



Odd Molly International AB (publ)
Stockholm, Sweden, October 24, 2017

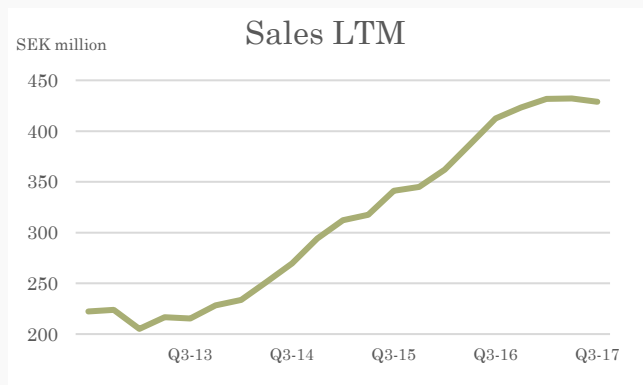
Investments and adaptations for the future – one-off costs impacting the result

JULY 1 – SEPTEMBER 30, 2017

- Total operating revenue amounted to SEK 134.5 million (137.6), a decrease of 2 percent.
- The gross profit margin was 53.0 percent (53.8).
- Operating profit amounted to SEK 6.6 million (18.8), negatively affected by one-off costs of SEK 4.8 million for termination and buyouts of agents and organizational changes.
- Net profit amounted to SEK 4.9 million (14.0).
- Earnings per share amounted to SEK 0.85 (2.43).

JANUARY 1 – SEPTEMBER 30, 2017

- Total operating revenue amounted to SEK 342.6 million (336.7), an increase of 2 percent.
- The gross profit margin was 54.5 percent (54.5).
- Operating profit amounted to SEK 6.6 million (24.8), negatively affected by one-off costs of SEK 4.8 million for termination and buyouts of agents and organizational changes.
- Net profit amounted to SEK 2.9 million (16.9).
- Earnings per share amounted to SEK 0.51 (2.94).



KEY FIGURES

	Jul-Sep 2017*	Jul-Sep 2016	Jan-Sep 2017*	Jan-Sep 2016	Jan-Dec 2016	Oct 16- Sep 17*
Total operating revenue, SEK million	134.5	137.6	342.6	336.7	423.2	429.0
Change, %	-2		2		23	
Gross profit margin, %	53.0	53.8	54.5	54.5	55.6	55.6
Operating profit, SEK million	6.6	18.8	6.6	24.8	24.5	6.4
Change, %	-65		-73		97	
Operating margin, %	4.9	13.7	1.9	7.4	5.8	1.5
Net profit/loss, SEK million	4.9	14.0	2.9	16.9	17.7	3.8
Change, %	-65		-83		81	
Earnings per share before dilution, SEK	0.85	2.43	0.51	2.94	3.08	0.65
Earnings per share after dilution, SEK	0.85	2.43	0.51	2.94	3.08	0.65
Return on equity, %	5.0	14.4	2.9	17.2	17.8	3.7
Equity/assets ratio, %	48	56	48	56	55	48
Cash flow from operating activities, SEK million	-28.5	-4.1	-14.2	3.9	6.6	-11.5

*Result negatively affected by one-off costs of SEK 4.8 million for termination and buyouts of agents and organizational changes.



“Odd Molly is changing with the market and new consumption patterns, so we have to be both quick and long-term”

Comment from the CEO

Change requires change

Market

I ended my comment in the six-month report by saying that Odd Molly was preparing for more big changes in the market. And the trend we have seen toward a tough, discount-driven market is continuing. The strong sales we had in the retail segment at the end of the second quarter were not followed up in the same way in the third quarter. The growth rate in our own channels was lower than before, partly due to tough comparables in the same period last year, while we on the other hand saw a smaller drop in sales in the wholesale segment. The Group’s revenue as a whole decreased by 2 percent in the quarter.

Investments weigh on quarterly results

In the Q2 report we also said that we have to stay open to change and ensure that we free up resources to invest where we see the biggest potential for profitable growth. During the quarter we made a number of changes in our organization and among the agents that represent Odd Molly internationally. In the distribution network we have made several shifts and replaced our agents in Germany, France and Austria, while we are also evaluating a new solution in the UK. The new agents have a strong presence among customers and channels with the strongest development in the respective market, and we look forward to new collaborations while at the same time we have respect for the time it takes for new agents to turn around the development in a market. The internal organizational changes increase our international and digital focus. These proactive measures impact the result in the quarter by one-off costs amounting to SEK 4.8 million. Due to the extra costs, combined with lower sales, profit for the quarter decreased considerably from last year.

Changes continue

We continue to invest in e-commerce and see our physical stores as an important brand identifier with profitability requirements. We have hired a new Creative Director with responsibility for developing the brand, adapted the sales organization for international expansion in all channels, and established a new category strategy more optimized for each channel. We are adapting the way we work and the organization, and are constantly looking for efficiencies and savings where we see opportunities.

As part of the effort to create a steady flow of news in our lifestyle concept, we will soon launch Odd Molly’s first skiwear collection – a collection that feels just right in terms of the sustainability of the materials and production process we use as well as its design and comfort. Odd Molly’s socks are other nice additions to the assortment and our new underwear is performing well and reaching new distribution.

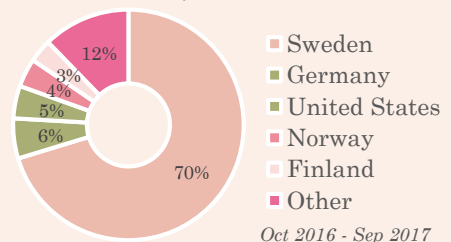
Odd Molly is changing with the market and new consumption patterns, so we have to be both quick and long-term. We are working continuously to adapt to changes and have reached several important milestones. 2017 will be a year in which we take measures that have cost money in the short term, but that support our goals: to strengthen our position in the Nordic region and expand Odd Molly’s lifestyle concept internationally.

Anna Attemark, CEO

KEY FIGURES JANUARY-SEPTEMBER 2017

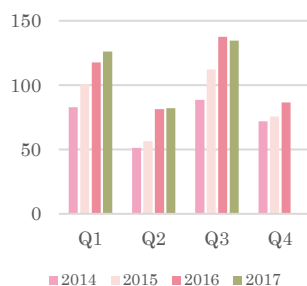
- Total operating revenue SEK 342.6 million, +2%
- Operating profit SEK 6.6 million (24.8)
- Operating margin 1.9% (7.4)

REVENUE BY COUNTRY, ROLLING 12 MONTHS

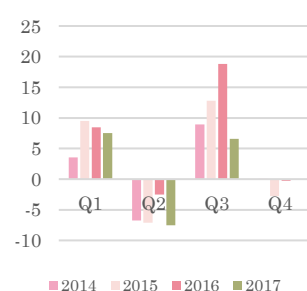


The Group's development

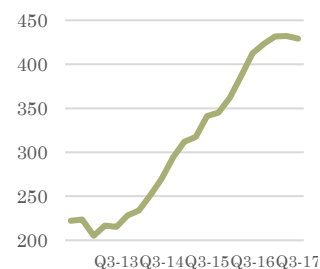
QUARTERLY SALES



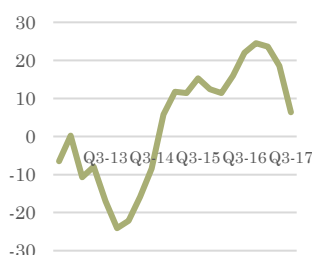
QUARTERLY OPERATING PROFIT



ROLLING 12-MONTH SALES



ROLLING 12-MONTH OPERATING PROFIT



SEASONAL FLUCTUATIONS

Odd Molly's operations are seasonal, with the strongest sales in the first and third quarters, while the second and fourth quarters are seasonally smaller. As a result, the company's operations, sales and profits are best followed on a semiannual basis. Because of the growing share of retail sales, seasonal fluctuations are gradually diminishing.

TOTAL OPERATING REVENUE

Third quarter July 1 - September 30, 2017

Total operating revenue in the third quarter amounted to SEK 134.5 million (137.6), a decrease of 2 percent compared with the same period in 2016. Revenue from wholesale operations (sales to retailers and partners) decreased by 7 percent compared with the previous year to SEK 75.6 million (81.0) in the third quarter. The company's retail operations (own sales to consumers through stores and web shop) increased by 4 percent to SEK 58.9 million (56.6). Growth continues to be driven by the company's web shop, although sales in the third quarter were slightly weaker than expected both online and in physical stores, partly due to very tough comparables from the same period last year. Odd Molly had 17 of its own stores at the end of the period, compared with 16 a year earlier.

The period January 1 - September 30, 2017

Total operating revenue in the first nine months of the year amounted to SEK 342.6 million (336.7), an increase of 2 percent compared with the same period in 2016. Revenue from wholesale operations decreased by 9 percent to SEK 170.2 million (187.8). The company's retail operations increased by 16 percent to SEK 172.4 million (148.9) driven by positive development of the web shop and larger number of stores.

EARNINGS

Third quarter July 1 - September 30, 2017

The gross profit margin for the period was 53.0 percent (53.8). The margin was negatively affected by a higher share of discounted sales and unfavorable exchange rates. At the same time the positive effect of the channel mix, resulting from a larger share of sales from retail operations, was lower than earlier in the year.

Operating profit amounted to SEK 6.6 million, compared with SEK 18.8 million in the same period in 2016. During the quarter one-off costs of SEK 4.8 million were recognized for terminations and buyouts of agents in Germany, Austria and France as well as for organizational changes. The main part of the cash flow effect will be in the fourth quarter of 2017 and the first quarter of 2018.

Personnel expenses amounted to SEK 18.1 million (13.4 percent of total operating revenue), compared with SEK 19.0 million (13.8 percent of total operating revenue) last year, when expenses included a provision for bonuses, unlike this year. Other external expenses amounted to SEK 43.0 million (31.9 percent of total operating revenue) and SEK 34.5 million (25.1 percent of total operating revenue) last year. The increase is mainly tied to agent buyouts, organizational changes, newly opened stores and digital investments.

Net profit amounted to SEK 4.9 million (14.0) and earnings per share amounted to SEK 0.85 (2.43).

The period January 1 - September 30, 2017

The gross profit margin in January-September was 54.5 percent (54.5).

Operating profit was SEK 6.6 million, compared with SEK 24.8 million in the same period in 2016. The larger share of sales from the web shop and the general consumer behavior with increased returns has driven an increase in distribution costs. Also, results were affected by further investments to create outstanding customer experience online, higher operating expenses for more stores and expenses of SEK 4.8 million recognized in the third quarter for agent buyouts and organizational changes.

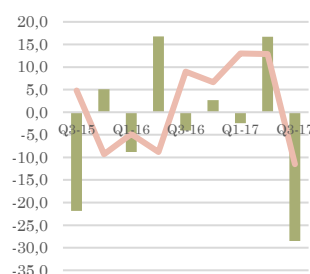
Personnel expenses amounted to SEK 57.9 million (16.9 percent of total operating revenue), compared with SEK 53.6 million (15.9 percent of total operating revenue) last year. Other external expenses amounted to SEK 112.3 million (32.8 percent of total operating revenue) and SEK 98.7 million (29.3 percent of total operating revenue) last year.

Net profit amounted to SEK 2.9 million (16.9) and earnings per share amounted to SEK 0.51 (2.94).

Analysis of operating profit

SEK million	Jul-Sep	Jan-Sep
Operating profit 2016	18.8	24.8
Contribution from lower/higher sales	-1.4	+2.8
Effect gross margin	-1.1	-
Higher distribution expenses	-2.4	-4.5
Agent buyouts and organizational changes (one-off costs)	-4.8	-4.8
Higher expenses related to expansion	-2.5	-11.6
Operating profit 2017	6.6	6.6

CASH FLOW FROM OPERATING ACTIVITIES QUARTERLY AND ROLLING 12 MONTHS (LINE)

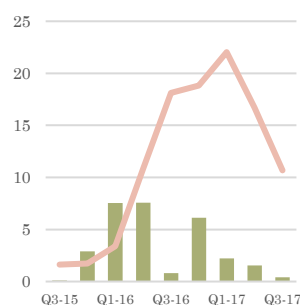


INVESTMENTS AND CASH FLOW

In the third quarter of 2017 the company's investments totaled SEK 0.4 million (0.8). Cash flow from operating activities amounted to SEK -28.5 million (-4.1) and total cash flow amounted to SEK -28.9 million (-4.9). The third quarter is seasonally weak in terms of cash flow, and the decline compared with the previous year was driven by the lower operating profit as well as higher level of inventory and lower cash inflow from retailers resulting from the lower sales, and hence invoicing, during the previous quarter.

In the first nine months of 2017 the company's investments totaled SEK 4.2 million (15.9). Cash flow from operating activities amounted to SEK -14.2 million (3.9) and total cash flow amounted to SEK -24.1 million (-20.2).

INVESTMENTS QUARTERLY AND ROLLING 12 MONTHS (LINE)



INVENTORY

Inventory amounted to SEK 80.2 million at the end of the period, compared with SEK 59.6 million at the end of the third quarter of 2016. The increase is primarily associated with the larger number of stores and growing sales from the company's web shop which requires a larger inventory to offer full assortment and good service levels. Compared with the previous quarter inventory decreased by SEK 1.2 million.

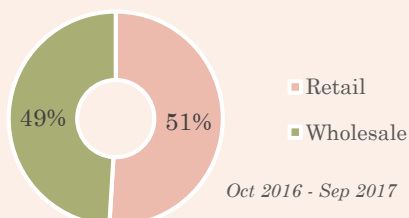
FINANCIAL POSITION

The Group's total assets amounted to SEK 206.7 million (186.1) on September 30, 2017. Shareholders' equity was SEK 99.1 million on the same date, compared with SEK 104.0 million on September 30, 2016. The equity/assets ratio was 48 percent (56) at the end of the period and cash and cash equivalents amounted to SEK 17.0 million (25.8). Net liquidity, after utilization of part of the overdraft facility, amounted to SEK -26.6 million (1.1). Accounts receivable amounted to SEK 75.8 million on September 30, 2017, compared with SEK 65.8 million a year earlier.

Segments

The company reports revenue and operating results for three segments: wholesale, retail and common group costs. Operating results for each segment are charged with direct costs for the segment. Costs not directly attributable to wholesale or retail are reported in the segment common group costs. Revenue and operating results were previously reported for two segments – wholesale and retail – where common group costs were distributed by segment using a key based on each segment's share of the total cost of goods sold. Figures for 2016 according to the new segment reporting can be found under the heading Revenue and operating result by segment on page 14 as well as on the company's website <https://corporate.oddmolly.com/sv/odd-molly-i-siffror-1946/>.

REVENUE BY SEGMENT



WHOLESALE

- Retailers (stores and web shops)
- Stores managed by partners
- Shop-in-shops managed by retailers

RETAIL

- Odd Molly-managed stores, independent stores, outlets, stores in shopping centers and department stores
- Located in Sweden, Norway, Finland
- Web shop

WHOLESALE

Development in January-September 2017

- Sales down 9 percent – changes in the industry, where many physical retailers are struggling
- Improved gross margin
- Changes in organization and agents in key markets with associated one-off costs of SEK 4.8 million during the third quarter

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 16-Sep 17
Sales	75,609	80,964	170,171	187,788	228,022	210,405
Operating profit	14,976	24,466	31,335	45,968	53,435	38,802
Operating margin, %	19.8	30.2	18.4	24.5	23.4	18.4

RETAIL

Development in January-September 2017

- Sales up 16 percent driven by a strong development in the web shop and larger number of stores
- Lower contribution due to higher share of discounted sales, negative exchange rate effect and higher distribution costs
- Higher operating expenses for larger number of stores and digital investments

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 16-Sep 17
Sales	58,894	56,648	172,388	148,919	195,142	218,612
Operating profit	7,308	11,957	27,007	32,641	42,717	37,083
Operating margin, %	12.4	21.1	15.7	21.9	21.9	17.0

COMMON GROUP COSTS

Operating expenses that are not directly attributable to the wholesale or retail operations are classified as common group costs. Examples include the costs of design, production and marketing not attributable to either sales segment as well as general and administrative costs for accounting, logistics and IT.

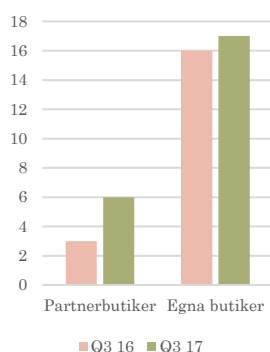
Development in January-September 2017

- SEK 2.1 million lower costs compared with the previous year – lower external services and no bonus provision

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 16-Sep 17
Operating profit	-15,689	-17,588	-51,723	-53,834	-71,634	-69,524

Other

STORES ON SEPTEMBER 30



EVENTS DURING THE QUARTER

Stores

In September Odd Molly closed the pop-up store operated for the last twelve months in A6 Center, Jönköping. In December of this year a new store will open at another location in the same center.

Organization

In line with the strategy to grow sales outside Sweden, Odd Molly has named new agents in a number of key markets in Europe. In Germany, France and Austria, new strong agents are now representing Odd Molly in their respective markets. The company is also evaluating a new solution for the UK. Coming changes in this and other potential markets are not expected to generate any significant implementation costs, as opposed to the changes carried out during the third quarter of this year.

At the same time the sales organization has been adapted and the role of overall head of sales has been eliminated and replaced by a role specially focused on international expansion. During the quarter Odd Molly also hired a new Creative Director with responsibility for developing the brand – a key role for maintaining a strong position in the home market and increasing awareness in international markets. A number of other adjustments have also been made to the organization to optimize processes and increase efficiencies.

NUMBER OF SHARES

As of September 30, 2017 there were 5,752,000 shares outstanding.

Key ratios per share	Sep 30 2017	Sep 30 2016	Dec 31 2016
Weighted average number of shares before dilution	5,752,000	5,752,000	5,752,000
Weighted average number of shares after dilution	5,752,000	5,752,000	5,752,000
Equity per share, SEK	17.23	18.08	18.38

EMPLOYEES

The total number of employees at the end of the period was 107 (102), of whom 8 were men and 99 women. The average number of employees during the third quarter was 109 (96). The increase is driven by staff in newly opened stores.

PARENT COMPANY

The Parent Company reported total operating revenue of SEK 327.2 million (328.3) in the first nine months of 2017, reaching an operating profit of SEK 8.6 million (27.3). The Parent Company's adjusted shareholders' equity amounted to SEK 82.8 million (94.1). Cash and cash equivalents amounted to SEK 12.1 million (20.1). Net liquidity, after utilization of parts of the overdraft facility, amounted to SEK -31.6 million (-4.5).

Sales in the U.S. are through the wholly owned subsidiary Odd Molly Inc. Odd Molly also has subsidiaries in Denmark, Norway, Finland and Sweden that manage operations in their respective countries. All other sales are through the Parent Company.

TRANSACTIONS WITH RELATED PARTIES

Other than the Parent Company's sales of products to subsidiaries and remuneration paid to the Board of Directors, there were no transactions with related parties in the first nine months of 2017.

ANNUAL GENERAL MEETING 2017

The Annual General Meeting 2017 for Odd Molly International AB will be held in Stockholm on May 4, 2018.

RISK FACTORS

Due to the nature of its operations, the Odd Molly Group is exposed to risks and uncertainties. A detailed description of the risks and uncertainties to which Odd Molly is exposed is provided in the Board of Directors' report and in note 27 of Odd Molly's Swedish annual report for 2016, which is published on Odd Molly's website. There we also explain how Odd Molly manages and tries to minimize these risks. The assessment of these risks is unchanged compared with the assessment in the Swedish annual report 2016.

ACCOUNTING PRINCIPLES

As of January 1, 2008 the Group applies the International Financial Reporting Standards (IFRS) as adopted by the EU. This report is prepared in accordance with IAS 34 Interim Financial Reporting and the Annual Accounts Act.

Further, the consolidated statements are prepared in accordance with Swedish law by applying the Swedish Financial Reporting Board's recommendation RFR 1 Supplementary accounting rules for groups. The Swedish Financial Reporting Board's recommendation RFR 2 Reporting for legal entities has been applied in the preparation of the Parent Company's financial statements. The accounting principles applied in this interim report are described on pages 43-46 of the Swedish annual report for 2016. The accounting principles are unchanged compared with the previous year's annual report. New and revised accounting standards and interpretations that apply to 2017 are not considered to materially affect the company's financial reports.

The acquisition of the Swedish agent in 2014, when Odd Molly took over sales responsibility for the Swedish market, is treated in the consolidated accounts as an intangible fixed asset in accordance with IAS 38.

Currency derivatives are measured at fair value within level 2, according to the definition in IFRS 13, i.e., fair value based on valuation models using observable market data. Other financial assets have been classified as loans and accounts receivable. Other financial liabilities have been classified as other financial liabilities at amortized cost. All financial assets and liabilities have short maturities, based on which their book value is considered approximate to fair value.

The consolidated statements comprise Odd Molly International AB (Parent Company), Odd Molly Sverige AB, Odd Molly Inc., Odd Molly Denmark ApS, Odd Molly Finland Oy and Odd Molly Norway A/S. Reference to the company in this interim report pertains to the Odd Molly Group.

New IFRS and interpretations that have not yet been applied

IFRS 9 Financial Instruments

The standard enters into force on January 1, 2018 and has been adopted by the EU.

a) Classification and measurement

The company does not foresee a significant impact on its balance sheet or equity due to the new classification and valuation requirements. Currency derivatives will continue to be measured at fair value within level 2, i.e., fair value based on valuation techniques with observable market data. Other financial liabilities are classified as other financial liabilities at amortized cost. All financial assets and liabilities have short maturities and, as a result, book value is considered an approximation of fair value.

b) Impairment

According to IFRS 9, expected credit losses should be booked for all outstanding instruments and receivables. The company has evaluated the current method for valuation of trade receivables and conducted a thorough analysis of historical impairment losses. The company has historically had low credit losses; in 2016, for example, they amounted to only 0.17% of total sales. The company's assessment is that the transition to IFRS 9 will not have a significant impact on impairment of trade receivables.

c) Hedge accounting

The company applies hedge accounting to the derivatives (forward exchange contracts) that are used to protect against the risk of exchange rate fluctuations tied to projected cash flows related to the movement of goods. The company will continue to report these instruments according to IAS 39, which is consistent with IFRS 9.

IFRS 15 Revenue from Contracts with Customers

The standard enters into force on January 1, 2018 and has been adopted by the EU. The standard provides a single model for recognizing revenue from contracts with customers. The company has evaluated the types of contracts and transactions that fall within the framework of this standard. The evaluation includes loss of income due to complaints and returns from customers, revenue from retailer customers with the right to return goods after each season, revenue from retailer customers with the right to a reduced price prior to the retail sales season, and revenue and shrinkage generated from consignment customers. Following the evaluation, the company remains of the opinion that the standard will not impact the Group's reporting other than that additional details on the company's revenue in some cases will have to be reported.



Alternative performance measures

Following are definitions of the concepts and measures used in the report to describe the company's performance which are not defined or specified according to IFRS.

GROSS PROFIT MARGIN

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 2016- Sep 2017
<i>Operating revenue</i>						
Net sales	134,373	137,033	341,145	336,101	422,552	427,596
<i>Operating expenses</i>						
Cost of goods sold	-63,160	-63,294	-155,291	-153,051	-187,644	-189,885
Gross profit	71,212	73,739	185,854	183,051	234,908	237,711
Gross profit margin, %	53.0	53.8	54.5	54.5	55.6	55.6

To calculate the gross profit margin, gross profit is calculated first by subtracting the cost of goods sold from net sales. Gross profit is then measured in relation to net sales to obtain the gross profit margin. The margin, which indicates how large a percentage of net sales becomes profit after the cost of goods sold, is impacted by factors such as pricing, commodity and manufacturing costs, inventory writedowns and exchange rates. All measures used in the calculation can be found in the consolidated income statement.

OPERATING MARGIN

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 2016- Sep 2017
<i>Operating revenue</i>						
Net sales	134,373	137,033	341,145	336,101	422,552	427,596
Other operating revenue	131	578	1,414	605	613	1,421
Total operating revenue	134,503	137,612	342,559	336,706	423,165	429,017
Operating profit/loss	6,595	18,835	6,619	24,775	24,518	6,362
Operating margin, %	4.9	13.7	1.9	7.4	5.8	1.5

To calculate the operating margin, operating profit is measured in relation to total operating revenue. This measure indicates how large a percentage of total operating revenue becomes profit after operating expenses. All measures used in the calculation can be found in the consolidated income statement. Operating margin is one of the company's communicated financial targets.

EQUITY/ASSETS RATIO

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
Shareholders' equity	99,086	103,985	105,725
Total assets	206,744	186,058	193,389
Equity/assets ratio, %	48	56	55

The equity/assets ratio is calculated by measuring equity in relation to total assets, providing an indication of how large a percentage of the assets is financed with equity. All measures used in the calculation can be found in the consolidated balance sheet. Equity/assets ratio is one of the company's communicated financial targets.

RETURN ON EQUITY

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 2016- Sep 2017
Profit attributable to Parent Company's shareholders (net profit)	4,875	13,957	2,942	16,912	17,721	3,751
Average equity	96,734	96,684	102,405	98,551	99,421	101,535
Equity/assets ratio, %	5.0	14.4	2.9	17.2	17.8	3.7

The return on equity is calculated by measuring net profit for the period in relation to average equity during the period (opening balance + closing balance divided by two). The return on equity measures the company's return during the period on the equity invested by shareholders, and thus how profitable a company is for its

shareholders. Measures used in the calculation can be found in the consolidated balance sheet and income statement.

EQUITY PER SHARE

	Sep 30 2017	Sep 30 2016	Dec 31 2016
Weighted average number of shares before dilution	5,752,000	5,752,000	5,752,000
Shareholders' equity, SEK thousands	99,086	103,985	105,725
Equity per share before dilution, SEK	17.23	18.08	18.38

Equity per share, also called a company's net asset value, is calculated by measuring the company's shareholders' equity in relation to the number of shares outstanding. No calculations have been made of equity per share after dilution. Calculation methods can be found in the consolidated balance sheet and the section Number of shares.

PARENT COMPANY'S ADJUSTED EQUITY

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
Shareholders' equity	70,371	76,554	71,595
78 percent of the untaxed reserves	12,402	17,550	12,402
Adjusted equity	82,773	94,104	83,997

The Parent Company's adjusted equity is calculated by adding 78 percent of the Parent Company's untaxed reserves to the Parent Company's shareholders' equity. All measures used in the calculation can be found in the Parent Company's balance sheet.

Condensed financial information

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016	Oct 2016- Sep 2017
<i>Operating revenue</i>						
Net sales	134,373	137,033	341,145	336,101	422,552	427,596
Other operating revenue	131	578	1,414	605	613	1,421
Total operating revenue	134,503	137,612	342,559	336,706	423,165	429,017
<i>Operating expenses</i>						
Cost of goods sold	-63,160	-63,294	-155,291	-153,051	-187,644	-189,885
Other external expenses	-42,958	-34,499	-112,280	-98,707	-128,156	-141,729
Personnel expenses	-18,076	-19,029	-57,936	-53,642	-73,649	-77,944
Depreciation/amortization	-2,992	-2,405	-8,922	-6,293	-8,957	-11,586
Other operating expenses	-721	450	-1,511	-238	-240	-1,512
Operating profit	6,595	18,835	6,619	24,775	24,518	6,362
<i>Result from financial items</i>						
Interest income	228	131	527	416	486	597
Interest expenses	-224	-124	-739	-326	-815	-1,228
Profit after financial items	6,599	18,841	6,407	24,866	24,189	5,730
Taxes	-1,724	-4,884	-3,464	-7,954	-6,469	-1,980
Net profit attributable to Parent Company's shareholders	4,875	13,957	2,942	16,912	17,721	3,751
<i>Other comprehensive income</i>						
Items that will be reclassified to profit or loss						
Translation difference	-540	72	-1,133	793	1,481	-445
Cash flow hedges	472	736	-3,456	1,797	2,109	-3,145
Tax effect fair value cash flow hedges	-104	-162	760	-395	-464	692
Total comprehensive income attributable to Parent Company's shareholders	4,704	14,603	-887	19,107	20,846	853
Earnings per share before dilution , SEK	0.85	2.43	0.51	2.94	3.08	0.65
Earnings per share after dilution , SEK	0.85	2.43	0.51	2.94	3.08	0.65

CONSOLIDATED BALANCE SHEET

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
ASSETS			
<i>Fixed assets</i>			
Intangible fixed assets	5,343	8,116	7,905
Tangible fixed assets	14,930	14,441	17,769
Financial fixed assets	1,129	1,196	1,129
	21,402	23,753	26,803
<i>Current assets</i>			
Inventories	80,248	59,623	67,180
Advance payments to suppliers	5,050	985	4,662
Accounts receivable	75,806	65,751	58,912
Current receivables	7,189	10,171	10,710
Cash and cash equivalents	17,049	25,775	25,121
	185,342	162,305	166,586
TOTAL ASSETS	206,744	186,058	193,389
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	99,086	103,985	105,725
Deferred tax	3,752	5,183	4,376
Current liabilities	103,906	76,890	83,289
	206,744	186,058	193,389
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	206,744	186,058	193,389

Cash and cash equivalents are since the interim report for January-September 2016 reported gross, before utilized overdraft facilities. Utilized overdraft facilities are reported in current liabilities. Previously, cash and cash equivalents were reported net as the value of cash and cash equivalents after utilized overdraft facilities. The difference between net liquidity and gross liquidity is reported in the cash flow statement for the Group. Comparable numbers for previous periods have been adjusted accordingly.

PLEGGED ASSETS AND CONTINGENT LIABILITIES

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
Pledged assets	30,000	30,000	30,000
Pledged receivables	17,574	6,100	8,397
Contingent liabilities	1,415	1,415	1,415

CHANGES IN THE GROUP'S SHAREHOLDERS' EQUITY

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
Attributable to Parent Company's shareholders:			
Shareholders' equity at the beginning of the year	105,725	93,116	93,116
Dividend	-5,752	-8,628	-8,628
Warrant premium	0	390	390
Total comprehensive income for the period	-887	19,107	20,846
Shareholders' equity at the end of the period	99,086	103,985	105,725

CASH FLOW STATEMENT FOR THE GROUP

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016
Operating activities					
Operating profit	6,595	18,835	6,619	24,775	24,518
Adjustments	2,617	1,918	7,171	7,141	10,623
Interest received	228	131	527	416	486
Interest paid	-224	-124	-739	-327	-815
Income tax paid	-853	-664	-2,448	-2,467	-3,133
Cash flow from operating activities before changes in working capital	8,364	20,095	11,129	29,538	31,680
Changes in working capital					
Change in inventories	1,213	5,308	-13,396	-3,301	-10,829
Change in receivables	-24,541	-20,288	-14,896	-22,879	-20,035
Change in current liabilities	-13,521	-9,208	2,949	573	5,822
Cash flow from operating activities	-28,486	-4,092	-14,213	3,931	6,637
Investing activities					
Acquisition of intangible fixed assets	0	-1,511	0	-1,511	-2,129
Acquisition of tangible fixed assets	-394	753	-4,158	-14,365	-19,863
Acquisition of financial fixed assets	0	-42	0	-42	-42
Cash flow from investing activities	-394	-800	-4,158	-15,918	-22,034
Financing activities					
Dividend paid	0	0	-5,752	-8,628	-8,628
Warrant premium	0	0	0	390	390
Cash flow from financing activities	0	0	-5,752	-8,238	-8,238
Cash flow for the period	-28,880	-4,893	-24,123	-20,224	-23,635
Cash and cash equivalents at the beginning of the period	18,352	18,491	25,121	26,693	26,693
Utilized overdraft facilities at the beginning of the period	15,753	12,970	26,920	6,094	6,094
Cash and cash equivalents at the beginning of the period, net	2,599	5,521	-1,799	20,599	20,599
Exchange rate difference in cash and cash equivalents	-288	463	-648	716	1,237
Change in overdraft facilities utilized	27,866	11,713	16,699	18,590	20,826
Cash and cash equivalents at the end of the period	17,049	25,775	17,049	25,775	25,121
Utilized overdraft facilities at the end of the period*	43,619	24,684	43,619	24,684	26,920
Cash and cash equivalents at the end of the period, net	-26,570	1,091	-26,570	1,091	-1,799

* The total overdraft limit amounts to SEK 48 million

REVENUE AND OPERATING RESULT BY SEGMENT

SEK in thousands	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct-Dec 2016	Jan-Dec 2016	Oct 2016- Sep 2017
Wholesale							
Revenue	75,609	80,964	170,171	187,788	40,235	228,022	210,405
Operating result	14,976	24,466	31,335	45,968	7,467	53,435	38,802
Retail							
Revenue	58,894	56,648	172,388	148,919	46,223	195,142	218,612
Operating result	7,308	11,957	27,007	32,641	10,077	42,717	37,083
Central costs							
Operating result	-15,689	-17,588	-51,723	-53,834	-17,801	-71,634	-69,524
Total							
Revenue	134,503	137,612	342,559	336,706	86,458	423,165	429,017
Operating result	6,595	18,835	6,619	24,775	-257	24,518	6,362

The company reports revenue and operating results for three segments: wholesale, retail and central costs. Operating results for each segment are charged with direct expenses for the segment. Costs not directly attributable to wholesale or retail are reported in the segment central costs.

QUARTERLY DATA

	Q3 2017	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015
Total operating revenue, SEK million	134.5	82.0	126.1	86.5	137.6	81.4	117.7	75.8
Gross profit margin, %	53.0	57.6	54.0	60.0	53.8	56.0	54.2	59.6
Operating profit/loss, SEK million	6.6	-7.5	7.5	-0.3	18.8	-2.5	8.5	-2.8
Operating margin, %	4.9	-9.2	6.0	-0.3	13.7	-3.1	7.2	-3.7
Net profit/loss, SEK million	4.9	-6.6	4.7	0.8	14.0	-2.9	5.9	-2.4
Earnings per share before dilution, SEK	0.85	-1.15	0.81	0.14	2.43	-0.51	1.02	-0.42
Earnings per share after dilution, SEK	0.85	-1.15	0.77	0.14	2.43	-0.51	1.02	-0.42
Weighted average number of shares before dilution, thousands	5,752	5,752	5,752	5,752	5,752	5,752	5,752	5,752
Weighted average number of shares after dilution, thousands	5,752	5,752	6,052	5,752	5,752	5,752	5,752	5,752
Return on equity, %	5.0	-6.5	4.3	0.8	14.4	-3.1	6.1	-2.6
Equity/assets ratio, %	48	50	56	55	56	54	61	62
Equity per share before dilution, SEK	17.23	16.41	18.90	18.38	18.08	15.54	17.22	16.19
Cash flow from operating activities, SEK million	-28.5	16.7	-2.4	2.7	-4.1	16.8	-8.8	5.1
Cash flow from operating activities per share before dilution, SEK	-4.95	2.90	-0.42	0.47	-0.71	2.92	-1.53	0.88

PARENT COMPANY INCOME STATEMENT

	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016
SEK in thousands					
<i>Operating revenue</i>					
Net sales	128,411	132,402	326,917	328,154	410,545
Other operating revenue	107	5	246	101	1,148
Total operating revenue	128,519	132,407	327,163	328,256	411,693
<i>Operating expenses</i>					
Cost of goods sold	-61,090	-60,478	-149,463	-146,576	-179,347
Other external expenses	-44,305	-36,168	-112,189	-103,645	-145,619
Personnel expenses	-15,924	-16,376	-50,957	-48,092	-65,179
Depreciation/amortization of tangible and intangible fixed assets	-1,492	-1,131	-4,466	-3,271	-4,543
Other operating expenses	-687	911	-1,476	582	-570
Operating profit	5,020	19,165	8,611	27,253	16,436
<i>Result from financial items</i>					
Interest income	228	131	529	416	483
Interest expenses	-214	-118	-719	-302	-792
Impairment of shares in subsidiary	0	0	0	0	-1,123
Profit after financial items	5,034	19,177	8,421	27,367	15,004
Appropriations	0	0	0	0	6,600
Profit before tax	5,034	19,177	8,421	27,367	21,604
Taxes	-1,026	-4,036	-1,897	-6,076	-5,515
Net profit	4,007	15,142	6,524	21,292	16,089

PARENT COMPANY STATEMENT OF COMPREHENSIVE INCOME

	Jul-Sep 2017	Jul-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Jan-Dec 2016
SEK in thousands					
<i>Items that will be reclassified to profit or loss</i>					
Cash flow hedges	472	736	-3,456	1,797	2,109
Tax effect cash flow hedges	-104	-162	760	-395	-464
Total comprehensive income for the period	4,376	15,716	3,829	22,693	17,733

PARENT COMPANY BALANCE SHEET

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
ASSETS			
Fixed assets			
Intangible fixed assets	702	521	1,049
Tangible fixed assets	8,454	9,120	11,108
Financial fixed assets	24,744	20,841	24,435
	33,901	30,482	36,593
Current assets			
Inventory	72,711	55,511	63,258
Advance payments to suppliers	5,025	914	3,914
Accounts receivable	78,369	71,898	54,224
Other current receivables	15,512	16,936	14,716
Cash and cash equivalents	12,050	20,135	20,484
	183,667	165,394	156,597
TOTAL ASSETS	217,567	195,876	193,190
SHAREHOLDERS' EQUITY AND LIABILITIES			
Shareholders' equity	70,371	76,554	71,595
Untaxed reserves	15,900	22,500	15,900
Deferred tax	0	162	102
Current liabilities	131,296	96,659	105,594
	217,567	195,876	193,190
TOTAL SHAREHOLDERS' EQUITY AND LIABILITIES	217,567	195,876	193,190

Cash and cash equivalents are since the interim report for January-September 2016 reported gross, before utilized overdraft facilities. Utilized overdraft facilities are reported in current liabilities. Previously, cash and cash equivalents were reported net as the value of cash and cash equivalents after utilized overdraft facilities. Comparable numbers for previous periods have been adjusted accordingly.

PARENT COMPANY PLEDGED ASSETS AND CONTINGENT LIABILITIES

SEK in thousands	Sep 30 2017	Sep 30 2016	Dec 31 2016
Pledged assets	30,000	30,000	30,000
Pledged receivables	17,574	6,100	8,397
Contingent liabilities	1,415	1,415	1,415

The Board of Directors and the CEO certify that the interim report gives a true and fair overview of the operations, financial position and results of the Parent Company and the Group and that it describes the significant risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, October 24, 2017

Patrik Tillman, Chairman

Mia Arnhult, Board Member

Kia Orback, Board Member

Elin Ryer, Board Member

Nils Vinberg, Board Member

Jacob Wall, Board Member

Anna Attemark, President & CEO

SCHEDULED INFORMATION DATES

- The year-end report for 2017 will be released on February 16, 2018.
- The interim report for January-March 2018 will be released on May 4, 2018.
- Annual General Meeting 2017 will be held in Stockholm on May 4, 2018.
- The interim report for January-June 2018 will be released on August 16, 2018.

PRESENTATION OF THE REPORT

The report will be presented at the company's head office, Kornhamnstorg 6, Stockholm, on October 24, 2017 at 1.00 pm CET. To attend the presentation, contact jacob.neckmar@oddmolly.com

For further information, please contact:

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Johanna Palm, CFO, phone: +46-760-10 24 55

This information is information that Odd Molly International AB is obliged to make public pursuant to the EU's Market Abuse Regulation and the Securities Market Act. The information was submitted for publication, through the agency of the contact persons set above, on October 24, 2017 at 8.00 am CET.

ABOUT ODD MOLLY

Odd Molly is a Swedish company that designs, markets and sells distinctive fashion. The company's products are mainly sold through agents to retailers in around thirty countries around the world, which facilitates expansion with limited capital requirements. Odd Molly is responsible for selling to external retailers in the Scandinavian market and also manages 18 of its own physical stores and its own web shop. The Odd Molly share is traded as of June 21, 2010 on Nasdaq Stockholm.

OUR STRATEGY

Odd Molly will profitably grow by continuing to create attractive collections, leveraging its geographical platform and developing new and existing sales channels. The corporate culture is rooted in quality, responsibility and engagement. Odd Molly's strategic work can be summarized as follows:

Collection Odd Molly will design beautiful clothing and related lifestyle products for girls. The collections will be distinguished by color, patterns and workmanship, with a balance between volume and price within a distinctive design concept.

Channels Odd Molly will expand its retail presence by continuing to carefully choose retailers. Odd Molly will to a greater degree also manage and develop its own retail operations in multiple channels.

Markets Odd Molly will continue to strengthen its brand long term and drive sales with an emphasis on markets where it has the best opportunities to build a strong long-term position. Odd Molly will increase control in strategic markets, while continuously evaluating opportunities to expand to new markets.

People Odd Molly's organization will maintain the highest quality, drive and engagement and be adapted to the company's long-term needs and growth. Consideration for Odd Molly's stakeholders cuts across the entire company.

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Press photos can be downloaded from Odd Molly's website at www.oddmolly.com under "press".
Odd Molly also produces a newsletter with reports on daily operations. To subscribe, go to www.oddmolly.com.

