



PRESS RELEASE

Malmö April 28, 2017

At the Annual General Meeting of New Nordic Healthbrands AB (publ) on April 27, 2017, the following was resolved

Dividend

It was established that the dividend for the 2016 fiscal year is set at SEK 0.40 per share and that the record date for dividend is 2 May 2016. Payment by Euroclear Sweden AB is expected to take place on May 5, 2017.

Board and fee

All members elected by the AGM; Jessica Tyreman, Lennart Sjölund, Marinus Blåbjerg Sørensen and Karl Kristian Bergman Jensen, were re-elected by the Annual General Meeting. As in 2016, the Board comprises four members elected by the Annual General Meeting. Marinus Blåbjerg Sørensen was re-elected Chairman of the Board. It was determined that the Board fee totaled SEK 210,000 to allocate SEK 0 to the Chairman of the Board, SEK 0 to Karl Kristian Bergman Jensen and SEK 105,000 each to the other two Board members.

Auditor

Ernst & Young AB was appointed auditing firm with Martin Henriksson as chief auditor. It was established that remuneration to the auditor should be paid in a reasonable amount on an approved account.

Authorization

The Board was authorized to decide on the issue of new shares or issue of convertible debentures or issue of warrants in the meantime until the next AGM, on one or more occasions. By decision based on the authorization, the share capital may be increased by a maximum of 1 500 000, corresponding to a total increase in the share capital by no more than 1 500 000 kr.

For further information please 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.

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, on April 28th, 2017.

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 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 2016, sales were 306 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.