



PRESS RELEASE

Malmö July 31, 2014

New Nordic Healthbrands AB

Six month report January - June 2014

SIX MONTHS 2014

- Net sales amounted to MSEK 136.0 (110.0), an increase of 23.7 percent. In local currencies, the increase was 19,1 percent.
- Gross margin decreased to 64.6 percent (68.8).
- EBITDA increased to MSEK 8.4 (7.1).
- Operating profit improved to MSEK 7.1 (5.6).
- Profit after tax for the period improved to MSEK 5.0 (3.5).
- Earnings per share increased to SEK 1.35 (1.14).

Q2 2014

- Net sales amounted to MSEK 74.9 (58.9), an increase of 22.7 percent. In local currencies, the increase was 27.2 percent.
- Gross margin decreased to 64.6 percent (71.2).
- EBITDA increased to MSEK 4.7 (3.6).
- Operating profit improved to MSEK 4.0 (2.9).
- Profit after tax for the period improved to MSEK 2.9 (2.2).
- Earnings per share increased to SEK 0.75 (0.58).

COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

We had a record first half year.

Revenues grew 19 percent in local currencies. After translation to Swedish kronor, sales amounted to a record 136.0 million SEK, a growth of nearly 24 percent.

An increase in marketing efforts on existing and more well established brands and a focus on the launch of our new Skin Care tablets in the growing beauty from within category has been successful. Progress has been satisfactory in all geographic regions in which we operate. The biggest absolute growth region for the first half year has been other Europe. A great step forward in our efforts to establish New Nordic as a true international company. Our individual brands has been performing well. All brands with the exception of a few low priority brands has grown.

The growth margin amounted to 64,6 percent in the first half year. It is a decrease compared to same period last year, mainly caused by fluctuations in the assortment sold. I expect the gross margin for the whole year will improve a little compared to the first half of 2014. We continue to have all our own products manufactured in Scandinavia.

EBITDA increased by 19 percent to 8.4 million SEK. We increased the marketing spend in the period to increase sales and help launch the Skin Care tablets in the Nordic region and USA.

Our cost control has been satisfactory. Staff and administrative expenses continued to decrease as a percent of sales. The sales of 3.7 million SEK and gross profit of 2.4 million SEK per employee in just six months bear witness to an effective administration and organization.

The internationalization of New Nordic continues in a good momentum. We are taking market share in every region of the growing in-

ternational food supplement market. We want to increase our international sales hand in hand with increasing our profitability and earnings per share. The efficacy of our marketing efforts, our capabilities of increasing the gross margin, and the success of our new product introductions will be crucial to our results.

We will continue to increase marketing spend for our established products and invest in the Skin Care brand to establish it as one of the leading and driving brands in this growing market category. New positive clinical results of eye q® and ADHD has been published at The International Society for the Study of Fatty Acids and Lipids, ISSFALL Congress in Stockholm at the end of June, 2014. We expect these new trials over time can increase sales of eye q in a omega 3 market that is struggling and has been decreasing significantly particularly in the Nordic region.

The entire organization is very dedicated and has great focus on making our marketing even more efficient and optimizing the coming product launches.

I am full of optimism and looking forward to an exciting and rewarding year for the New Nordic and our shareholders.

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. It will be released for publication at 9.00 (CET) on July 31st, 2014.

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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 30 countries in pharmacies and health stores. The New Nordic Group has it's 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 2013, sales were 228 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.