 5.3 (2.9).
- Earnings per share decreased to SEK 0.85 (0.47).

COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

We have had a good first half year. Revenue increased by 14.2 percent in local currencies. Converted to Swedish kroner, the increase was 20.1 percent. Profitability has also increased and earning per share amounted to 1.94 SEK (1.38). It's an increase of 40.6 percent.

Sales have progressed well in all geographical areas. Ie in the Nordic countries, the rest of Europe, North America and in Asia. Growth is mainly driven by increased marketing and internationalisation of products that perform well in the testmarket in the Nordic region. We have also started working on establishing ourselves in south-eastern Europe. Our introduction of New Nordic in Slovakia has gone well and we have got a good start for further progress here.

We have had good growth in each of the dietary supplements product segments that we work with. We have had focus on the continued development of our best sellers.

During the period we have only launched few brand new product innovations, but we always work intensively with the development of new products and we have a number of exciting news on the way. Our marketing has been effective and I welcome new initiatives and international campaigns. For example, our collaboration with Teri Hatcher, who is a big fan of Hair Volume™ and now work with us as ambassador for the product.

In recent years, we have won many awards for our products and as a supplier in general. In the spring we also won the Danish Beauty Award with Hair Volume. A price that not only has significance in Denmark but also wins resonance abroad. Our start of selling beauty supplements in the travel retail channel has gone fine and I hope that we can also develop this sales channel in the future as our products and our brand become more and more known internationally.

We have good control over our costs and our profitability has increased during the period. We are well equipped for the coming period and the planned growth. Our inventory has increased further as a result of the increased activity.

Our staff in all countries have done an amazing effort and are ready for continued growth. We are in an exciting development and I look forward to the second half of 2019 and the continued implementation of our strategy.



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 8:00 (CET) on July 31st 2019.

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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, natural medicines and cosmetic products for specific health and beauty concerns. New Nordic's branded products are now available in 34 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 2018, sales were 394 MSEK. Nearly all New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.