



PRESS RELEASE

Malmö October 30, 2015

New Nordic Healthbrands AB (publ) Nine-month report January - September 2015

NINE MONTHS 2015

- Net sales amounted to MSEK 223.3 (201.3), an increase of 10.9 percent. In local currencies, the increase was 3.9 percent.
- Gross margin increased to 65.9 percent (64.0).
- EBITDA increased to MSEK 14.4 (14.2).
- Operating profit improved to MSEK 12.4 (12.2).
- Profit after tax for the period decreased to MSEK 9.0 (9.2).
- Earnings per share decreased to SEK 1.46 (1.49).

Q3 2015

- Net sales amounted to MSEK 73.9 (65.2), an increase of 13.2 percent. In local currencies, the sales increased 6.0 percent.
- Gross margin increased to 64.5 percent (62.7).
- EBITDA decreased to MSEK 5.5 (5.8).
- Operating profit decreased to MSEK 4.9 (5.1).
- Profit after tax for the period decreased to MSEK 3.7 (4.3).
- Earnings per share decreased to SEK 0.60 (0.69).

COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

Sales increased with 11 percent to 223 million SEK. In local currencies sales increased nearly four percent.

The company is in a fine growth momentum and taking market share in nearly all markets. Sales increased in the Nordic area, the rest of Europe and in North America. During the year we experienced challenges in sales and profit from particular brands in our weight loss segment in the Nordic area. We saw it coming and prepared to compensate for it by accelerating new product introductions in more stable segments as well as we moved forward the introduction of new generation weight loss formulations. Such operations has meant extraordinary investments in marketing launch costs. Our skilled staff maneuvered the adjustment swiftly, and our adjustment is laying the ground work for the successes of tomorrow. The growth of sales is satisfactory in light of this.

Our costs are under control. The gross margin increased to nearly 66 percent. The EBITDA has been just increased a little compared to last year. The EBITDA margin was below our long term ambition. However, it is momentarily influenced by the extraordinary costs of adjusting the assortment as well as our continued marketing investments in order to take market share and establish ourself stronger in selected markets. During the coming quarter we expect to improve the effectiveness of our marketing investments.

We had a fine quarter in terms of celebrations and retailer events. In August we celebrated our 25 years anniversary in our typical friendly and entrepreneurial New Nordic spirit which we have preserved under all years. The fact that New Nordic has become what it is today by our own organic growth is thanks to the excellent qualities of our international team and our focus on continued innovation. This is something that is also recognized outside the company. I am pleased to announce that our Norwegian team was elected best supplier to Life in Norway 2015 and that our Danish team won the best product of the year title with their launch of Coffee Diet™.

Looking back on the development over the last 25 years and the expertise we have build in the herbal area, I can reaffirm my confidence in the future. With our herbal know-how we have build a cutting-edge resource for our product development team preparing the products of tomorrow.

I am very enthusiastic about New Nordic's opportunities for further growth and development.

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 October 30th, 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 33 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 2014, sales were 272 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.