



PRESS RELEASE

Malmö July 31, 2015

New Nordic Healthbrands AB (publ) Six-month report January - June 2015

SIX MONTHS 2015

- Net sales amounted to MSEK 149.4 (136.0), an increase of 9.9 percent. In local currencies, the increase was 2.9 percent.
- Gross margin increased to 66.6 percent (64.6).
- EBITDA increased to MSEK 8.9 (8.4).
- Operating profit improved to MSEK 7.6 (7.1).
- Profit after tax for the period improved to MSEK 5.3 (5.0).
- Earnings per share increased to SEK 0.86 (0.80).

Q2 2015

- Net sales amounted to MSEK 76.5 (74.9), an increase of 2.1 percent. In local currencies, the sales decreased 3.9 percent.
- Gross margin increased to 66.5 percent (64.6).
- EBITDA decreased to MSEK 4.2 (4.7).
- Operating profit decreased to MSEK 3.5 (4.0).
- Profit after tax for the period decreased to MSEK 2.2 (2.9).
- Earnings per share decreased to SEK 0.36 (0.47).

COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

Sales increased 9.9 percent to SEK 149.4 million during the first six months of the year. In local currencies, sales increased 2.9 percent. EBITDA increased to EUR 8.9 million and earnings per share after tax increased to 0.86 SEK.

We grew in all geographic areas. The countries that have contributed most to our absolute growth in sales is US, UK and Denmark. Although most markets have had success, there are some markets where growth does not match our ambitions and markets where we even experienced a slight decrease. It was particularly notable in the second quarter. Where growth has not met our expectations it has been due to a combination of several market-specific conditions. Some of these challenges we can solve relatively quickly and so we do. In other cases, we rely on external factors, and these take longer to adjust to. The effectiveness of our marketing, our cooperation with retailers and the success of our new product launches will be decisive for our performance. Our product portfolio is well tuned and further innovations are planned for introduction in the fall. The launch of Nordic Organic Fish Oil™ has been well received on the Danish market. Launch of this product is planned in a number of additional markets in the second half of 2015.

Our costs are under control. Our gross margin increased during the first half of 2015 to nearly 67 per cent and it is now at a satisfactory level. We have increased our staff from 37 to 43 people so we are better prepared for future growth. We also increased our marketing expenses to support the broadened product portfolio and our efforts to take more market share.

On 5 October this year, New Nordic can celebrate its 25th anniversary. Our growth from nothing but an idea to what New Nordic stands for today demonstrate the effectiveness of our strategy. A strategy that builds on the strengths of our brands and an entrepreneurial spirit. All employees are passionate about our business and our international expansion and I look forward to the second part of 2015 and the next 25 years with optimism.

Karl Kristian Bergman Jensen, CEO

New Nordic Healthbrands AB
Södra Förstadsgatan 3 C
SE-211 43 Malmö, SWEDEN

The information in this press release is that which New Nordic Healthbrands AB (publ) is required to disclose under Sweden's Securities Market Act. It will be released for publication at 9.00 (CET) on July 31st, 2015.

Contact:

**Karl Kristian Bergman Jensen, CEO +46 40-239520 (switchboard),
Marinus Blåbjerg Sørensen, CFO +45 46323344 (switchboard)**

New Nordic Healthbrands AB (publ), SE-211 43 Malmö, Sweden Phone +46-40-239520, fax: +46-40-239522, email: info@newnordic.se Registered office: Malmö, Reg. No. 556698-0453.

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 32 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 2014, sales were 272 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.